

# **International Conference on Sustainable Collaboration in Business, Technology, Information, and Innovation (SCBTII 2023)**

Advances in Economics, Business and Management Research  
Volume 265

Bandung, Indonesia and Online  
27 - 28 July 2023

ISBN: 978-1-7138-9629-6

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Print copyright© (2023) by Atlantis Press (part of Springer Nature)  
All rights reserved.  
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press  
Van Godewijckstraat 30  
3311GX Dordrecht  
The Netherlands

[contact@atlantis-press.com](mailto:contact@atlantis-press.com)

Printed with permission by Curran Associates, Inc. (2025)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

## TABLE OF CONTENTS

Smart Retailing: A Study Regarding the Purchase Intention of Beauty Products Vending Machine.....	1
<i>Dinda Maharani Widyaputri, N. Kusumawati</i>	
Discovering Flexible Working Arrangement Implementation Among Indonesian Workers at Digital Sector: The Mediation Role of Work Life Balance .....	28
<i>Nidya Dudija, Ratna Komala Putri, Faiza Nurin Kamila</i>	
Work Discipline and Work Motivation Influence on the Employee Performance of Siabu Mandailing Natal Health Centre.....	43
<i>Ratna Komala Putri, Mahyari Lubis, Donni Junipriansa</i>	
Optimal Capital Structure Analysis on Aggressive and Moderate Expansion Strategy to Increase Shareholder Value, Case Study on Hospital Industry in Indonesia 2017-2021 .....	55
<i>Hesty Ratnasari, Brady Rikumahu</i>	
Implementation of the Mobile Intellectual Property Clinic Flagship Program Towards the Achievement of the Public Satisfaction Index in the Directorate General of Intellectual Property.....	72
<i>Ardi Tri Harsonni, Eleonora Sofilda, Dini Hariyanti</i>	
Analysis of the Impact of Increasing Non-Tax State Revenue Directorate General of Intellectual Property on the Quality of Public Services in the Field of Intellectual Property at the Directorate General of Intellectual Property .....	92
<i>Bayu Santoso, Eleonora Sofilda, Dini Hariyanti</i>	
Enterprise Risk Management Disclosure: Evidence from Banking Companies Listed on the Indonesia Stock Exchange.....	113
<i>Sri Rahayu, Lenirra Indri Supriatna</i>	
The Determinants of Consumer Trust in Digital Banking Transaction Services: A Case Study of Livin' by Mandiri Users in Gen Z .....	126
<i>Astrie Krisnawati, Annisa Aulia Rahmani</i>	
Factors Affecting Skincare Purchase Intention During E-Commerce Live Streaming.....	139
<i>Ravanell Avaryl, Nurrani Kusumawati</i>	
The Effect of the Use of Mobile Banking on the Analysis of the Extended Unified Theory of Acceptance and Use of Acceptance and Use of Technology (UTAUT2) on Increasing Customers Satisfaction and Customer Loyalty.....	164
<i>Ahadi Andrian Wibowo, Arviansyah</i>	
The Influence of Planning and Preparation Stage on the Success of Public Private Partnership Local Government Scheme (KPDBU) Availability Payment in Indonesia.....	185
<i>Ali Sunandar, Dian Indiyati</i>	
Managing Career Development and Discipline as Performance Improvement Factors .....	205
<i>Jasmine Balqis Syarahil, Ratri Wahyuningtyas</i>	
Domestic Tourists' Intention to Visit on Tolo Wind Turbine Sites: The Impact of Customer Perception of Sustainable Tourism .....	220
<i>Yudistira Bagus Mirhanto, Mustika Sufiati Purwanegara</i>	
The Impact of the Covid-19 Pandemic on MSMEs in Galuh University .....	250
<i>Toto Toto, Elin Herlina, Nurdiana Mulyatini, Umar Baihaki</i>	

Determinant Factors of Human Development and Its Impact on Level of Productivity in ASEAN Countries .....	258
<i>Suhendi Ery Saputro, Muhammad Zilal Hamzah, Budi Santosa</i>	
Measurement of Variables to Predict Purchase Decisions Toward Halal Product: Study at Inglot .....	279
<i>Indrawati Indrawati, Firly Assyifa Camilien, Subhash K. B. Pillai</i>	
Stock Valuation of Cement Industry in 2019 and 2021 Due to COVID-19 Using Free Cash Flow to Firm (FCFF) and Relative Valuation (RV) .....	286
<i>Sri Rahayu Fitriani, Brady Rikumahu</i>	
Do Fund's Village, Economic Growth, Inequal Income Distribution, Unemployment Rate, and Human Development Index Affect Poverty in Indonesia? .....	300
<i>Danang Indrajaya, Dedi Iskanto</i>	
Product Preference Analysis of Low Multi-Purpose Vehicle Using Topic Modeling.....	313
<i>Trisna Guruminda, Teguh Widodo</i>	
Analysis of Consumption Behavior Changes in Skincare and Makeup Category Due to COVID-19 Pandemic .....	325
<i>Patricia Oxanna, Mustika Sufiati Purwanegara</i>	
Analysis of the Effect of Intellectual Property Policy with National Economic Growth .....	353
<i>Ranie Utami Ronie, Muhammad Zilal Hamzah, Rinaldi Rustam</i>	

## Author Index