

8th Global Conference on Business, Management and Entrepreneurship (GCBME 2023)

Advances in Economics, Business and Management Research
Volume 288

Bandung, Indonesia
8 August 2023

Part 1 of 2

ISBN: 978-1-7138-9950-1

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 Godewijkstraat 30
3311GX Dordrecht
The Netherlands

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
Web: www.proceedings.com

TABLE OF CONTENTS

PART 1

SESSION: FINANCIAL MANAGEMENT AND ACCOUNTING

The Influence of Macroeconomic Fundamentals and Investor Sentiment on the Indonesian Stock Exchange	7
<i>Fitriana Dewi Sumaryana, Nugraha Nugraha, Maya Sari, Toni Heryawan</i>	
The Influence of Indonesian Investor Sentiment on Stock Returns Before and After the Issue of the Russian-Ukrainian War in Energy Sector Companies Listed on the IDX	14
<i>Hadi Ahmad Sukardi, Nugraha Nugraha, Imas Purnamasari, Maya Sari, Yayat Supriatna</i>	
Behavioural Factors Influence on Investment Decisions.....	24
<i>Andrieta Shintia Dewi, Nugraha Nugraha, Imas Purnamasari, Maya Sari, Agus Rahayu, Lili Adi Wibowo</i>	
Behavioural Biases and Investment Decisions Through Gender and Education Perspectives in Indonesia Interbank Call Money Market.....	30
<i>Saur Costanius Simamora, Nugraha Nugraha, Imas Purnamasari</i>	
Analysis of Transparency of Zakat Management Organization in Indonesia	37
<i>Isro 'iyatul Mubarakah, Fety Nurlia Muzayanah, Yulistina Sulastri, Gita Jumaida Panjaitan</i>	
Aggregate Herding Behavior in Asymmetric and During COVID-19 Pandemic: Evidence from ASEAN Capital Market.....	43
<i>Gusni Gusni, Nugraha Nugraha, Disman Disman, Maya Sari</i>	
Behind the Investment Curtain: Exploring Internal and External Factors Influencing Mutual Fund Investment Decisions in Indonesian Stock Market.....	49
<i>Rengga Madya Pranata, Nugraha Nugraha, Maya Sari, Agus Rahayu, Lili Adi Wibowo</i>	
The Analysis of Performance Measurement of Village Unit Cooperatives (KUD) Using the Balanced Scorecard	54
<i>Amelia Amelia, Anggi Yulianti, Melan Nur Meilani, Fitriana Kurniati, Yana Setiawan</i>	
Behavioral Bias in Retirement Planning: A Literature Review	61
<i>Heraeni Tanuatmodjo, Nugraha Nugraha, Disman Disman, Toni Heryana</i>	
Fear of Missing Out (FOMO) & Investment Decision: A Systematic Literature Review	68
<i>Rulit Candra, Aisah Aisah, Nugraha Nugraha, Imas Purnamasari</i>	
Stock Analysis Based on the CAPM as a Basis for Making Investment Decisions (studies in the Infrastructure Sector for the 2021-2022 Period).....	75
<i>Esi Fitriani Komara, Nugraha Nugraha, Agus Rahayu, Maya Sari, Lili A. Wibowo</i>	
Optimal Capital Structure Analysis of Pt Centratama Telekomunikasi Indonesia Tbk	81
<i>Rafly Zahriansyah, Mandra Lazuardi Kitri</i>	
Effects of Eid Al Fitr and January Holidays on Stock Returns in LQ45 Company.....	88
<i>Hilda Nur Sopha Ningsih, Ellen Rusliati</i>	

Moderation Model on the Fed Funds Rate on Portfolio Equity Flows in Southeast Asia	94
<i>Wilman San Marino, S. Ignatia Bintang Filia Dei, Tine Badriatin</i>	
The Influence of Macroeconomic Conditions on the Speed of Recovery of the Capital Structure of Companies: An Empirical Study on Manufacturing Companies in Indonesia	102
<i>Pierdijono Hartono, Nugraha Nugraha, Toni Heryana</i>	
Dynamics of Corporate Financial Performance in Indonesia: Before and During the COVID-19 Pandemic	109
<i>Adam Medidjati, Toni Heryana</i>	
Digital Financial Literacy and Digital Financial Inclusion: Efforts to Overcome Challenges After the Covid-19 Pandemic and Increase the Independence of Financial Management.....	115
<i>Azizah Fauziyah, Arief Budiman, Harpa Sugiharti, Sri Hardianti Sartika, Sabrina Khairunnisa, Siti Aty Ruhayati</i>	
Analysis of Business Success: Effects of Business Competency	122
<i>Rahmatul Istiqomah, Hari Mulyadi, Sulastris Sulastris</i>	
Analysis of the Effect of Debt Equity Ratio and Debt Asset Ratio on Islamic Social Reporting in Islamic Banks	130
<i>Muhammad Ridwan Mulki, Arini Lestari Sugiarti, Aulia Cahya Prasaja, Neng Hasnah Siti Aminah, Elis Mediawati</i>	
Strategic Role of Climate Finance: A Bibliometric Analysis.....	141
<i>Nurul Afifah, Nugraha Nugraha, Imas Purnamasari, Yayat Supriatna, Agus Rahayu, Lili Adi Wibowo</i>	
Herding Behavior and Investor Investment Decisions in Capital Market	147
<i>Dian Kurnianingrum, Nugraha Nugraha, Disman Disman, Budi Supriatono Purnomo</i>	
Profitability, Stock Price, Firm Value, Post Pandemic Covid 19	156
<i>Wiara Sanchia Grafita Ryana Devi, Nugraha Nugraha, Ika Putera Waspada, Maya Sari, Agus Rahayu, Lili Adi Wibowo</i>	
Does the 6-Factor Model Work Better in the Indonesian Capital Market	162
<i>Dwi Darma, Ikaputera Waspada, Maya Sari</i>	
Cultivating Financial Resilience: Illuminating the Nexus of Financial Literacy, Corruption Perception, and Sustainable Debt Strategies in Ghana	173
<i>Godwin Ahiase, Nugraha Nugraha, Maya Sari, Denny Andriana</i>	
The Resilience of ASEAN 5 Company During Pandemics: Does ESG Matter?	180
<i>Amalia Siti Khodijah, Dewi Ratnasari Astuti, Anja Muhammad Zaenul Ihsan</i>	
Unveiling the Green Tapestry: Exploring the Influence of Green Budget Tagging on the Nexus of Fiscal Policy Sustainability and Green Budgeting Practices in Metropolitan Municipal and District Assemblies in Ghana	186
<i>Shaibu Awudu, Ayu Krishna Yuliawati, Maya Sari</i>	
Comparative Analysis of Financial Distress by Using the Bankruptcy Prediction Model (Case Study of Registered Tourism Sub-Sector Companies on the Indonesian Stock Exchange Period 2017 - 2019)	193
<i>Gusganda Suria Manda, Rabhi Fathan Muhammad, Angga Sanita Putra, Liya Megawati, Gabriela Prisy Anggraeni</i>	

Use of Public Funds and the Flypaper Effect; Analysis of Regional Expenditure in Four Indonesian Provinces	200
<i>Nanang Rusliana, Dyah Ciptaning Lokiteswara Setya Wardhani, Raisa Hillia Aini Syifa</i>	
The Effect of Working Capital Management, Sales Growth on Profitability in Property and Real Estate Companies Listed on the Indonesia Stock Exchange (IDX) in 2019-2022.....	209
<i>Nandu Saprudin, Maya Sari, Imas Purnamasari</i>	
Analyzing Valuation Approaches in Country Bibliographies of Equity: A Bibliometric Analysis	217
<i>Shendy Amalia, Nugraha Nugraha, Maya Sari, Toni Heryana</i>	
The Trend of Transaction on E-Commerce by Millennial Generation	227
<i>Wayan Eny Mariani, Ni Made Ayu Dwijayanti, Wayan Tari Indra Putri</i>	
The Implementation of Blockchain in Taxation: Efficiency, Transparency, and Reducing Tax Avoidance	234
<i>Rizky Ridwan, Dede Riswandi, Fithri Sri Mulyani</i>	
Determinants of Bonds Rating: Case Study of Indonesian Banking Listed on the Indonesia Stock Exchange	244
<i>Muhammad Bayu Aji Sumantri, Nugraha Nugraha, Maya Sari, Ikaputera Waspada</i>	

SESSION: GREEN BUSINESS AND ECONOMIC EDUCATION

Evaluation and Level of Efficiency of Milkfish Processing Centers and Regional Development Strategies as Implementation of Social Entrepreneurship Education in Milkfish Management Centers in Padaasih Village, Pasirwangi, Garut, West Java.....	253
<i>Hendro Sugiarto, Aldi Septiadi, Andre Jaenal Mutaqin, Kamaludin Kamaludin, Eldi Mulyana, Alni Dahlena</i>	
Bibliometric Analysis of Higher-Order Thinking Skills: An Increasing Important Competency	267
<i>Heni Mulyani, Harpa Sugiharti, Imas Purnamasari, Fitriana Kurniati, Utami Fahmi Lestarina</i>	
Analysis of Strategic Planning in Creative Economic Education of the Eco-Green Concept in Plastic Waste Management	276
<i>Eldi Mulyana, Lili Dianah, Vanny Septiani Rachmat, Rina Septiani, Hendro Sugiarto, Alni Dahlena</i>	
The Urgency of Economic Education in Growing Entrepreneurial Awareness in Social Studies Education Students	285
<i>Mega Siti Syahbaniah, Alni Dahlena, Triani Widyanti, Eldi Mulyana, Asep Supriyatna</i>	
Implementation of Social Economy Project-Based Learning as Sociopreneur Skills in the 21st Century	292
<i>Eldi Mulyana, Tetep Tetep, Hendro Sugiarto, Alni Dahlena, Asti Pratiwi, Siska Widya Lestari</i>	
The Effectiveness of Using Tik Tok Media in Increasing Social Entrepreneurship on Consumptive Behavior	299
<i>Tetep Tetep, Alni Dahlena, Astried Nurjanah, Eldi Mulyana, Triani Widyanti, Slamet Nopharipaldi Rohman, Lili Dianah, Hendro Sugiarto</i>	
Developing Financial Literacy Instruments for Youth: An Indonesian Context.....	306
<i>Siti Parhah, Leni Permana, Dadang Dahlan</i>	

Social Entrepreneurship Intention in the Perspective of Innovation, Risk Taking, and Entrepreneurial Attitude	312
<i>Kurjono Kurjono, Asep Ridwan Lubis, Katiah Katiah</i>	
Green Marketing: Green Brand Positioning's Influence on Green Products Purchase Intention	321
<i>Pelangi Puspa Dewanti, Heny Hendrayati, Ratih Hurriyati</i>	
Preservice Teacher Self Assessment of Based Course TPACK Model of Competencies Development	327
<i>Kinanti Geminastiti Hilmiatussadiyah, Susanti Kurniawati, Rosa Ariani Sukamto</i>	
The Effect of Prior Knowledge and Technology Mastery on the Readiness to Become Prospective Teachers in Students of the Education Study Program at FPEB, Universitas Pendidikan Indonesia	333
<i>Selli Indria, Alsel Indi Orrico, Lutfi Amalia, Kinanti Geminastiti Hilmiatussadiyah, Fazar Nuriansyah</i>	
The Influence of Entrepreneurial Spirit and Parenting Patterns Toward Entrepreneurship Interest in Vocational High School Students	345
<i>Eldi Mulyana, Lili Dianah, Siti Sunduz, Andre Jaenal Mutaqin, Nizar Alam Hamdani, Galih Abdul Fatah</i>	

SESSION: INNOVATION, OPERATIONS, IT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT

Analysing the Operational Relationship to Business Performance in Small and Medium Enterprises	359
<i>Rediawan Miharja, Nelly Martini, Evi Selvi, Agustifa Zea Tazliqoh, Intan Nur Octaviani</i>	
Improvement of Inventory Sharing Process at Home Furnishing Company	366
<i>Belinda Larisa Sipota, Rizqiah Insanita</i>	
Analysis of Length of Stay for Outpatient Pediatric Dental Polyclinic in XYZ Hospital	373
<i>Shaliha Ratih Dhaneswari, Mursyid Hasan Basri</i>	
Analysis of Outpatient Length of Stay Time of Obstetrics & Gynecology Department in XYZ Hospital	380
<i>Nabila Salma Nareswari, Mursyid Hasan Basri</i>	
The Implementation of the Supply Chain Operations Reference Model in Developing the Enterprises in the Fishery-Based Food Industry in Pangkalan Baru	390
<i>Rheza Mahesa Raharjo, Gatot Yudoko, Mursyid Hasan Basri, Yuanita Handayati, Muslim El Hakim Kurniawan, Suti Maryati</i>	
Conceptual Model for Digital Startup Policy to Accelerate the Success Rate in Indonesia	396
<i>Sonny Hendra Sudaryana, Budisantoso Wirjodirdjo, Agus Windharto</i>	
Enterprise Architecture Model for Digital Village in West Java Province	402
<i>Hari Supriadi, Yudi Wibawa, Agus Rahayu, Lili Adi Wibowo</i>	
Green Logistics Management Practices and Sustainability Performance of Manufacturing Firms in Ghana and Indonesia: The Moderating Role of Cross-Country ICT Development Status	411
<i>Gilbert Korku Akubia, Denny Andriana</i>	
Systematic Literature Review: The Role of Enterprise Architecture in Digital Transformation in the Era of the Fourth Industrial Revolution	418
<i>Tri Septiar Syamfithriani, Yudi Wibisono, Munir Munir, Lili Adi Wibowo, Agus Rahayu</i>	

Total Quality Management in Higher Education: A Bibliometric Overview.....	426
<i>Harpa Sugiharti, Nugraha Nugraha, Raden Aditya Kristamtomo, Rika Mardiani</i>	
Smart Sukuk on Blockchain Technology: A Systematic Literature Review	434
<i>Retno Dyah Pekerti, Missi Hikmatyar, Dede Rizal, Isnaen Nurzaman</i>	
Mapping the Knowledge Domains of Digital Transformation Publications: A Bibliometric Analysis	440
<i>Adi Setiawan, Moh. Yudi Mahadianto, M. Alwi, Budi Agung Prasetya</i>	

SESSION: MARKETING MANAGEMENT, RELATIONSHIP MARKETING, SERVICE MARKETING

The Effect of UGC (User Generated Content) and FOMO (Fear of Missing Out) on Gen Z's Online Purchasing Decision in Bandung City on Online Start-Ups	461
<i>Ni Putu Nurwita Pratami Wijaya, Ratih Hurriyati, Bambang Widjayanta, Vanessa Gaffar</i>	
Understanding the Impact of Perceived Value on Consumers' Continuous Purchase Intention in LiveStreaming E-Commerce Mediated by Consumer Trust and Online Shopping Satisfaction	467
<i>Ati Mustikasari, Ratih Hurriyati, Bambang Widjayanta, Agus Rahayu, Lili Adi Wibowo, Puspo Dewi Dirgantari</i>	
How Can Perceived Usefulness and Perceived Ease of Use Influence Purchase Decision on Netflix Indonesia?.....	474
<i>Reminta Lumban Batu, Fajar Ramadhan, Salim Siregar, Sherliana Halim, Danang Kurnanto</i>	
E-Wom Strategy Through Perceived Usefulness to Increase Repurchase Intention of Pospay Pt Pi	484
<i>Helly Siti Halimah, Ratih Hurriyati, Heny Hendryati</i>	
Analysis of Enhancing Marketing Performance in MSMEs Through Strategies to Boost Local Value-Creation and Competitiveness.....	489
<i>Hartelina, Reminta Lumban Batu, Nanda Puspitasari, Ayuk Hidayanti</i>	
Promotional Pricing Strategy, Brand Image, and Brand Ambassadorship of a Company on Customer Intention to Transaction for Courier Services	496
<i>Aisah Aisah, Rulit Candra, Ratih Hurriyati, Mokh. Adib Sultan</i>	
The Rise of Gastronomy Tourism: A Systematic Literature Review	503
<i>Mohamad Sapari Dwi Hadian, Fairuz Mudalifa, Evi Novianti, Ute Siti Lies Khodijah, Ayu Krishna Yuliawati</i>	
The Influence of Locus of Control, Motivation, and Family Environment to Student Entrepreneurial Interest Based on West Java	509
<i>Elvira Azis, Ratih Hurriyati, Bambang Widjayanta, Agus Rahayu, Lili Adi Wibowo, Heny Hendrayati, Ilham Araf</i>	
Enhancing Online Repurchase Intention: Unveiling the Crucial Role of Digital Customer Experience Among Bukalapak Users	514
<i>Ihda Farhatun Nisak, Lili Adi Wibowo, Lisnawati, Heny Hendrayati, Ratih Hurriyati</i>	
Perceived Enjoyment and Perceived Usefulness to Mobile Payment Users Continuance Intention	522
<i>Emi Amelia, Ratih Hurriyati, Agus Rahayu, Lili Adi Wibowo, Bambang Widjayanta, Christianingrum Christianingrum</i>	
The Influence of Experiential Marketing and Tourist Satisfaction in Revisit Intention Tourism	531
<i>Christianingrum Christianingrum, Ratih Hurriyati, Agus Rahayu, Vanessa Gaffar, Disman Disman, Lili Adi Wibowo, Bambang Widjayanta, Heny Hendrayati, Emi Amelia</i>	

The Effect of Customer Relationship Management on Customer Engagement	538
<i>Hifzhil Rahman, Ratih Hurriyati, Heny Hendrayati</i>	
Analysis of the Impact of Service Quality on Lion Air Customer's Repurchase Intention	544
<i>Zahfirah Nashshar, Heny Hendrayati, Ratih Hurriyati</i>	
The Effect of Complaint Handling and Service Recovery on Customer Loyalty at Lion Air Indonesia	552
<i>Rachmi Arin, Heny Hendrayati, Ratih Hurriyati</i>	
Determining Consumer Purchase Decisions for Product Imitation in Developing Countries	558
<i>Khoirun Nisa Bahri, Ratih Hurriyati, Bambang Widjajanta, Agus Rahayu, Lili Adi Wibowo, Vanessa Gaffar, Candra Taufik</i>	
The Effect of Service Recovery on Customer Satisfaction on Lion Air Users	567
<i>M. Rizki Ubaidillah, Heny Hendrayati, Ratih Hurriyati</i>	
Perceived Risk as a Mediator Subjective Norm & Travel Intention Post Covid-19	572
<i>Rahmat Priyanto, Ratih Hurriyati, Bambang Widjajanta, Agus Rahayu, Disman Disman, Lili Adi Wibowo</i>	
Y & Z Generation Customers' Decision to Have Hajj Savings Products	581
<i>Shelva Khairanihisan, Ozka Muhammad Fajrin, Aas Nurasyiah, Firmansyah Firmansyah</i>	
Discovering Factors of Indonesian Customer Brand Attitude Towards Australian SMEs' Brand	588
<i>Tika Koeswandi, Ratih Hurriyati, Bambang Widjajanta, Vanessa Gaffar</i>	
The Influence of Product Composition Information and Brand Trust on Purchasing Decision	594
<i>Galih Abdul Fatah Maulan, Elpita Dinanti, Sintia Mustika, Nizar Alam Hamdani, Intan Permana</i>	
Effect of Brand Image on Repurchase Intention	604
<i>Puspo Dewi Dirgantari, Bambang Widjajanta, Alifia Zunilda</i>	
The Evolving Position of Artificial Intelligence in Digital Marketing: A Qualitative Study of SMEs in Indonesia	614
<i>Narayan Aryaka Respati, Julien Etienvre, Prameshwara Anggahegari</i>	
The Effect of Affiliate Marketing on Impulse Buying.....	621
<i>Raida Dayanti</i>	
Village Tourism Marketing from an SDL Perspective Based on Local Wisdom: Durian Bangunkarya Festival	629
<i>Marsianus Raga, Sahala Martua Solin, Cecep Tatang Wijaya</i>	
The Effective Customer Relationship Management of Business to Business in Improving Customer Satisfaction and Customer Retention	638
<i>Budi Prakoso, Ratih Hurriyati, Heny Hendrayati</i>	
Examining Customer Loyalty in the Courier Service Industry: An Analysis of Service Quality and Customer Trust Factors.....	645
<i>Lisnawati Lisnawati, Devi Setiawati, Ratih Hurriyati</i>	
The Impact of Endorser Credibility on Consumer's Purchase Decision in the Digital Marketplace.....	651
<i>Girang Razati, A. M. Andriani, Agus Rahayu, Lisnawati Lisnawati</i>	

PART 2

Enhancing Repurchase Intentions in Local Fast Food Chains: Unraveling the Influence of Product Innovation and Digital Marketing	657
<i>Bambang Widjajanta, Eva Fauziah, Ratih Hurriyati, Lisnawati Lisnawati</i>	
Factors Affecting Museum Re-Visit: Application on the Balai Kirti Museum	663
<i>Dini Mustika Buana Putri, Ratih Hurriyati, Bambang Widjajanta, Puspo Dewi Dirgantari</i>	
Social Media as a Contributing Factor to the Potential Decline of Commercial Sales Jobs in the Future and the Driving Factors Behind the Increased Intention to Buy Among Generation Y and a Segment of Generation Z in Indonesia	669
<i>Fachry Hasan, Tazar Marta Kurniawan, Ratih Hurriyati, Mokh. Adib Sultan</i>	
Exploring the Impacts of Viral Captions in Digital Content Promotion on Impulse Buying Decisions	683
<i>Neng Susi Susilawati Sugiana, Ratih Hurriyati, Bambang Widjajanta, Agus Rahayu, Lili Adi Wibowo, Puspo Dewi Dirgantari</i>	
Muslim Tourist Perspective: The Role of Religiosity on the Relationship Between Halal Tourism and Satisfaction	691
<i>Rivaldi Arissaputra, Ratih Hurriyati, Bambang Widjajanta, Mokh Adib Sultan, Vanessa Gaffar</i>	
The Power of Green Influencers: Leveraging Social Media for Environmental Sustainability in Fast-Moving Consumer Goods.....	697
<i>Pearl Fafa Bansah, Vanessa Gaffar, Disman Disman, Ayu Krishna Yeliawati</i>	
Whether AI-Based Chatbots Influence Destination Visit Intentions?	704
<i>Nurdin Hidayah, Ratih Hurriyati, Heny Hendrayati</i>	
Muslim Loyalty in Halal Digital Recreation: The Role of Experience Quality and Value	710
<i>Asaretkha Adjane Annisawati, Vanessa Gaffar, Ratih Hurriyati, Bambang Widjajanta</i>	
Managing Strategy Offline Sales Channels in the Digital Era for the Courier Industry.....	719
<i>Iwan Gunawan, Ratih Hurriyati, Mokh. Adib Sultan</i>	
Effect of Differentiation of Pospay Kiosk Services on the Decision to Use an Application as a Consumer Service (Case Study: PT Pos Indonesia (Persero)).....	725
<i>B. Pujiati, Iwan Gunawan, Ratih Huriyati, Mokh Adib Sultan</i>	
Working Towards Sustainable Behavior in Household Waste: The Role of Consequence Awareness and Responsible Consumption	730
<i>Arie Indra Gunawan, Ratih Hurriyati, Bambang Widjayanta, Lili Adi Wibowo, Agus Rahayu, Hilda Monoarfa</i>	
Brand Image: Its Influence on Youku Application Purchase Decisions	736
<i>Bagas Rino Anggoro, Heny Hendrayati, Chairul Furqon, Ratih Hurriyati</i>	
Revolutionizing Small Businesses: Green Marketing Strategies for Creative Industries	743
<i>Sri Sudiarti, Ari Arisman, Ardiansyah</i>	
Brand Trust, Consumer Experience, and Customer Satisfaction Function as Moderating Factors on Customer Loyalty (A Case at PT. Trimitra Garmedindo Interbuana)	748
<i>Ayuningtyas Yuli Hapsari, Ratih Hurriyati, Heny Hendrayati, Agus Rahayu, Lili Adi Wibowo</i>	

The Impact of Serviscape on Purchase Decision.....	756
<i>Rizki Akmal Fadhil, Heny Hendrayati, Ratih Hurriyati</i>	
Implications of Sensory Marketing of Indonesian Culinary Fine Dining on Customer Satisfaction.....	762
<i>Ayu Nurwitasari, Heny Hendrayati</i>	
The Influence of Electronic Service Quality (Mobile Banking) on Electronic Customer Loyalty Through Electronic Customer Satisfaction as a Mediation Variable	770
<i>Novi Lestari, Ratih Hurriyati, Heny Hendrayati</i>	
Marketing Strategy: The Effect of Positioning and Advertising Effectiveness on Social Media to Purchase Decision	776
<i>Rahmat Hidayat, Agus Rahayu, Lili Adi Wibowo, Leni Cahyani, Ati Mustikasari</i>	
The Influence of Competitive Advantage and Service Quality Towards Customer Satisfaction of Ranca Upas Tourism in Bandung City	788
<i>Nenden Siti Rochmah, Heny Hendrayati, Ratih Hurriyati</i>	

SESSION: ORGANIZATIONAL BEHAVIOR, LEADERSHIP AND HUMAN RESOURCES MANAGEMENT

Study of Pro-Social Behavior of Young Netizens: Encouragement of Religiosity, Social Support, Empathy, and Self-Efficacy	797
<i>Endang Komesty Sinaga, Edi Suryadi</i>	
Competency Towards Performance Mediated Commitment and Moderated Persistence Rational Choice in Universities in Bekasi	803
<i>Ahmad Gunawan, Tjutju Yuniarsih, A. Sobandi, Sambas Ali Muhidin</i>	
The Impact of Work Motivation Organizational Trust Employee Resilience on Commitment to Change with Individual Readiness for Change as Mediator in the Context of Organizations Crisis Experiencing.....	810
<i>Muhamad Reynanta Mauluddi</i>	
Training and Human Resource Development Model to Improve Farmer Group Performance in Tegallega Village, Ciampel District, Karawang Regency.....	816
<i>Solehudin Solehudin</i>	
Strategic Leadership for Small Medium Enterprise Businesses: A Bibliometric Analysis.....	821
<i>Nabilah Ramadhan, A. Sobandi, Tjutju Yuniarsih, Budi Santoso</i>	
Leaders's Commitment to Business Sustainability and SMEs' Performance	829
<i>Ardika Sulaeman, Susanti Kurniawati</i>	
Perception of Organizational Commitment: The Effect of Compensation and Social Work Environment	835
<i>Masharyono Masharyono, S. Intan</i>	
The Influence of Servant Leadership on Organizational Citizenship Behavior.....	841
<i>Lidya Henilesta, Nur Arief Rahmatsyah Putranto</i>	
Effect of Self-Concept and Knowledge Sharing on the Performance of Individual Lecturers	849
<i>Ratna Wulan Dari, Siti Nur'alliah, Amelia Nur Alin, Doni Hamdani, Fahmi Jahidah Islamy</i>	

Plan of Implementing Management Installation of Adab Safar Values Through Islamic Religious Education to Improve Student Disciplined Behavior at NHI Bandung Tourism Polytechnic	855
<i>Wahyudin Wahyudin</i>	
The Effect of Compensation on Employee Performance with Motivation as an Intervening Variable	864
<i>Hari Mulyadi, Masharyono Masharyono, Asep Irpan</i>	
Organisational Support and Job Stress on Job Satisfaction: Case Study of Employees of PT Infolog Solutions Indonesia	871
<i>Syamsul Hadi Senen, Dian Herdiana Utama, Masharyono Masharyono, Rizki Rismawan</i>	
Indonesia Lecturers' Professionalism	876
<i>Hawignyo Hawignyo, Anggi Pasca Arnu, Hamsani Hamsani, Dimas Ikbar Adhi Nugraha</i>	
Training Program Intensity in Building Entrepreneurial Abilities of Sellers in Shopee (Study on MSME that Utilise Shopee in Bandung)	890
<i>Yossi Yostiani, Tjutju Yuniarsih, Rini Intansari Meilani</i>	
Openness to Change: The Key to Change in the Workplace — How Employees Find an Interest in Transformation	898
<i>Adi Muhammad Nur Ihsan, Dheri Febiyani Lestari, Heidi Siddiqa, Ari Arisman</i>	
Investigating the Impact of Transformational Leadership on Employee Performance: The Mediating Role of Organizational Citizenship Behavior (OCB) with Social Media Utilization Intensity as a Moderator - a Case Study on MSMEs in West Sumatera	904
<i>Rino Rino, Windra Agus Landra, Armida Armida</i>	
Digital Innovation and Bank Performance: A Systematic Literature Review	917
<i>Babay Parid Wazdi, Rofi Rofaida, Eeng Ahman, Maya Sari, Ayu Krishna Yuliawati</i>	

SESSION: STRATEGIC MANAGEMENT, ENTREPRENEURSHIP

The Roles of Inspiration and Learning to Entrepreneurial Intention Moderated by Attitude Variable	933
<i>Nizar Alam Hamdani, M. Farhan Hibatul Azizi, Azka Muhamad Fadilah, Intan Permana</i>	
The Roles of Entrepreneurship Education to the Student's Employability Skill Moderated by E-Learning Variable	940
<i>Nizar Alam Hamdani, Aura Insani, Rian Gozali, Intan Permana</i>	
Analysis of the Effect of Entrepreneurial Self-Efficacy and Entrepreneurial Education on Social Entrepreneurial Intention	949
<i>Intan Permana, Adi Adiansyah, Shabina Meisya Adriani Safari, Nizar Alam Hamdani</i>	
The Influence of Promotion and Product Quality on Purchasing Decision	956
<i>Devi Sri Rahayu, Sri Ayu Lestari, Teten Mohamad Sapril Mubarak, Nizar Alam Hamdani, Intan Permana</i>	
The Analysis of Subjective Well-Being Influenced by Self-Employment and Personal Functioning	963
<i>Nopi Sisianti, Ihsan Abdulrohman, Asri Solihat, Nizar Alam Hamdani, Intan Permana</i>	
The Influence of Training Program on Entrepreneurship Development	970
<i>Sukma Nugraha, Rivaldy Maolani, Aas Yulianti, Nizar Alam Hamdani, Intan Permana</i>	
Analysis of Determining Leading Sectors in West Java Province in Facing the Global Market	977
<i>Eeng Ahman, Yana Rohmana, Ani Pinayani, Suci Aprilliani Utami</i>	

Cultivating Character Values Through Entrepreneurial Activities Members of the Indonesian Institute of Education Garut Student Cooperative	982
<i>Ade Suherman, Jamilah Jamilah, Endang Dimiyati, Prima Melati, Yuyun Susanti, Ana Maulana</i>	
The Actualization of Pancasila Values in Digital Entrepreneurship Activity of SMKN 1 Garut Students	988
<i>Ade Suherman, Tetep Tetep, Asep Anggi Dikarsa, Supriadi Supriadi, Hermansyah Hermansyah, Arik Darajat</i>	
A Model of Co-Creation Strategy Implementation in Supporting the Performance of Vocational Schools in West Java	998
<i>Yani Heryani, Lili Adi Wibowo, Muhamad Arief Ramdhany</i>	
The Interrelation of Youth Entrepreneurship and Entrepreneurial Intention: A Bibliometric Approach	1007
<i>Ferry Arfiansyah, Suryana Suryana, Agus Rahayu, Lili Adi Wibowo</i>	
Portfolio Diversification on Value Creation and Its Implication on Business Performance (A Study in the Non-Aero Airport Service Industry in Indonesia)	1015
<i>Virda Dimas Ekaputra, Agus Rahayu, Lili Adi Wibowo, Puspo Dewi Dirgantari</i>	
Science Mapping for Sustainable Business Model: A Bibliometric Analysis.....	1028
<i>Ita Puspitaningrum, Agus Rahayu, Lili Adi Wibowo, Puspo Dewi Dirgantari</i>	
The Influence of Digital Innovation, Human Resource Capability, and Business Orientation on the Co-Creation Strategy of the Digital Industry in Indonesia	1034
<i>Setyanto Hantoro, Rano Kartono Rahim, Mohammad Hamsal, Asnan Furinto</i>	
Paradigm of Entrepreneurial Orientation to Business Performance	1049
<i>Alfi Septian, Puspo Dewi Dirgantari, Masharyono</i>	
The Influence of Entrepreneurship Ecosystem Toward Trust-Building Process of Garut Burayot Center, Indonesia	1059
<i>Dini Turipanam Alamanda, Ayuni Ayuni, Wati Susilawati, Intan Alya Khoerunnisa</i>	
Thriving Amid Uncertainty: How Enterprise Risk Management Shapes the Confluence of Business Strategy and Financial Performance of Micro, Small and Medium Enterprises in Ghana	1065
<i>Obed Kwabina Opoku Nkansah, Hj. Alfira Sofia</i>	
Increasing MSME Competitiveness Through Creativity and Innovation in the Digital Era Study at Simpang MSME Centers in Purwakarta	1071
<i>B Lena Nuryanti Sastradinata, Ismi Noer Pratiwi, Sulastris Sulastris</i>	
Enhancing Local Tourism and Empowering MSMEs Through Exploring the Typical Food of Situ Bagendit Garut, Indonesia	1102
<i>Wati Susilawati, Dini Turipanam Alamanda, Diajeng Durrah Salsabilah, Virly Cahyani</i>	
Empowering Indonesian Migrant Workers Through Entrepreneurship Mentor Training.....	1112
<i>Ratih Hurriyati, Disman Disman, Mokh Adib Sultan, Sulastris Sulastris, Ratu Dintha Izfs</i>	
Analysis of “All You Can Eat” Business Strategy Implementation in Bandung City’s Restaurants	1118
<i>Doni Hamdani, Tutik Inayati, Agisni Sekar Dwi Hanggini, Raina Kamilla Syahrani, Nur Kalista, Farha Sharique Jusuf</i>	

Bibliometric Computational Mapping Analysis of Publications on Digital Transformation in Business Using VOSviewer.....	1126
<i>Asep Ridwan Lubis, Hari Mulyadi</i>	
The Influence of Structuring and Empowering Street Vendors Through Government Policies Using the “Rasch Model” Approach.....	1135
<i>Ridwan Purnama, Asep Ridwan Lubis, Nadia Yulianti, Asep Miftahudin</i>	
Students’ Entrepreneurial Success Factor in the Ambassador Business Edupreneur Program	1148
<i>Lili Adi Wibowo, Indra Cahya Uno, Lisnawati Lisnawati, Tika Koeswandi</i>	
Santripreneur: Eksplorasi the Entrepreneurial Potential in Traditional Pesantren to Realizing a Successful Young Generation in Globalization Era	1158
<i>Alfin Nur Arifah, Aditia Abdurachman, Yudi Setia Rachmanda, Raisa Hillia Aini Syifa</i>	
The Influence of Brand Image and Brand Trust on Brand Loyalty Survey on Lazadacub Members.....	1167
<i>Agus Rahayu, Riftianingsih Riftianingsih, Puspo Dewi Dirgantari</i>	
Mapping Current Evolution and Trends of Environmental, Social, Governance Influences on Firm Performance.....	1190
<i>Budi Nur Siswanto, Agus Rahayu, Lili Adi Wibowo, Disman Disman, Puspo Dewi Dirgantari</i>	
The Influence of Entrepreneurial Leadership and Innovation on Business Performance (Study on Micro, Small and Medium Enterprises Laksa Kota Tangerang).....	1207
<i>Vera Fadhillah Fildzah</i>	
Bibliometric Analysis of Entrepreneurial Success in Creative Industry.....	1221
<i>Fikri Mohamad Rizaldi, Suryana Suryana, Agus Rahayu, Lili Adi Wibowo, Disman Disman</i>	
A Bibliometric Analysis of Social Media and Entrepreneurship Research.....	1231
<i>Moehamad Satiadharma, Suryana Suryana, Agus Rahayu, Lili Adi Wibowo</i>	
An Empirical Study of E-GovQual and Technology Adoption and Its Impact on the Image of Good Corporate Governance.....	1239
<i>Lili Khamiliyah, Vanessa Gaffar, Meta Arief</i>	
Model of the Influence of Entrepreneurial Leadership on Optimizing the Benefits of Knowledge to Improve Customer Experience	1246
<i>Tazar Marta Kurniawan, Fachry Hasan, Ratih Hurriyati, Mokh. Adib Sultan</i>	
Implement Enterprise Resource Planning and Effective Corporate Performance Strategies Through Supply Chain Management Intermediaries at Auto Parts Companies	1256
<i>Miftakul Huda, Agus Rahayu, Lili Adi Wibowo, Suryana Suryana, Disman Disman, Puspo Dewi Dirgantari, Yoga Religia</i>	
Funnelling Strategy of Digital Marketing for Developing Incubator Business Ecosystem MSEs in Cirebon City	1263
<i>Alif Ringga Persada, Hari Mulyadi, Suryana Suryana, Chairul Furqon</i>	
The Moderating Effect of Entrepreneurial Culture on Entrepreneurial University Relationships with the Promotion of Innovation Mediated by Sustainability Development Goals	1270
<i>Candra Taufik, Hari Mulyadi, Disman Disman, Agus Rahayu, Lili Adi Wibowo, Khoirun Nisa Bahri</i>	
From Farming to the Dining Table: Exploring Agrotechnopreneurship in the Food Business.....	1276
<i>Rina Madyasari, Herdiyanti Herdiyanti, Ari Arisman, Sahrona Harahap</i>	

Strategy in Event Tourism and Event Management: A Systematic Literature Review	1289
<i>Indriyani Handyastuti, Agus Rahayu, Puspo Dewi Dirgantari, Tjutju Yuniarsih</i>	
A New Framework for Amplifying Business Performance of SMEs in Riau Province Through Digital Finance and Financial Literacy.....	1296
<i>M. Hasmil Adiya, Masyhuri Hamidi, Rida Rahim, Fajri Adrianto</i>	
The Strategies of Pawnshop Institution Service Improvement Based on Analysis of Community Perceptions and Needs: A Case Study in Karawang Regency, Indonesia.....	1302
<i>Medi Nopiana, Irvan Yoga Pardistya, Julia Ambarwati, Endang Taufiqurahman, Novi Permata Indah</i>	

Author Index