



Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)

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[Analysis of Microlearning-Based Learning Media Needs: A Retrospective Study at Vocational High School](#)

Tjutju Yuniarsih, A. Sobandi, Rini Intansari Meilani, Endang Supardi, Resti Indriarti, Riske Faldesiani

The goal of this study is to determine the Office Management Vocational Program's needs for microlearning-based learning media. Data for this study were acquired using a retrospective method from teachers of Office Automation and Governance programs at vocational schools in West Java. The findings of...

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[The Effect of Locus of Control and Tolerance of Ambiguity on Entrepreneurial Intention](#)

Kurjono Kurjono, Faqih Samlawi, Badria Muntashofi, Nandu Saprudin

The present research aimed at determining the effect of locus of control and tolerance of ambiguity on entrepreneurial intention. To analyze the data, the explanatory survey method was used. The research sample was taken from UPI (Indonesia University of Education) students as the population. The research...

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[Tax Policy Analysis for a Business Model Recycle](#)

Endang Mahpudin, Reminta Lumban Batu, Vera Pangni Fahriani, Zulfa Aulia Nurul Putri

The waste problem is a very complicated problem to solve. In Indonesia itself, the waste problem is very worrying. Based on data from ScienceMag, it is stated that Indonesia is the second-largest contributor to plastic waste to the sea after China, followed by the Philippines, Vietnam, and Sri Lanka....

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[Does the Information System Audit Syllabus Fit the Industry's Needs?](#)

Practitioners and Academic Perceptions

R. Nelly Nur Apandi, Alfira Sofia, Hanifa Zulhaimi

The successful absorption of graduates in practical work will depend on the curriculum design offered by the study program. Developing a course syllabus that suits industry needs is an important aspect that must be considered. This study aimed at seeing differences in perceptions regarding the level...

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[Less Cash Society Movement: The Impact of Using E-Money on Social Changes](#)

Eldi Mulyana, Tetep Tetep, Nizar Alam Hamdani, Indra Cahya Uno

This study aims to examine the phenomenon of electronic money and its impact on social change in urban areas described by Virilio's acceleration theory. Data collection techniques through interviews with informants using electronic money applications in Garut Regency. The results showed that the impact...

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[Analysis of Mudharabah, Musyarakah and Ijarah Partially to Return on Assets \(ROA\) in Islamic Banks](#)

Tetep Tetep, Hermansyah Hermansyah, Dodi Supriyanto, Nizar Alam Hamdani

The purpose of this study is to analyze the effect of partial mudharabah, musharaka, and ijarah on Return on Assets (ROA) in Islamic banks. This study used the explanatory research method which means that the research seeks to explain and highlight the relationship between the variables...

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[Poverty and Socio-Economic Inequality from Socio-Cultural Perspective](#)

Tetep Tetep, Ade Suherman, Yuyun Susanti, Aulia Nisa

In this study will describe the causes of poverty and social from the socio-cultural perspective of the community. Poverty and social inequality are the main problems in regional development, including in Garut Regency. Equitable development in Garut Regency still needs more improvements. There were...

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[Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic](#)

Ade Suherman, Tetep Tetep, Nizar Alam Hamdani, Galih Abdul Fatah, Yuyun Susanti

This study aims to determine Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic. This survey study collected data using questionnaires involving Indonesian society in Ciamis, West Java. The results showed that Social entrepreneurship can minimize economic difficulties...

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[Development of a Local Wisdom-Based Creative Economy](#)

Triani Widyanti, Tetep Tetep, Asep Supriatna, Syifa Nurgania

This study is aimed at describing the development of a local wisdom-based creative economy. Recently in Indonesia, the creative economy has been increasingly popular and touted as a national program. A creative economy is characterized by the use of intellectual property to generate income, provide employment,...

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[Juridical Review of Trade Secrets of the Traditional Food *Burayot*](#)

Hermansyah Hermansyah, Tetep Tetep, Nizar Alam Hamdani, Hilmy Nurfaizan

This research intends to protect the protection of trade secrets for protection and home industry businesses such as traditional Burayot food in Garut Regency so that this will maintain the protection of Burayot as a local Garut product that can help maintain local and national and international economic...

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[E-Commerce Knowledge in the Digital Era on Students' Entrepreneurial Interest](#)

Tetep Tetep, Ade Suherman, Yuyun Susanti, Aulia Nisa, Galih Abdul Fatah

This study aims to investigate the entrepreneurial interest of the Social Sciences students from Institut Pendidikan Indonesia after studying the concept of E-Commerce in the digital

era during the Entrepreneurship course. To achieve the objective, the study utilized descriptive quantitative approach...

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Does Liquidity or Profitability Influence Firm Financial Distress Most? Empirical Study on Manufacturing Companies Listed in Indonesia Stock Exchange (2015-2019)

Boby Sagita, Nugraha Nugraha

This study aims to see how liquidity ratios and profitability ratios can predict the likelihood of financial distress and which ones have the most influence. This study took 7 (seven) ratios included in the category of liquidity ratios and profitability ratios. The object of this research was carried...

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Financial Literacy on Funding Access of Micro Small Medium Enterprise in Bandung - Indonesia

Candra Wijayangka, Tieka Trikartika Gustyana, Maya Sari, Ikaputera Waspada

The purpose of this research is to determine and analyze the impact of financial literacy on funding access of Micro Small Medium Enterprise (MSME) members of Small Medium Enterprise Association Member in Bandung, West Java Province, Indonesia. This research used a quantitative method with descriptive...

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The Role of Financial Attitude in Entrepreneurship Student Investing Behavior

Dian Kurnianingrum, Ikaputera Waspada, Maya Sari

Entrepreneurs save cash as savings to use it as reserve funds and business investment funds in the future. To generate additional income from cash, entrepreneurs can invest these assets in other liquid assets such as shares. Currently, the awareness to invest in shares in Indonesia is increasing. This...

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Investment Decision Judging from Personal Income, Financial Literacy and Demographic Factors

Rita Tri Yusnita, Ikaputera Waspada, Maya Sari

This study aims to determine the behavior of individuals in making family investment decisions in terms of personal income and financial literacy as well as demographic factors in the Tasikmalaya community. Primary data were collected through the distribution of questionnaires with snowball sampling...

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Good Audit Planning Practices in the Digital Era

R. Nelly Nur Apandi, Alfira Sofia, Hanifa Zulhaimi

The purpose of this study is to identify important considerations that must be carried out by junior auditors in the planning phase in the current digitalization era. This research uses a qualitative study approach by conducting in-depth interviews with experts in auditing, information technology, and...

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Analysis of Minimum Capital, Risk, and Knowledge in Affecting Students' Interest in Investing with Moderated Income in Indonesian Capital Market

Abdul Rozak, Ikaputera Waspada, Maya Sari

Preferences on capital, risk perception, knowledge, and rate of return are part of the factors that are analyzed for testing in making investments. This study aimed at analyzing the impact of minimum capital, risk perception, and knowledge on student interest in investing moderated by income factors....

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The Effect of Liquidity, Leverage, and Profitability on Firm Value with Firm Size as Moderating Variable

Leni Yuliyanti, Ikaputera Waspada, Maya Sari, Nugraha Nugraha

The purpose of this study was to determine the effect of liquidity, leverage, and profitability on firm value, with firm size as the moderating variable. This research used the descriptive verification method. The population in this study was the mining sector companies listed on the Indonesia Stock...

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The Analysis Hedging and Derivative Instrument on Firm Value

Risa R Gumilang, Nugraha Nugraha, Ikaputera Waspada, Maya Sari

This literature review aims to explore and evaluate previous research that focuses on hedging and derivative instruments on firm value. Several frameworks are explored and discussed. In this article, there is some evidence showing that hedging and derivative instruments play a role in firm value, aiming...

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Analysis of Taxpayer Awareness in West Java MSME Tax Payment Compliance on E-Commerce Platform Users

Suhono Suhono, Adhi Rizal, Reminta Lumban Batu, Denisa Rizky Sukrianingrum

This research needs to be done to find out how much influence taxpayer awareness has on MSME tax payment compliance on e-commerce platform users. The purpose of the study was to find out how much awareness of taxpayers toward MSME tax payment compliance among e-commerce platform users. The research...

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The Potential of Bank Venture Debt Financing for SMEs/Startups in Indonesia

Shi Yunzi, Dony Abdul Chalid

Venture Debt brings a new financing direction for SME/Startup. This paper aims to analyze the potential of Bank Venture Debt in Indonesia and the expected impact on the performance of SMEs/startups, exploring the risk and the risk countermeasure for banks. Through qualitative research method with literature...

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Never-Ending the Application of Double Tax Treaties to Foreign Direct Investment

Ida Farida Adi Prawira, Memen Kustiawan, Jaqolina Anggraeni Vigim

Foreign Direct Investment (FDI) plays an important role in avoiding double taxation of income in the two countries. Double Tax Treaties (DTT) is the main instrument to coordinate international taxation directly or can also be called a bilateral agreement between countries. In many developing countries,...

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[The Investor Sentiment and Market Reaction Before and During The Covid-19 Pandemic on Indonesia Stock Exchange](#)

Ernawati Ernawati, Nugraha Nugraha, Ikaputera Waspada, Maya Sari

This research was conducted to analyze investor sentiment on market reactions over two different periods. The analysis was conducted before and during the covid-19 pandemic on the Indonesia Stock Exchange. Investor sentiment uses trading volume proxies and consumer confidence indexes while market reactions...

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[The Effect of Profitability and Liquidity on Firms Value](#)

Ratu Dintha IZFS, Eded Tarmedi, Yusuf Murtadlo Hidayat, Ahim Surachim, Christy Debora

This study aims to determine the description of Profitability as measured by Return on Equity (ROE), Liquidity as measured by the Current Ratio (CR) and Firm Value as measured by Price to Book Value (PBV) and the influence between these variables. This research uses descriptive and verification research...

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[Operational Performance of Small and Medium Enterprises in Pandemic Era](#)

Suci Putri Lestari, Arga Sutrisna

This study aims to examine the effect of implementing Supply Chain Management (SCM) on the operational performance of Embroidery SMEs in Tasikmalaya. A total of 45 participants were sampled for this study using a purposive sampling approach. This study employed a survey research design, with data collected...

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[Successful Digital Payment Information System Services Using Delon and McLean Models](#)

Ismi Kaniawulan, Heny Hendrayani, Munir Munir, C Furqon

Online payment is becoming a practical alternative payment option in the Covid-19 pandemic because it reduces physical contact and the risk of coronavirus transmission. This research aims at analyzing the success of digital payment services using the Delone & McLean model with a Go-pay as a case...

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Excellent Service and Utilization of Information Technology on Stakeholder Satisfaction and Organizational Performance

Deny Hidayatullah, Munir Munir, Wawan Setiawan, Chairul Furqon, Puspo Dewi Dirgantari

The purpose of this study was to analyze the influence of excellent service by utilizing information technology on the satisfaction of stakeholders, which has an impact on organizational performance. This study was descriptive with a quantitative approach. There were two types of variables in this study:...

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The Analysis and Design of E-CRM Information Systems to Maintain Consumer Loyalty

Arie Gunawan, Munir Munir, Wawan Setiawan, Chairul Furqon, Puspo D Dirgantari

As companies grow, the understanding of the importance of consumer data and the opportunities for its use is becoming more diverse. The marketing strategy also developed, which initially used conventional methods to attract and retain consumers, turned into a systemized using E-CRM information system....

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Recruitment Application Revamp Using Agile Development Methodology

Damon Prasetyo Arso, Wawan Dhewanto

To speed up the recruitment process of Maxtekno, a robust and reliable application platform needs to be developed. The agile development methodology is being used in this research along with qualitative research for the supporting data. The result of this development is a prototype that can be evaluated...

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Digital Marketing Impact on Consumer Decision-Making Process

Nizar Alam Hamdani, Rio Muladi, Galih Abdul Fatah Maulani

Digital business is a business trend that currently has an impact on changing people's behavior in doing business. This study aims to discuss the impact of digital marketing on

consumer decision-making on the Aerostreet shoe brand. Methods This research uses a quantitative approach involving 58 respondents....

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Does Creativity Determine Business Success?

(A Survey study on Marketplace Users in Indonesia)

Nizar Alam Hamdani, Miswan Roges Naibaho, Anggun Oktavia

This study discusses how creativity can lead to business success. We used a quantitative research design and 58 respondents were selected to take part in this study. The data were statistically analyzed with multiple regression using the SPSS application. Creativity can determine the success of a business....

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The Effect of Endorser's Credibility and Advertising Creativity on Attitude towards Brands through Advertising Effectiveness

Sucia Fajriati Sab'ah, Ratih Hurriyati, Hilda Monoarfa

This study aims to determine and analyze factors that influence advertising effectiveness to create an attitude towards the brand. This research used quantitative methods with a causality type. The result of this research showed that the attitude towards the brand could be increased through advertisement...

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The Effect of Electronic Word of Mouth on E-Purchase Decision at Marketplace

Citra Savitri, Ratih Hurriyati, Lili Adi Wibowo, Heny Hendrayati

This study discusses the effect of eWOM information quality, eWOM information credibility, eWOM information usefulness on e-purchase decisions with 390 women respondents who use marketplace applications in Indonesia. This study employed Amos SEM data analysis techniques to test the hypotheses. The results...

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Analysis Effectiveness and Efficiency of the Product Delivery System at PT Multiglass Safety Glass Division

Angga Dewi Anggraeni

Information technology is the main thing that is used as a support for work activities so that it can produce fast, precise and accurate information. To achieve this, other supporting resources are needed such as reliable software and human resources who must master the capabilities of information technology...

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Analysis of Brand Loyalty Level at T.O Benhil Rice Store in Tasikmalaya

Widi Prayoga, Ratih Hurriyati, Hilda Monoarfa, Heny Hendrayati

This study aims to measure the level of brand loyalty at T.O Benhil rice shop in Tasikmalaya. The level of brand loyalty is measured based on five indicators, namely (1) Switcher Buyer, (2) Habitual Buyer, (3) Satisfied Buyer, (4) Liking of The Brand Buyer, and (5) Committed Buyer. This study used a...

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Mutual Business Relationship Development Efforts

Rahmi Asih Lestari, Ratih Hurriyati, Hilda Monoarfa

Maintaining the relationship between the company and customers and partners (suppliers) is an important thing that must be done in developing and maintaining long-term relationships to create a sustainable competitive advantage. Lack of knowledge about banking transactions of business actors in traditional...

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Building Competitive Positional Advantages in the Hotel Industry in Tasikmalaya

Depy Muhamad Pauzy, Agus Rahayu, Vanessa Gaffar

This study discusses relationship marketing which is oriented to the creation of long-term harmonious relationships with all stakeholders. This study integrated the variables of relational exchange behavior, outcomes from relationship marketing (relationship outcomes) with strategic marketing outcomes...

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[The Impact of Technology Application on Service Marketing—Taking TikTok as an Example](#)

Li Zhixin, Ratih Hurriyati, Heny Hendrayati

This paper aims to study the impact of the application of IT technology on service marketing by taking TikTok as an example. It mainly studies the technologies used by TikTok in platform operations and how these technologies affect marketing services. This article mainly adopted qualitative research...

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[Electronic Word of Mouth Analysis of Brand Attachment on MSME Products](#)

Faishal Aulia Zahran, Ratih Hurriyati, Heny Hendrayati

This study aims to determine the effect of electronic word of mouth (eWOM) on brand attachment on MSME products. The technique used in this research was non-probability sampling with the purposive sampling method. The data collection technique in this research was a questionnaire distributed to 197 respondents...

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[The Role of Information Communication and Technology in Supporting E-Marketing Strategy to Improve Marketing Performance Culinary SMEs](#)

Indri Ferdiani Suarna, Henny Hendrayati, Ratih Hurriyati

The purpose of this study is to determine and analyze the effect of information technology and communication on marketing performance through e-marketing strategies. The focus of this research is on the culinary SMEs sector after the COVID-19 pandemic. The research method used a quantitative approach...

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[The Effect of Electronic Customer Relationship Management \(eCRM\) on Customer Satisfaction](#)

Dhelvianti Azni Savira, Heny Hendrayati, Ratih Hurriyati

The development of technology in this digital era cannot be avoided in people's lives, including in Indonesia, because internet-based technology is a solution and can simplify every activity carried out. The internet will make it easier for people to connect with each other and provide internet-based...

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The Effect of Delivery Service Innovation on Customer Satisfaction

Kania Siti Sarah, Heny Hendrayati, Ratih Hurriyati

This study aims to determine the effect of delivery service innovation on customer satisfaction at PT. Pos Indonesia. The population in this study was all customers of PT. Pos Indonesia in Bandung using delivery services through the QPosinAja application. The sampling technique used a purposive sampling...

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Creating Tourism Experience- Orchestra Model Approach

Titing Kartika, Ratih Hurriyati, Heny Hendrayati

Creating the tourism experience is an important part of a series of tourism activities. A good experience will create a good memory in the mind of tourists. To produce a tourist experience, the tourism destination manager should pay attention to what components can shape the experience itself. Thus,...

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The Impact of Social Media Marketing on Consumer Purchase Decisions

Dibias Lazuardi Maulid, Ratih Hurriyati, Heny Hendrayati

The purpose of this study is to determine the impact of social media marketing on consumer purchasing decisions for Indonesian rail transportation service users who operate in a monopoly market. Explanatory research with a quantitative approach was used in this study. This study utilized five variables:...

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Marketing Communication for Fintech – Mobile Payment

Abdul Yusuf, Ratih Hurriyati, Heny Hendrayati, Puspo Dewi Dirgantari

The research aimed at observing and identifying the difference between female and male perspectives on Indonesian two most popular fintech platforms' Marketing Communication, and identifying the effectiveness of events and experiences marketing, public relations, and personal selling carried out. The...

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The Analysis of the Cinema Industry in Facing Demand and Capacity Problem During the COVID 19 Pandemic

Rahmi Qurrota Aynie, Ratih Hurriyati, Heny Hendrayati

This study aims at describing the implementation of demand and production capacity in the cinema industry during the COVID-19 pandemic. Recently, Indonesia has been experiencing an economic crisis due to the COVID-19 pandemic, which has caused businesses in Indonesia to weaken and even fall. With uncertainty...

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Ed-tech as Cyber Brand: Winning in Service Market

Evi Yuliani Hertiana, Ratih Hurriyati, Heny Hendrayati

The purpose of this study is to analyze the branding activities carried out by Ruangguru as a cyber brand and the challenges of managing people for service advantage in winning e-course in the service market so that they can face the digital industrial revolution 4.0 in Indonesia. A qualitative method...

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Online Food Delivery Service: The Role of e-Service Quality and Food Quality on Customer Loyalty

Gundur Leo, Ratih Hurriyati, Heny Hendrayati

Nowadays, the online food delivery service industry is vast and prospective. In this highly competitive business environment, having and developing loyal customers is essential. Unfortunately, research to examine customer loyalty modeling in this industry is not many. This study was designed to examine...

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Surviving Without a Brand Ambassador: Apple After Steve Jobs

Munawaroh Junaedi Misbak, Heny Hendrayati

This study aims to determine how Apple Without a Brand Ambassador on Sales Level and its impact on Apple stock sales. With a quantitative descriptive method, the questionnaire was

spread as a tool to collect data using PLS software. The respondents of this study were from all levels of society who have...

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The Integration of Perceived Usefulness, Ease of Use and Perceived Risk in Increasing Customer Usage Intention to Access E-channel during Covid-19: Evidence from Indonesia

Afdol Muftiasa, Sugesco Sugesco, M.A. Sultan, R. Hurriyati

This research aimed at investigating and analyzing how the integration of perceived usefulness, ease of use, and perceived risk increases the usage intention of Indihome e-channel customers during Covid-19 in the Jakarta Area. The research method used was quantitative research using Partial Least Square...

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The Effect of Experiential Marketing on Customer Satisfaction (Tokopedia)

Achmad Rizal Sumarwoko, Heny Hendrayati, Ratih Hurriyati

This study aims to analyze the effect of Experiential Marketing on Tokopedia consumer satisfaction. The technique used in this research is non-probability sampling with the purposive sampling method. The data collection technique used in this study was a questionnaire distributed to 104 respondents....

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Millennial Customer Inertia In Indonesia's Online Transportation Services

Ari Arisman, Ratih Hurriyati

This study aims at determining the factors that form customer inertia in the online transportation service industry in Indonesia. The research method used was a survey with data collection techniques through questionnaires to 174 online transportation customers in Indonesia, especially in the City of...

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The Effect of Post-usage on Customer Loyalty: The Mediating Role of Satisfaction

Intan Permana, Ratih Hurriyati, Henny Hendrayati

The purpose of this paper was to investigate how post-usage effects customer loyalty in the context of mobile banking, as well as the function of satisfaction as a moderating factor. For these goals, research hypotheses based on content analysis of prior studies were established and tested among 100...

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The Influence of Complaint Handling and Service Recovery on Customer Satisfaction, Customer Loyalty and Customer Retention

Zhibek Adzhigalieva, Ratih Hurriyati, Heny Hendrayati

This research aimed at defining the concepts of “complaint handling” and “service recovery” and finding out their influence on customer satisfaction, loyalty, and retention. A systematic literature review was used as a research methodology to reach these goals. Based on the literature review, a model...

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Courier Service Application: Courier Service Quality and Customer Loyalty Mediated by Customer Experience and Customer Satisfaction

Dini Hamidin, Henny Hendrayati

Technology in digital platforms of courier service companies developments have improved. This certainly increases the level of competition among courier service providers. The research aimed at evaluating the construct of the Courier Service Loyalty (CSL) model as described by indicators measured from...

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IndiHome Customer Loyalty in Bandung: Service Quality and Price

Senny H Suarsa, Angga D Anggraeni, Ruth F Aritonang

This study aimed to determine the loyalty of IndiHome customers in the city of Bandung in terms of service quality and price. This research can be categorized as explanatory research using survey research designs. The data were collected by survey method on 400 IndiHome customers in Bandung. In measuring...

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Does Nostalgic Emotion Affect The Memorable Tourism Experience?

Rahyuniati Setiawan, Ratih Hurriyati, Lili Adi Wibowo, Vanessa Gaffar

This study aimed to determine the effect of City Image on Nostalgic Emotion and its impact on Memorable Tourism Experience. The problem studied in this research was the decline in tourist visits to natural hot spring tourist destinations in West Java Province. City Image plays a vital role in influencing...

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[Analysis of Online Insurance Purchase Decisions for Gen X and Millennial Consumers in Indonesia](#)

Sugesko Sugesko, Rahmat Hidayat, Bambang Widjajanta, Ratih Hurriyati

The trend of selling insurance online is currently increasing quite rapidly. Almost all insurance companies focus on developing insurance marketing and sales through internet/digital media. This study analyzes the factors related to online insurance purchasing decisions made by gen X and millennials...

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[The Impact of Covid-19 Pandemic on Consumer Behavior in Tourism Sector](#)

Budhi W Fitriadi, Ratih Hurriyati, Bambang Widjajanta

This research aimed to at providing an exploratory description of changes in tourist behavior in at-risk communities and how they affect the marketing strategy undertaken by the tourism industry as a tourism service provider. The research method is carried out with a qualitative approach with an observation...

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[Repurchase Intention: The Role of Trust, Perceived Usefulness, and Satisfaction](#)

Arlin F M Trenggana, Ratih Hurriyati, Bambang Widjajanta

This study aimed at obtaining an overview and analyzing repurchase intention in e-commerce based on trust, perceived usefulness, and customer satisfaction. The existence of e-commerce changes customer behavior in purchasing travel or transportation tickets and provides the option to repurchase or switch...

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[The Impact of Brand Experience on Consumer Engagement](#)

Erni Martini, M. Naufal Shidqi, R. Hurriyati, Bambang Widjajanta

The purpose of this study is to examine the effect of brand experience (with the dimensions of perceptual, social, epistemic, and embodied experiences) on consumer engagement. One hundred followers of the Facebook page acted as the survey sample chosen using convenience sampling. Descriptive and multiple...

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[The Role of Brand Experience in Willingness to Pay: An Online Transportation Case](#)

Rahmat Hidayat, Leni Cahyani, Ratih Hurriyati, Bambang Widjajanta

The government's involvement in regulating online transportation fares triggered by complaints from conventional transportation makes it important for a company to make an appropriate strategy so that consumer willingness is maintained. This study aimed at examining the efforts made by companies to maintain...

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[Technology Acceptance Model \(TAM\): An Analysis on User of Digital Statistic Platform \(Lapangbola.com\)](#)

Adam Hermawan, Ratih Hurriyati, Heny Hendrayati

Lapangbola is a start-up application that provides tournament management, including live core, team, and player statistics, for early childhood, amateur, and professional soccer. The Lapangbola application is influenced by several factors to produce accurate statistics and follow user needs. Currently,...

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[The Influence of Electronic Service Quality \(M-BANKING\) on Customer Satisfaction](#)

(Case Study: PT. Bank Negara Indonesia)

Della I S Putri, Heny Hendrayati, Ratih Hurriyati

This study aims to analyze the effect of electronic service quality of BNI's m-banking or E-SERVQUAL (Efficiency, Fulfilment, Reliability, Privacy) on customer satisfaction. The research data was obtained through a survey method with a questionnaire technique. Analysis of research data using multiple...

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Rifqi Zahran, Ratih Hurriyati, Heny Hendrayati

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Herry Yanson, Agus Rahayu, Lili A Wibowo

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The Effect of Product-Specific Country-of-Origin: The Evidence from Emerging Market

Danang F Pamungkas, Imam Salehudin

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A Case Study on Kurma Alif Advertising Strategy Decision

Mutiara Nisa Rozdianda

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Online Consumer Review in Building Willingness to Buy for Consumers of Food Products in Marketplaces during the Covid-19 Pandemic

B. Widjajanta, Lisnawati Lisnawati, Agus Rahayu, Lili Adi Wibowo, Cindy Maharani Hartono

Online shopping is one of the alternatives that people do during the COVID-19 pandemic. Food and health equipment are products that are experiencing an increase in online transactions. Willingness to buy when consumers have confidence in the product, and when they want to shop online, consumers usually...

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Dian H Utama, A.L.F. Alif, Agus Rahayu, Girang Razati, Dita Amanah

This study aimed to describe the fashion involvement and impulse buying of Zalora consumers in Indonesia. The research method used is an explanatory survey method with a total sample of 100 visitors to the Zalora.co.id website. The data analysis technique used is descriptive and verification using path...

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Strategic Alliance to Build Customer Trust Bank Syariah in Indonesia

Bambang Widjajanta, L. Lisnawati, Heraeni Tanuatmodjo

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Puspo Dewi Dirgantari, Ratih Hurriyati, Indira Siti Ashyfa, Ridwan Purnama

This study aims to determine the effect of brand commitment on electronic word of mouth on music streaming application users in Indonesia. The research method used is quantitative with as many as 400 respondents who use streaming music applications. The data analysis technique uses path analysis. The...

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Measuring Lecturer Motivation Scales: A Second-Order Confirmatory Factor Analysis (CFA)

Lutfi Nur, Disman Disman, Eeng Ahman, Heny Hendrayati, Arief Budiman

This study explained further about the scale as the solution by using confirmatory factor analysis in testing the lecturer motivation at the Indonesia University of Education (UPI) Regional Campus Tasikmalaya. Quantitative analysis methods were used for data collection and they were analyzed using AMOS....

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Work-Family Conflict, Emotional Intelligence, Work-Life Balance, and Employee Performance

Dellia Mila Vernia, Syamsul Hadi Senen

The purpose of this study is to research and evaluate work-life balance as a mediator between work-family conflicts, emotional intelligence, and employee performance. Employees were polled and interviewed to gather data. The study used PLS and structural equation modeling to examine the aforementioned...

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(Case Study on Civil Servants in Tasikmalaya)

Barin Barlian, Yana Setiawan, Ratih Hurriyati

The purpose of this study was to find out and analyze the effect of work-family conflict, workload, and burnout on employee performance both partially and simultaneously in Tasikmalaya. The object studied was the female civil servants in Tasikmalaya. The research method used was path analysis. Data collection...

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[Improving Student Competence Based on Emotional Intelligence and Technological Capital](#)

Arga Sutrisna, Eeng Ahman, Dian Muhammad Wildan

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Mugi Puspita, Tjutju Yuniarsih, Lili Adi Wibowo

This study aims to discover and explain the effects of transformational leadership and knowledge sharing on innovative work behavior (IWB). Respondents 50 employees millennials in start-up company Jakarta. Data collection is done through interviews and questionnaires. A questionnaire with a Likert scale...

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[The Design of Organizational Culture and Knowledge Sharing in Creating Innovation Behavior and Its Impact on Organizational Performance in Family Companies](#)

Raisa Hillia Aini Syifa, Eeng Ahman

This study aimed at analyzing the interaction between organizational culture and knowledge sharing activities with innovation behavior that impacts organizational performance. This study used a quantitative approach employing survey methods on employees of family/foundation companies with a sample of...

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[Bibliometric Analysis of Strategic Digital Leadership to Boost Innovation in Organization](#)

Budi Harto, Lili Adi Wibowo, Tjutju Yuniarsih

This paper aims to give an extensive bibliographic literature review based on concepts and terms about digital leadership to boost innovation in the organization. All the supporting publications were searched in Google Scholars, Scopus, and Harzing's Publish or Perish software. Resulting in 96 papers...

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Riza A Yamin, E.S. Pusparini

This study aims to determine the effect of flexible work arrangements (FWA) and perceived organizational support (POS) on employee job performance through employee engagement. A cross-sectional research design was used in this study where the sample of the research were permanent employees in Indonesian...

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Aryo Wicaksono, E.S. Pusparini

Covid-19 pandemic changes the way people work, with many companies implementing work from home policy as a new way of working. Employees must adapt to the new policy, which requires organizations to create an optimal working environment to enable employees to have positive behavior and performance to...

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Yoga Pramaditya, E.S. Pusparini

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Kusuma Agdhi Rahwana, Yana Setiawan

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[The Relationship between Job Satisfaction and Employee Performance](#)

Teten Mohamad Sapril Mubarak, Lindayani Lindayani, Syifa Nurul Farizah

This study investigates the relationship between job satisfaction and employee performance. To collect the data, this quantitative research distributed the survey to the 58 employees of PT. Chang Shin Reksa Jaya. The data was then statistically tested for linearity using SPSS 20. The result of the study...

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[The Effect of Work Procedure on Work Consistency in Leather Creative Industry Sector in Garut](#)

Gina Aulia, Asri Solihat, Intan Permana, Hendro Sugiarto, Nizar Alam Hamdani

This study aims to investigate the effect of work procedure on the employee's working consistency in the leather creative industry in Sukaregang, Garut. To achieve the objective, the study utilized a causal research design on 30 respondents. The data were analyzed through simple linear regression with...

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Arciana Damayanti, Agus Rahayu, Lili Adi Wibowo

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Zakiyah Tsuroh Islamiyah, Agus Rahayu, Lili Adi Wibowo

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Cucu Wahyudin, Agus Rahayu, Lili Adi Wibowo, Heny Hendrayati

This study examined the collaboration strategies that mediate the influence of the qualifications of SMIs managers, which include expertise, experience, education, and networking on company performance. The population of this study was small and medium industries supporting industrial clusters in one...

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The Law on Job Creation is an Omnibus Law that has been ratified by the House of Representatives of the Republic of Indonesia. This is closely related to the interests of workers and employers. After the reform era, there was a change in the issues faced by the workers because they had to deal with the...

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[The Competitiveness of Indonesian Craft as Creative Industries in the Global Market: A SWOT Analysis Approach](#)

Donald Crestofel Lantu, Mia Rosmiati, Sri Herliana, Rendra Chaerudin, Nur Lawiyah

This research focused on the conditions of the craft as a creative industry in the global market by looking at aspects of its competition. This study aimed at analyzing strategies that can be

formulated and become recommendations for stakeholders and exporters (MSMEs) and a reference for further research...

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Formulating Business Strategies and Operating Strategies in E-Embroidery SMEs

Eka Ludiya, Agus Rahayu, Lili A Wibowo

This research aims to obtain a business strategy and operating strategy that can be applied by SMEs after the outbreak of the Covid-19 virus. The author conducted literature research and interviews with company owners. Analysis techniques in strategy formulation were carried out through three stages:...

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Building the Capacity of Alms Institutions through the Performance of Community-Based Economic Development Strategy

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Ira Murwenie, Nanang Fattah, Kusenendi Kusenendi, M. Adib Sultan

The purpose of this study is to build a scientific concept that connects the performance of Community-Based Economic Development (CBED) with the ability to build the organizational capacity of the alms Institution through a case study at LAZNAS DT in Indonesia. The research method used was Regression...

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Arlin F M Trenggana, Lili A Wibowo, Agus Rahayu, Oktaviani Lestari

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Chaerunnisa Chaerunnisa, Suryana Suryana, Lili Adi Wibowo

The study aims to determine the effect of leadership implemented in vocational schools on the culture of innovation. The study expanded the empirical overview on vocational school principals' role in implementing educational innovation to improve the culture of innovation. The quantitative research method...

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Mira Indriyulia Ekarini, Lili Adi Wibowo

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Sunu P H Triono, Agus Rahayu, Lili A Wibowo, Andry Alamsyah

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Sundusiah Sundusiah, Agus Rahayu, Lili A. Wibowo

The establishment of Vocational Schools at this time is not yet capable of making the greatest contribution to the provision of excellent human resources. As a result, continual learning and innovation are required in order to improve its competitive edge. The purpose of this study was to investigate...

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Dede Akhmad Nawawi, Hari Mulyadi

This research aimed at investigating the impact of Technology Business Incubator on Startup Success among Business Incubator Members at LPiK ITB Bandung. A verificative approach was carried out by employing the explanatory survey method. This research involved 88 business owners as the analysis unit....

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The Influence of Internal and External Factors on Entrepreneurial Intentions

Sulastri Sulastri, Hari Mulyadi, Nurhidayah Nurhidayah

Entrepreneurship is one of the factors that influence the economy of a country. To become an entrepreneur, it is necessary to form an entrepreneurial intention. Intention can be increased by paying attention to one's internal and external factors. Based on the results of data analysis, it was concluded...

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Does Creativity Determine Business Success? (A Survey study on Marketplace Users in Indonesia)

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ABSTRACT

This study discusses how creativity can lead to business success. We used a quantitative research design and 58 respondents were selected to take part in this study. The data were statistically analyzed with multiple regression using the SPSS application. Creativity can determine the success of a business. This implies that the success of marketplaces can be gained only if they can make creativity in business. This study has benefits in the development of applied theory which confirms that creativity can determine the success of a marketplace business because creativity is needed to be different from competitors. Being different and unique has the potential to make the marketplace grow. Intelligence in entrepreneurship will be very helpful if you are creative. In addition to solving problems, creativity is needed as capital to face business competition. For further research, it is expected to examine the dependent variable which was not examined in this study. The practical benefit of this study is that business actors need to carefully plan the business created for business continuity. This research model is based on previous research. The novelty of this study is that creativity could influence business success.

Keywords: *Creativity; Business Success.*

1. INTRODUCTION

Having particular activities that give benefits to ourselves and others is essential in our lives. One of which is to start running a business. In Indonesia, there have been a lot of entrepreneurs who have started the business including Tokopedia, an electronic commerce company often called an online store. The company was founded in 2009 and now it has achieved a unicorn title which is influential not only in Indonesia but also in Southeast Asia. Tokopedia is now the most visited e-commerce platform by Indonesian people.

A business is claimed to be successful if it has more profits than the previous period of time and compared with companies in the same field [1]. A successful entrepreneur in managing a business lies in the attitude and ability to run a business and work determination. Meanwhile, a high determination can often be seen from the creativity and self-confidence to move forward the business [2]. Creativity is a complex thing to review that gives different views [3].

Creativity to deal with business competition can be manifested into several things. This form of creativity is realized into several unique handmade craftsmanship products, authentic products that are not easily imitated by competitors, and changes of product designs. [4].

The rapid advancements in technology, computers, and telecommunications also lead to the development of internet technology. The rise of the internet allows business people to obtain any information easily to support their business activities. Moreover, the information available is so abundant that requires us to be selected in choosing relevant and correct information. [5].

Failure is the beginning of success. If someone gives up on failure, it simply means that he doesn't know that success is very near. These two sentences should be able to remind us not to give up easily. We can learn from mistakes or failures and become more experienced people so that success can be achieved [6-7].

Based on the explanation above the researchers are interested in discussing the study under the title,

“Creativity can determine business success (A survey study on marketplace users in Indonesia).

2. METHODS

This is a quantitative research that investigates the causal relationship between the independent variables and dependent variables in the object studied [9]. Quantitative research methods use numbers data that will be analyzed [10] [11]. This study used a survey to obtain data by distributing questionnaires or conducting interviews that will record the answers and will be analyzed [12] [13]. The scale used in the questionnaire was the Likert Scale. This scale was used to measure attitude, opinion, and individual or group perception concerning social phenomena [14] [15].

For quantitative analysis purposes, each question was given a five-point scale as seen in the following table I. Likert Scale Instrument

Table 1. Likert scale instrument

No	Answer Options	Score
1	Strongly agree	5
2	Agree	4
3	Somewhat disagree	3
4	Disagree	2
5	Strongly disagree	1

Source: [14,15].

According to [14], the sample is a representative part of the number and characteristics of the population. The sampling method used in this research was purposive sampling. This sampling technique was selected because the information could be obtained from a certain target group that provided the reasons for repeated purchases on marketplaces in Indonesia.

The population is a generalization area of objects or subjects that have certain qualities and characteristics determined by the researchers. The population target in this study was the marketplace customers.

According to [15], the sample is a representative part of the number and characteristics of the population. The sampling method used in this research was purposive sampling. This sampling technique was selected because the information could be obtained from a certain target group that provided the reasons for repeated purchases on marketplaces in Indonesia. The respondent's criteria in this study were people aged 18 years above because they were deemed as consumers who could make decisions well. The sample of this study was 58 respondents. The total respondents were taken from the calculation result of $N \geq 50 + 8(i)$, i is a number of the independent variable

in this study (Suhartanto, 2014) (Permana, 2020). The data obtained were then statistically analyzed by using the SPSS application.

3. RESULTS AND DISCUSSION

Based on the data processing using excel on 58 respondents, all statements on the questionnaire were proven valid. The result of the reliability test in SPSS showed that statement on business creativity in the marketplace had the highest reliability value as seen in the following Table 2.

Table 2. Reliability Business Creativity

Cronbach's Alpha	N of Items
,933	12

The reliability test also showed that the reliability value of the statement on the business success in the marketplace was also high as seen in the following Table 3.

Table 3. Reliability business success

Cronbach's Alpha	N of Items
,917	10

Regression Linear Test

This test was used to find out whether creativity could determine the business' success in Marketplace or not. The indicators of the test were:

- If significance value $> 0,05$, H_0 was then accepted meaning that creativity could not influence the business success of the marketplace.
- If the significance value $< 0,05$, H_0 was then rejected which implied that creativity could determine the business success of the marketplace.

This test could also be used to discover how significant creativity could influence the business success of the marketplace.

Hypothesis:

H_0 : Creativity cannot determine the business's success in the marketplace.

H_a : Creativity can determine the business's success in the marketplace.

Model Summary showed the value of correlation or relation (R) which was obtained as 0,759. The coefficient of determination (R Square) obtained from the output was 0,577. This implied that the influence of the independent variable (creativity) on the dependent variable (business success) was 57,7% as seen in the following Table 4

Table 4. Model Summary.

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	,759 ^a	,577	,569	4,718

The significance value was $< 0,05$, then H_0 was rejected, meaning that creativity could determine the business success of marketplace as seen on the following Table 5.

Table 5. Coefficients Model.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	9,659	3,604	,759	2,680	,010
Creativity	,623	,071		8,736	,000

A successful entrepreneur needs to be creative in setting the goals and in solving the problems to achieve the set objectives. Money is not the whole thing needed for an entrepreneur, but creativity is the most important thing in business. Creativity in entrepreneurship is the ability of entrepreneurs to create new product ideas that relate to their daily lives. A creative entrepreneur can make innovation [7]. Creativity in the process dimension can be defined as the thinking process in creating unique and creative ideas. Creativity is the process or ability that produces continuity, flexibility, and originality in thinking and it is the ability to elaborate (develop, enrich, explain) an idea [3]. The indicators of creativity include several qualities: 1) curious, 2) optimistic, 3) flexible, 4) capable of solving the problems, 5) original, 6.) imaginative [1].

Every business has a primary goal and other goals. The main purpose of business is to earn a profit, grow and develop. Another goal of a business is largely determined by the expectations from the business owners or shareholders. Some of the other goals of the business include creating jobs, fulfilling the needs of people at standard prices, maintaining price stability, making people healthy, and others [8]. The indicators of determining the business success are 1) Capital, 2) Income, 3) Sales Volume, 4) Production Output, 5) Labor [1].

4. CONCLUSIONS

Referring to the theoretical analysis and result of the study, the researchers conclude that creativity determines the business success of the marketplace. We expect that this result of the study could give benefits to other people and further research can develop this topic to find out the factors that contribute to and influence the business success of the marketplace.

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