



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

Indexing

All articles in these proceedings are submitted for indexation in **CPCI**, **CNKI** and **Google Scholar**. Optionally, we also submit to **Compendex** and **Scopus**. Note that in case you need information about the indexation of these proceedings, please check with the organizers of the conference as we cannot reply to messages received from participants.

CONTENT

Proceedings Article

[Peer-Review Statements](#)

Ratih Hurriyati, Lili Adi Wibowo, Ade Gafar Abdullah, S. Sulastri, L. Lisnawati

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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:...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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:...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Crafting the Service Environment at McDonald's Restaurant

Rifqi Zahran, Ratih Hurriyati, Heny Hendrayati

One of the company's objectives is to gain profit. The profits are derived from the production or services offered to the public. The profits obtained will be reduced if there are competitors who have the same goals as the company. Each company has different advantages in achieving what is planned from...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Influence of Utilitarian and Hedonic Value to Traveler Purchase Intention at Singapore Changi Airport International

Herry Yanson, Agus Rahayu, Lili A Wibowo

This study aimed at determining and analyzing the effect of utilitarian and hedonic values on the purchase intention of travelers at Changi International Airport, Singapore. This study employed quantitative research methods. The number of samples in this study was 100 people who were travelers at Changi...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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

Danang F Pamungkas, Imam Salehudin

This study aimed at evaluating Product-Specific Industry image from Country of Brand (COB) and Country of Manufacturing (COM) Origin on consumer perceived quality of a bi-national product. This research uses a cross-sectional survey to determine the COM effect towards consumers' perceived quality on...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Advertising Investment on Marketplace to Conversion Rate

A Case Study on Kurma Alif Advertising Strategy Decision

Mutiara Nisa Rozdianda

This Research purpose is to analyze and evaluate the Company's decision on effectivity digital advertising investment for conversion rate, especially in the marketplace. The analysis for this research is conducted using qualitative research through marketing funnel analysis in a case study method that...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Fashion Involvement and Impulse Buying on Online-Based Fashion Consumers

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Strategic Alliance to Build Customer Trust Bank Syariah in Indonesia

Bambang Widjajanta, L. Lisnawati, Heraeni Tanuatmodjo

The biggest challenge for Bank Syariah Indonesia as a merged company is maintaining customer trust. Changes in organizational structure, service adjustment processes, and other changes are prone to creating a decrease in customer trust which will have an impact on decreasing customer satisfaction and...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Brand Commitment Analysis in Improving Electronic Word of Mouth

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Work-Family Conflict, Workload and Burnout as a Determinant Factor on Employee Performance

(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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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

Arga Sutrisna, Eeng Ahman, Dian Muhammad Wildan

The purpose of writing this article is to determine and analyze (1) Emotional Intelligence, Technological Capital, and Student Competencies; (2) Simultaneous effect of Emotional Intelligence and Technological Capital on Student Competence; (3) Partial Effect of Emotional Intelligence and Technological...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Influence of Transformational Leadership and Knowledge Sharing on Innovative Work Behavior of Millennial Employees in Start-Up Companies](#)

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Flexible Work Arrangement and Perceived Organizational Support on Employee Job Performance: The Mediating Role of Employee Engagement

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Innovative Behavior During Work from Home in Indonesia: The Role of Job Autonomy and Work Engagement

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Perceived Organizational Support on Flexible Working Arrangement and Task Performance

The Mediating Role of Organizational Commitment

Yoga Pramaditya, E.S. Pusparini

The Covid-19 Pandemic affects the way of working in Indonesia that forces the banking industry to adjust its leading service while ensures employees finish their task-performance well by giving them the support they need. This research examines the effect of employees' perceived organizational support...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Design of Work Motivation Strategy as a Determining Factor of Work Goals for Embroidery Industry Employees in Tasikmalaya City](#)

Kusuma Agdhi Rahwana, Yana Setiawan

The purpose of this study was to determine the effect of work motivation and work environment in maintaining employee job satisfaction. The method used in this study is the causal method, with a research sample of 85 respondents and the analytical tool used in this study is multiple regression using...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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

Teten Mohamad Sapril Mubarok, 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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Management Capacity Analysis of Higher Education in Indonesia](#)

Arciana Damayanti, Agus Rahayu, Lili Adi Wibowo

Education is one of the sectors affected by the Covid-19 pandemic, where almost all educational institutions, ranging from primary to tertiary education in Indonesia, carry out unusual learning activities. This will not be a problem if the management capacity of tertiary institutions in Indonesia is...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[A Systematic Literature Review: University Strategic Management](#)

Zakiyah Tsuroh Islamiyah, Agus Rahayu, Lili Adi Wibowo

The purpose of this research is to get an overview of the strategies management implemented by universities to achieve university goals. Higher education is being modernized to effectively coordinate the education system into the worldwide instructive surroundings. Nevertheless, the lion's share of institutions'...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Collaborative Strategy in Small and Medium Industries](#)

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Effect of Work Creation Law on the Five Forces of Competition Related to the Formulation of Competitive Strategies According to Michael E. Porter](#)

Nugraha Pranadita, Agus Rahayu, Lili Adi Wibowo

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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:...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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

(Case Study at LAZNAS DT in Indonesia)

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effectiveness of Strategies to Achieve Customer Loyalty: The Role of Relationship Marketing and Customer Retention

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

This study aimed at determining consumer loyalty, relationship marketing, and customer retention and seeing the success of the strategies that have been carried out. The method used was causal and descriptive quantitative. The population was JNE customers in the city of Bandung. The sampling technique...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Vocational School Leadership and Educational Innovations on the Culture of Innovation

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Implementation of Digital Transformation on Improving Public Services

Mira Indriyulia Ekarini, Lili Adi Wibowo

This study aimed at determining the extent of digital transformation by the Ministry of Agrarian Affairs and Spatial Planning in improving public services, so it is hoped that this research can measure the impact of digitization on public services. This study applies a qualitative method with a descriptive...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Factors Affecting Start-up Performance

A Literature Review

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

This research was conducted to identify factors contributing to start-up performance. In a knowledge-based economy, start-ups in technology can significantly contribute to the development of the economy and society. However, study about the performance of technology startup fragmented into several domains...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Influence of Organizational Learning and Innovation on Competitive Advantage at SMK in West Java Province

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...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Impact of Technology Business Incubator on Startup Success among Business Incubator Members

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....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

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...

[Article details](#)

[Download article \(PDF\)](#)

Chair

Prof. Dr. Ratih Hurriyati, MP

Universitas Pendidikan Indonesia - Indonesia

Technical Committee

Assoc.Prof. Dr. Lili Adi Wibowo, MM

Universitas Pendidikan Indonesia - Indonesia

Steering Committee

Assist Prof. Sulastri, M.Stat., MM

Universitas Pendidikan Indonesia - Indonesia
- Assist. Prof. Lisnawati, MM

Universitas Pendidikan Indonesia - Indonesia
- Yusuf Muradlo, M.Stat

Universitas Pendidikan Indonesia - Indonesia

Organizing Committee

- Prof. Dr. Hari Mulyadi, M.Si

Universitas Pendidikan Indonesia - Indonesia
- Assoc.Prof. Dr. Rd. Dian H.Utama, M.Si

Universitas Pendidikan Indonesia - Indonesia
- Assoc. Prof. Girang Razati, M.Si

Universitas Pendidikan Indonesia - Indonesia

Scientific Committee

- Assoc. Prof. Bambang Widjajanta, MM

Universitas Pendidikan Indonesia - Indonesia
- Assist. Prof. Masharyono, MM

Universitas Pendidikan Indonesia - Indonesia
- Prof. Toru Matsumoto, M.Eng

The University of Kitakyushu - Japan
- Assoc. Prof. Ts Dr. Razali Hassan

Universiti Tun Hussein Onn Malaysia (UTHM) – Malaysia

- Prof. Dr. Ikuro Yamamoto

Kinjo Gakuin University Nagoya – Japan

- Prof. Dr. Taehee Kim, Ph.D

Youngsan University – South Korea

- Prof. Dr. Mohamed Dahlan Ibrahim

Universiti Malaysia Kelantan – Malaysia

- Prof. Madya Dr. Lai Chee Sern

UTHM Johor bahru – Malaysia

- Prof. Madya Dr. Kahiroil Bin Mohd Salleh

UTHM Johor bahru – Malaysia

- Prof. Wann-Yih Wu

Universitas Nanhua – Taiwan

- Prof. Dr. Nanang Fattah, M.Pd

Universitas Pendidikan Indonesia - Indonesia

- Prof. Dr. Agus Rahayu, M.P

Universitas Pendidikan Indonesia - Indonesia

- Prof. Dr. Tjutju Yuniarsih, S.E., MPd

Universitas Pendidikan Indonesia - Indonesia

- Prof. Dr. Disman, M.S

Universitas Pendidikan Indonesia - Indonesia

- Prof. Dr. Suryana, M.S

Universitas Pendidikan Indonesia - Indonesia

- Prof. Dr. Eeng Ahman, M.S

Universitas Pendidikan Indonesia - Indonesia

- Prof. Ina Primiana, S.E., M.T

Universitas Padjadjaran – Indonesia

- Prof Lincoln Arsyad, M.Ec, PhD

Universitas Gadjah Mada – Indonesia

- Prof. Gunawan Sumodiningrat, M.Ec, PhD

Universitas Gadjah Mada – Indonesia

- Prof Dr Badri Munir Sukoco , Msc, PhD

Universitas Airlangga – Indonesia

- Prof. Dr. H. Nandan Limakrishna , Ir, MM

Universitas Winaya Mukti – Indonesia

- Dr. Phil Dadang Kurnia, M.Sc

GIZ – German

- Assoc.Prof. Arry Akhmad Arman, M.T., Dr.

Institut Teknologi Bandung – Indonesia

- Assoc.Prof. Dwilarso, MBA, PhD

Institut Teknologi Bandung – Indonesia

- Assoc.Prof. Hardianto Iristiadi MSME, PhD

Institut Teknologi Bandung – Indonesia

- Assoc.Prof. Rachmawaty Wangsaputra, M.Sc, PhD

Institut Teknologi Bandung – Indonesia

- Assoc.Prof. Teungku Ezni Balkiah, M.Sc, PhD

Universitas Indonesia – Indonesia

- Assoc.Prof. Ruslan Priyadi M.Sc, PhD

Universitas Indonesia – Indonesia

- Assoc.Prof. Sri Gunawan, MBA, DBA

Universitas Airlangga – Indonesia

- Assoc.Prof. Yudi Aziz, M.T., PhD

Universitas Padjadjaran – Indonesia

- Assoc.Prof. Vanessa Gaffar, MBA, DR

Universitas Pendidikan Indonesia - Indonesia

- Assoc.Prof. Chaerul Furqon, M.M., DR.

Universitas Pendidikan Indonesia - Indonesia

- Dr. Galih Abdul Fatah Maulani, S.Kom., M.Kom

Universitas Garut – Indonesia

- Dr. Nizar Alam Hamdani., M.M.,M.T.

Institut Pendidikan Indonesia – Indonesia

- Prof. Dr. H. Yus Darusman, M.Si

Universitas Perjuangan – Indonesia

Editors

- Prof. Dr. Ratih Hurriyati, MP

Universitas Pendidikan Indonesia - Indonesia

- Assoc.Prof. Dr. Lili Adiwibowo, M.M.

Universitas Pendidikan Indonesia - Indonesia
- Prof. Ade Gafar Abdullah

Universitas Pendidikan Indonesia - Indonesia
- Assist Prof. Sulastri, M.Stat., MM

Universitas Pendidikan Indonesia - Indonesia
- Assist. Prof. Lisnawati, MM

Universitas Pendidikan Indonesia – Indonesia

Digital Marketing Impact on Consumer Decision-Making Process

Nizar Alam Hamdani^{1*}, Rio Muladi², Galih Abdul Fatah Maulani³

¹ Universitas Garut,

² Universitas Garut,

³ Universitas Garut

*Corresponding author. Email: nizar_hamdani@uniga.ac.id

ABSTRACT

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. The data analysis technique used is simple regression with the help of the SPSS 25 program. The results show that digital marketing has a significant effect on consumer decision-making on the Aerostreet shoe brand. This explains that consumers tend to make purchases using technology in their business. This research is useful for the development of applied theory which states that consumer purchasing decisions in the fashion industry, especially shoes are influenced by digital promotion and marketing processes. The results showed the magnitude of the influence of 56.0%. This research also provides practical benefits for business actors to improve marketing performance by trying to adapt to technology as a promotion or sales strategy. because digital marketing can reach a wider market and is more flexible in terms of time and place.

Keywords: *Digital Marketing; Purchase Intention; Technology; E-Commerce..*

1. INTRODUCTION

Technology has given the most outstanding impact on the marketing fields. There have been many marketing models which exploit digital platforms to improve the performance of Small and Medium-Sized Enterprises in running the business [1]. Moreover, a great number of internet users also support this phenomenon [2].

Table 1. Internet user ini Indonesia [3]

Year	Number of Internet Users
2019-2020	196,71 million
2018	171,17 million

As seen from Table 1, the survey conducted by the Indonesian Internet Service Providers Association (Asosiasi Penyelenggara Jasa Internet Indonesia, abbreviated APJII) claim that the number of Indonesian internet users has increased significantly. The increase throughout the year has reached 25,5 million people. This indicates that the internet has been people's main need to support daily life.[4].

This condition contributes to the changes of people in Indonesia in using social media including eCommerce as the most accessed platform [5]. Realizing this potential, business actors need to adapt and be innovative in marketing the products or services by utilizing technology and information, and the internet [6]. In addition, the Covid19 pandemic has also

caused customers to purchase everything via online transactions [7].

Digital Marketing has offered a lot of opportunities for SMEs to improve their sales without boundaries in terms of time and location [8]. The use of digital marketing has been significantly exploited by local brands namely AeroStreet, a shoe brand operated in Klaten and managed by ADCO Pakis Mas. Due to the Covid19 pandemic, this company decided to focus on online marketing to increase sales.

However, the problems arise because there are many business competitors which also use digital marketing as their business strategies [9]. Besides, the customer hesitation in making purchasing decisions needs to be overcome by the company [10] since most Indonesian people have to ensure the quality of the products, especially the local brand products [11].

Digital marketing has been widely investigated in numerous studies which confirm that there is a strong combination between marketing and technology information [12]. These studies result in new terms and procedures in marketing so that the strategies of e-marketing gain more customer value than those of traditional marketing [13]. E-marketing can also attract significant segments of customer demographics or in other words, effectively reach a wider market [14]. Several studies have also confirmed that good digital marketing in a company can reduce marketing costs. Thus, digital marketing needs to be carefully planned by the company [15]–[17].

Several characteristics of digital marketing are the following [18], [19]:

1. Interactive, it enhances business interactions with the customers.
2. Incentive Program, is an electronic dialogue (interactive technology) that allows the customer to access information (community, individual), and vice versa.
3. Site Design, is an attempt to do every business activity through the internet for research purposes, analysis, and planning for attracting and retaining customers.
4. Cost, is intended to accelerate buying and selling of products and certain services and share information and idea on the internet.

Other research results also show that there are correlations between digital marketing and social media, as the most effective media in spreading the information [20], [21]. Social media allows consumers and sellers to build personal communication [22].

The consumer has the full right of deciding to purchase a certain product or service [23]. Consumer purchasing decision, however, is affected by external and internal factors. This decision-making process determines what to buy and what not. Consumer’s previous activities are also the other things that influence this [24].

There are five stages in a consumer’s decision-making process [25], [26]:

1. Need Recognition

Purchasing process begins as the buyers recognize an issue or need. They experience the gap between the actual condition and the desired condition.

2. Information Search

At this stage, the buyers are selective in selecting information to evaluate several alternatives to meet their need expectancies.

3. Decision-Making Process

This process is the result of considerations and evaluation and information searches before the final decision is made.

4. Purchase Decision

At this stage, when all stages have been passed, the consumers will finally decide whether or not they will purchase the product or service.

5. Post Purchase Behavior

Marketer’s job does not stop as the product is purchased but also continues to post-purchase period. After post-purchase, consumers will evaluate whether the product satisfies their needs or not.

Several studies also revealed that there was a significant relationship between digital marketing and purchase intention. The marketing content provided digital gives a significant impact on consumer satisfaction and purchase decision [27], [28].

Given the facts of these problems, the researchers formulated the research question to find out the influence of online business or business digitalization on customers’ decision-making in purchasing the products of Aerostreet. The purpose of this study is to explain the magnitude of the influence of digital marketing on purchasing decisions for consumers today. especially with the Covid-19 pandemic conditions which forced the public to limit their space of movement so that some activities were carried out online.

2. METHODS

2.1 Hypothesis Development

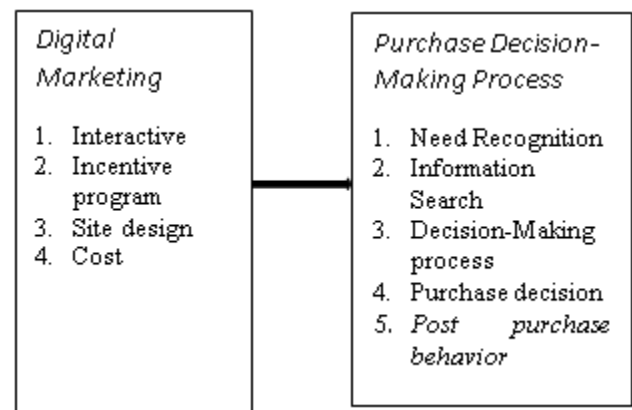


Figure 1. Research Framework.

Figure 1 shows the involvement of variables in this study involving two variables consisting of Digital Marketing and Purchase Decision variables. The hypothesis development in this study is based on the previous studies and relevant theories. Therefore, the formulated hypothesis in this study is as following:

Ho: There is no significant influence of digital marketing processes on consumer purchase decision in Aerostreet company.

Ha: There is significant influence of digital marketing processes on consumer purchase decision in Aerostreet company.

2.2 Methods

The target population is Aerostreet consumers that have purchased Aerostreet shoe products. To determine the ideal population limit, the unit of analysis of this study is Aerostreet’s consumers as individuals. The unit of observation of this

research is the buyers or users of Aerostreet shoes who purchased from Shopee and WhatsApp. The formula for sample size refers to the number of independent variables, that is $N \geq 50 + 8i$ (i is the number of independent variables) [29]. Based on the calculation, the number of samples used was 58 respondents.

Based on Table 2, there are several characteristics of respondents in this study. The respondent criteria that have been set in this study were males and females aged 18 to 38 who lived in Java Island. People in the 18-38 age range are assumed to have ever purchased Aerostreet so it is suitable to be as respondents to find out their interest in purchasing the products that are marketing digitally. Meanwhile, Java Island was selected as the location of the research because of the highest internet users according to APJII.

Table 2. AeroStreet Consumer

Profile	Criteria	Total	Percentage
Sex	Male	35	60,34%
	Female	23	39,66%
Age	<18 years	4	6,90%
	19-28 years	53	91,38%
	29-38 years	0	0%
	>38 years	1	1,72%
Occupation	Students	43	74,14%
	Employee	10	17,24%
	Self-employed	3	5,17%
	Unemployed	0	0%
	Student + Employee	2	3,45%
Origin	West Java	42	72,41%
	Central Java	12	20,69%
	East Java	1	1,73%
	Banten Province	0	0%
	Jakarta	3	5,17%
	Yogyakarta	0	0%
Starting to use Aerostreet	<2017	7	12,07%
	2018	7	12,07%
	2019	6	10,34%
	2020	11	18,97%

	2021	27	46,55%
Marketplace	Shopee	49	84,48%
	Instagram	0	0%
	Langsung (Offline)	7	12,07%
	Shopee + Offline	2	3,45%

The technique of data analysis in quantitative research uses statistical measurement. Linear regression is a statistical method to model the relationship between the dependent variable (dependent; response; Y) and one or more independent variables (independent, predictor, X). The interval was used as measurement scales that enable the researchers to calculate the data from the respondents arithmetically. To measure consumer behavior, the Likert scale was commonly used in marketing research. It is a scale that requires the respondents to give their answers on certain topics. The scale has several answer options such as strongly agree, agree, neutral, disagree, and strongly disagree.

3. RESULTS AND DISCUSSION

Based on the data processing with Excel for the 58 respondents in table 3, the total value for the digital marketing variable on Aerostreet products was very high. The attributes of successful digital marketing are described by the consumer's ease and effectiveness in searching for product information online. Besides, Aerostreet products are available both in shopping online applications and on social media which makes consumers easier to get the products. Aerostreet as the shoe brand company also provides interactive services and interesting marketing promotions and builds close relationship communication with the consumers. These are the things that increase the customer power to Aerostreet products[30].

Table 3. Total Variable Value and Digital Dimension

No.	Dimension	Value	Category
	Digital Marketing	2929	Very High
1.	Interactive	733	Very High
2.	Incentive program	731	Very High
3.	Site design	725	Very High
4.	Cost	740	Very High

The data processing with Excel on 58 respondents in table 4 showed that the total value of decision-making purchases in

Aerostreet products was high. Need recognition dimension was the highest value obtained. This dimension indicated that consumers realized the types of shoes that they wanted. Besides, the total value obtained in the information search was also high. This was due to many variant shoes offered in Aerostreet so that the consumers could search for more information to meet their needs. The high value in the purchase decision-making process implies that the consumers are confident in making purchasing decisions at Aerostreet because the products offered have met their needs and satisfaction and the customers are likely to repurchase the products or give influence other potential customers in buying shoes[31], [32].

Table 4. Total Variable Value and Purchase Decision-Making Dimension of Aerostreet Consumers

No.	Dimension	Value	Category
	Decision-Making	3638	High
1.	Need Recognition	735	Very High
2.	Information Search	729	Very High
3.	Decision-Making Process	735	Very High
4.	Purchase Decision	723	Very High
5.	Post Behavior	706	Very High

The first analysis was performed to find out the positive or significant influence of digital marketing on consumer decision-making of Aerostreet products. The second analysis was conducted to discover the relationship level between product innovation and consumer satisfaction. The test was carried out using the F value, the significance of output results, and the coefficient of determination[33].

Table 5. Regression Testing

Model		Sum of Squares	d f	Mean Square	F	Sig.
1	Regression	1948.892	1	1948.892	71.393	.000 ^b
	Residual	1528.694	56	27.298		
	Total	3477.586	57			

Based on table 5, the hypothesis tested was whether digital marketing significantly influenced consumer decision-making purchases in Aerostreet. The test used a significance table as displayed in table 5 if the significance obtained was less than 0,05, Ha was then accepted, or in other words, there was a significant influence of digital marketing on consumers' decision-making purchase in Aerostreet. Based on the analysis result in table 5, the F value obtained was 71,393 with a significance value of 0,000 meaning that there was a significant

influence of digital marketing on consumers' decision-making purchase in Aerostreet. This study also confirms the previous studies which revealed that digital marketing could give an impact on consumers' purchase decisions[34]–[36].

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.560	.553	5.225

After recognizing that digital marketing has influenced on consumers' purchasing decisions in Aerostreet, the other test performed was to find out the relationship level by using output results of R square or the coefficient of determination as seen in table 6. The value of the coefficient of determination obtained was 0,560 meaning that the value of digital marketing influence on consumer's purchasing decisions in Aerostreet was 56%. This showed that the other, 44% was affected by other variables which were not examined in this study.

4. CONCLUSIONS

The result of the study shows that digital marketing has a significant relationship with consumers' purchase decisions, particularly on AeroStreet products. This concludes that there are business actors play a significant role in making use of social media or eCommerce. Doing good digital marketing can affect consumers' purchase decisions regarding the products sold. This is certainly one of the excellent business strategies for SMEs to maintain business existence amid the Covid19 pandemic condition.

ACKNOWLEDGMENT

This research was jointly carried out by lecturers and students from the Faculty of Entrepreneurship, University of Garut. This research is also supported and funded by the Faculty of Entrepreneurship, University of Garut. We also would like to extend our great gratitude to all parties who have participated in the completion of this research.

REFERENCES

[1] N. A. Hamdani and G. A. F. Maulani, "The Influence Information Technology Capabilities and Differentiation on the Competitiveness of Online Culinary SMEs," *Int. J. Recent Technol. Eng.*, vol. 8, no. 1S, pp. 146–150, 2019.

[2] G. A. F. Maulani and T. M. Sapril Mubarok, "Analisis Pengaruh Teknologi Informasi Pada Iklim Organisasi Dan Dampaknya Terhadap Komitmen Organisasi Perguruan Tinggi Swasta," *J. Civ. Soc. Stud.*, vol. 4, no. 2, pp. 12–24, 2020, doi: 10.31980/civicos.v4i2.912.

- [3] Asosiasi Penyelenggara Jasa Internet Indonesia, "Laporan Survei Internet APJII 2019 – 2020," Asos. Penyelenggara Jasa Internet Indones., vol. 2020, pp. 1–146, 2020, [Online]. Available: <https://apjii.or.id/survei>.
- [4] D. Solihin and C. Verahastuti, "Profitabilitas Sektor Telekomunikasi Di Tengah Pandemi Covid-19," *Aktual J. Akunt. Dan Keuang.*, vol. 5, no. 2, pp. 91–98, 2020.
- [5] Y. A. Aziz, Y. Y. Jusoh, S. Moghadas, R. Sohrabinezhadtalemi, H. Nezakati, and A. Amidi, "Review of Social Media Potential on Knowledge Sharing and Collaboration in Tourism Industry," *Procedia - Soc. Behav. Sci.*, vol. 172, pp. 120–125, 2015, doi: 10.1016/j.sbspro.2015.01.344.
- [6] F. Kitsios and D. Mitroulis, "Digital transformation strategy: a literature review," *Preimpresion*, no. February, pp. 59–61, 2019, [Online]. Available: <https://www.researchgate.net/publication/331501521>.
- [7] S. Setiati and M. K. Azwar, "COVID-19 and Indonesia," *Acta Med. Indones.*, vol. 52, no. 1, pp. 84–89, 2020.
- [8] V. Njgomir, "Digital marketing," *Civitas*, vol. 10, no. 1, 2020, doi: 10.5937/civitas2001052n.
- [9] D. Herhausen, D. Miočević, R. E. Morgan, and M. H. P. Kleijnen, "The digital marketing capabilities gap," *Ind. Mark. Manag.*, vol. 90, 2020, doi: 10.1016/j.indmarman.2020.07.022.
- [10] G. Dash, K. Kiefer, and J. Paul, "Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention," *J. Bus. Res.*, vol. 122, no. October 2020, pp. 608–620, 2021, doi: 10.1016/j.jbusres.2020.10.016.
- [11] Hery, R. Surya, and J. K. Pudjibudojo, "The Social Capital, Marketing Capability and Competitive Advantage: Evident from Indonesian SMEs," in *The European Proceedings of Social & Behaviour Sciences EpSBS*, 2016, pp. 464–469, doi: <http://dx.doi.org/10.15405/epsbs.2016.08.66>.
- [12] E. M. Olson, K. M. Olson, A. J. Czaplewski, and T. M. Key, "Business strategy and the management of digital marketing," *Bus. Horiz.*, vol. 64, no. 2, 2021, doi: 10.1016/j.bushor.2020.12.004.
- [13] G. J. Dehkordi, S. Rezvani, M. S. Rahman, F. Fouladivanda, N. Nahid, and S. F. Jouya, "A Conceptual Study on E-Marketing and Its Operation on Firm's Promotion and Understanding Customer's Response," *Int. J. Bus. Manag.*, vol. 7, no. 19, pp. 114–123, 2012.
- [14] N. A. Hamdani and G. A. F. Maulani, "The influence of E-WOM on purchase intentions in local culinary business sector," *Int. J. Eng. Technol.*, vol. 7, no. 2.29, pp. 246–250, 2018, doi: 10.14419/ijet.v7i2.29.13325.
- [15] W. Ritz, M. Wolf, and S. McQuitty, "Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models," *J. Res. Interact. Mark.*, vol. 13, no. 2, 2019, doi: 10.1108/JRIM-04-2018-0062.
- [16] J. R. Saura, P. Palos-Sanchez, and B. R. Herráez, "Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies," *Sustainability (Switzerland)*, vol. 12, no. 3, 2020, doi: 10.3390/su12031003.
- [17] Z. Vaculčíková, Z. Tučková, and X. T. Nguyen, "Digital marketing access as a source of competitiveness in traditional Vietnamese handicraft villages," *Innov. Mark.*, vol. 16, no. 1, 2020, doi: 10.21511/im.16(1).2020.01.
- [18] E. Y. Kim, *Predicting Online Purchase Intentions for Clothing Products*. 2002.
- [19] M. T. Febriyantoro, D. Arisandi, M. T. Febriyantoro, D. Arisandi, U. Universal, and M. Pemasaran, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean," *J. Manaj. Dewantara*, vol. 1, no. 2, pp. 61–76, 2018.
- [20] Umar, Sugiharto, and Hartanto, "Improving the business performance of SMEs through digital marketing training," *Int. J. Innov. Creat. Chang.*, vol. 12, no. 8, 2020.
- [21] Efthymios, "Foundations of Social Media Marketing," *Procedia - Soc. Behav. Sci.*, vol. 148, pp. 40–57, 2014, doi: 10.1016/j.sbspro.2014.07.016.
- [22] S. Kim, B. Martinez, C. McClure, and S. H. Kim, "eWOM Intentions toward Social Media Messages," *Atl. Mark. J.*, vol. 5, no. 1, pp. 137–155, 2016.
- [23] L. Mileva and A. F. DH, "Pengaruh Social Media Marketing Terhadap Keputusan Pembelian," *J. Adm. Bisnis*, vol. 1, no. 1, pp. 190–199, 2018.
- [24] J. Rana and J. Paul, "Consumer behavior and purchase intention for organic food: A review and research agenda," *J. Retail. Consum. Serv.*, vol. 38, no. February, pp. 157–165, 2017, doi: 10.1016/j.jretconser.2017.06.004.
- [25] D. Nuraini, "Analisis perbedaan kepuasan konsumen terhadap pembelian produk baju secara online dan offline," *J. Ekon.*, vol. 15, pp. 231–239, 2019.
- [26] P. Kotler and L. L. Keller, *Marketing Management*, 14th ed. England: Pearson Education Limited, 2013.
- [27] P. K. Kannan and H. "Alice" Li, "Digital marketing: A framework, review and research agenda," *Int. J. Res. Mark.*, vol. 34, no. 1, 2017, doi: 10.1016/j.ijresmar.2016.11.006.

- [28] D. Ulas, "Digital Transformation Process and SMEs," *Procedia Comput. Sci.*, vol. 158, pp. 662–671, 2019, doi: 10.1016/j.procs.2019.09.101.
- [29] D. Suhartanto, *Metode Riset Pemasaran*. Bandung: Alfabeta, 2014.
- [30] P. A. Sukarno, "Perjalanan Aerostreet, dari Klaten Menembus Pasar Global," *Bisnis.com*, 2021. <https://lifestyle.bisnis.com/read/20210424/219/1385716/perjalanan-aerostreet-dari-klaten-menembus-pasar-global>.
- [31] M. Kurniasari and A. Budiarmo, "Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J. Co Donuts & Coffee Semarang," *Diponegoro J. Soc. Polit.*, vol., no., pp. 1–8, 2018.
- [32] F. Alfanur and Y. Kadono, "Analysis on E-commerce Purchase Intention and Decision in Java and Sumatra," 2019 International Conference on Information Management and Technology (ICIMTech). IEEE, 2019, doi: 10.1109/icimtech.2019.8843731.
- [33] U. Sekaran and R. Bougie, *Research Methods for Business*, Seventh Ed. West Sussex: John Wiley & Sons Ltd, 2016.
- [34] S. S. Nawaz and M. Kaldeen, "Impact of digital marketing on purchase intention," *Int. J. Adv. Sci. Technol.*, vol. 29, no. 4, 2020.
- [35] X. J. Lim, A. R. bt Mohd Radzol, J.-H. (Jacky) Cheah, and M. W. Wong, "The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude," *Asian J. Bus. Res.*, vol. 7, no. 2, pp. 19–36, 2017, doi: 10.14707/ajbr.170035.
- [36] A. A. Alalwan, "Investigating the impact of social media advertising features on customer purchase intention," *Int. J. Inf. Manage.*, vol. 42, no. June, pp. 65–77, 2018, doi: 10.1016/j.ijinfomgt.2018.06.001