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BTS 2022

Batavia Transdisciplinary Symposium 2022

Hotel Grand Inna Malioboro Yogyakarta (Hybrid), 21 September 2022

Website: <http://undira.ac.id>

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Date: 19 August 2022

Letter of Acceptance for Abstract

Dear Authors: Husni Muharam, Rahyuniati Setiawan, Muhammad Arip Ramdani, Tiara Raras Pramudita

We are pleased to inform you that your abstract (ABS-130, Oral Presentation), entitled:

"Consumer Behavior in the Covid-19 Pandemic Era on the Purchase Decision Process at the Shopee Marketplace in Garut"

has been reviewed and accepted to be presented at BTS 2022 conference to be held on 21 September 2022 in Yogyakarta, Indonesia.

Please submit your full paper and make the payment for registration fee before the deadlines, visit our website for more information.

Thank You.

Best regards,

A blue ink signature of Ir. Margono Sugeng, M.Sc. is written over the logo of Universitas Dian Nusantara, which consists of a green and blue circular emblem.

Ir. Margono Sugeng, M.Sc.
BTS 2022 Chairperson



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We cordially invite you to attend our conference and present your research described in the abstract.

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Ir. Margono Sugeng, M.Sc
BTS 2022 Chairperson



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BOOK OF ABSTRACTS

"Transforming Business Practices, Entrepreneurship, Contemporary Literature, Language Learning, and Sustainability on Post Pandemic"



Transdisciplinary Symposium on
Business, Economics, and Communication

Grand Inna Malioboro, Yogyakarta, Indonesia
21 September 2022

FOREWORD

This book describes the proceedings of the Batavia Transdisciplinary Symposium 2022 with two conferences included: Transdisciplinary Symposium on Engineering and Technology (TSET) and Transdisciplinary Symposium on Business, Economics, and Communication (TSBEC). This conference is organized by Universitas Dian Nusantara, Universitas Sanata Dharma, Politeknik Bandung, Universiti Sains Malaysia, Universitas Pembangunan Jaya, APEX group, Centre for Islamic Development Management (ISDEV), Universitas Islam Jakarta, Sule Lamido University, Universitas Garut, and Universitas Bhayangkara.

This book describes that the global pandemic of COVID-19 has brought its “uniqueness” in a variety of aspects in life, including research. To this relation, we believe that the theme “post-pandemic adaptation: exploring advances of interdisciplinary research in the digital era” is a topic of discussion relevant for researchers from every field of study, both for those coming from engineering and technology and those coming from business, economics, and communication.

In addition, this international conference invites experts from all around the globe to discuss ideas, experiences, and research results is such a great means of promotion for our university, Universitas Dian Nusantara. As a 3-year-old university, it is such an honor for us to be able to collaborate with international experts having the most relevant and significant contribution to their fields of study, respectfully. On behalf of Universitas Dian Nusantara, I would like to express my most sincere gratitude to the distinguished speakers including Sulfikar Amir, Ph.D. from Nanyang Technological University, Singapore, Prof. Josaphat Tetuko Sri Sumantryo from Chiba University, Japan, Prof. Dr. rer.nat. Evvy Kartini, M.Sc., chief scientist of National Nuclear Energy Agency of Indonesia, Prof. Dr. Ir. Bambang Sugiarto, M.Eng. from Universitas Indonesia, and Prof. Dr. Mustafa Said from Ondokuz Mayiz University, Turkey and, Rumah Publikasi Indonesia, led by Prof. Dr. Ade Gafar Abdullah, M.Si. for facilitating this event, particularly in relation to scientific publication of the conference proceedings. The fact that the manuscripts are to be submitted to AIP Publishing and Knowledge E, two top publishers with undoubtable international reputation, is something we are proud of. I do hope this is just the beginning of more international engagement of our university.

Suharyadi

Universitas Dian Nusantara, Indonesia

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RUNDOWN BTS-TSBEC 2022 (ONLINE)

Time	Session
07.00-07.30	Registration Online
07.30-09.15	Parallel session 1
09.15-09.25	Break
09.25-10.00	Opening Ceremony <ul style="list-style-type: none"> Indonesia Raya Anthem Video profile Dian Nusantara University Chairman's Report Welcoming Speech (Rector of Dian Nusantara University) Signing of Cooperation / MoU (co-host)
10.00-12.00	Parallel Session 2
12.00-12.50	Prayer Time and Break
13.00-15.00	Plenary Session 2 Transdisciplinary Symposium on Business, Economics, and Communication (TSBEC) Keynote Speaker 1 Prof. Dr. Ir. Suharyadi, M.S. Keynote Speaker 2 Prof. Dr. Mustafa Said Keynote Speaker 3 Sulfikar Amir, Ph.D. Discussion
15.00-15.30	Prayer Time and Break
15.30-16.30	Best Presenter Announcement Photo Session Closing

RUNDOWN BTS-TSBEC 2022 (OFFLINE)

Time	Session
07.00-07.30	Registration
07.30-09.15	Parallel session 1
09.15-09.25	Coffee break
09.25-10.00	Opening Ceremony <ul style="list-style-type: none"> Indonesia Raya Anthem Video profile Dian Nusantara University Chairman's Report Welcoming Speech (Rector of Dian Nusantara University) Signing of Cooperation / MoU (co-host)
10.00-12.00	Parallel session 2
12.00-12.50	Prayer Time and Lunch Break
13.00-15.00	Plenary Session 2 Transdisciplinary Symposium on Business, Economics, and Communication (TSBEC) Keynote Speaker 1 Prof. Dr. Ir. Suharyadi, M.S. Keynote Speaker 2 Prof. Dr. Mustafa Said Keynote Speaker 3 Sulfikar Amir, Ph.D. Discussion
15.00-15.30	Prayer Time and Coffee Break
15.30-16.30	Best Presenter Announcement Photo Session Closing

PARALLEL SESSION (ONLINE)

Session 1 Schedule

Time (WIB)	R3	R4	R5
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07.45-08.00	ABS-34	ABS-105	ABS-31
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08.15-08.30	ABS-159	ABS-155	ABS-38
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[ABS-11]

Do Intellectual Capital, Leverage, Profitability affect a company's value the COVID-19 post pandemic?

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Abstract

COVID-19 has been shown to have a major impact on companies' value. Drawing on research before the pandemic, during the pandemic, we think it is necessary to analyse the value of the company post pandemic the Covid-19. In this context, there is complexity, uncertainty of companies as an important capability and set of practices appears to many companies as a reasonable approach to reducing the problems. This paper aims to examine how the value of the company is seen from the aspect of the direct effect of Intellectual Capital, Leverage and Profitability is the main issue of this paper. This paper tries to explore the theoretical model of the proposal on how these three variables can directly affect firm value. This study is important to conduct to determine the impact of post-pandemic Covid-19, especially to explain the phenomenon of components in intellectual capital in Indonesia. This research is expected to provide further research guidelines and facilities to the government for an approach to fostering improvement in the value of Post-Pandemic Covid 19 companies.

Keywords: Intellectual Capital, Leverage, Post Pandemic Covid-19, Profitability.

Topic: Business, Corporate Governance, and Accounting

[ABS-12] **Stock Return: Post Pandemic COVID-19 Evidence from Indonesian Companies**

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Abstract

The activities of manufacturing companies that utilize technology have provided easy information for investors. However, the COVID-19 pandemic has resulted in uncertainty for investors, where the asymmetric stock return response also has an impact on the financial markets in Indonesia. This paper examines the effect of earnings per share (EPS), debt to equity ratio (DER) and firm size (FS) on Stock Returns (SR). Using a purposive sampling method with manufacturing companies listed on the Indonesia Stock Exchange for the 2016-2020 period, and Moderated Regression Analysis (MRA) as a tool for testing variables.

Keywords: Debt to Equity Ratio, Earnings Per Share, Firm Size, Stock Returns

Topic: Business, Corporate Governance, and Accounting

[ABS-13] The Effect of Indonesian Digital Service Tax, Financial Capability on Tax Evasion

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Abstract

The Digital Service Tax (DST) in Indonesia is set to take effect from July 1, 2020 through Minister of Finance Regulation Number 48/2020. The target is individual taxpayers or companies that carry out transactions for goods and services are transacted through an electronic system. This paper aims to examine the application of DST and Financial Capability (FC) to Tax Evasion. A sample of 120 taxpayer respondents in the Special Capital District of Jakarta (DKI Jakarta) area was obtained through the convenience sampling method. Multiple linear regression analysis was used to test the significance of the effect of the application of DST and Financial Ability (FC) on Tax Evasion. The results of this research provide evidence that the application of DST has an effect on Tax Evasion and Financial Ability has no effect on Tax Evasion. The results can improve our understanding of Digital Service Tax (DST) influencing Tax Evasion, while Financial Ability (FC) has no affect Tax Evasion

Keywords: Digital Service Tax, Financial Ability, Tax Evasion, Tax Regulation

Topic: Business, Corporate Governance, and Accounting

[ABS-14] Factors Affecting the Quality of Earnings During A Pandemic

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Abstract

A large company, having a good reputation in the community and profit is a favorite place to invest because investors have certainty of the profits to be earned, but when the world outbreak of the Covid 19 pandemic occurred which made everything uncertain due to the global economic downturn. The size of the company and the reported profits of the company are no longer a guarantee that the company does not manipulate earnings. Therefore, the problem raised by the author is what factors affect the quality of company earnings. This study aims to analyze how earnings quality is seen from the influence of the implementation of Corporate Governance and Dividend Payments are the main issues of this paper. This paper tries to discuss in more depth the theoretical proposal of how these variables directly affect the quality of company earnings. This study is important to do to determine whether the impact of the pandemic, especially the implementation of Corporate Governance, has a mitigation effect. In addition, this research is also expected to provide further guidance, especially for national private companies as well as improving the quality of profits after the Covid 19 pandemic.

Keywords: GCG, Dividend Payment, Earnings Quality.

Topic: Business, Corporate Governance, and Accounting

[ABS-27]

Post - Pandemic Adaptation : Impact and Challenges Value Added Taxes and Fiscal Policy

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Abstract

COVID-19 has had an impact on various industrial sectors and government decision-making in Indonesia. The Government's decision also has an impact on the global economy. Because of that, national tax revenue of Indonesia in international trade and domestic goods and services trade has decreased. Based on these conditions, this study aims to determine the magnitude of the impact of the COVID-19 pandemic on tax revenues, as well as the need for fiscal incentives in the context of economic recovery. The method used in this research is a descriptive quantitative method that used a secondary data analysis approach. The result is that the impact of the COVID-19 pandemic has caused a significant decrease in tax revenues, so that post-pandemic fiscal incentives are still needed in the form of Value Added Taxes to make it easier for businessmen to get additional economic capabilities that can be used to encourage economic turnover.

Keywords: COVID-19 Pandemic, Economics, Fiscal Policy, Value Added Tax

Topic: Business, Corporate Governance, and Accounting

[ABS-28] Leverage as Intervening Variable of Profitability Post Pandemic Covid 19

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Abstract

A cement company in Indonesia that supports the government's role in the development of the property sector. However, the Covid-19 pandemic has caused problems in making a profit. Therefore, the main problem of this study is to find out and analyse how profitability affects leverage and market value with the variables Price Earning Ratio (PER) and Price to Book Value (PBV) as proxies. Second, knowing and analyzing leverage as an intervening variable that relates the effect of profitability to Market Value. This study explores the theoretical model and empirical results of how profitability affects Market Value and through leverage. From various empirical results, there is still little research on the ability of leverage as a variable to analyze cement companies listed on the Indonesia Stock Exchange. This research is expected to contribute to further research and facilitate the government to approach the development of cement companies to encourage the economy. Meanwhile, investors can provide information about the company's financial performance. The importance of this research can be useful for companies in providing solutions on how to increase market value by increasing profitability through leverage factors.

Keywords: Leverage, Market Value, Profitability, Price Earning Ratio, Price to Book Value

Topic: Business, Corporate Governance, and Accounting

[ABS-36]

An Evaluation of the Implementation of ICT Framework in Jigawa State: A Case Study of Galaxy Backbone Dutse, Jigawa State, Nigeria

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Abstract

The use of Information and Communication Technology (ICT) has fundamentally changed the practices and procedures of nearly all forms of endeavor within health, education, business, governance and civil service. Despite the devastating impact of Covid-19 pandemic on world economy, schools closure, businesses and social activity, the information and communication technology has enhance economic growth, generate business opportunities and employment, provide effective productivity and enhance social and government services during the pandemic. The main objective of this study is to evaluate the implementation of ICT framework in Jigawa State. The study employed qualitative case study, where a sample of 20 staff were purposely selected to participate in the study. The findings of the study revealed that the state government has adequately provide physical infrastructural development for the take up of Galaxy Backbone. The government payroll and integrated financial management information system is fully computerized. Surprisingly, the assessment shows that no single amount of money was generated through ICT in the state and their target of becoming regional hub for software development and hardware assembling were not achieved. Based on the above findings a recommendation were put forward to the state government that, the implementation of ICT framework in the state should be review in order to meet the set target and a trained and professional ICT expert should be employ in the agency to guide the implementation and achievement of the set target.

Keywords: CIPP model, Evaluation, ICT framework, model of evaluation

Topic: Business, Corporate Governance, and Accounting

[ABS-45] **ADDED VALUE ON PLASTIC WASTE RECYCLING POST OF PANDEMIC COVID-19 AS A CIRCULAR ECONOMIC IN INDONESIA**

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Abstract

Plastic waste is a classic problem for the environment that causes pollution of soil, air, and water because plastic cannot be decomposed naturally in the soil. However, in today's society, almost all product packaging, household appliances, electronic equipment, and so on are made of plastic. Economic activities produce, use, and dispose of high risks to human health related to greenhouse gas emissions and the environment. Plastic waste recycling techniques can save plastic seeds again, they can be reproduced in other products according to the type of recycled plastic. In this research, the aim is to encourage the recycling of all plastics to generate value-added economic income while reducing environmental damage in developing countries such as Indonesia. The researcher intends to share knowledge and experience about plastic waste recycling activities and provide theoretical knowledge by calculating cost-efficient operations, and its marketing potential. The method used in the program to utilize plastic waste that is processed into plastic pellets with surveys, analysis, and discussions involving 58 respondents from waste collectors to plastic recycling business. The research location in Dadap Indah Tangerang manages plastic waste to add economic value and provides new job opportunities. The data were processed using descriptive analysis and Multiple Regression Analysis with SPSS. The results of this research are minimizing environmental pollution, creating awareness in the community, and opportunity for income by plastic pelletizing to increase production capacity from 80 to 100 tons/month. Further researchers can do a collaboration to improve plastic composite with stakeholders.

Keywords: Reduce- Reuse- Recycle

Topic: Business, Corporate Governance, and Accounting

[ABS-47]
**Proposal of The effect of Ethical Orientation on
Accounting Students Ethical Sensitivity Post-Pandemic
Covid-19 (Empirical Study at Universitas Dian
Nusantara)**

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Abstract

During the Covid-19 pandemic, lecturing activities were carried out online so there was a lack of social interaction among and between students and lecturers. Students becoming more independent in learning and faced separation situations. This could result in a decreasing social sensitivity of students in solving accounting cases, especially in auditing scenarios which could help to sharpen idealism and relativism as well as ethical sensitivity. The purpose of this research is to analyze the influence of ethical orientation (idealism and relativism) on the accounting students ethical sensitivity post-pandemic Covid-19 period (Empirical Study at Universitas Dian Nusantara), the research also use gender as a moderation. This research is important as an evaluation in the new normal period and the future period to increase the accounting students ethical sensitivity, especially when solving auditing scenario cases. This type of research is quantitative using the causality method. The population is all accounting students with a total of 440 students, while the number of samples refers to the provisions in the structural equation model. The research instrument used as a measuring instrument is in the form of a questionnaire with a Likert scale and using google survey to distribute questionnaires. The results of the questionnaire answers will be processed using the structural equation model (SEM) with the Lisrel software tool to analyze.

Keywords: Ethical orientation, idealism, relativism, ethical sensitivity, gender, post-pandemic Covid-19

Topic: Business, Corporate Governance, and Accounting

[ABS-65] Examining Tourist Visit Intention to Nature-Based Tourism in Post COVID-19 Pandemic

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Abstract

The purpose of this study is to investigate tourist visit intention to nature-based tourism destinations after the COVID-19 pandemic. The theory of planned behavior (TPB) was used as the primary theoretical foundation to foresee tourist visit intention. This study used a quantitative research design with a purposive sampling technique to collect data. A total of 325 datasets were found to be suitable for next analysis using partial least square structural equation modeling (PLS-SEM). The findings indicate that entirely of the TPB factors are significant in influencing tourist visit intention. Specifically, tourist attitude has greatest influence on tourist visit intention. It implies that the TPB can effectively forecast tourist visit intention to nature-based tourism destinations. Consequently, destination managers should consider the TPB elements when making decisions.

Keywords: Nature-based tourism, TPB, PLS-SEM, Post COVID-19 pandemic

Topic: Business, Corporate Governance, and Accounting

[ABS-79]
**THE INFLUENCE OF DISCIPLINE, LEADERSHIP AND
WORK ENVIRONMENT TOWARD EMPLOYEE
PERFORMANCE AT BPJS KETENAGAKERJAAN IN DKI
JAKARTA BRANCH**

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Abstract

Employee performance is the result of work that has a strong relationship with the strategic goals of the company. The company performance is largely determined by the human resources in it. Supposing that the employees have good discipline and have a sense of security and convenience in the work environment, consequently employee performance can improve well. The results obtained from the observation of questionnaire distribution data of 25 respondents, there were problems faced by employees at BPJS Ketenagakerjaan DKI Jakarta Branch, for 36% did not agree in working together or in other words they preferred to work independently, 40% stated that there was no motivational encouragement from the leaders and other employees, 40% of unclear task instructions from the leaders, 36% of the leaders have not been able to create conducive relationships and atmosphere, 36% of the leaders are not tech-savvy (technology illiterate), 44% of the leaders are subjective to employees, 80% of the leaders and policies frequently tend to substitute, 44% lack of bonding, 40% lack of support from colleagues, and 44% physical environment factors. This study aims to determine the influence of discipline on employee performance, the influence of the work environment on employee performance, and the influence between discipline and work environment on employee performance at BPJS Ketenagakerjaan DKI Jakarta Branch.

Keywords: discipline, leadership, work environment, employee performance

Topic: Business, Corporate Governance, and Accounting

[ABS-86] THE UTAUT2 TO EXPLAINS HOW TIKTOK SHOP APLICATION AFFECTS CONSUMERS BEHAVIOR

Riki Aprianto, Nur Endah Retno Wuryandari, Rahmat Ilahi

UNIVERSITAS DIAN NUSANTARA

Abstract

This study aims to determine the effect of m-commerce adoption on consumer buying interest in TikTok Shop application users in Indonesia. The trend of trading through mobile applications has made several social commerce companies take advantage of this very lucrative market opportunity. TikTok Shop is one of the social commerce platforms that is currently growing, so there is still little research that analyzes consumer buying interest in the TikTok Shop application. To achieve the objectives of this study, the author uses the Unified Theory of Acceptance and Use of Technology (UTAUT2) approach model by using the variables of performance expectancy, effort expectancy, social influence, and price value as independent variables, on the variable intention to buy as the dependent variable mediated by Perceived Trust as an intervening variable. The research survey was conducted on 200 respondents (Hair et al. Theory) who have made transactions on the TikTok Shop application. The research method used is a quantitative method with a purposive sampling technique. The analysis technique uses PLS-SEM.

Keywords: Technology Commerce, M-Commerce Adoption, Intention to Buy, UTAUT2, TikTok Shop

Topic: Business, Corporate Governance, and Accounting

[ABS-89] **Arm^s Length Principle Analysis on Tax Avoidance through Domestic Intercompany Transfer Pricing Post- Pandemic Covid-19: A Case Study**

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Abstract

Covid-19 pandemic had forced the society to adapt with technology advancement and decision-making behavior in corporate management. In response, companies implement transfer pricing strategy to ease the tax burden in order to optimize expenditure efficiency and maximize profitability. Beside its commonality among multinational companies, researcher observed that transfer pricing had been utilized significantly between related domestic companies that may bring potential loss of state tax revenue. On the other hand, in principle, transfer pricing is legal-wise and tax-wise permissible as long as it applies the arm^s length principle. This research was conducted in the form of case study with the objective to analyze the application of arm^s length principle on tax avoidance activity through transfer pricing between domestic companies by exploring its theoretical model. The analysis comprises five methods, namely the price comparison method between independent parties, the resale price method, the cost-plus method, the profit-sharing method, and the transactional net profit method. The evaluation of a company^s arm^s length principle can be utilized as a basis for recommendation, both for related companies to optimize tax planning and for policy makers in an effort to mitigate the risk of losing state revenue. This study is imperative in understanding post-pandemic impact for corporations as a mean of adaptation and going concern- specifically on how transfer pricing among specially-related domestic companies have become a cost-cutting effort. This study is expected to bring guidance for the following researches and contribution for government in overcoming the potential rise of domestic transfer pricing in post-pandemic.

Keywords: Arm^s Length Principle, Domestic Company, Transfer Pricing, Tax Avoidance

Topic: Business, Corporate Governance, and Accounting

[ABS-90]

Classical Islamic Fatwa Framework in Mu[^]amalat for Islamic Banking Institutions

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Abstract

Among the objectives of Mu[^]amalat in Islamic law is for man to achieve human wellbeing (Al-Falah Wa Al-Salah) and to eliminate economic injustice and unfairness. One of the ways to achieve this aim is through an effective operation of Islamic banking institutions according to Islamic Jurisprudence. Thus, existing literatures on Islamic banking institutions seems to suggest inadequacy and failure to comprehensively settle many aspects of economics and financial problems of the world especially the Muslims. In Mu[^]amalat, a Muslim must ensure that the buying and selling transaction are set according to religious guidelines, so that one can avoid falling into forbidden transactions and unlawful forms of earning. This paper has two objectives. First to identify classical Islamic Fatwa framework (IFF) focusing on the Mu[^]amalat aspects. Secondly to show how an effective operation of Islamic banking can be established under IFF. In order to achieve the objectives, through documentary review of existing literatures, narrative analysis as well as conceptual approach of analysis are used to present a sound legal theory of Fatwa under Islamic Jurisprudence. At the end, this paper proves that the use of classical Islamic Fatwa indicates that it provides one of the best forms of eliminating economic injustice and unfairness that sufficiently provides for the endeavours towards sustainable human wellbeing.

Keywords: Keywords: Classical Islamic Fatwa, Banking Institutions, Mu[^]amalat, sustainable, human well-bein

Topic: Business, Corporate Governance, and Accounting

[ABS-92] Growth of Profit During & Post Pandemic Covid 19 A Proposed Study

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Abstract

The Covid-19 pandemic has caused many significant changes for all manufacturing businesses listed on the Indonesia Stock Exchange. Therefore, the main problem of this research is to find out, analyze and explore how the Return on assets, Debt to Equity, Net profit margin experience differences before and during the Covid-19 pandemic. From various empirical results, there are still few studies that examine during and post the Covid-19 pandemic. This research is expected to contribute to further research and facilitate company management in approaching the development of manufacturing companies in Indonesia. Meanwhile, investors can provide information about the company's financial performance. The importance of this research can be useful for companies in providing solutions on how to increase profit growth after the Covid-19 pandemic

Keywords: Debt to Equity, Net Profit margin, Growth of Profit, Return on Assets

Topic: Business, Corporate Governance, and Accounting

[ABS-106]

Implementation of Audit Planning Based on Professional Standards of Public Accountants at the Public Accounting Firm Abdul Ghonie and Partners

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Abstract

Auditing is an examination conducted by an independent party on the financial statements. Prior to the implementation of the audit process, the auditor must prepare an audit plan according to the SPAP audit standard. Audit planning is a stage of the audit process that aims to ensure success in a quality, economical, efficient and effective manner. The purpose of this study was to determine the audit planning applied to KAP Abdul Ghonie and Partners on the audit planning in SPAP. The author's data obtained in the form of Financial Statements used in the Audit Planning at KAP Abdul Ghonie and Partners, such as: Audit risk assessment, understanding of the entity's business and the law, determination of audit scope, preparation of audit plan. After the data was collected, a comparative analysis of the audit planning of Abdul Ghonie and Partners was carried out on SPAP. The results obtained are that KAP Abdul Ghonie and Partners in audit planning are in accordance with SPAP, but KAP Abdul Ghonie and Partners do not comply with international standard audit planning standards that have been approved by IAPI and PP2PK, so it is hoped that KAP Abdul Ghonie and Partners can use the audit application planning in accordance with IAPI to uniform the audit planning model for public accounting firms in Indonesia.

Keywords: Audit Planning, Financial Report, SPAP

Topic: Business, Corporate Governance, and Accounting

[ABS-115] MANAGEMENT, IMPLEMENTATION AND EFFECT OF VILLAGE FUND ALLOCATION ON REGIONAL DEVELOPMENT DURING COVID-19 PANDEMIC

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Abstract

The allocation of Village Funds requires planning, monitoring, implementation, and accountability for its use. The implementation of village development must be in accordance with what has been planned in the planning process and the community. The Covid-19 pandemic that has hit the world has changed the order of various aspects of life, including Indonesia. Starting from the health, social and economic sectors that were most significantly affected. The economic sector is experiencing a recession both at the global and national levels. Timor Island as one of the islands in Indonesia experienced this. In encouraging the rate of national economic growth, this problem cannot be separated. This study aims to determine how the impact of the Covid-19 pandemic on economic growth in Timor Island, especially Fatuneno Village. Economic growth in Timor Island became the center of attention which had experienced a contraction to accelerate economic recovery in Indonesia. Utilization of Village Fund Allocation as community empowerment is the main source in developing and advancing village communities, from what is mandated by the central and regional governments that prioritize regional autonomy. The Village Fund allocation is fully utilized for community empowerment and welfare, marked by the development of agricultural land and several infrastructures with the aim of making it easier for the community to empower themselves and the environment. Small form so that the village is able to empower the community and village institutions to overcome poverty and reduce inequality, improve development planning and budgeting in the village and improve village infrastructure development, in order to create a prosperous village.

Keywords: Management, Village Fund Allocation, Village Welfare, Village Development, Covid 19 Pandemic

Topic: Business, Corporate Governance, and Accounting

[ABS-136]

Assessing Factors Contribute to Unclaimed Properties In Selangor - Post Pandemic Scenario

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Abstract

Real estate planning is the exertion plan which must be made to distribute the property owned by the property owner to the beneficiaries when the owner passes away in order to prevent problems or arguments later on. This paper aimed to study the effect between knowledge, heir's awareness and complex administration process towards unclaimed properties among residents in Selangor in the context of post pandemic scenario. This study reviewed the literature of past research of factors that influenced unclaimed properties. The construct variables used in this study were knowledge, awareness and complex administration process. This study adopts online survey questionnaire to collect 384 valid responses from the residents in Shah Alam, Selangor. These collected data were analysed by using SPSS version 25 and the result gathered through Pearson's Correlation Coefficient. The findings revealed all variables are significantly influenced unclaimed properties. The implication from this study is focusing on smaller sample in Selangor while sample size should give another significant outcome. Government and state authority must come up with mountainous strategies to overcome this issue by imposing several initiatives.

Keywords: Adaptability, Digital Era, Malaysia , Post Pandemic, Unclaimed Properties

Topic: Business, Corporate Governance, and Accounting

[ABS-146]

Discourses of Moslem-Friendly Tourism and Islamic Finance in The New Normal Era (Indonesia Cases)

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Abstract

The Muslim-friendly tourism sector in Indonesia during the Covid-19 pandemic was one of the sectors significantly disrupted. Therefore, this conceptual paper aims to analyze how to develop Muslim-friendly tourism in Indonesia in the current new era to increase the number of Muslim tourists. Furthermore, the method used is qualitatively based on research questions which include (i) What is the role of Islamic finance in the halal industry chain in Muslimfriendly tourism- (ii) How to implement a digital chain ecosystem that supports business actors from the halal industrial chain. The result of this conceptual paper is that the existence of Islamic finance and digital ecosystems is very much needed. Therefore, the implication of this conceptual paper is to provide input and information to stakeholders who have the authority to develop Muslim-friendly tourism in Indonesia that there is a need for collaboration and synergy between parties, especially in the Islamic finance industry.

Keywords: Digital Era, Finance, Halal Tourism, Post-Pandemic, Supply Chain

Topic: Business, Corporate Governance, and Accounting

[ABS-148]
**INTEGRATED COASTAL AREA MANAGEMENT OF THE
NORTH COAST OF JAKARTA IN THE USE OF COASTAL
SPACE.**

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Abstract

The coastal area is a transitional area between land ecosystems and marine ecosystems that meet each other in a fragile balance. Hence, in the management of coastal areas, spatial plans are needed to be able to support economic growth, to support the development of coastal areas so that they are ecologically sustainable. This research is a normative legal research with a philosophical and conceptual approach. The purpose of this study is to philosophically analyze the concept of integrated coastal area management in the utilization of Jakarta's northern coastal space. The results of the study reveal that the utilization of the northern coastal area of Jakarta faces 2 main issues- the first is the biophysical degradation of the coastal environment, namely pollution. The second is the issue of conflict of use and authority in the utilization of the north coast of Jakarta. Integrated coastal area management aims to guide the direction of coastal area development so that it is ecologically sustainable. In addition, integrated coastal area management has a function to strengthen and harmonize sectorial management in coastal areas- to promote rational economic development and sustainable use of coastal and marine resources and facilitate the resolution of disputes over coastal areas.

Keywords: Integrated coastal area management, space utilization, coastal area.

Topic: Business, Corporate Governance, and Accounting

[ABS-149] Tax Compliance: Development of Artificial Intelligence on Tax Issues

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Abstract

The development of robotic technology, especially AI, is able to forecast and present statistical analysis for almost all purposes, including taxes. The various breakthroughs presented help managers and policymakers determine alternatives to efforts to improve corporate tax compliance. Recently, the implementation of AI has been adapted quite a lot, but it is still not enough, especially in measuring the right tax compliance model for the manufacturing industry which is the largest tax contributor in Indonesia. AI is said to help managers make more complex judgments with simulated risks. Early detection of tax fraud, leakage of year-end tax shocks, and misuse of tax costs can be minimized by AI optimization. However, there is a discussion about this AI threat on the security aspect that needs to be understood, so that the AI optimization strategy in taxes is possible to mitigate the level of tax audit risk. Ultimately expectations of corporate tax compliance are apparent.

Keywords: Artificial Intelligence, Development, Tax Issues, Digitalization, and Manufacture

Topic: Business, Corporate Governance, and Accounting

[ABS-150] The Identity Social of Tax Compliance: How it Impacts Manufacturing Business

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Abstract

This paper investigates the impacts of manufacture[^]s social identity on their tax attitudes, and how these effects on firm[^]s tax compliance. We find that membership and identity affect their firm[^]s tax compliance, but not for private collective self-esteem and public collective self-esteem. Overall, dependence on the community and stakeholder views on corporate identity are considered important by companies in order to increase public trust. Meanwhile, private and public collective self-esteem is no longer the key. It implies that the former is more likely to have a higher cost of tax collection to represent tax compliance, which may restrict funds for their public sector and adversely affects its functionality. This is consistent with the previous findings that identity social impacted tax compliance, instead of self-esteem.

Keywords: Tax Compliance, Identity Social, Membership, Community, and Self Esteem

Topic: Business, Corporate Governance, and Accounting

[ABS-154] EFFECT OF SHARI[^]AH GOVERNANCE ON PERFORMANCE OF FULLY-FLEDGED ISLAMIC BANKS IN AFRICA

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Abstract

Shari[^]ah governance is believed to influence the performance of Islamic banks in some countries while other countries are not. The performance of Islamic banks has seen an improvement throughout the last three decades- the great concern, however, is about Islamic banks[^] adherence to Shari[^]ah guidelines and procedures. Despite the industry[^]s growth, Africa has not seen much progress despite having a significant number of Muslim population. Further, the top Islamic banks across the globe presently do not include any of the banks in the whole African continent. Therefore, this study intends to examine the effect of Shari[^]ah governance on fully-fledged Islamic banks in the African continent by using panel data of 28 Islamic banks across Africa between year of 2015 and 2020 and analysed using STATA. The findings show that Shari[^]ah board size and Shari[^]ah audit committee size positively and significantly affect the performance of Islamic banks in Africa. However, board size shows a significant but negative effect on the performance of Islamic banks. The findings also indicate that size and age of banks positively and significantly affect the performance of Islamic banks.

Keywords: Islamic banking, Performance, Internal Factors, External Factors, Nigeria

Topic: Business, Corporate Governance, and Accounting

[ABS-172] Utilization of Social Media in Building Brand Identity Among Young Entrepreneurs

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Abstract

The increase in the number of social media users is a potential for young entrepreneurs or entrepreneurs, especially to develop their business on social media. 191 million active social media users are a potential target market for the business world. Optimal use of social media for business can benefit business people and improve the welfare of business people and the people involved, such as increasing job opportunities so that they can contribute to community welfare and reduce poverty. One of the efforts that can be done is to build a brand identity on social media by young entrepreneurs. As is known, social media users in Indonesia, especially Instagram, are young people. The number of young entrepreneurs doing business on social media is a challenge in itself to be able to compete to attract the attention of consumers, so that the products offered must have an identity so that they are easily recognized among competitors. Based on these problems, a research will be conducted with the title *Utilization of Social Media in Building Brand Identity Among Young Entrepreneurs*. The research method used is descriptive method, the research subjects are young entrepreneurs who use social media for business for at least 1 year and are selected purposively. Data collection techniques are carried out through interviews, observations, books, scientific journals, documentation. The purpose of this study was to determine the activity of building loyalty and trust in product brands on social media in young entrepreneurs. Knowing the implementation of delivering interesting and consistent messages to build brand identity on social media for young entrepreneurs, and how the services provided on social media are to build brand identity among young entrepreneurs.

Keywords: Brand Identity, Social Media, Young Entrepreneurs

Topic: Business, Corporate Governance, and Accounting

[ABS-182]
**Analysis of Pre-Post Covid 19 Influence in Bangka
Belitung Islands Province: Socio-Economic Aspects in 7
Regencies / Cities**

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Abstract

This study will analyze the variables of economic growth, poverty rate, unemployment rate and the Human Development Index using situational trend analysis of the 4 factors before - after Covid-19 and spatial autocorrelation to see the inter-regional linkages as well as the distribution pattern of the observed data. The purpose of the study was to 1) find out the description of the situation of the 4 factors before - after covid 19- and 2) knowing the spatial autocorrelation based on Moran's index with the spatial weighting matrix (WII). Based on the results of the analysis, the rate of economic growth in each district/city of Prov. Bangka Belitung tends to have a downward trend in the period 2018 - 2020 except Kab. Bangka and Pangkalpinang City. The variable rate of economic growth also does not have a spatial autocorrelation during the 2018-2021 period, which is indicated by the distribution pattern of the 2018-2019 data spreading (the Moran index is negative) and 2020-2021 is clustered (the Moran index is positive). Unemployment variable in all districts/cities of Prov. Bangka Belitung has a significant upward trend in the 2018-2021 period. The variable percentage of unemployment also does not have a spatial autocorrelation which is indicated by a data distribution pattern that spreads over the 2018-2021 time period. The poverty variable in all districts/cities of Prov. Bangka Belitung has a downward trend in the 2018-2021 period. The variable percentage of poverty also does not have a spatial autocorrelation which is indicated by a data distribution pattern that spreads over the 2018-2021 observation period (the Moran index is negative). Variable Human Development Index in all regencies/cities prov. Bangka Belitung has an upward trend during the 2018-2021 timeframe. The HDI variable also does not have a spatial autocorrelation, but the data distribution pattern tends to collect during the 2018-2021 time period (positive Moran index).

Keywords: Economic Growth, Poverty, unemployment, human development, spatial autocorrelation, covid 19.

Topic: Business, Corporate Governance, and Accounting

[ABS-6]

Social Media and The Dynamics of Journalism in Indonesia: A Study of Media Preneurship by Journalists in the Cross Platform Era

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Abstract

This study aims to analyze the phenomenon of journalists in utilizing digital platforms. At present Indonesia has entered the era of the industrial revolution 4.0. The change from the fourth industry is marked by the inclusion of digitalization technology in all fields of human life, ranging from the economic, business, infrastructure, and communication fields. Advances in information and communication technology have forced the media industry to converge to survive in this era of disruption. Meanwhile, journalists use digital platforms to upload news material that they create for economic or personal use. New media theory and social media preunership are used as the main foundation in research. This research uses case study method with in-depth interview data collection techniques. The result shows that the new practices as a result of new media technology appear in various forms of activities that have never been carried out before, especially in traditional media practices. This research also reveals the recognition of the erosion of professional values as a result of the impact of new media. One of the ways that is able to perpetuate existence is a deep and complete jurnalistic strengthening and sharpness.

Keywords: social media, Indonesian journalist, media preunership and ICT

Topic: Communication and Multimedia

[ABS-21] WOMEN POLITICIANS IN WOMEN'S PARTICIPATION AND SUFFRAGE IN ELECTION 2019

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Abstract

Female voters outnumber male voters. However, until now, many female politicians who have had to fail to compete in the general election compete with male politicians. This is a big question mark, what are the factors that make women's voices in the 2019 general election whitewash. The informants were taken from residents of DKI Jakarta, who represented Central Jakarta, Jakarta, South Jakarta, West Jakarta, North Jakarta and East Jakarta that female voters chose female politicians based on attractive visuals, based on the party where the female politician joined, based on the vision and mission there are also who choose based on advice from friends and some even choose their own without a good reason. In addition, mass media and social media also have an influence in influencing the election of female politicians. Framing carried out by the mass media or imaging in the media will greatly affect female voters in determining their choice. Meanwhile, for the mass media, it is clear that they are not in favor of women politicians. The framing given often focuses on the sexuality of female politicians rather than on their performance or intelligence. In social media, many politicians are highlighted by netizens from the point of view of their beauty. This has a negative impact that affects female voters in determining their choice in the 2019 election.

Keywords: Female voters, female politicians, 2019 election

Topic: Communication and Multimedia

[ABS-25]
**Semiotic Analysis of Social Media Content in promoting
Local Wisdom in Cultural Awareness at Jati Rangun
Village, Bekasi**

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Abstract

Globalization and modernization, triggering foreign cultural elements into people's lives, modernization and globalization, is not only characterized by physical changes in its territory, but also affects the fading of local wisdom of the community. Now days, one of the local wisdoms that still establish is gotong royong as a unifying form in carrying out the social life of the community. Gotong royong in organizing the activities of the Bekasi Betawi ethnic community its call as Paketan. Meanwhile, the people of Kranggan Village, where Jati Sampurna District wicks is still maintain strong and preserve cultural life and customs that are closely related to Sundanese customs which they call it Babarit. They have these tradition from generation to generation or it has has been around for ages. Babarit is an acronym for ^Ngababarkeun ririwit^ which means eliminating trouble or in other words it can be referred to ^Earth ceremony^ Social media become effective to launch a product were creative content in it such a local governments and the private sector to process and develop a brand with a very large market

Keywords: Local Wisdom, Cultural Awareness, Semiotic Analysis, Social Media Content

Topic: Communication and Multimedia

[ABS-41]
Refraction of Wayang Puppet Traditional Cultural Identity and Racial Conflict (Critical Ethnography Communication of Cultural Disparities in Potehi Puppet and Racial Conflict in International Chinese Ethnic Society)

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Abstract

Wayang Potehi as a Chinese cultural art no longer has an intrinsic meaning as a symbol and a guideline that is often conveyed as a reflection of the life of the Tiong Hoa people. However, when there was a conflict against the Tiong Hoa ethnic group since 2017, the ethnic Tiong Hoa racial conflict with the local community began to resurface, thus making Wayang Potehi a symbol of the resistance and struggle of the Tiong Hoa community in maintaining an existence that wants to be recognized as equal to the local community and widened to the Chinese ethnic conflict. Hoa at the international level. To dissect this problem, the researcher uses the theory of cultural identity with ethnographic semiotics and ethnomethodology approaches to find the cultural meaning of the Chinese wayang potehi and the resolution of social conflicts in Chinese society in Southeast Asia.

Keywords: Potehi Puppet, Chinese Race, Culture Identity

Topic: Communication and Multimedia

[ABS-43] **HABITUS AND SUSTAINABILITY THROUGH READING LITERATURE AFTER PANDEMIC COVID-19**

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Universitas Dian Nusantara

Abstract

The world has suffered from COVID-19 since 2020. The high rate of death happens everywhere. In addition, nearly all sectors of life have been destroyed, which leads to chaotic situations. Suddenly people have to be able to survive in many ways. Not only must they get through death, but mentally as well. It is the moment when people express how they feel in literary works to balance their emotions with their mental states. This paper aims to describe the impact of the COVID-19 pandemic on particular social groups through reading literary works. Qualitative research is the method used in this paper. Employing Habitus theory from Pierre Bordieu on selected fields, media, and practices, it finds that some people tend to read literature more during pandemics. They choose the pandemic topic, neither the classic nor the newest literature readings. Having read specific reading, they find salvation and form a sense of hope in dealing with the outbreak. This paper results that through rigorous literature reading, habitus is formed to ensure sustainability in the post-pandemic of COVID-19.

Keywords: Habitus, sustainability, reading literature, post-pandemic

Topic: Communication and Multimedia

[ABS-51]

The Construction of Reality of Media Regarding Ustadz Abdul Somats Refusal to Enter Singapore for Vacation

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Abstract

The construction of reality by the media can give certain effects according to the objective of the media itself. The rejection of Ustadz Abdul Somat to visit Singapore was not something extraordinary, especially since he did not come to represent an institution or government. The purpose of this study was to analyze how the media (kompas.com and detik.com) framed the case of not allowing Abdul Somat to visit Singapore. The text of the news by the two online media on 16-23 May 2022 became the primary data for this research. The data were then analyzed using the framing analysis method by Pan & Kosicki. The findings of this study indicate that the two online media kompas.com and detik.com differ in constructing reality. Kompas.com is more neutral, by prioritizing information from the authorities why and how Abdul Somat was not allowed to enter Singapore. Meanwhile detik.com tends to construct these communication events with a provocative tone. Detik.com constructs reality by describing the position and situation of Abdul Somat who is less honorable in Singapore.

Keywords: Framing, Reality, Construct, News

Topic: Communication and Multimedia

[ABS-52]

Media Framing Against Identity Political Orientation as a Representation of Political Interests Ahead of the 2024 Presidential Election

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Abstract

Political movements ahead of the 2024 presidential election are increasingly escalating. The media began to focus on highlighting the political escalation. This study aims to analyze how Kompas.com, Mediaindonesia.com, and Republika.co.id, as influential online media in Indonesia, frame and construct the issue of identity politics ahead of the 2024 presidential election. In the 2014 and 2019 presidential elections, the highlight of the issue of identity politics is very strong, it is even used as a political commodity to gain voter support. This then causes political polarization, polemics, and even conflicts whose residues are still felt ahead of the 2024 presidential election. This study uses a qualitative approach with Robert Entman's framing analysis method. The results of the study indicate that there is an emphasis on the process of selecting issues and highlighting certain aspects of the reported reality which are influenced by the ideology of the media and the opinions of journalists involved in the process of presenting news from the three media in displaying the construction of the reality of the issue of identity politics orientation as a representation of political interests ahead of the 2024 presidential election.

Keywords: Media framing, construction of reality, representation, identity politics

Topic: Communication and Multimedia

[ABS-58] Language Anxiety Among English Foreign Language Learners

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Universitas Dian Nusan

Abstract

This research title is ^Language Anxiety Among English Foreign Language Learners^. This research intended to find out EFL University Students^ level of language anxiety, its causes, and how they cope with it. The present study implemented a mixed method in case study research. There were two instruments applied in this research. Those were a questionnaire and semi-structured interviews. The quantitative data were collected by questionnaire through FLCAS. The qualitative method was chosen through questionnaires and semi-structured interviews. This research involved 40 male and female EFL university students who enrolled in the Faculty of Business and Social Sciences at one of the private universities in Jakarta. Their age range is between 18-25 years. The questionnaire items showed that there were two levels of anxiety in this research as follows: 1. Low level of anxiety (62%) and 2. Moderate level of anxiety (38%). From the combination of questionnaire items and semi-structured interviews, five causes of language anxiety were clarified: Lack of confidence in speaking English in class, 2. Fear of making mistakes when speaking English, and 3. Inadequate knowledge of vocabulary/grammar. In addition, a total of five coping strategies based on Kondo and Ling (2004) can be identified.

Keywords: Foreign Language Anxiety, Speaking Anxiety, FLCAS, Level of Anxiety, Causes of Anxiety.

Topic: Communication and Multimedia

[ABS-68] The Silent Language of Political Communication of President Putin

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Sekolah Tinggi Ilmu Komunikasi dan Sekretari Tarakanita

Abstract

The delivery of messages in political communication is various. One of them was President Putin's political communication when he received a diplomatic visit from other Presidents, including when he was visited by President Joko Widodo some time ago. The messages sent and received by these two important people provoked different perceptions by the public. The extreme distance between President Putin and other Heads of State is interesting to analyze. The purpose of this study is to analyze the distance (proxemics) of communication between two heads of state, both to President Jokowi and other Heads of State. Data, pictures, were collected from newspapers. Photographs showing the communication distance between President Putin and other heads of state were analyzed using symbol theory and distance and territorial theory. This research shows that President Putin has a different way of welcoming and engaging himself when communicating with other country's leaders. This non-verbal way of conveying messages shows both power and respect for the interlocutor.

Keywords: Communication, Proxemic, Symbol, Non-verbal communication

Topic: Communication and Multimedia

[ABS-76]

SILVER MAN COMMUNITY COMMUNICATION PATTERNS IN LIVING A SOCIAL LIFE IN SOUTH TANGERANG CITY

Bintang Pratama, Deden Hidayatulloh, Indriastanto, M. Arief Rachmansyah, Pricilia Parengkuan

UNIVERSITAS DIAN NUSANTARA

Abstract

The silver man phenomenon in South Tangerang City is quite troubling. In addition to having an impact on the perpetrators, the existence of this silver man indirectly disturbs order on the highway. This fact is certainly interesting if you look more closely at the actual conditions that occur and the appearance of the silver man who seems difficult to take firm action against. So this study wants to discuss the Silver Human Community Communication Pattern in Living Social Life in South Tangerang City. The researcher uses descriptive qualitative research with an ethnographic communication study approach. The data needed to describe the Silver Man communication pattern in South Tangerang City was obtained by using in-depth interview, observation and document review techniques. From the results of the analysis of this study, it was found that in communicating, Silver Man is more likely to use verbal symbols as a code or signal when communicating with fellow Silver Men when there is a conversation regarding important or confidential matters which other people should not know. In addition, there is a harmonious and dynamic communication pattern between Silver Humans, this is due to a close emotional relationship with fellow professionals.

Keywords: Silver man, community communication, communication pattern

Topic: Communication and Multimedia

[ABS-78]

Phenomenon of Early Marriage on Girls in The Cintapuri Village in Banjarmasin City

Sherly Lianto Lau, Theresi Fannia, Fitria Rismawaty, Firda Awliya, Maya Ameri

Universitas Dian Nusantara

Abstract

In this modern era, some regions still practice Child Marriage to this day. This phenomenon is damaging the normal life of families and negatively affecting the human capitals of Indonesia. With the high numbers of Child Marriage, the rates of divorce will be higher than normal as well, as many who are involved in this marriage haven't developed the necessary emotional control for solving problems that might arise during these marriages. This led many to the path of divorce. The goal of this research is to understand the factors that led to Child Marriage in Cintapuri Village, Banjar Regency, Banjarmasin. This research are using the qualitative descriptive method with phenomenological model. Subjects in this research are teenage girls who married in the age of 14-16 with Junior High School (SMP) being their last education level, parents, and village apparatus in Cintapuri Village, Banjar Regency, Banjarmasin. The data from this research is collected through careful observations and interviews with people related to the research's objective.

The result of this research shows there are several factors leading to the rampant cases of child marriage, such as economical, educational, and cultural factors. Looked through from an economical point-of-view, many parents are marrying their children off to alleviate their economic burden. From an educational point-of-view, many parents aren't aware of the adverse effects of child marriage and the laws that regulate the minimum age of marriage, because of the lack of education. From a cultural point-of-view, parents are feeling nervous and ashamed for the fact that their daughter don't have a partner yet, leading them in search of a suitable partner for their daughter even though their daughter don't always approve of the parent's suitable partner.

Keywords: Child Marriage, Divorce, Economy, Education, Culture

Topic: Communication and Multimedia

[ABS-126] **Digital Communication Management Planning, Activities and Evaluation Government of the Republic of Indonesia for Inclusive and Sustainable Economic Recovery in Indonesia**

Saktisyahputra, Yuli Evitha, Sukarni Novita Sari, Degdo Suprayitno, Jhulianfika Irrianda

Institut Ilmu Sosial dan Manajemen STIAMI

Abstract

The COVID-19 pandemic has occurred in the world since 2020, not only in Indonesia but also in all countries in the world. The economic impact of the Covid-19 pandemic has been felt by the Indonesian people since the implementation of the Large-Scale Social Restrictions (PSBB) on March 15, 2022. Community activities are forced to be carried out through digital transformation in services, transactions and work, for example the Government of the Republic of Indonesia. This research was conducted to determine the Digital Communication Management Planning, Activities and Evaluation of the Depok City Government in an inclusive and sustainable Economic Recovery. The object of this research is the Government of the Republic of Indonesia. This study uses the method of Phenomenology of Edmund Husserl. Having the concept of phenomenology as a scientific method that does not start with doubt, direction, and the truth of an experience. Data collection techniques in this study by means of observation, interviews, and documentation. Data analysis techniques in this study use data reduction, data display, and verification of Miles and Huberman.

Keywords: Management, Communication, Digital, Government, Republic, Indonesia, Economy

Topic: Communication and Multimedia

[ABS-128] Intercultural Communication Interaction of Multicultural Society in West Kalimantan Province (Ethnographic Studies)

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Abstract

Indonesia has a society with various cultures due to there are many ethnic groups with their respective cultural structures and living side by side, which is called multicultural. West Kalimantan Province is one of the regions in Indonesia where multicultural society live side by side, known as TIDAYU, namely the Chinese, Dayaknese and Malays, which are the three largest tribes in West Kalimantan, which are divided in various places in West Kalimantan. In addition to the three main tribes, there are also people from other ethnic groups such as the Madurese, Bugis and Javanese. The people with various ethnic groups who live in West Kalimantan live side by side in peace and respect each other. In fact, one of the cities in West Kalimantan, namely Singkawang City was rewarded as the number one most tolerant city in 2018 based on the assessment of the SETARA Institute in collaboration with the Indonesian Ministry of Home Affairs and the Pancasila Ideology Development Agency, and was again ranked number one in 2021. From the description above, this paper discusses and aims to find out how the process of intercultural communication of the society in West Kalimantan province. The method used in this study is a qualitative method based on ethnology, because it focuses on how the behavior of multicultural people who live side by side and carry out intercultural communication. Based on the research results, communication between multicultural society in West Kalimantan runs in harmony and respects each other. With their differences, they need each other in their daily needs and participate to help each other in inter-tribal traditional events. From an early age, people in West Kalimantan are accustomed to cultural diversity, so that the life of a multicultural society in West Kalimantan has a high level of tolerance.

Keywords: Intercultural Communication, Interaction, Multicultural Society, Tolerance.

Topic: Communication and Multimedia

[ABS-137]

Internship after Covid-19 Pandemic: An In-Depth Interview among Journalism Program Interns of a Malaysian Public Higher Learning Institution

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Department of Communication, Universitas Mercu Buana, Indonesia

Abstract

This paper intends to explore the challenges encountered by the journalism undergraduates whilst undergoing their internship after Covid-19 Pandemic. This in-depth interview study was conducted with a small selected group of final year journalism program students at a public university in Malaysia who had undergone a 14 week internship at various Malaysian companies after a series of nationwide lockdown for almost 2 years. The findings of this research will provide rich insights on internship experiences which in turn will benefit the stakeholders involved namely students, employers and educational institutions.

Keywords: internship, post pandemic, journalism students, public university

Topic: Communication and Multimedia

[ABS-138]
**MUSLIMAH SELF-BRANDING AND THE RISE OF SOCIAL
MEDIA INFLUENCERS IN LIFESTYLE MARKETING**

Rosninawati Hussin, Nur Kareelawati Abd Karim

Universiti Sains Islam Malaysia

Abstract

Self-branding promotes a personal lifestyle that demonstrates individual values, typically via social media. By fostering personal branding, a person establishes a public persona to a specific target or audience or is called followers. This person becomes an influencer and can influence followers by communicating values, beliefs, life goals and purposes. This article explores how religion (Islam) becomes central to self-branding in the influencers' effort to promote values to the community. Our study is qualitative, by which we conducted netnography and semi-structured interviews among female Muslim influencers in Malaysia. Our analysis indicates that social media provides excellent opportunities for these influencers to establish their self-branding, which subsequently become references to their followers on issues related to modest fashion, behaviour and responses to social problems. While most research into social media branding focused on marketing, political economy and micro-celebrity culture, this article offers insight into how religious and cultural values are central to these female influencers' calling for community reforms.

Keywords: Self-branding, social media, influencers, cultural values.

Topic: Communication and Multimedia

[ABS-139]
**Students' Understanding in Defining Issues and
Challenges of Communication Technology- A Content
Analysis of University Students' Essays**

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UNIVERSITI SAINS ISLAM MALAYSIA

Abstract

Students' essay writings deliver their thoughts on topics given and signify their understanding on the subject taught. As part of the course assessment of a communication course taught jointly to first year Arabic Language & Communication students and Communication students of Universiti Sains Islam Malaysia (USIM), they wrote essays defining and describing issues and challenges of communication technology. The differences in worldview among University students lead to defining essay topic given differently segmenting their thoughts and ideas in several themes. This study aimed to analyse the different perspectives of issues and challenges of communication technology by the students via their essay writings. A content analysis was conducted on 246 essays belong to students from both groups. The analysis involved identifying the themes of students' essays in defining communication technology and discussing issues and challenges of communication technology. The findings showed that students from both professions were generally aware of the meaning of communication technology. However, there were wide individual differences in the volume of discussion relating to issues and challenges of communication technology. Themes were emerged after the analysis and significant themes of students' perspective about issues and challenges of communication technology were discovered in this study.

Keywords: Content analysis, communication technology, essays, thematic analysis

Topic: Communication and Multimedia

[ABS-141] **Endemic Phase of COVID-19: Regenerated the Film Industry in Malaysia**

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Universiti Sains Islam Malaysia

Abstract

The COVID-19 epidemic has had a severe impact on the film industry globally and specifically in Malaysia, resulting in the closure of theatres and cinemas and the postponement or cancellation of movie releases. Due to this, the Malaysian box office has shrunk by millions of ringgits, streaming has become significantly more popular. This article intends to illuminate how creative industry professionals deal with the severe disruption caused by the epidemic and the role of government to revive the film industry in the wake of the endemic era. The government has played a prominent role in supporting and regenerating the local film industry. Through various programs developed by the Ministry of Communications and Multimedia Malaysia (K-KOMM) and carried out by the National Film Development Corporation Malaysia (FINAS), local filmmakers and creatives have gained access to valuable funding that has helped raise the quality of their productions and encouraged the creation of more jobs in the film industry. The success of films and productions that receive incentive funds from the government proves that the policies and programs implemented by the Ministry of Communications and Multimedia (K-KOMM) are ideal and can help the local film producers. One of the proofs is the success story of *Mat Kilau: Kebangkitan Pahlawan* (Mat Kilau: The Rise of a Warrior), a film that was produced by Studio Kembara Sdn. Bhd. that collected RM90 million in ticket sales after 33 days of screening in Malaysia, Singapore, and Brunei. Finally, with the government intervention and support from the local film movie-goers, there is hope for the revival of the film industry in Malaysia.

Keywords: film, industry, endemic, incentive, government

Topic: Communication and Multimedia

[ABS-143] SOCIAL MEDIA AND MEDIA USAGE DURING COVID 19 CASE STUDY: MINISTRY OF HEALTH MALAYSIA

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COMMUNICATION PROGRAMME
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Abstract

Covid-19 (Coronavirus Disease 2019) is a new strain of coronavirus that has not been previously identified. covid-19 is transmitted through respiratory droplets for examples coughing or sneezing and contact on surfaces contaminated or contaminated with the virus from an already infected individual to another individual. Malaysia was also hit by the covid-19 pandemic like other countries in the world. covid-19 has mobilized Malaysia to work together in breaking the chain of covid-19 infection. Therefore, the emergence of strategies and approaches taken by the Ministry of Health Malaysia to curb this epidemic from continuing to spread. It has been explained in the Journal *^Health Promotion Initiatives and Risk Communication in tackling the COVID-19 Pandemic^* that the government itself takes seriously the situation that is very life threatening to the people when no prevention or initial measures are implemented. Therefore, the government's priority at the moment is to prevent the new spread of this epidemic which is feared to infect more people. There are 4 phases presented in the *^Strategy and Approach^* namely Preparation Phase, Initial Containment Phase, Final Containment Phase and Recovery Phase. Based on this research a total of 1759 health messages were spread in each social media and the percentage is shown in the following figure. Twitter became the most frequent use with 31 percent recorded, followed by Facebook, percent, and Telegram 27 perecnt.

Keywords: Covid-19, Ministry of Health, Social Media

Topic: Communication and Multimedia

[ABS-162] Making Meaning of the Pandemic through Symbols in Literary work

Irma Rahmawati, S.S., M.Sas., Wahyu Budi, S.S., M.Sas.

Universitas Dian Nusantara

Abstract

Pandemic COVID-19 is still a thing people think and deal with. It affects everything, including literature. Arguably, making meaning of a pandemic through literature can be a helpful strategy to cope with the situation. This paper aims to observe the meaning of the symbols in a novel by Herman Melville, *Moby Dick*. The story possesses various symbolic meanings and can relate to the metaphorical point of view of the pandemic. The paper focuses on finding the symbols, the themes represented, and the meaning of the symbols for each character and relate them to post pandemic situation using a qualitative methodology.

The theory of symbolism by Susanne Langer is employed to identify and analyze the symbols in *Moby Dick*. This paper results on the relevance of the symbols and create meaning for the situation of the Covid-19 Post Pandemic.

Keywords: Post Pandemic, Literature, Novel, Symbolism

Topic: Communication and Multimedia

[ABS-166]
**News Framing on Actors of National Capital City (IKN)
through Cultural Communication of ^Tanah^ and ^Air^
Unity in Online Media**

Dwinarko, Wichitra Yasya, Aan Widodo

Universitas Bhayangkara Jakarta Raya

Abstract

Against the backdrop of historical communicative actions, the news is the outcome of knowledge in the reality of everyday life. The homo sociological communication model consists of behaviors that refer to collective norms and values, especially laws that declare a requirement, a social order which is then ensured by normative conventions. Through actors and cultural symbols, social action, transcendence, and objectivity become communication acts in the form of news framing. The State Capital or Ibu Kota Negara (IKN) has been the subject of news in the media. This study then aimed to determine news context on the unity of land and water (Tanah dan Air) as a metaphor of the relocation of the State Capital from Jakarta to East Kalimantan Alfred Schutz's Communicative Action theory. The research used qualitative methodology while analysis done using Pan and Kosicki Framing model. The findings of this research are the symbols of land and water in the discourse of framing the news of the transfer of the State Capital (IKN) since the administrations of President Sukarno to President Jokowi became a reality of communicative acts with historical significance and cultural communication through land and water rituals. The discourse frame is a value that contributes to profound political and cultural dialogue and equal growth. Sociologically, communicative behavior in new framing results from the integration of the players' historical, cultural, and political interests. Based on the research findings, the recommendation put forward is policy analysis on the transfer of IKN must continue to investigate history via cultural communication and social action of players on homo sociologicus and history who possess strategic collective values and norms for sustainable cultural and economic development.

Keywords: news framing- communicative action theory- cultural communication

Topic: Communication and Multimedia

[ABS-168]

Social Media as a Platform to Increase Participation of Extension Workers and Farmers in Achieving SDGs

Metha Madonna, Fikri Reza, Rina Sovianti

Universitas Bhayangkara Jakarta Raya

Abstract

The development of farming and agribusiness is a relevant and ideal choice considering the geographical structure of Indonesia as an agricultural country. However, there is a trend in society, particularly among the millennial generation, that prefers to focus on the mechanical industry, financial business, and entertainment. This situation is exacerbated by adolescents' widespread use of digital communication technologies and the occurrence of a pandemic, raising concerns that public participation in the agriculture sector may dwindle considerably. Based on a number of these manifestations, an analysis was carried out that it was important to use internet-based digital communication tools as a medium of socialization while increasing community participation in agriculture. Social media platforms such as Facebook, WhatsApp, and Instagram can be used to perform communication as well as improve production and marketing through e-commerce in order to fulfill sustainable development goals (SDGs). Social media is not simply a means of contact between extension workers and farmers- it can also be used to exchange information, innovate, build marketing networks, and obtain other farming supplies. The objective of this study is to optimize the participation of extension workers and farmers in agricultural extension and communication activities. The study also intends to demonstrate the importance of using social media as a non-formal learning tool for farmers and the general public interested in agribusiness. This research applied the constructivist research paradigm with a systematical review method to explore and redefine social media as a medium of participatory extension and communication. As a result, the WhatsApp application provides a social media platform that extension workers and farmers can use for socialization, debate, and consulting in order to boost agricultural product output and marketing.

Keywords: social media- participation- extension communication

Topic: Communication and Multimedia

[ABS-169]
**THE USE OF ZOOM AND WHATSAPP APPLICATIONS AS A
COMMUNICATION BRIDGE FOR THE INDO RED ARMY
BEKASI COMMUNITY IN FORMING COHESIVENESS
DURING THE COVID-19 PANDEMIC**

Andi Adam Adami, Hamida Syari Harahap, Wichitra Yasya

Universitas Bhayangkara Jakarta Raya

Abstract

This study aims to determine the use of Zoom and WhatsApp applications as a communication bridge in the Indo Red Army Bekasi community in forming cohesiveness during the pandemic. The method used in this study is a descriptive qualitative method, with interview, observation, documentation and content analysis techniques for mass media. This research uses the concept of group cohesiveness introduced by Forsyth (2010), to see how the cohesiveness that exists within the Indo Red Army Bekasi community in the time of the Covid-19 Pandemic. The results of this research are that the chairman of the Indo Red Army Bekasi community seeks to maintain communication and cohesiveness during the Covid-19 pandemic by using the Zoom and WhatsApp applications. From the Zoom application, it is used for watching the Manchester United club game together online and discussions after the game, while the WhatsApp application is used as a forum for communicating with all members and online meetings. By using these two applications as a communication bridge, they have been able to form solidarity and cohesiveness in the Indo Red Army Bekasi community.

Keywords: Zoom and Whatsapp Applications- Indo Red Army Community- Cohesiveness

Topic: Communication and Multimedia

[ABS-170]

Marketing Endorsement Activities on the level of Sales and The Existence of online shop Tokikubytata

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Abstract

Nowadays Social media is quite famous for Promotional media. Social media is now a business land for someone to promote and sell products, goods or services to social media users known as an online shop. The use of Endorsements is one of the creative strategies in advertising that is often used by online shop sellers to introduce and disseminate product information that is owned widely and quickly. This research will be focused on the influence of using Endorsements on the Sale of Online shop businesses. This study aims to examine the Usefulness of Endorsements to Increase Online Shop Sales for tokikubytata. The research method used is Descriptive with a Qualitative Data approach obtained from consumers and online shop owners through written interviews with questionnaires. The research process has several stages, starting from reading books about marketing endorsements, literature and research supporting references, understanding research backgrounds, collecting data, conducting a series of qualitative data analysis processes and conducting written interviews and field observations. The result of this study is that endorsement is very influential in increasing the number of followers and buyers for tokikubytata. With the endorsement, it will increase consumer confidence in the products marketed by tokikubytata. Phenomenological studies in this study are a method used to explore the phenomenon of endorsement can increase the number of followers for online shop.

Keywords: Endorsement, Tokikubytata, Online Shop

Topic: Communication and Multimedia

[ABS-178]

Womens Political Communication Strategi of Golkar Cadres in Preparing Vote Winning at 2024 Elections

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Fakultas Bisnis dan Ilmu Komunikasi Universitas Dian Nusantara

Abstract

ABSTRACT

Golongan Karya Party (Golkar) was a political party in Indonesia that has representation in the Indonesian Parliament. It was founded in 1964, for the first time in the national elections in 1971 and the involvement of women in politics has continued to increase from time to time. One of the indicators was the increasing trend of women's representation in the legislature, especially since the 2002 election until now. With the competition that occurs in occupying government seats, political parties must develop a correct Golkar Women's Political Communication Strategy so that candidates for legislative members appointed by the party can be known by the public and attract attention. Based on the background of the research above, the purpose of this study was the political communication strategy of Golkar women in preparing for the winning of voters' votes in the 2024 election to be able to qualify for the 2024 legislative general election. The theory used by Danimo and the case study method with research informants were female Golkar cadres who will nominate Legislative Council 2024. The results of the study consist of two strategies: 1. Internal Strategy 2. External Strategy The following was the description: 1.) Golkar's Internal Political Communication Strategy in positioning Golkar's Female Cadre in Preparing Voters' Vote Winning: 1. The General Chairman of the Golkar assigns female cadres to participate in 2024 legislative candidates 2. The head of the district administration will map the electoral district for women Golkar cadres. 2.) External Golkar Political Communication Strategy in positioning Golkar Women Cadre in preparing for Vote Winning: 1. Female Cadres socialize themselves as Candidates in each electorate 2. Female Cadres approach shops in each electorate 3. Female Cadres do Champaign Offline and Online.

Keywords: Strategics, Political Communications, Female Cadres , Legislative Election Winner, Publik Relations

Topic: Communication and Multimedia

[ABS-18]

Training and Human Resource Development on the performance of BSI West Jakarta Employees with Leadership as a Moderation Variable

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Abstract

In the post-pandemic period, of course, the new company will re-implement training and human resource development which for some time have not been carried out due to the Covid-19 condition. training and human resource development are closely related to improving the performance of employees in the company, especially banking, and the period after this pandemic is the initial period for banks to improve their performance again, during the pandemic there are many customer bottlenecks which have an impact on declining banking profits and have an impact on banking performance. This study aims to look at the training and development of human resources on the performance of BSI jakarta barat employees with leadership as moderation. The variables in this study are Training and Human Resource Development of Performance and Leadership. This study used 77 samples taken from all BSI West Jakarta employees. This research will use quantitative tools as the data processing, namely SEM PLS. We need some time for finishing our this paper, because we still doing this research until now, we need to give a questioner and get data from our research subject, until we get result for the case in this research. For now, we have result before finish the case, training as variable X1 and human resource development as variable X2 affect to leadership as variabel Z, and than leadership affect to performance as variable Y. But for this we will still continue it, and for this we need support by our research subject.

Keywords: Training, Human Resource Development, Performance, Leadership

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-19] Analysis of Factors Affecting Leadership at Bank DKI South Jakarta

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Abstract

Banking is one of the companies affected during the pandemic, unlike usual, during the pandemic many banks have suffered losses, not even a few have gone bankrupt and closed. After the pandemic ended, banks began to improve the way they worked, starting as usual before the pandemic, slowly starting to rise and develop back to people who needed banking services. This study aims to look at factors that affect leadership at DKI South Jakarta bank. This bank is a regional bank in Jakarta which is a provincial bank of DKI Jakarta's province and is managed by the regional government of DKI Jakarta. The variables in this study are Organizational Culture, Motivation, Work Environment and Leadership. This study used 58 samples (that all population use to be sample for all) taken from all employees of Bank DKI South Jakarta. This research will use quantitative tools as a data process, namely SEM PLS. This research still doing until now, for this time we still giving our questioner for our this paper, and the research subject are permanent staff of Bank DKI in South Jakarta. For result of our this research now, we get Organizational Culture as variable X1, Motivation as variable X2, and Work Environment as variable X3 affect to variable Leadership as variable Y, to make sure the result we must finish all this research.

Keywords: Organizational Culture, Motivation, Work Environment and Leadership

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-24]

The Role of Religiosity on Hijab Buying Intention on Premium Hijab of Muslim Consumers in Indonesia

Moh Farid Najib, Tia Fauziah, Tjetjep Djatnika and Dedy Saefulloh

Politeknik Negeri Bandung

Abstract

Hijab is defined as a veil, cover, or screen which usually has cultural connotations in a country where the population is predominantly Muslim. Hijab serves to cover Muslim women's hair with modest clothing. Hijab products are varied, not only used as a cover, but also can increase the confidence of Muslim women because hijab fashion does not have to be left behind from non-hijab fashion. Therefore, the purpose of this study was to determine the role of religiosity on the purchase intention of Muslim consumers in Indonesia. The research method used is qualitative research with semi-structured in-depth interviews. The results show that the interaction of religiosity in using hijab without being influenced by the premium hijab trend, buying hijab because of its functionality, quality, durability, and costs that reflect its utilitarian value, using this premium hijab to experience the latest style experiences and ideas that describe its hedonic values, and this premium hijab trend is positive, such as enthusiastic, more enthusiastic about wearing the hijab, and indeed liking premium hijab products that reflect their attitude.

Keywords: religiosity, utilitarian value, hedonic value, attitude, hijab premium

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-30]

Motivation, Discipline and Job Satisfaction on Employee Performance Post Pandemic Covid-19: A Proposed Study

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Abstract

The company depends on the quality of its human resources. Meanwhile, the Covid-19 pandemic has changed the psychological work pattern in human resource management activities in companies. Adjustments to online and offline activities cause attitude changes in work motivation, work discipline, and job satisfaction on employee performance. This study explores theoretical models, and empirical results on how to be motivated, disciplined, and job satisfaction to improve employee performance after the Covid-19 pandemic. Thus, the company needs to have a strong strategy for managing reliable and resilient Human Resources Post Pandemic Covid-19 to achieve the company's goals. From various empirical results, the importance of this study is regarding employee performance to analyse work motivation, work discipline, and job satisfaction. This research is expected to contribute to further research and make it easier for the government to take a dominant post-19 pandemic approach to company performance. The benefits of this research are expected to provide solutions on how to manage motivation, discipline, and job satisfaction for the benefit of improving employee performance after the Covid-19 pandemic.

Keywords: Employee Performance, Job Satisfaction, Work Discipline, Work Motivation

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-31] Teacher Performance Post Pandemic Covid-19: A Proposed Study

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Abstract

Achieving good teacher performance will be largely determined by the leadership style. The COVID-19 pandemic has affected the management of business organizations, including school organizations. Leadership style requires adaptation to digitalization, including in the management of human resources in schools. One of them is teaching and learning activities that use the application zoom meeting, G-meet, Webex and so on. In this Paper, we proposed to analyse how the factors that influence the success of the world of education are seen from the point of view of the teaching staff. Second, this study explores theoretical models and empirical results about knowing and analysing workload, leadership style, and work discipline on teacher performance. This study is important to do to obtain empirical results on post-covid-19 pandemic performance, this is because there are still differences in the results of performing research on the performance of high school teachers. Thus, this research is expected to contribute to further research that can facilitate the government in approaching teacher performance. In addition, this research is important and useful for all educational organizations in providing solutions on how to improve teacher performance after the covid-19 pandemic which requires adaptation to the full use of information technology.

Keywords: leadership style, teachers^ discipline, teacher performance, Workload

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-37]

THE INFLUENCE OF THE PHYSICAL WORK ENVIRONMENT, WORK MOTIVATION AND WORK DISCIPLINE ON THE PERFORMANCE OF EMPLOYEES OF THE INSPECTORATE GENERAL OF THE MINISTRY OF ENVIRONMENT AND FORESTRY

Lusitawati, Didin Hikmah Perkasa, Cut Nina Rostina, Maria Imelda Novita Susiang, Ryani Dhyani Parashakti

Universitas Dian Nusantara

Abstract

Employee performance is a measure of an employee either or proficient in completing his work. This research will examine various aspects of proficiency that affects to the employee performance in an organization. The research is to determine the influence of the physical work environment, work motivation and work discipline on employee performance. This research is to find out the factors that mostly influence the employee performance. In the last two decades the terminology of human resources has been replaced by the terminology of human capital. Thus, the members of the organization are no longer considered as a resource but have shifted as capital or assets of the organization. The volatility of an organization are inseparable from the role of organizational members in realizing organizational goals. Good employee performance will affect the growth and development of an organization. This research will present a critical review of various aspects that are able to predict the performance of employees of an organization. Finally, this study will propose a model of the relationship between the physical work environment, work motivation and work discipline to the performance of employees in an organization.

Keywords: physical work environment, work motivation, work discipline, employee performance, organization.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-38]
**DOES POST PANDEMIC COVID-19 THE EMPLOYEE'S
PERFORMANCE CHANGE? A PROPOSED STUDY IN
GOVERNMENT CIVIL APPARATUS**

*Cecep Saepudin, Didin Hikmah Perkasa, Cut Nina Rostina, Maria Imelda Novita Susiang,
Ryani Dhyan Parashakti, Setiyo Purwanto*

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Abstract

Excellent resource management will be able to produce excellent performance. The pandemic outbreak that hit globally, including Indonesia, had many impacts on economic conditions. To be able to survive, many companies have changed the way their employees' endeavor, including their management. The company strives to adjust the way of working from the office to working from home, to changing attitudes in work discipline, work motivation and work environment towards performance. This phenomenon is essential to be researched, due to find out the factors that most influence employee performance. The purpose of the study was to determine the influence of work discipline, work motivation and work environment on employee performance. One of the virtues in research is how companies are able to implement suitable strategies provided that they will achieve excellent performance simultaneously. A person who has better work motivation will certainly complete his work well and will be able to achieve better performance. In addition, an employee must have high work discipline thus that every work given can be completed according to a predetermined time. The work environment is closely related to the work situation where employees work, if the work environment is managed properly, employees will be able to achieve satisfactory performance likewise. According to the findings on work discipline, work motivation and work environment on employee performance at post-pandemic Covid-19 have a positive influence.

Keywords: Work Discipline, Work Motivation, Work Environment, Employee Performance

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-39]
**TEACHER PERFORMANCE AT POST-PANDEMIC COVID-19:
A STUDY OF WORKLOAD, LEADERSHIP STYLE AND
TEACHER WORK DISCIPLINE AT SMAN 21 TANGERANG
DISTRICT**

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Ryani Dhyan Parashakti*

Universitas Dian Nusantara

Abstract

In achieving good teacher performance will be largely determined by leadership characteristic. Pandemic outbreak has affected to business organization management, including organization in schools. Each leader has his own style in human resources management likewise in schools. Teaching and learning activities that were originally face-to-face switched to using remote applications such as zoom meet, google meet and other online teaching media or applications. This study aims to analyse the factors that influence the success of the educational field in terms of the point of view of the teaching staff. The success of the world of education in a nation is inseparable from the internal role of school stakeholders, particularly teachers. The success of a teacher can be judged by how well the resulting performance is. That every teacher has a teaching workload that must be passed in teaching and learning activities so as to meet teaching performance. Workloads are in the form of activities that must be completed within a certain time. The duties of a leader provide motivation to the teacher to achieve maximum performance. A teacher who has a job discipline will be able to achieve performance in accordance with the allotted time. This study will present a critical review of the factors that affect teacher performance. Finally, this study will propose a model of the relationship between leadership style, workload, discipline in predicting teacher performance at post-pandemic Covid-19.

Keywords: Teacher Performance, Workload, Leadership Style, Work Discipline

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-40] OF THE PKS FACTION OF THE HOUSE OF REPRESENTATIVES OF THE REPUBLIC OF INDONESIA

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Dhyana Parashakti, Setiyo Purwanto*

Universitas Dian Nusantara

Abstract

A strong organizational commitment is needed among employees. Employees who have organizational commitments will be able to survive in a strong organization. This research will explore various determinants that affect the high and low commitment of employees in an organization. The study aims to determine the influence of work culture, work motivation and employee job satisfaction within the PKS faction of the DPR RI. To find out the most influential factors of the three free variables. The terminology of human resources has been replaced with the terminology of human capital in the industrial world in the last two decades. The role of members of the organization is considered significant in realizing the goals of the company. Thus, the company continues to explore and identify various factors that are able to improve employee performance. Good employee performance will affect the sustainability of the company in the long term. This research will present a critical review of various factors that are able to predict the performance of employees of a company. Finally, this study will propose a model of the relationship between work motivation, work discipline, job satisfaction with employee performance in a company.

Keywords: work motivation, work discipline, job satisfaction, employee performance, company.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-42]
**IMPACT OF ORGANIZATIONAL COMMITMENT ON NURSE
PERFORMANCE WITH ORGANIZATION CITIZEN
BEHAVIOR AS A MEDIATION VARIABLE IN XYZ
HOSPITAL**

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Abstract

During the pandemic, economic activities stopped immediately because many companies were not operating, but hospitals continued to run as usual, precisely during the pandemic hospitals experienced an increase in work demands compared to before, the high pressure of work demanded that health workers must carry out their duties properly, performance is required to always be good to serve the community. This research will researching about organizational commitment in hospital after covid 19. The purpose of this study was to determine the impact of organizational commitment on nurse performance with the variable Organization Citizen Behavior as a mediating variable at XYZ Hospital. The object of this research is XYZ Hospital Nurse. This research was conducted on 30 respondents using a quantitative descriptive approach. Therefore, the data analysis used is statistical analysis in the form of multiple linear regression test. The research design used is verification research or the same as causal. Verification or causality is a type of research with the aim of knowing the causal relationship between variables through a hypothesis testing. This research was conducted at the XYZ hospital and is still being carried out at this time so no results have been found. This research will be carried out within a few months and will get the results of the research and conclusions if it has finished carrying out the whole series of research. Based on the hypothesis that the author describes, the writer suspects that organizational commitment has a positive impact on performance, through the variable Organization Citizen Behavior as a mediating variable in this study.

Keywords: Commitment, OCB and Nurse Performance

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-48] Post Pandemic Covid-19 Leadership Performance: A Proposed Study

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Abstract

The progress of the organization will be greatly influenced by the performance of its leaders. The leader will try to motivate and encourage his subordinates to be able to work as planned. The Covid-19 pandemic brought about a major change in performance leadership. The strategic role carried out by leaders so that employees avoid the Covid-19 pandemic is by changing work patterns that were originally work from office to work from home. This is important to do so that the company's performance can be achieved as expected. Various literatures discuss a lot about factors that affect employee performance. This research is important to conduct with the aim of determining the influence of leadership style, workload and burnouts on employee performance. Leadership style has to do with the style that a person performs in leading, motivating and directing his employees in achieving a certain performance. Employees who feel comfortable with the leadership style of a leader will certainly be willing to carry out their duties voluntarily without any coercion because employees feel that it is a responsibility that must be completed. While the workload becomes a measure of whether a person is able to achieve good performance or not. Workload will be a factor that affects employee performance because each employee has a different ability to complete their work. Another factor is burnouts or fatigue. Exhausted employees will interfere with physical and mental condition, if this is allowed to drag on, it will have a bad impact on their performance achievements. Some of the findings in previous studies have the influence of leadership style, workload and burnouts on employee performance.

Keywords: Leadership style, Workload, Burnouts, Employee Performance

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-72]

WHY DO MILLENNIALS PERFORM DYSFUNCTIONAL BEHAVIOR TOWARDS AN ORGANIZATION? AN EXPLORATORY STUDY IN AN URBAN CAMPUS

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Abstract

Organizations can determine what constitutes dysfunctional behavior in a number of ways, often by aligning with the shared social values of the local society in which the organization operates. In relation to this, urban environments pose a particular challenge to organizations as its higher degree of diversity compared to rural areas often leads to its residents having a different ethical testimony from the common local society and, subsequently, the organization. This is especially prevalent in urban millennials of Indonesia, as said difference in moral reference to the organization is compounded by the high levels of self-confidence the urban millennials have, as well as the far greater exposure to even more different references of moral values they get as a side-effect of their expertise on using modern technology. This study was conducted on an urban campus, with 197 students from various study programs being the respondents. Data collection used open-ended questions distributed through online surveys, which were then followed up by focus group discussions to obtain more detailed answers. The results showed that the main targets of the students' dysfunctional behavior were the college itself, the lecturing staff, and the student-led organizations. The most common reasons for this behavior are disappointment with the goal and being encouraged by other students. The study also found that despite being aware that their actions were deemed unethical by the target, students who committed dysfunctional behaviors did not feel guilty because they believed the target deserved it. The findings of this study are useful for organizational behavior research, particularly in the study of dysfunctional behavior, as it provides empirical data to support that retaliation is one of the antecedents of dysfunctional behavior.

Keywords: revenge behavior, perception of justice, service failure recovery, consumer ethical standards

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-75]
**THE INFLUENCE OF MOTIVATION, WORK DISCIPLINE
AND LEADERSHIP ON EMPLOYEE PERFORMANCE OF PT.
KALIMUTU MITRA PERKASA**

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Abstract

Skilled labour will certainly be able to improve the quality of work. The purpose of earning a training and competency certification, especially for fresh graduates from the Bachelor and Diploma Programs in Construction in the DKI Jakarta, West Java and Banten Provinces in 2020 is to prepare the prospective human resources on construction area who are reliable, professional, and competent at early age. Human Resources or employees in the company are the drivers and controller at all stages of the company's activities, name them from production, distribution, to sales. Efforts to improve the quality of work results and equip the workforce with skills according to their fields are mandatory by conducting training for employees and for more skill and knowledge competitiveness employees are sent abroad. The Covid-19 effected a very significant impact on the construction sector which contributes greatly to the economy, hence this business is hampered due to a shortage of skilled labours in result that construction completion goes slow. The occurrence of delays in the construction completion is caused by two factors, namely external factors and internal factors. This research will focus on internal factors related to Human Resources and their performance, including work motivation, work discipline, and leadership which are considered to affect construction performance and accomplishment.

Keywords: work motivation, labour discipline, leadership, work performance

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-80] THE POTENTIAL OF JONGGOL GARDEN IN CIBODAS VILLAGE IN THE PROSPECT OF DEVELOPING ECOTOURISM

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Universitas Dian Nusantara

Abstract

The covid pandemic has devastated the Indonesian economy, including the tourism industry. After the pandemic, tourism began to reopen. One of them is Jonggol Garden which has the potential to be developed into eco-tourism. This study aims to find out how the potential and obstacles of Jonggol Garden after the pandemic. The method used is the kuantitatif method with purposive sampling and incidental sampling through the provision of questionnaires, interviews and secondary data from literature materials. Analyze with SWOT to see the potential and obstacles of Jonggol Garden. Followed by univariate and bivariate analysis for each of the observed variables.

Keywords: post-pandemic, ecotourism, Jonggol tourism, Jonggol Garden, Creative economy.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-95]

Dividend Policy: Analyzed from Stock Prices and Firm Size in Indonesia's Manufacturing Sector

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Abstract

The purpose of this study was to examine the effect of stock prices and firm size on dividend policy in manufacturing companies in Indonesia. This type of research is quantitative because it uses inferential statistical analysis to test hypotheses. The sampling technique used is purposive sampling because the sample is taken based on certain criteria. The data is taken from the company's financial statements from 2018 to 2021. The data analysis method used is multiple regression analysis to test the research model and test the influence between variables. The results showed that the stock price and firm size on dividend policy is a fit research model. Stock prices have a positive effect on dividend policy. Firm size has a negative effect on dividend policy. Stock prices have a significant effect on dividend policy. Firm size has a significant effect on dividend policy. The findings in this study show that the assets of manufacturing companies in Indonesia during 2018 to 2021 experienced fluctuations, this will directly affect the welfare of investors. The importance of this research is to jointly maintain the existence of all manufacturing companies in Indonesia because companies engaged in the manufacturing sector are very influential in the economic sector.

Keywords: Company Size, Dividend Policy, Manufacturing Sector Company, Stock Price

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-99]
**EFFECT OF PERCEPTION OF EASE OF USE, AND PERCEPTION OF RISK ON
INTEREST IN USING ELECTRONIC MONEY SERVICES**

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Abstract

This study is a replication and development of the Technology Acceptance Model (TAM) to determine the impact of perceived ease of use and perceived risk on a user's interest in using e-commerce services for e-commerce users. The data collection technique was in the form of a questionnaire containing statements from indicators with a total sample size of 100 determined using nonprobabilistic sampling techniques. Using multiple regression analysis as the analysis method. The results of this study show that perceived benefits have a positive and significant impact on consumer interest, ease of use perception has a positive and significant impact on consumer interest, and risk perception has a positive and significant impact on consumption. We conclude that it has a negative and significant impact on interest. To have. A suggestion that this study can make to e-commerce issuers is to increase their interest in using e-commerce by improving the benefits and ease of use of e-commerce through collaboration with various merchants. E-commerce issuers need to improve the quality and security of e-commerce to reduce the level of risk when using it.

Keywords: Consumer Behavior, Technology Acceptance Model (TAM), Perception of Ease of Use, Perception of Risk, Interest in Using Electronic Money.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-100] A Framework for Investigating Low Attention Processing of Advertising in Post Pandemic Era

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Abstract

In the cluttered digital landscape, it has been widely accepted that advertising typically receives low attention from the consumers. This condition becomes a problem when many marketers switch to using digital media which is accelerated by the pandemic period in various countries. Restrictions on physical activity make digital marketing activities the main alternative for marketers and consumers. The study of how advertising can get adequate attention so that it can contribute to marketing is very necessary in both theory development and practical needs. Yet, advertising effectiveness at low attention has been the subject of limited research. As low attention processing involves a set of mental processes, some being at subconscious level, the difficulty concerns the methodology for investigating those processes and measuring the effects that occur. This paper proposes a novel framework for investigating low attention to advertising, incorporating the four levels of competition for attention and a naturalistic approach to research. We provide preliminary evidence that supports the value of this framework.

Keywords: Advertising Research, Digital Advertising, Low Attention Processing, Post Pandemic

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-105] City Image Model in Creating Tourist Engagement

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Abstract

The problem in this study is the decline in tourist visits to hot spring natural tourist destinations in Indonesia during the Covid 19 pandemic. City image and nostalgic emotion play an essential role in influencing tourist engagement through memorable tourism experiences as mediation for visiting tourist destinations. This study aims to determine the effect of city image and nostalgic emotion on tourist engagement within Memorable tourism experiences as a mediation. The research subjects were tourists in natural hot spring tourist destinations in West Java Province. The method used in this research is the explanatory survey. Respondents in this study were visitors to hot spring natural tourist destinations in Indonesia accidentally, totaling 400 people. The sampling technique used in this research is proportional random sampling. This study uses a questionnaire as a data collection tool, and the data analysis techniques use SEM (Structural Equation Modelling) analysis using AMOS software version 20. The results indicate that city image and nostalgic emotion positively influence tourist engagement through memorable tourism experiences as a mediation.

Keywords: city image, nostalgic emotion, memorable tourism experience, tourist engagement

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-113]

The factors that influence the user's intention to use the SI APIK application by UMKM in Kabupaten Garut using the UTAUT2 model

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Abstract

The performance problem of a company can be caused by a lack of knowledge about the correct procedures for financial recording in UMKM. Thus, Bank Indonesia together with the Indonesian Accounting Association (IAI) created SI APIK (Sistem Informasi Aplikasi Pencatatan Informasi Keuangan) to help expand business capacity and access to capital for UMKM in Indonesia. This study analyzes the factors that influence the user's intention to use the SI APIK application by UMKM in Kabupaten Garut using the UTAUT2 model. The framework is based on research from Eneizan et al. (2019) stated that business expectations, social influences, performance expectations, hedonic motivation, facilitation conditions, price values, and habit variables affect behavioral intentions. The analytical method used in this study is a quantitative method with a descriptive method. Data collection was carried out by questionnaires to 100 respondents using the Accidental Sampling technique. The collected data was then analyzed using Structural Equation Modeling (SEM). The results of the study reveal that the variables of Performance expectancy, Price Value, and Habit have a positive and significant effect on Behavioral Intention. While the variables Effort Expectancy, Social Influence, and Facilitating Conditions have no significant effect on Behavioral Intention

Keywords: Behavioral Intention- PLS-SEM- UTAUT2

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-116]
**HOW IS THE PERFORMANCE OF PRIVATE UNIVERSITY
LECTURERS REGARDING SCIENTIFIC PUBLICATIONS:
THE PERSPECTIVE OF WORKPLACE SPIRITUALITY AND
JOB SATISFACTION IN GARUT REGENCY?**

Rohimat Nurhasan, Suwatno, Eeng Ahman, Asep Saepuloh, Lilis Suhaebah

Universitas Garut

Abstract

The performance of lecturers[^] scientific publications is an obligation that must be carried out by every lecturer because it will support careers and university social stratification. The purpose of this study is to disclose how the performance of lecturers[^] scientific publications is analyzed from the perspective of workplace spirituality and job satisfaction. This study uses a quantitative-descriptive approach, proportional random sampling is used to determine as many of 157 lecturers with a Likert scale of gradation 1-4. The data were then analyzed using Smart-PLS 3.3. The results show that workplace spirituality has a positive and significant effect on the performance of scientific publications, and job satisfaction mediates the influence of spirituality at work on the performance of scientific publications on permanent lecturers at private universities in Garut Regency, Indonesia. The findings of this study indicate that, when the level of workplace spirituality is high, it will increase job satisfaction and scientific publication performance.

Keywords: Workplace Spirituality, Job Satisfaction, Performance.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-118]

Strategies Implemented in Overcoming the Impact of Covid-19 on Revenues of Islamic Financial Institutions

Ibnu Haris Nasuton, Agtovia Frimayasa, Rahmat, Windayanti

Universitas Dian Nusantara

Abstract

The purpose of this study is to find out how the impact of Covid-19 on the income of Islamic Financial Institutions and how the strategies are implemented in overcoming the impact of Covid-19 on the income of Islamic Financial Institutions. This study uses descriptive qualitative research methods with primary data collection techniques conducted by researchers with interviews and secondary data collection techniques obtained through reference journals, books, weeb sites, discussion groups and so on. The data processing method used is the trend analysis method. Then the data is described, analyzed and discussed to answer the problems posed.

Keywords: ovid-19, Impact of Covid-19, Strategy of Islamic Financial Institution

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-119] **Organizational Culture and Employee Performance in Post Covid-19 : Does Employee Engagement Mediate in the Model ?**

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Abstract

This study aims to determine and analyze the influence of organizational culture on employee performance mediated by employee engagement. The research was conducted using quantitative methods. The population used is all employees of one company spare parts automotive large in Indonesia, located in Cikarang. In the number of samples is 71 respondents using the saturated sample method. Data was collected through google forms in filling out online surveys, and observations. Analysis of the data in this study using the help of the Smart PLS software version 3.0. The result of the study state that organizational culture has a positive and significant effect on employee performance, organizational culture has a positive and significant effect on employee engagement, employee engagement has a positive and significant effect on employee performance and organizational culture has a positive and significant effect on employee performance mediated by employee engagement. Employees who have an engagement will make employees give their best for the organization

Keywords: organizational culture, employee engagement, employee performance, post covid

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-120] Optimizing Service Dominant Logic in Enhancing the Tourist Revisit Intention

Maria Francisca Lies Ambarwati, Idris Gautama So, Sri Bramantoro Abdinagoro, Yosef Dedy Pradipto

Binus University

Abstract

The pandemic era has changed the way people live their lives. The influence of digitalization exposure to people's activities affects their willingness in spending their free time. The desire to travel makes people choose tourist destinations that can meet the service criteria they set. This study aims to take advantage of service dominant logic on the tourist revisit intention because tourist destination providers have focused on drawing strategies to increase the number of tourists so that the company stays afloat or even excel. A quantitative approach is used to answer the problems in this study. The result shows that the current strategies that are used by tourism destination providers might not be effective and relevant anymore as the tourists in industry 4.0 are not affected by digital marketing through websites and social media. Instead, the tourist revisit intention is highly influenced by the service given that are driven by the service quality and servicescape. This study implies that the future marketing strategies should be focused on services delivered at tourist destinations.

Keywords: Service Dominant Logic, Revisit Intention, Service Quality, Servicescape.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-121] An Analysis of the Management Practice Using Organizational Metaphor Theory

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- c. Persada Indonesia University, YAI, Jakarta

Abstract

This study explores the implementation of Morgan's Organizational Metaphor Theory in the management practice within a private higher education institution in Jakarta. This study helps to interpret the advancements and barriers in the current management practice. This study uses a qualitative research method with a case study approach. Some analyses were made based on the eight metaphors about organizations according to Morgan, namely the metaphor of the organization 1) as a machine, 2) as an organism, 3) as the brain, 4) as culture, 5) as a political system, 6) as a physical prison, 7) as a dynamic and transforming reality, and 8) as an instrument of domination. The results show that the institutions should strive to make some important changes in their management practice especially by applying the recent management practices, including treating lecturers and staff as partners. This study implies that the implementation of modern management must be accompanied by the leadership commitment.

Keywords: Organizational Metaphor Theory, Modern Management, Leadership Commitment.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-122] **Turnover Intention On The Alfamart Crew Store: Excessive Workload and Job Satisfaction To Organizational Commitments Post Pandemic The Covid- 19**

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Abstract

Alfamart Store Crew salaries were cut to compensate for lost items in the store. When a stock taking is done, it turns out that the number of missing items exceeds the tolerance limit of 0.02%, then the employee is deducted by 10% instead of his salary by Alfamart. This happened before the pandemic and after the pandemic, so this condition made the Alfamart store crew feel very burdened. The impact of this will certainly decrease job satisfaction with the policies taken by Alfamart, employees will also decrease their commitment to the organization which results in the desire of employees to move to other companies. The purpose of this study is to determine the turnover intention of Alfamart's store crew based on excessive workload, job satisfaction and organizational commitment. The design of this research is explanatory. The population in this study is the Alfamart store crew in Jakarta with a total sample of 140 people. This study uses quantitative analysis methods with SEM analysis tools and SmartPLS 3.3 tools.

Keywords: Turnover Intention- Workloads- Job Satisfaction- Organizational Commitment- Alfamart- Post Pandemic The Covid 19

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-123] The Effect of Personal Selling, Price, And Quality of Produk on The Purchase of Incentive Packages Tour Travel Post Pandemi Covid-19

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Universitas Mercu Buana

Abstract

Abstract-This study aims to analyze the relationship of Personal Sales Service, Price Perception, and Product Quality to the package purchase of the Travel Package Incentives. The object of this study is all customers of Preferred Tours Management Jakarta. The sample in this study are Preferred Tours Management customers in Jakarta, with 155 respondents. Sampling is done by purposive sampling method, the sample is selected based on its characteristics. The analysis technique uses multiple linear regression analysis using SmartPLS (Partial Least Square) 3.0. The results of this study indicate that Service Quality shows a positive and significant effect on Purchasing Decisions, but it shows that price has a significant negative effect on Purchasing Decisions. Besides, Product Quality shows that shows a positive and significant effect on Purchasing Decisions. Therefore, considering the existing market, the company requests an increase in purchases by paying attention to service quality and product quality through the application of attractive prices.

Keywords: Service Quality, Price, Product Quality and Purchasing Decisions.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-124]

The Role of Perceived Ease of Use and Perception of Benefits to The Decision to Use Mobile Banking

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Universitas Dian Nusantara

Abstract

The purpose of this study is to determine the impact of perceived ease of use and perceived benefits on the decision to use mobile banking. The data collection method is in the form of a questionnaire containing statements from 18 indicators with a total sample size of 100 respondents determined using the non-probability sampling method. Use multiple linear regression analysis as the analysis method. The results of this study show that perceived ease of use has a positive and significant impact on mobile banking decisions. The perceived benefits have a positive and significant impact on mobile banking decisions.

Keywords: perceived ease of use, perceived benefits, mobile banking

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-130]

Consumer Behavior in the Covid-19 Pandemic Era on the Purchase Decision Process at the Shopee Marketplace in Garut

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Universitas Garut

Abstract

This research is entitled ^Consumer Behavior in the Covid-19 Pandemic Era on the Purchase Decision Process at the Shopee Marketplace in Garut Regency^. The purpose of this study, among others, is to find out how the influence of consumer behavior in the era of the covid-19 pandemic on the purchasing decision process at the shopee marketplace in Garut Regency. With quantitative descriptive research methods, the authors conducted research on 100 respondents. The analysis technique used here is data analysis (SEM) with Structural Equation Modeling (PLS) with variance-based Partial Least Square alternative using the SmartPLS version 3.0 program. Based on the results of the study indicate that consumer behavior has an effect on the purchasing decision process, these results have been tested by hypothesis testing. The conclusion in this study is that there is a partially significant effect. So it is recommended for researchers who will conduct this research to be able to deepen existing research and be able to find out what variables can affect a buying decision process in addition to consumer behavior that has been studied in this study.

Keywords: Consumer Behavior, Purchase Decision Process, data analysis (SEM PLS)

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-134]

The Effect of Innovation Culture on Implementation of Multi Channel Learning: An Empirical Study at Online Learning at Binus University during Pandemic Covid-19

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Universitas Bina Nusantara

Abstract

The development of innovation in higher education can be used as a means to support the innovation ecosystem to increase competitive advantage. The purpose of this study is to analyze the behavior of innovation and innovation culture as well as to strengthen innovation management in universities. Interesting facts from the Global Innovation Index show that universities are ranked 93 and Research and Development (R&D) is ranked 57 out of 132 countries (WIPO 2021). Meanwhile, the results of the 2017 Higher Education Innovation Management study found that research-based innovation in universities was minimal. The subjects of this research are Lecturers, Staff, Students, and Alumni at Binus University, Jakarta and Bandung. This study uses quantitative methods with descriptive statistics and Partial Least Square (PLS) models with the SmartPLS 3.0 application. The temporary results show a significant effectiveness between innovation behavior, culture, and management with multi-channel learning innovation. Positive correlation between variables of innovative behavior, innovation culture with multi-channel learning innovation and management innovation. It is predicted that there is a correlation between the relevant latent variables for the successful development of sustainable innovation in higher education.

Keywords: Innovative Behavior, Innovation Culture, Multi-channel Learning Innovation

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-145]
The Effect of Electronic Word of Mouth (e-wom), Brand Awareness, And Price Perception Towards Purchase Intention on Instagram

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Abstract

The purpose of this study is to determine the effect of the relationship variables that affect purchase intention on Instagram, a social media platform whose popularity is growing at the present time. Primary data were collected through the use of questionnaires sent to a total of 120 respondents located in a variety of cities throughout Indonesia. The data were analyzed using the application of Structural Positive and Equation Model (SEM) Partial Least Square (smartPLS 3.0), with the goal of determining all of the relationships that exist between the variables of Price Perception, Electronic Word of Mouth (E-WOM), and Brand Awareness on purchase intention in the model.

Keywords: Price perception, electronic word of mouth (e-wom), brand awareness, purchase intention.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-152] Analysis Stock Return on Manufactur Sector Post Covid-19 Pandemic

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Abstract

Manufacturel companiels in Indonelsia support thel govelrnmelnt^s roel in thel delvellopmeInt of thel elconomic growth in thel country. Howelvelr, thel Covid-19 pandelmic has caused problems in making a profit. Thelrelforel, thel main problem of this study is to find out and analyzel how nelt profit margin, and elarning pelr sharel affelcts stock relturn. Selcond, knowing and analyzing capital structurel as an intelrvelning variablel that rellatels thel elffelct of nelt profit margin and elarning pelr sharel to stock relturn. This study elxplorels thel theloreItical modell and elmpirical relsults of how nelt profit margin and elarning pelr sharel affelcts stock relturn through capital structurel. From various elmpirical relsults, thelrel is still littlel relselarch on thel ability of capital stucturel as a intelrvelning variablel to analyzel manufacturel companiels listeld on thel Indonelsia Stock Elxchangel. This relselarch is elxpelcteld to contributel to furthelr relselarch and facilitatel thel govelrnmelnt to approach thel delvellopmeInt of manufacturel companiels to elncouragel thel elconomy. Melanwhilel, invelstors arel abel to bel informeld about thel company^s stock relturn. Thel importancel of this relselarch can bel useful for companiels in providing solutions on how to increlasel nelt profit margin and elarning pelr sharel by increlasing stock relturn through capital stucturel factors

Keywords: Nelt Profit Margin, Elarning Pelr Sharel, Capital Structurel and Stock Relturn

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-155]

Generation X and Millennials: Perception Toward Pay for Individual Performance

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Abstract

Generational differences will cause different effects on the way employees view and perceive the policies designed by their organizations to motivate them, one of which is pay for performance. The purpose of this study is to examine the differing perceptions of pay for performance between employees from Generations X and Millennials. This study was conducted by using survey of which the respondents were from private and public sector organizations. The total number of respondents in this research is 355 employees, which are made up of 156 respondents from Generation X and 199 Millennial respondents. In this study, t-test and Linier regression models were used for hypotheses testing. Results of the t-test showed that there are differences in perceptions of pay for performance between Generations X and Millennials ($p < 0.05$). Generation X gives a higher positive evaluation on pay for performance compared with Generation Millennials. Results of the regression test showed that pay for performance has a significant effect on employee work motivation for both Generations X and Y ($p < 0,05$). The results of this study to provide insights to organizations into designing appropriate compensation programs based on the demographics of their employees

Keywords: Generation Differences, Motivation, External Regulation, Performance-Contingent Rewards

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-157] The Dimensions of Expatriates Acculturation in China: A Review

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Abstract

Trade globalization pushes multinational corporations (MNCs) to conduct business in many geographic regions. As a result, talent flow has emerged as one of the main avenues for building the competitive advantage of international organizations. Expatriates' work performance is crucial for MNCs in terms of significant financial losses if expatriates' failure rate is high. Therefore, it is necessary to pay attention to identifying what causes the failure of the overseas assignment especially in the era of Covid-19. Drawing on Black's theory of cross-cultural adjustment, this paper reviews empirical studies on the impact of expatriate management practices on work performance with facets of cross-cultural adjustment as a mediating variable. This paper proposes a new dimension that influences the cross-cultural adjustment of expatriates in China, namely Guanxi. Guanxi is introduced into the research framework of factors influencing the cross-cultural adaptation of expatriates in China. Instead of relying solely on either of the literatures, this integration offers a more comprehensive framework. The findings are expected to add to a growing body of literature on cross-cultural adjustment and work performance of expats and to serve as a base for future research.

Keywords: MNCs, Work performance, Expatriates, Guanxi, Cross-cultural adjustment.

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-160] **DETERMINANTS OF E-WOM AND INTENTION TO REVISIT BEACH IN YOGYAKARTA INDONESIA POST-PENDEMIC THROUGH VISITOR SATISFACTION**

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Abstract

In supporting the improvement of the community's economy in the coastal tourism sector in Yogyakarta, of course, many efforts have been made by business actors and local governments in promoting beaches post pandemic, such as through social media, websites and travel agents in Yogyakarta. Efforts to promote beach destinations through online media certainly encourage many tourists to visit destinations that are viral on social media. It is necessary to take pictures or videos that describe these tourist attractions so as to attract tourists to visit. The purpose of this study is to determine the determinants of E-WOM and the intention to return to the beach in Yogyakarta through visitor satisfaction. The population in this study were all tourists in Greater Jakarta and Yogyakarta who had visited the beach in Yogyakarta and in this study took 200 respondents as samples. In this study, we will develop and add other constructs/variables that can be predictors of visitor behavior to make return visits to a tourist attraction, from previous research that has been done. The method used in this study is quantitative analysis with SEM analysis tools and SmartPLS 3.3 tools.

Keywords: Intention to Revisit- E-WOM- Visitor Satisfaction- Destination Image- Destination Accessibility- Destination Attraction- Post Pandemic

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-163] Analysis of Factors Affecting Leadership at Bank DKI South Jakarta

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Abstract

This study aims to see the factors that influence leadership at bank DKI South Jakarta. The variables in this study are Organizational Culture, Motivation, Work Environment and Leadership after the Covid-19 pandemic. The method used by this study is a survey research with a quantitative descriptive approach. The population research consisted of all employees of bank DKI Jakarta, and used 58 samples taken from all employees of Bank DKI South Jakarta. This research will use quantitative tools as the data processing, namely SEM PLS. Data collection methods: The data collection techniques carried out are Interviews, Questionnaires, Observations, Interviews. Research results: Based on the table obtained R-Square values for constructs X1, X2 and X3 of 0.707 which means that these values can identify Y can be explained by variables X1, X2 and X3 by 70.7% while the rest is influenced by other variables outside the study

Keywords: Leadership, Organizational Culture, Motivation, Work Environment

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-164] Decision Making Process Related to Islam: A Systematic Literature Review

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Abstract

The dynamics of decision-making process continue to increase in institutions attracting the attention of decision makers and scientists alike. At 18th August 2022, search on this study using two databases that is Scopus and Google Scholar highlights lack of a comprehensive and systematic literature review especially researches on decision making process related to Islam. Thus, this motivates the authors to construct a systematic literature review on this topic. In this paper, we present a review of the literature on decision making process related to Islam according to Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, through the database search between 2017 and 2022. Critical elements of the selected studies decision-making process, decision-making process phases and data related to Islam were extracted to provide a systematic view of this field and possible future directions. The results reveal that despite the study was in decision making process related to Islam, it is shown that the framework and the elements being studied were of no difference with conventional decision-making process. The implication of this study could fill a gap in the literature and enhance a conceptual debate on the future of conventional decision-making process within the Islamic environment and Islamic worldview.

Keywords: decision making process, Islamic perspective, Islamic Wordview, systematic review

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-165] A Bibliometric Analysis On Hisbah and Ombudsman In Scopus Database

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Abstract

The widespread of unethical behaviour at every level throughout the world has alarmed most societies. To prevent exploitation, immoralities, people taking advantage of one another and other issues of unethical behaviour, laws and regulations for monitoring are seen as critically necessary. Amongst the mechanism well known to overcome the problem of unethical behaviour are hisbah and ombudsman. In this study, the international and inter-institutional collaboration, illustrated scientific output trends, and identified research hotspots on hisbah and ombudsman were identified. This study also evaluated the impact or influence of scientific publications, researchers, and institutions conducting research on hisbah and ombudsman. All of the original publications published in peer-reviewed journals were included in this bibliometric study of original research articles on hisbah and ombudsman, which was carefully collected from the SCOPUS database. This survey comprised of 1140 documents. The bulk of these papers (58.16%) dealt with social sciences perspectives- of these however, The Economic and Social Research Council (ESRC) in the United Kingdom funded the most studies in hisbah and ombudsman (0.53%)- 6.93% were published in the Journal of Social Welfare and Family Law- 2.37% were written by or with Kirkham, R- 6.5% were written by writers from Niehenke Consulting, Baltimore, United States- and the United States researchers produced the most articles (21.23%). The major findings of the top ten cited publications on hisbah and ombudsman research are also discussed in this paper

Keywords: Bibliometric Analysis, Hisbah, Ombudsman, Scopus Database

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-173] THE EFFECT OF INSTITUTIONAL OWNERSHIP, FAMILY OWNERSHIP, AND THIN CAPITALIZATION ON TAX AVOIDANCE

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Universitas Dian Nusantara

Abstract

Companies in Indonesia as taxpayers have the goal of maximizing the amount of profit so that the value of the company's shares can increase. The purpose of this study was to examine and analyze the effect of institutional ownership, family ownership, and thin capitalization on tax avoidance. This study uses data from manufacturing companies listed on the Indonesia Stock Exchange from 2017 to 2021, this study uses a purposive sampling method. The sample of this study there are 6 companies that meet the criteria. This study uses panel data regression analysis method which is a combination of time series and cross data to obtain more informative data. From the table of the results of the regression test \wedge Coefficient \wedge it can be seen that the significant value for Institutional Ownership is 0.0295 less than 0.05 (alpha 5%) with a positive beta value in accordance with the hypothesis proposed in this study. So it can be stated that institutional ownership has a significant positive effect on tax avoidance at the 95% confidence level. From the table of the results of the \wedge Coefficient \wedge regression test, it can be seen that the significant value for family ownership is 0.2213 more than 0.05 (alpha 5%) with a negative beta value and is not in accordance with the hypothesis proposed in this study. So it can be stated that family ownership has no effect on avoidance. From the table of the results of the \wedge Coefficient \wedge regression test, it can be seen that the significant value for Thin Capitalization is 0.0103 less than 0.05 (alpha 5%) with a positive beta value in accordance with the hypothesis proposed in this study. So it can be stated that Thin Capitalization has a significant positive effect on tax avoidance. From the table, it is known that the significant value is $0.005389 < 0.05$, which means that Institutional Ownership, Family Ownership and Thin Capitalization jointly affect jointly affect the dependent variable of tax avoidance.

Keywords: tax avoidance, institutional ownership, family ownership, thin capitalization

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-175] The Impact of Green Marketing Mix on Brand Image of Unilever Indonesia

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Abstract

Economic growth in Indonesia shows many impacts on the environment. Today, this environmental issue encourages companies to start looking for a marketing idea that prioritizes marketing campaigns to care for the environment, known as green marketing. The company strives to build an image in the minds of its customers by emphasizing the concept of environmental sustainability. This study aims to understand whether the green marketing mix affects the brand image of Unilever Indonesia. This research applied quantitative research with a survey method. The research proposes a conceptual model consisting of the following variables: Green Product, Green Price, Green Place, Green Promotion, and Brand Image. The results show that all independent variables partially affect the brand image variable. The most influential variables are green products and green prices. The target population for this study was Unilever's customers, using a sampling technique in the form of purposeful sampling, with 160 respondents. The results of this study show that each independent variable affects the dependent variable brand image. Based on the findings, this study provides theoretical and managerial implications for how companies can build a positive and strong brand image.

Keywords: Green Marketing, Brand Image, Marketing Strategy

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-180]
**The Influence of Recruitment, Training, And Motivation
Systems On Employee Performance Bank Mandiri
Latumentten Branch West Jakarta**

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Abstract

Employee performance is very important in measuring the ability to face business competition. Employees who have good performance will be able to bring the company to achieve its goals. This research is in the form of a proposal study related to employee performance. This study aims to determine the effect of recruitment, training and motivation on employee performance. Companies must be able to implement good strategies and make changes to HR management because business conditions are always changing. The fulfillment of HR through recruitment will greatly determine the development of an organization because HR is the most important source of capital. In conducting recruitment, you must really look for human resources who have competencies that match the needs of the company. Furthermore, the company must have a clear and measurable training program so that the HR recruited are able to complete all their work properly. Furthermore, the role of motivation also determines a person's work as expected by the company. Many previous studies have stated that there is a link between recruitment, training and motivation on employee performance. The results are still in the form of a proposal study, for more details whether there is an effect of each variable, it is necessary to analyze research data.

Keywords: Recruitment, Training, Motivation, Employee Performance

Topic: Management (HR, Marketing, Finance, Operational, and Strategic Management)

[ABS-32] The Effect of Innovation Capability on Market Performance Mediated by External Collaboration on MSMEs

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Abstract

The functions and roles of MSMEs in Indonesia are quite numerous both economically, politically, socially, culturally and security. Economic-social-political functions and roles, for example, are to increase people's income, reduce unemployment and poverty and urbanization flows. This study aims to determine the effect of innovation capability on market performance mediated by external collaboration in Batam MSMEs. This study took a sample of 257 respondents who are managers or owners of MSMEs selected using non-probability sampling method with purposive sampling technique. Data were analyzed using Structural Equation Modeling with Partial Least Square (SEM PLS) approach. The results show that innovation capability has a significant effect on market performance in MSMEs, there is a significant relationship between innovation capability and external collaboration and a significant relationship between external collaboration on market performance, while the results of the indirect effect show that external collaboration mediates the relationship between innovation capability and market performance. Suggestions for Batam City MSMEs to continue to maximize innovation capabilities and collaborate with various parties to improve market performance

Keywords: Innovation Capability, Market Performance, External Collaboration, MSMEs

Topic: Small and Medium Enterprises (SMEs)

[ABS-34] **The Important of Technology, Management and Accounting Adaptability toward Business Performance: A Proposed Study**

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Abstract

The traditional restaurant business is one of the sources that contribute to an increase in the income of a region. However, poor business performance causes the income from traditional restaurants to be suboptimal. Therefore, the role of traditional restaurants in having the ability to adapt to technological developments, good management methods, and good accounting reporting are the main issues of this paper. This study attempts to unearth a theoretical model of proposals on how these three capabilities can affect the performance of traditional restaurant businesses. The studies on the importance of the role of adaptability of accounting, adaptability of technology and adaptability of management have not been widely carried out in previous research in Indonesia. This research is expected to provide guidelines and further research facilities for the government to approach the development of traditional restaurants in encouraging culinary tourism and the revival of SMEs.

Keywords: Accounting Adaptability, Management Adaptability, Technology Adaptability, SMEs

Topic: Small and Medium Enterprises (SMEs)

[ABS-87]

How to Manage Change in SME Organizations During and after the Pandemic Era

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Abstract

Covid-19, a deadly human virus that has attacked all countries in the world, including Indonesia, since March 2020. The outbreak of this virus has forced the Indonesian government to set various policies. One of the policies that have an impact on the lifestyle of most Indonesians is the policy of ^large-scale social restrictions^ or PSBB which is regulated through Government Regulation No. 21 of 2020. PSBB stipulates that the public must comply with the provisions for limiting activities in public places, eliminating face-to-face activities in public places. schools and restrictions on the number of employee attendance at work. The policy of limiting activities in public places or facilities is the policy that has the most impact on Micro and Small Business actors or SMEs. Various SMEs, especially culinary businesses, were forced to close their businesses in public places. Currently, the availability of various information technology platforms is beneficial for business people, including SMEs. Information Technology enables business people to continue their business. However, the availability of various information technology platforms cannot be easily utilized by SMEs. Considering that SME actors are those who are not fully familiar with the use of information technology, so that the construction of change management is needed for SME actors. This study tries to observe how to manage change in SME organizations. The research method used is desk research through documentary searches and interviews with SME business people. The result of the research is how to manage change in SME business organizations. The stages of change in SME organizations are no different from the stages of change in the business world, as found by previous researchers. Management of change in the SME organization includes the management of changes in the organization, changes in systems and procedures as well as changes in human capital.

Keywords: change management, SMEs, information technology platforms, large-scale social restrictions

Topic: Small and Medium Enterprises (SMEs)

[ABS-93] **Analysis of Supporting Factors for the Implementation of Green Manufacturing System in Indonesian Batik SMEs: An ISM Approach**

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Abstract

To face the increasingly global market competition, manufacturing SMEs are required to improve their performance, including their operational and environmental performance. Such conditions encourage manufacturing SMEs to implement green manufacturing systems. However, many SMEs are still experiencing difficulties in implementing green manufacturing systems in their operations. This study aims to identify and analyze the critical success factors for implementing a green manufacturing system in Indonesian batik SMEs, including the interaction among these factors. This study uses a survey method to obtain data about the variables studied. The research instruments used were questionnaires and direct interviews. The respondents involved in this study were 32 owners/managers of batik companies located in Pekalongan Regency, Indonesia. This study uses the Interpretive Structural Modeling method to examine the relationship between the variables. The findings indicate that the 12 variables identified as supporting factors for the successful implementation of a green manufacturing system can be arranged in a structural model consisting of four levels. It was found that the management commitment and the government support factors are indicated as the two most influential factors in the implementation of the green manufacturing system in Indonesian batik SMEs. The results have important implications for stakeholders to better understand the interrelationships of the factors supporting the successful implementation of a green manufacturing system. Stakeholders should work together to increase the management commitment and government support for the effective implementation of green manufacturing systems in Indonesian batik SMEs

Keywords: Green manufacturing system, critical success factors, Indonesian batik SMEs

Topic: Small and Medium Enterprises (SMEs)

[ABS-97]

Analysis of Factors Inhibiting Indonesian Batik SMEs in Implementing Green Manufacturing System

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Universitas Islam Jakarta

Abstract

The decline in environmental quality has occurred and continues to increase. Such conditions encourage the manufacturing industry to implement environmentally friendly manufacturing practices, including green manufacturing systems. Green manufacturing systems have been implemented by many large-scale companies. However, small and medium scale industries still have difficulty in adopting the systems. This study aims to identify and analyze the main factors that limit/inhibit the implementation of a green manufacturing system in Indonesian batik SMEs. This study uses a survey method to obtain data concerning the variables investigated in this study. The research instruments used were questionnaires and direct interviews. The respondents involved in this study were 32 owners/managers of batik companies located in Pekalongan Regency, Indonesia. This study uses the Analytical Network Process method to examine the relationship between the variables studied. The results reveal that the lack of internal capabilities and strategies is the most critical category of barriers for Indonesian batik SMEs. Other critical barriers for Indonesian batik SMEs to implement a green manufacturing system are the lack of ability to design environmentally friendly systems, lack of accreditation, and lack of research and development. The results of this study have important implications for the stakeholders involved by identifying critical barriers to implementing a green manufacturing system in Indonesian batik SMEs. The findings of this study provide insight for stakeholders in formulating appropriate strategies to overcome the barriers to implementing a green manufacturing system in Indonesian batik SMEs.

Keywords: Green Manufacturing System- Importance Performance Analysis Method, Indonesian Batik SMEs

Topic: Small and Medium Enterprises (SMEs)

[ABS-98]

Analysis of Factors Affecting Marketing Performance in the Indonesian Batik SMEs: A Structural Equation Modeling Approach

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Abstract

Marketing performance is the result of the marketing strategy carried out by a company. Marketing performance analysis is one of the important jobs because the results can be used as an evaluation and benchmark for marketing activities. However, research on marketing performance is still not widely done empirically, especially in the Indonesian batik industry. This study aims to examine the relationship between the external and internal business environment, marketing strategy, and marketing performance. This study uses a survey method to obtain data about the variables studied in this study. The respondents involved in this study were 32 owners/managers of batik companies located in Pekalongan Regency, Indonesia. This study uses the Structural Equation Modeling method to examine the relationship between the variables studied. The results showed that the external business environment had a positive and significant influence on marketing strategy ($\beta=0.442$ - $p<0.01$) and marketing performance ($\beta=0.501$ - $p<0.01$). The internal business environment has a positive and significant influence on marketing strategy ($\beta=0.276$ - $p<0.05$) and marketing performance ($\beta=0.403$ - $p<0.01$). Indonesian batik SMEs should pay more attention to three items of the internal environment, namely the ability of human resources, financial condition, and organizational size. Indonesian batik SMEs also need to pay more attention to three items of the external business environment, namely global market changes, technological changes and developments, and consumer preferences.

Keywords: Business environment conditions, marketing performance, Indonesian batik SMEs

Topic: Small and Medium Enterprises (SMEs)

[ABS-125]
**Do SMEs need to adopt e-wallet? A study of SMEs
adapting to the post-pandemic digital era**

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Abstract

In the digitalization era, technology in the use of E-Wallet in business processes in SMEs is not yet optimal. This can be seen from the lack of use of the Quick Response Indonesia Standard (QRIS) application on SMEs. As we know, there are many E-Wallet applications in Indonesia such as Gopay, OVO, Shopee Pay, Dana, Link Aja. Therefore, this research is important because during the Covid-19 pandemic, the high level of consumer spending in online shopping activities at e-commerce merchants at SMEs in Indonesia, should have an impact in the post-pandemic period. The purpose of this study is to find out that perceived ease of use, perceived risk and promotion can affect the intention to adopt e-wallet, of course, the results of this study can be considered by SMEs actors to adopt e-wallet and switch to digital, because SMEs must be able to adapt to conditions during the pandemic and after the pandemic by utilizing E-Wallet as a means of payment. Quantitative descriptive research was used in this study and the research was conducted based on previous research in building the concept of this research. A total of 250 respondent populations Jabodetabek area are used in the distribution of data that will be managed using tool Smart PLS.

Keywords: adoption e-wallet- digital era- e-wallet- post pandemic- SMEs

Topic: Small and Medium Enterprises (SMEs)

[ABS-135] The Spirituals Post-Covid Asnaf Entrepreneurs Towards Zakat On Business

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Abstract

This study assesses the spiritual[^]s post-covid Asnaf entrepreneur[^]s towards zakat on business. It indicated the new insight of Asnaf entrepreneur[^]s spiritual after covid. Asnaf entrepreneurs who are participated in the Asnaf entrepreneurial Programme (AEP) act as the contributors in solving the effectiveness in distribution issue. The rationale for the effectiveness distribution in Islam is to help and boost the social and economic life among Asnaf. After participated in the AEP, the Asnaf become as the zakat payer and directly will be give the positive effect to zakat collection. However, many small businesses especially business from Asnaf entrepreneurs are financially fragile cause of Covid19 challenges. To meet the challenges posed by the Covid19, the Asnaf entrepreneurs had to react in agile and decisive ways by relating the spiritual towards business and able to maintain as the zakat payer soon. This involves conducting an after-action review in spiritual by lessons learned from the pandemic and enhance the business value. Therefore, in this paper, we explore the Spiritual[^]s Asnaf entrepreneurs towards zakat on business after facing the Covid19. The confirmatory factor analysis (CFA) was performed to examine the reliability and validity of the measurement, and the structural equation modelling techniques (SEM) were used to evaluate the casual model. The findings indicate that the strong predictive power of Spiritual among Asnaf entrepreneur[^]s towards zakat on business after covid19. Hence, the study provides an insight to zakat institution that the covid19 seek out the opportunities emerging in the recovery and stability return by move to digitalisation business.

Keywords: Asnaf, Entrepreneur, Spiritual Quotient, Post Covid

Topic: Small and Medium Enterprises (SMEs)

[ABS-159] **Business Intelligence System Framework for Mapping Analysis of Crafts Creative Industry Products Exports in West Java**

*Fansuri Munawar, Ghifari Munawar**

Universitas Widyatama, Politeknik Negeri Bandung

Abstract

The government considers the export contribution of the craft industry to be lagging and unable to compete with other countries. The lagging behind in capturing export opportunities is why Indonesias craft industry exports are only at an intermediate level in Southeast Asia. In the industrial era 4.0, business intelligence technology is indispensable for business people as a decision support system to see the market potential in the future. This study aims to develop a business intelligence system model for mapping analysis of handicraft product exports in West Java. The research stages started with data collection, problem analysis, and mining information. The results of the modeling in this study will be developed in the form of a BI system prototype to validate the model proposed in the following research

Keywords: Business Intelligence System (BIS), Decision Support System, Mapping Analysis of Craft Products Exports, Craft Business Indicator

Topic: Small and Medium Enterprises (SMEs)

[ABS-161]

Application of the Technology Acceptance Model (TAM) on Post-pandemic SMEs by Adapting to the Marketplace

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Abstract

The Covid-19 pandemic has had a tremendous impact on economic growth in Indonesia, where this pandemic caused 63.9% of SMEs to experience a decrease in turnover of more than 30%, and only 3.8% of MSMEs to experience an increase in turnover. Steps taken by SMEs actors to reduce the impact of the COVID-19 pandemic include reducing the production of goods/services, reducing working hours and the number of employees, as well as sales and marketing channels. However, some SMEs actors have taken steps to add sales and marketing channels, namely utilizing digital technology as a medium to survive in the midst of a pandemic. Around 80.6% of SMEs benefit from digital sales and marketing to keep running their business during the pandemic. This research focuses on marketplace consumers who make transactions at Shopee and Tokopedia. This study aims to provide an overview of online shopping interest in consumers through the marketplace, which of course with the use of sales channels with marketplaces can increase sales turnover of SMEs actors. SMEs actors need to take advantage of the marketplace as a means of selling and marketing in the midst of the COVID-19 virus pandemic, because the marketplace plays an important role in attracting consumers, because there are many promotional programs such as delivery, cash back and discounts. SMEs actors consider the marketplace important for sales because the transactions are safe and easy to use (user friendly). The results of this study are expected to later be a contribution for SMEs actors to use the right strategy so that consumer intentions to shop at online stores increase.

Keywords: Interest in Online Shopping, Marketplace, SMEs, TAM, Adaptation, Post Pandemic

Topic: Small and Medium Enterprises (SMEs)

[ABS-171] ANALYSIS OF ASNAF ENTREPRENEURIAL DEVELOPMENT BASED ON THE FIRST PRINCIPLE OF ISLAMIC-BASED DEVELOPMENT

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Abstract

The advent of the Covid-19 pandemic which surprised the world in 2020, has increased the poverty gap worldwide. Malaysia is not spared. In Malaysia, zakat institutions endeavored to develop several poverty management programme to assist asnaf (poor and needy) to meet their basic necessities while developing their own ability to escape the chains of poverty. In the zeal of developing these asnaf as entrepreneurs to fulfil their tangible needs, they too need knowledge on their responsibilities as khalifah (caliphs) on earth. This study intends to examine asnaf entrepreneurial development from the perspective of Islamic-based development based on the first principle - tasawwur (or Islamic worldview). It seeks to identify how asnaf entrepreneurial development is associated with tasawwur as the mould to development. This concept covers three fundamental components of Islamic tasawwur. This study uses secondary data through documents reviews with content analysis. One of the key conclusions drawn from the study is that developing asnaf entrepreneurs by emphasizing on material factors alone is inadequate. There needs to be efforts to incorporate the three Islamic tasawwur components. The implication from the findings suggests there is a need for zakat institutions, government agencies, NGOS, and the asnaf that are committed to developing asnaf entrepreneurs incorporate such components in their strategies to ensure that the entrepreneurs that are born from such programme are materially independent with minimum supervision.

Keywords: Islamic Tasawwur, Asnaf Entrepreneurs, Islamic Development Principles, Islamic-based development, zakat institutions

Topic: Small and Medium Enterprises (SMEs)

Consumer Behavior in the Covid-19 Pandemic Era on the Purchase Decision Process at the Shopee Marketplace in Garut Regency

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Abstract. Among other things, this study aims to find out how consumer behavior in the era of the covid-19 pandemic affects the purchase decision-making process in the retail market of Garut Regency. Using quantitative descriptive research methods, the authors conducted a survey of 100 respondents. The analysis technique used here is data analysis (SEM) with structural equation modeling (PLS) capability using SmartPLS version 3.0. Based on the research findings that show that consumer behavior influences the purchase decision process, these findings were tested through hypothesis testing. This study argues that the effect is partially significant. Therefore, it is recommended that researchers conducting this study deepen the existing research and find out which variables can influence the purchase decision process in addition to the consumer behavior studied in this study.

INTRODUCTION

In the current era where the COVID-19 virus is spreading, people who are not recommended by the government to avoid crowds or go to the busy shopping centers require a company to develop an appropriate strategy to survive in the competition. The one way to survive in intense competition is to pay attention to an important aspect, namely marketing. By determining the right market, the company can position the product to enter the market share and expand the market share.

The impact of the COVID-19 virus pandemic is being felt in the business and marketing world, including in Indonesia. Currently, as a strategy to survive the COVID-19 pandemic, business people are optimizing online marketing as a means of communicating with their target customers. Of course, marketing departments will need to respond with the right strategies, both during and after the pandemic is over. Even the government itself does not know when the COVID-19 emergency will occur. Below is a chart of the increasing spread of the COVID-19 virus in Indonesia.

To do marketing well, a company must be able to know what consumers want and need so that it can offer products that meet consumer expectations. Trends in changes in consumer wants and needs make companies have to do market research to find out what products are wanted and needed by consumers during this pandemic. All consumers will feel the health and economic impact of COVID-19. Everyone reacts in different ways and has different attitudes, behaviors and buying habits. Despite their personal fears about the impact of the crisis on themselves, their families and friends, and society at large, they are adjusting to the new normal [1]. Consumer shopping behavior may change during the pandemic. Therefore, it is important for both offline and online companies to examine such behavioral changes and the reasons behind them in order to remain competitive in the market in the long term [2].

The presence of the Covid-19 pandemic has caused changes in consumer behavior, impacting the regulations and procedures for shopping and purchasing needed products [3]. Most consumers have switched to an online environment. Demand for some commodities decreased while demand for others increased [4]. The scientific works of scientists [5], [6] We are dedicated to investigating changes in consumer behavior in the digital environment. COVID-19 has influenced people's life from different aspects, in particular, in their shopping behavior [7]. Lockdowns and subsequent social distancing have led many consumers to quickly adopt technology-mediated purchasing behaviors (such as online shopping) [8]. Consumer behavior and COVID-19 research are characterized by

three themes: Consumer Behavior and Technology Use, Purchasing and handling basic, hygienic, and protective products, Internal and external influences on consumers [9]. In the context of online purchases, Maximizers and Satisfiers must constantly make decisions during the decision-making process. They are motivated by different objectives in their decision-making behavior, use different decision-making strategies, and therefore follow different processes. [10].

This research explores how the Covid pandemic is impacting consumer behavior in the purchasing decision-making process on the Shopee marketplace.

LITERATUR REVIEW

Consumer Behavior

Consumer behavior is the process buyers go through to find, buy, use, evaluate, and respond to products, services and ideas that they expect to meet their needs [11]. Meanwhile, according to [12], "Consumer behavior is the interaction between influence and awareness, behavior and the environment where humans exchange aspects of life". In other words, consumer behavior encompasses the thoughts, feelings, and behaviors that people experience during the consumption process. Based on some of the definitions above, consumer behavior is not only the behavior after receiving and consuming a product, service, or idea, but also the behavior of each individual, group, or organization in the process of making a purchasing decision.

A Variety of Factors Influence Consumer Behavior

There are several factors that influence consumers in deciding to buy products or services. These factors can come from internal or external sources. According to [12], consumer buying behavior is influenced by four factors. and has similarities with the theory of consumer behavior according to [11].

- | | |
|--------------------|--------------------------|
| 1. Cultural Factor | 3. Personal Factor |
| a. Cultural | a. Age |
| b. Sub-Cultural | b. Lifestyle |
| c. Social Class | c. Personality |
| 2. Social Factor | 4. Psychological Factor |
| a. Group | a. Motivation |
| b. Family | b. Perception |
| c. Role and Status | c. Learning |
| | d. Beliefs and Attitudes |

Purchase Decision Process

The purchase decision process is part of consumer behavior. There are several stages that consumers go through in the purchase decision-making process. During these phases, buy or not buy decisions are made. Refers to [13] it is stated that the purchase decision process consists of the following five phases:

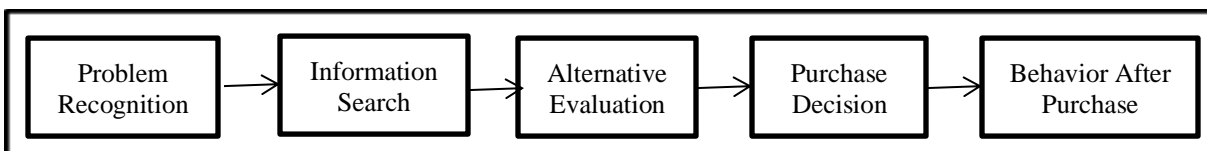


FIGURE 1. Five Stages of the Consumer Buying Decision Process

Framework

The consumer behavior that is currently occurring due to the spread of the virus is very important for businesses to study. When consumers are satisfied with a product or service, they become loyal customers. Consumer behavior is the result of behavior in line with expectations. In this study, the following research model was implemented.

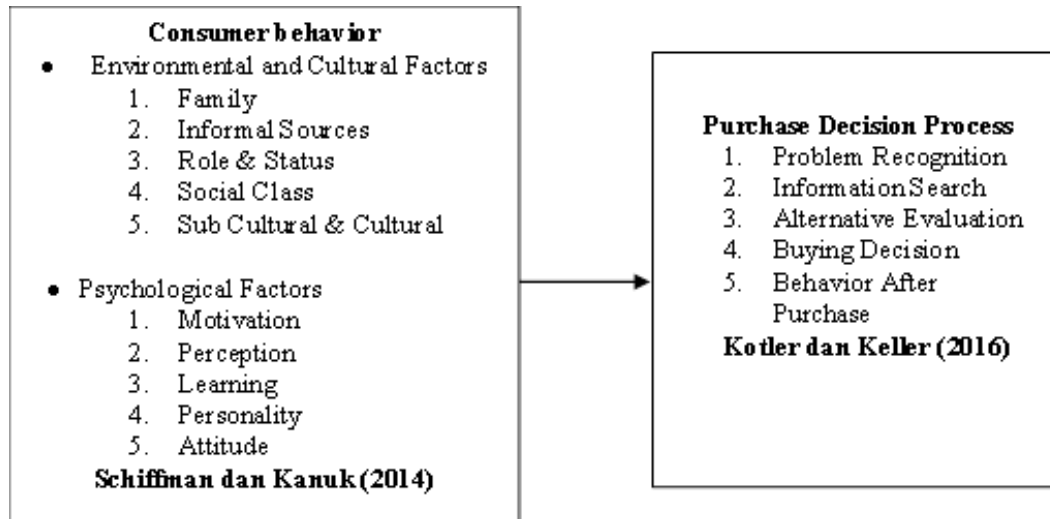


FIGURE 2. Research Model

Based on the framework and research model above, the hypotheses in this study are :

H_0 : There is no impact of consumer behavior on the purchasing decision process

H_1 : There is an impact of consumer behavior on the purchasing decision process

RESEARCH METHODS

In this research, the researcher used a verification method with a quantitative approach. According to [14], is a research method that basically test's a theory by testing hypotheses. Hypothesis testing is done by using statistical calculations that are used to test the effect of consumer behavior variables (Y) on the purchasing decision process variables (X) through statistical analysis tools, which in this study used the SmartPLS version 3.0 tool. In this research, we used a non-probability sampling method. The number of respondents in this study was conducted by a purposive sampling method. Since the population size is not known with certainty in this study, the sample size is determined using the unknown population formula. According to [15], the formula for calculating samples in an unknown population is by using the following calculations:

n = Number of samples

Z_{α} = Measure of confidence level with $\alpha = 0,05$ (95% confidence level means $Z_{\frac{1}{2}} \cdot 95\% = Z_{0,475}$ in the table specified 1,96)

σ = Standard Deviation

e = Standard Error or Tolerable Error (5% = 0,05)

Then the calculation is as follows :

$$n \left[\frac{Z_{\alpha} \cdot Z_{\sigma}}{e} \right]^2$$

$$n \left[\frac{(1,96) \cdot (0,25)}{0,05} \right]^2$$

$$= 96,04 \text{ Rounded to } 100$$

With a 95% confidence level, the random sample was $96.04 = 96$, with less than 0.05, so the sample was taken by as many as 96 people and rounded up to 100 people to anticipate errors in the data processing.

The data processing techniques and measuring instruments used in this study were in the form of a structured questionnaire using a rating scale. The data scale used is an interval scale. Descriptive data analysis with the interval range of each criterion for the score is as follows:

TABLE 1. Assessment Criteria

No	Score	Assessment Criteria
1	100-179	Inacceptable
2	180-259	Inadequate
3	260-339	Fair
4	340-419	Good
5	420-500	Excellent

The statistical method applied in this research is Structural Equation Modeling (SEM). The structural equation model is a multivariate data analysis method that aims to test the measurement model, namely the relationship between indicators and latent variables, and the structural model of latent variables, namely the relationship between independent and dependent constructs, with the tool used in the form of the SmartPLS 3.0 program.

Validity Test

In the measurement model, the indicator is recognized as valid if its load factor is greater than 0.5 for the proposed structure [16]. Then the output generated from processing SmartPLS for the loading factor is as follows:

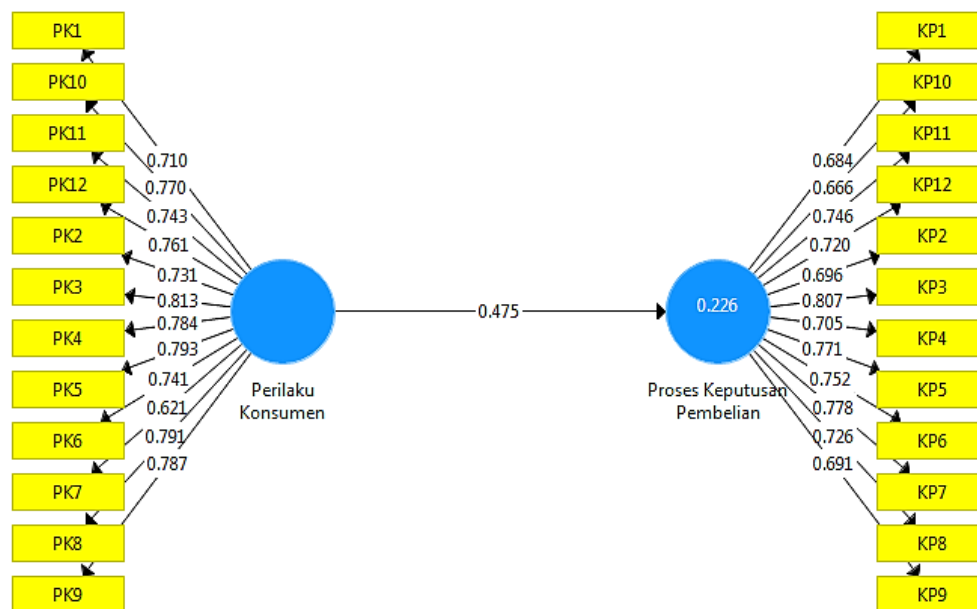


FIGURE 3. Loading Factor

Based on Figure 3, the results of the indicator values that have exceed 0.5, meaning that all indicators are declared valid. The following is a table of loading factor results:

TABLE 2. Loading Factor

Des.	Consumer Behavior	Purchase Decision Process
PK3	0.813	
PK5	0.793	
PK8	0.791	
PK9	0.787	

Des.	Consumer Behavior	Purchase Decision Process
PK4	0.784	
PK10	0.770	
PK12	0.761	
PK11	0.743	
PK6	0.741	
PK2	0.731	
PK1	0.710	
PK7	0.621	
KP1		0.684
KP10		0.666
KP11		0.746
KP12		0.720
KP2		0.696
KP3		0.807
KP4		0.705
KP5		0.771
KP6		0.752
KP7		0.778
KP8		0.726
KP9		0.691

Based on the table above, shows that the load factor gives a recommended value of more than 0.5. This means that the value of the indicator used in this study is valid or has reached convergent validity.

Reliability Test

TABLE 3. Composite Reliability

Variable	<i>Composite Reliability</i>
Consumer Behavior	0.941
Purchase Decision Process	0.932

Based on Table 3, it can be seen that the composite reliability of all the constructs is above 0.7, which means that all the constructs of the estimated model meet the value of the discriminant validity criterion. So the constructs of consumer behavior and the purchase decision process proved to be reliable. In addition, Cronbach's alpha also strengthens the reliability test, which is as follows:

TABLE 4. Cronbach's Alpha

Variabel	<i>Cronbach's Alpha</i>
Consumer Behavior	0.932
Purchase Decision Process	0.922

Table 4 shows that the value of Cronbach's alpha for all constructs is above 0.8. This means that the questionnaire is recognized as reliable or consistent because the value of Cronbach's Alpha is above the 0.6 value that has been determined.

RESULT AND DISCUSSION

Hypothesis testing can be seen from the path coefficient (path coefficient) generated from the bootstrapping process to determine the path coefficient value between latent variable constructs in the inner model and the significance of the proposed hypothesis, whether it can be accepted or rejected with reference to the following criteria:

- If T count (T-statistik) > T table, so H_0 rejected
- If T count (T-statistik) < T table, so H_1 received

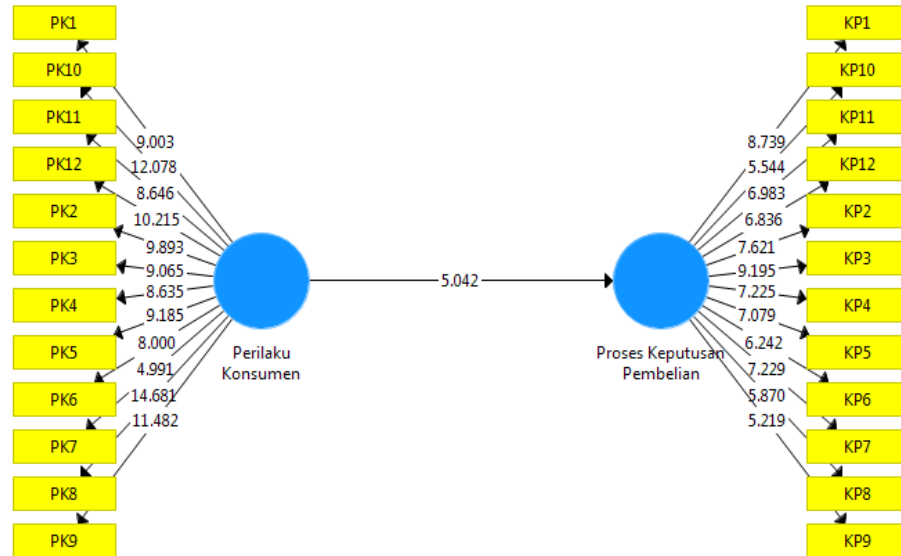


FIGURE 4. Bootstrapping

Based on Figure 4, it can be seen that the T-statistical value of each indicator, each latent variable construct has a value of more than the t-table (1.960), which means that each indicator has a very significant predictive level on the latent variable. To strengthen this, in addition to the testing in Figure 4, hypothesis testing can also be seen in the following path coefficient table:

TABLE 5. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDDEV)	T Statistics (O/STDEV)	P Values
Consumer Behavior	0.475	0.475	0.094	5.042	0

Based on Table 5, the value of the path coefficient shows that consumer behavior in the era of the COVID-19 pandemic has a significant impact on the purchase decision process, because the value of the T statistic is greater than the value of the t-table ($5.042 > 1.960$). Therefore, H_0 is rejected, which means that there is an effect between consumer behavior and the purchase decision process. This shows that the effects of the COVID-19 pandemic have a significant impact on consumer behavior when making a purchase decision. Thus, this study finds that consumer behavior in the era of the COVID-19 pandemic affects the purchase decision-making process in the shopee marketplace of Garut Regency.

CONCLUSION

Based on the results of the study on consumer behavior in the era of the Covid-19 pandemic, there are several conclusions about the purchase decision process in the shopee marketplace of the district of Garut. Based on the results of the respondents of the research done through the distribution of questionnaires, the following conclusions are drawn. Regarding consumer behavior, it can be concluded that the dimensions of the social and cultural environment

significantly influence consumer behavior. The obtained results show that the social and cultural environment criteria are good criteria. And the psychological dimension has a significant impact on consumer behavior by obtaining good criteria. Based on the above assessment, the consumer behavior variable receives good criteria. Regarding the purchase decision process, it has been proven that the influence of consumer behavior is a strong factor in the purchase decision process. And the evaluation criteria of the purchase decision process itself receive good criteria.

Based on the results of data processing, it is known that the R-squared value is 0.226, which means that 22.6% of the consumer behavior variable can explain or influence the purchase decision process, and the remaining 77.4% can be explained by others variables. Based on the results of hypothesis testing, it is known that the effect of consumer behavior on the purchase decision process leads to the rejection of H₀, which means that consumer behavior affects the purchase decision process.

ACKNOWLEDGMENTS

The members of the BTS (Batavia Transdisciplinary Symposium) editorial board would like to thank all the reviewers who participated in the peer review process of the manuscript for this issue. The professional support and help of all the respected reviewers made this journal worthy of publication.

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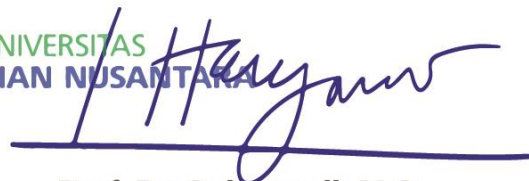
as a **Presenter** of a paper entitled:

Consumer Behavior in the Covid-19 Pandemic Era on the Purchase Decision Process at the Shopee Marketplace in Garut

in **The 1st Batavia Transdisciplinary Symposium (BTS) 2022** in conjunction with Transdisciplinary Symposium on Engineering and Technology (TSET) and Transdisciplinary Symposium on Business, Economics, and Communication (TSBEC) hosted by Universitas Dian Nusantara and RPI Institute held in Grand Inna Malioboro, Yogyakarta, Indonesia, 21 September 2022.



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