



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

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

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

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

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

Kurjono Kurjono, Faqih Samlawi, Badria Muntashofi, Nandu Saprudin

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

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

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

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

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

Practitioners and Academic Perceptions

R. Nelly Nur Apandi, Alfira Sofia, Hanifa Zulhaimi

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

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

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

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

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

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

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

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

Tetep Tetep, Ade Suherman, Yuyun Susanti, Aulia Nisa

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

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

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

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

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

Triani Widyanti, Tetep Tetep, Asep Supriatna, Syifa Nurgania

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

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

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

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

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

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

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

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

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

Boby Sagita, Nugraha Nugraha

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

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

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

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

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The Role of Financial Attitude in Entrepreneurship Student Investing Behavior

Dian Kurnianingrum, Ikaputera Waspada, Maya Sari

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

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

Rita Tri Yusnita, Ikaputera Waspada, Maya Sari

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

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Good Audit Planning Practices in the Digital Era

R. Nelly Nur Apandi, Alfira Sofia, Hanifa Zulhaimi

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

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

Abdul Rozak, Ikaputera Waspada, Maya Sari

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

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

Leni Yuliyanti, Ikaputera Waspada, Maya Sari, Nugraha Nugraha

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

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The Analysis Hedging and Derivative Instrument on Firm Value

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

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

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

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

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

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

Shi Yunzi, Dony Abdul Chalid

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

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

Ida Farida Adi Prawira, Memen Kustiawan, Jaqolina Anggraeni Vigim

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

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

Ernawati Ernawati, Nugraha Nugraha, Ikaputera Waspada, Maya Sari

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

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

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

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

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

Suci Putri Lestari, Arga Sutrisna

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

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

Ismi Kaniawulan, Heny Hendrayani, Munir Munir, C Furqon

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

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

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

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

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

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

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

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Recruitment Application Revamp Using Agile Development Methodology

Damon Prasetyo Arso, Wawan Dhewanto

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

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Digital Marketing Impact on Consumer Decision-Making Process

Nizar Alam Hamdani, Rio Muladi, Galih Abdul Fatah Maulani

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

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

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Does Creativity Determine Business Success?

(A Survey study on Marketplace Users in Indonesia)

Nizar Alam Hamdani, Miswan Roges Naibaho, Anggun Oktavia

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

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

Sucia Fajriati Sab'ah, Ratih Hurriyati, Hilda Monoarfa

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

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

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

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

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

Angga Dewi Anggraeni

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

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

Widi Prayoga, Ratih Hurriyati, Hilda Monoarfa, Heny Hendrayati

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

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Mutual Business Relationship Development Efforts

Rahmi Asih Lestari, Ratih Hurriyati, Hilda Monoarfa

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

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Building Competitive Positional Advantages in the Hotel Industry in Tasikmalaya

Depy Muhamad Pauzy, Agus Rahayu, Vanessa Gaffar

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

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

Li Zhixin, Ratih Hurriyati, Heny Hendrayati

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

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

Faishal Aulia Zahran, Ratih Hurriyati, Heny Hendrayati

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

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

Indri Ferdiani Suarna, Henny Hendrayati, Ratih Hurriyati

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

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

Dhelvianti Azni Savira, Heny Hendrayati, Ratih Hurriyati

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

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The Effect of Delivery Service Innovation on Customer Satisfaction

Kania Siti Sarah, Heny Hendrayati, Ratih Hurriyati

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

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Creating Tourism Experience- Orchestra Model Approach

Titing Kartika, Ratih Hurriyati, Heny Hendrayati

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

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The Impact of Social Media Marketing on Consumer Purchase Decisions

Dibias Lazuardi Maulid, Ratih Hurriyati, Heny Hendrayati

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

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Marketing Communication for Fintech – Mobile Payment

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

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

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

Rahmi Qurrota Aynie, Ratih Hurriyati, Heny Hendrayati

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

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Ed-tech as Cyber Brand: Winning in Service Market

Evi Yuliani Hertiana, Ratih Hurriyati, Heny Hendrayati

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

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

Gundur Leo, Ratih Hurriyati, Heny Hendrayati

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

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Surviving Without a Brand Ambassador: Apple After Steve Jobs

Munawaroh Junaedi Misbak, Heny Hendrayati

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

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

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

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

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

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The Effect of Experiential Marketing on Customer Satisfaction (Tokopedia)

Achmad Rizal Sumarwoko, Heny Hendrayati, Ratih Hurriyati

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

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Millennial Customer Inertia In Indonesia's Online Transportation Services

Ari Arisman, Ratih Hurriyati

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

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

Intan Permana, Ratih Hurriyati, Henny Hendrayati

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

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

Zhibek Adzhigalieva, Ratih Hurriyati, Heny Hendrayati

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

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

Dini Hamidin, Henny Hendrayati

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

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IndiHome Customer Loyalty in Bandung: Service Quality and Price

Senny H Suarsa, Angga D Anggraeni, Ruth F Aritonang

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

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Does Nostalgic Emotion Affect The Memorable Tourism Experience?

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

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

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

Sugesko Sugesko, Rahmat Hidayat, Bambang Widjajanta, Ratih Hurriyati

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

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

Budhi W Fitriadi, Ratih Hurriyati, Bambang Widjajanta

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

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

Arlin F M Trenggana, Ratih Hurriyati, Bambang Widjajanta

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

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

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

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

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

Rahmat Hidayat, Leni Cahyani, Ratih Hurriyati, Bambang Widjajanta

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

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

Adam Hermawan, Ratih Hurriyati, Heny Hendrayati

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

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

(Case Study: PT. Bank Negara Indonesia)

Della I S Putri, Heny Hendrayati, Ratih Hurriyati

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

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Danang F Pamungkas, Imam Salehudin

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Mutiara Nisa Rozdianda

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

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

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

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Strategic Alliance to Build Customer Trust Bank Syariah in Indonesia

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

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

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

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

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

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Dellia Mila Vernia, Syamsul Hadi Senen

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Barin Barlian, Yana Setiawan, Ratih Hurriyati

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

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Arga Sutrisna, Eeng Ahman, Dian Muhammad Wildan

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Mugi Puspita, Tjutju Yuniarsih, Lili Adi Wibowo

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Raisa Hillia Aini Syifa, Eeng Ahman

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

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Budi Harto, Lili Adi Wibowo, Tjutju Yuniarsih

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Riza A Yamin, E.S. Pusparini

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

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Aryo Wicaksono, E.S. Pusparini

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

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Yoga Pramaditya, E.S. Pusparini

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

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

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

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

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Arciana Damayanti, Agus Rahayu, Lili Adi Wibowo

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Zakiah Tsuroh Islamiyah, Agus Rahayu, Lili Adi Wibowo

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

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

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

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

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

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Formulating Business Strategies and Operating Strategies in E-Embroidery SMEs

Eka Ludiya, Agus Rahayu, Lili A Wibowo

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

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

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

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

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Mira Indriyulia Ekarini, Lili Adi Wibowo

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The Influence of Internal and External Factors on Entrepreneurial Intentions

Sulastri Sulastri, Hari Mulyadi, Nurhidayah Nurhidayah

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

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Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic

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ABSTRACT

This study aims to determine Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic. This survey study collected data using questionnaires involving Indonesian society in Ciamis, West Java. The results showed that Social entrepreneurship can minimize economic difficulties during the Covid-19 pandemic, that social entrepreneurship provides job opportunities for local communities, and that Social entrepreneurship can improve people's welfare.

Keywords: *social entrepreneurship, economy, Covid-19 pandemic.*

1. INTRODUCTION

The Covid-19 outbreak hits the world really hard. In Indonesia in particular, as many as 86,835 died of this novel coronavirus as of July 27, 2021 [1]. WHO has promoted physical distancing and self-isolation as a way to curb the Covid-19 related risks [2]. In Indonesia, the Covid-19 pandemic has been stated in the Presidential Decree No. 12 of 2020 as national disaster. To avoid the wider spread of Covid-19, the Indonesian government is forced to adopt a policy of social and physical distancing. People are told to temporarily stay at home, work from home, studying from home and worshipping at home [3].

Social distancing, self-isolation, and travel restriction has caused the increase in unemployment in almost every sector [4].

Due to the increasing spread of Covid-19 in Indonesia, the government issued a decision through the Minister of Home Affairs Instruction Number 15 of 2021 concerning the Enforcement of Emergency Restriction of Public Activity in the Java and Bali Region stating:

1. All classroom meetings in schools, ranging from kindergarten to higher education, are suspended and instructional activities are carried out online.

2. 100% work from office policy is applied to all offices.
3. 50% workers from essential sectors like finance and banking, capital market, payment system, ICT, and export-oriented industry are allowed to work from office, and 100% workers from critical sectors like hospitals, pharmacies and providers of daily primary needs are permitted to work from office.
4. Shopping centers, malls, and trade centers are closed, but restaurants, supermarkets, and self-service markets are permitted to operate taking account the regulations in the existing dictum.
5. 100% workers from construction sectors are allowed to work in the construction site but are urged to comply with the Covid-19 protocols.
6. Places of worship like mosques, churches, temples, vihara, and other public places functioning as places of worship are temporarily closed.
7. Public facilities like parks, tourist attractions and other public areas are temporarily closed
8. Arts, culture, sports, and social activities in art and cultural studios, sports facilities, and social activities involving big crowds are temporarily suspended.

9. Public transportation (shared taxis, mass transportation, online taxis) continues to operate with a maximum capacity setting of 70% (seventy percent) [5].

The government is responsible to deal with the Covid-19 related issues [6]. The abovementioned public activity restrictions have direct impacts on the economy. Some companies are closed because raw material supplies are hard to get and their production and marketing do not operate. Workers are either temporarily or permanently laid off. Companies in business-related entrepreneurship integrate public health (health-related issues) into the study of entrepreneurship and consider the effects on business performance [7].

There are 29.12 million people of working age affected by the COVID-19 pandemic and the number of open unemployment has reached 9.77 million people. 24.03 million people are still employed despite experiencing reduced working hours due to COVID-19, 2.56 million people lost their jobs, 1.77 million people were temporarily laid off, and around 760 thousand people were not in the labor force as a result of the pandemic [8].

Public activity restrictions imposed by the Indonesian government to minimize the spread of the Covid-19 have impacts on many sectors including education, health, employment, and economy. As people's purchasing power drastically declines, so does companies' turnover. Social entrepreneurship is a practical, innovative, and sustainable approach solution for marginalized economic class people to overcome social problems including economic problems.

The poverty rate is increasing from time to time. To reduce the number of poor people, the Indonesian government has launched the what-so-called *Bantuan Langsung Tunai* (Unconditional Cash Transfer) program. However, the efforts have not been able to significantly reduce the poverty rate [9].

Social entrepreneurship activities can create social and economic value, provide job opportunities for the community, can innovate / new goods and services in order to provide added value for the community, provide social capital for the community and provide equity promotion for the community [10]. The COVID-19 pandemic has resulted in a worsening of the economy, but the positive side is that the social piety of the Indonesian people has increased.

Social entrepreneurship activities decline during socioeconomic crises and high uncertainty, such as those caused by Covid-19 [11].

There is a lot of potentials for small businesses to contribute to better rebuilding a more inclusive and greener post-Covid economy, especially if activated by targeted multi-stakeholder support measures [12].

This study aims to determine Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic. This survey study collected data using questionnaires involving Indonesian society in Ciamis, West Java. Community activities from home through the creative economy can be of economic value for many communities, one of which is community economic activists within the scope of social entrepreneurship carried out by the Youth Organization (known as *Karang Taruna*) in the locus of the study.

2. METHODS

This study was conducted using a survey method. Data were collected using questionnaires. The aim is to obtain information about a number of respondents deemed representative of a particular population [13]. Thus, a survey is a research that takes a sample from one population and uses a questionnaire as the main data collection tool [14]. In general, the unit of analysis in survey research is the individual. Survey research can be used for descriptive purposes. Descriptive research is intended for the careful measurement of certain social phenomena [14]. Indicators include elements of program success consisting of conflict, duration, liking, consistency, energy, timing, and trend. This study was conducted using a descriptive approach. This study operates a variable about social entrepreneurship as an effort to recover the economy during the COVID-19 pandemic with a population of 46,366 people in Baregbeg Subdistrict, Ciamis Regency, West Java, Indonesia [15], from which a sample size of 25 was selected.

3. RESULTS AND DISCUSSION

Based on the results of the study, the studied people in Jelat Village, Baregbeg Subdistrict felt that the Covid-19 pandemic has led to prolonged economic difficulties due to loss of job and lack of income. Thanks to the initiation of the *Karang Taruna* community mobilizer in the village, supported by the village and subdistrict administrations, several social entrepreneurship units were established in the form of micro-economic businesses and home-based industries. The types of businesses include fishing rods and fishing equipment, home furnishings (mat making) and other home industries such as round tofu and simple snacks. *Karang Taruna* mobilizes the community by organizing trainings, thanks to which the community has explored its ability to create products that can generate income to cover their daily needs.

Entrepreneurial development is mapped by Bornstein [16] as follows: poverty reduction through empowerment such as the microfinance movement, provision of health services, ranging from small-scale support for the mentally ill to the community scale, education and training such as efforts to widen participation and

democratize knowledge transfer, environmental preservation and sustainable development, community regeneration, welfare projects such as job creation for the unemployed or homeless and projects to tackle alcohol and drug related problems, and campaigns and advocacy such as promotion of fair trade and promotion of human rights.

President Joko Widodo (Jokowi) declared the Corona virus pandemic (Covid-19) to be a heavy blow to the Indonesian economy. Not only that, the pandemic has also caused world economic growth to slow down [17].

Based on the results of a questionnaire on social entrepreneurship as an effort to recover the economy during the COVID-19 pandemic;

2. Social entrepreneurship can minimize economic difficulties during the COVID-19 pandemic. 78% of respondents who are social entrepreneurs feel helped by Karang Taruna social activists through social entrepreneurship activities. The increasing unemployment rate due to the Covid-19 pandemic has made people start to look at entrepreneurship. Social entrepreneurship is a social-based entrepreneurship aimed at the benefit of the community, not just personal gain. This social entrepreneurship can be done individually or in social organizations and entrepreneurship which means as a person/organization who understands social problems and uses entrepreneurial abilities to make social change. The practice of social entrepreneurship has played an important role in poverty alleviation, wealth creation, welfare improvement, and environmental preservation. Fluctuating economic growth conditions were triggered by many factors, ranging from trade activities, production levels, inflation and several other factors. The Covid-19 pandemic has brought the world into a dire crisis. [18]

3. Social entrepreneurship provides job opportunities for the surrounding community. The results of the questionnaire show that 86% of social entrepreneurship carried out by social business activists through activities provide job opportunities. Initially, before the development of social entrepreneurship activities, the community had difficulty finding work. Now they have jobs to fulfill their daily needs. Social entrepreneurship is a movement with a social mission, which is endeavored by efforts to find opportunities and cultivate them with innovation and a relentless learning process, and is supported by readiness to act even with systemic limited resources. In the context of social entrepreneurship, the intended value is social value. Social entrepreneurship can be a way for someone to make social change. Pandemic has a significant effect on people's lives, both those with civil servant and non-PNS backgrounds and those who live in rural and urban areas, [19].

4. Social entrepreneurship can prosper the community in Barebeg subdistrict. The results of the questionnaire show that 65% of social entrepreneurship contributes to improving people's welfare. Social entrepreneurship carried out by Karang Taruna in Jelat Village, Barebeg subdistrict, provides added value for the surrounding community in the form of independent business. The community considers that even though the business is only a small-scale home industry, it provides income to fulfill their daily needs. It is expected that when the pandemic ends, the business will be expanded more widely with increased production and wider market reach. Respondent's income experienced sharp decline between 30%-70% at the beginning of the pandemic while spending tends to permanent. This condition causes respondents to have to deal with family expenses. By In general, there is a decrease in the income level of respondents during the pandemic, however not all respondents make drastic changes in food patterns [20].

4. CONCLUSIONS

The results showed that; Social entrepreneurship can minimize economic difficulties during the COVID-19 pandemic. Social entrepreneurship provides job opportunities for the surrounding community and improves the welfare of the community so that it contributes added value to the surrounding community in the form of independent business creativity.

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