



ISSN 2746-5667

# PROCEEDING

**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON  
BUSINESS & SOCIAL SCIENCES**

**Digital Transformation Business Strategy in Post Covid-19**



Jl. Menur Pumpungan 30  
Surabaya - Jawa Timur  
Telp: (031) 594-7505; 594-7840  
stiesia@stiesia.ac.id  
www.stiesia.ac.id



Surabaya-Indonesia, March 5-6, 2022

## ACKNOWLEDGEMENT

Assalamualaikum Wr. Wb (Peace and blessings of Allah be upon you)

Good morning,

Distinguished guests, speakers, participants, ladies and gentlemen.

Welcome to our 2<sup>nd</sup> International Conference on Business and Social Sciences (ICOBUSS 2022). On behalf of Indonesia School of Economic (STIESIA) Surabaya, I would like to express my gratitude and a warm welcome to our speakers for today's conference from Malaysia, New Zealand and Thailand:

1. Prof. Che Zalina Zulkifli from Universiti Pendidikan Sultan Idris, Malaysia
2. Fandy Tjiptono, Ph.D. from Victoria University of Wellington, New Zealand.
3. Assistant Prof. Chidchanok Anantamongkolkul, Ph.D. from Phuket Rajabhat University, Thailand.

My gratitude and appreciations also go to all of the Co-host universities from STIE Surakarta, University of Nusantara PGRI Kediri, STIE Yapan Surabaya and Institute of Business and Technology Pelita Indonesia, Pekanbaru Riau-Sumatra for your support. In addition, to all of our sponsors who have supported this International Conference.

This International Conference is very important in order to build a networking among researchers. Research collaboration is an important key to produce an excellent research. Therefore, COVID-19 pandemic does not discourage us to be productive in disseminating our research and to meet other researchers from all over the world.

Our International Conference theme is "Digital Transformation Business Strategy in Post Covid-19". Nowadays, Businesses need to adapt into a Digital World in order to be successful and to win the competition. Otherwise, Businesses cannot be sustainable. Therefore, we have this topic to explore and exchange ideas in research about how to be sustainable in Digital Environment for Businesses in the Post Covid-19 era.

Thank you and have a Happy International Conference

Wassalamualaikum wr. Wb

Associate Professor **Dr. Nur Fadrijh Asyik, S.E., M.Si., Ak., CA.**  
**The President of Indonesia School of Economics (STIESIA) Surabaya**

## MESSAGE FROM THE 2<sup>nd</sup> ICOBUSS CHAIRMAN EXECUTIVE

Assalamualaikum warohmatullahi wabarokatuh  
Greetings from STIESIA, Surabaya, Indonesia!

Honourable the Head of Perpendiknas and Members  
Honourable the President and Vice Presidents of STIESIA  
Honourable Keynote Speakers  
Respectable the conference participants, presenters, researchers, lecturers, students, and practitioners who have joined the second ICOBUSS.

Peace be upon you and Allah's mercy and blessings.  
Praise and gratitude to Allah SWT, who has given His blessings and mercy for today.  
Sholawat and excellent greetings are to Prophet Muhammad SAW.  
May we all get his intercession on the last day Amen

The theme of this event is Digital Transformation Business Strategy in Post Covid-19. This theme was considered at this conference because the Covid-19 pandemic has profoundly affected and changed the business world, including particular forms of digitization. Therefore, businesses need to implement new strategies to survive in the post-pandemic. Digital business stands for new trends of development, opportunities and innovation. Our goals are to bring together scientists, practitioners, and decision-makers from these four fields to foster a solid and well-connected community. We welcome innovative ideas, concepts, services, techniques, research results, and business practices to be published in the proceedings of the second ICOBUSS.

This international conference will bridge academics, consultants, and professionals to present their research findings and share their experiences in various Business and Social Sciences. This international forum includes more than 300 participants and 140 speakers from state and private universities from Indonesia and other countries.

We also take this opportunity to express our gratitude to:

1. The speakers who have taken the time and opportunity to share knowledge in this international scientific forum.
2. Academics, researchers, and practitioners who have submitted their best articles to this conference.
3. The sponsors who have supported this event.
4. The entire STIESIA Surabaya academic community
5. The affiliated ICOBUSS committee for their hard work to hold this event properly.

Hopefully, this activity can benefit all of us for scientific development. We apologize if there are things that are less pleasing to this activity.

Wassalamualaikum warohmatullahi wabarokatuh  
**Dr. Suhermin, S.E., M.M.**  
**Chairman Executive**  
**The 2<sup>nd</sup> ICOBUSS 2022**

## Committee 2<sup>nd</sup> ICOBUSS

|                                 |  |
|---------------------------------|--|
| Director                        | : 1. The President of PERPENDIKNAS<br>2. Members of PERPENDIKNAS   |
| Person in Charge                | : 1. The President of STIESIA Surabaya<br>2. Vice President of Academic Affairs STIESIA Surabaya<br>3. Vice President of Finance Affairs STIESIA Surabaya<br>4. Vice President of Student Affairs STIESIA Surabaya |
| Chairman Executive              | : Dr. Suhermin, S.E., M.M.   |
| Secretariat                     | : 1. Dr. Suwitho, M.Si.<br>2. Lulu Budi  |
| Treasurer                       | : 1. Dian Palupi, S.E., M.S.M.<br>2. Rutin, S.E., M.M.   |
| Administration Paper Division   | : 1. Mar'atus Zahro, S.E., M.S.A.<br>2. Rika Rahayu, S.M., M.B.A.  |
| Event Division                  | : 1. Dewi Maryam, S.E., M.M.<br>2. Dr. Lilis Ardini, S.E., M.Si., Ak., CA.   |
| Publication Division            | : 1. Septian Bagas Anjasmara RP., S.Ds.<br>2. Atika Fitri Mumpuni, S.M.<br>3. Sabrina Putri Oktavia, S.Pi.<br>4. zamkahfi Putra Dalla Yuba, S.Ds.  |
| Sponsorship Division            | : 1. Dra. Wiwiek Srikandi, M.M.<br>2. Dr. Nur Laily, M.Si.<br>3. Dr. Ir. Marsudi Lestariningsih, M.Si.   |
| Proceeding Division             | : 1. Dr. Suhermin, S.E., M.M.<br>2. Dr. Suwitho, M.Si.<br>3. Mar'atus Zahro, S.E., M.S.A.<br>4. Dewi Maryam, S.E., M.M.<br>5. Rika Rahayu, S.M., M.B.A.  |
| Information Technology Division | : 1. Ir. Pontjo Bambang M., M.M.<br>2. Achmad Zakariyah, S.Kom.<br>3. Gilang Perwira<br>4. Swasono Ganti Arto<br>5. Indarto<br>6. Abu Ahmadi, S.E.<br>7. Mukhamad Abdul Mustofa                                    |

Infrastructure Division

- : 1. Maryati  
2. F. Arifin Santoso  
3. Evi Diana, S.E.  
4. Iwula Hari  
5. General Helper

**Reviewer Committee 2<sup>nd</sup> ICOBUSS**

|                                      |  |
|--------------------------------------|--|
| Prof. Abdul Thalib Bon               | Universiti Tun Hussein Onn Malaysia,<br>Johor, Malaysia                        |
| Dr. Marlon Rael Astillero            | Rajamangala University of Technology<br>Krungthep, Thailand                    |
| Prof. Dr. Budiyanto, M.S.            | Indonesia School of Economics (STIESIA),<br>Surabaya, Indonesia                |
| Prof. Dr. Teddy Chandra, S.E., M.M.  | Institute of Business and Technology Pelita<br>Indonesia, Pekanbaru, Indonesia |
| Prof. Dr. I Gede Riana, S.E., M.M.   | Udayana University, Denpasar, Indonesia  |
| Prof. Dr. Djoko Setyadi, S.E., M.Sc. | Mulawarman University, Samarinda,<br>Indonesia                                 |
| Dr. Suwitho, M.M.                    | Indonesia School of Economics (STIESIA),<br>Surabaya, Indonesia                |
| Dr. Triyonowati, M.M.                | Indonesia School of Economics (STIESIA),<br>Surabaya, Indonesia                |
| Dr. Khuzaini, S.E., M.M.             | Indonesia School of Economics (STIESIA),<br>Surabaya, Indonesia                |
| Dr. Djawoto, S.E., M.M.              | Indonesia School of Economics (STIESIA),<br>Surabaya, Indonesia                |
| Dr. Suhermin, S.E., M.M.             | Indonesia School of Economics (STIESIA),<br>Surabaya, Indonesia                |

## TABLE OF CONTENTS

|    |  |        |
|----|--|--------|
| 1. | RISK MANAGEMENT AT RURAL BANK WITH ISO 31000 APPROACH<br><i>Tjahjono, Budiyanto, Khuzaini</i>  | 1-9    |
| 2. | THE IMPACT OF WORD OF MOUTH ON CONSUMERS' PURCHASING DECISION<br><i>Hario Tamtomo, Wella Sandria, Arniwita, Ayu Astri Purwati</i>  | 10-18  |
| 3. | REALIST ETHNOGRAPHIC APPROACH: STRATEGY TO MAINTAIN THE SUSTAINABILITY OF TRADITIONAL MARKET CULTURE BASED ON THE DETERMINATION OF "PASARAN JAWA"<br><i>Chusnul Rofiah, Khuzaini</i>   | 19-32  |
| 4. | AUTOCRACY LEADERSHIP IN IMPROVING ORGANIZATIONAL PERFORMANCE<br><i>Juni Gultom, Budiyanto</i>  | 33-48  |
| 5. | DIGITAL TRANSFORMATION AND ITS IMPACT ON FINANCIAL PERFORMANCE: IN THE FOOD AND BEVERAGE SMALL BUSINESS SECTOR<br><i>Liana Mangifera, Wisnu Mawardi</i>  | 49-61  |
| 6. | THE ROLE OF COMMITMENT IN MEDIATING THE EFFECT OF INTERPERSONAL COMMUNICATION ON ACADEMIC ACHIEVEMENT<br><i>Tri Rahayu, Aris Triyono, Novriyani</i>  | 62-69  |
| 7. | INFLUENCE OF KNOWLEDGE SHARING, SRHRM, AND RESPONSIBLE LEADERSHIP ON ABSORPTIVE CAPACITY<br><i>Hamza, Budiyanto, Suhermin</i>  | 70-78  |
| 8. | ANALYSIS OF SERVICE QUALITY AND CUSTOMER SATISFACTION USING CUSTOMER SATISFACTION INDEX AND IMPORTANCE-PERFORMANCE ANALYSIS METHODS IN PT. ANGKASA PURA II, BRANCH SULTAN SYARIF KASIM II AIRPORT, PEKANBARU<br><i>Maulana Rezfajri S., Suhermin</i> | 79-95  |
| 9. | JOB SATISFACTION AS MEDIATION: JOB ENVIRONMENT ON EMPLOYEE PERFORMANCE<br><i>Mardi Astutik, Suhermin</i>   | 96-103 |

## TABLE OF CONTENTS

|     |   |         |
|-----|---|---------|
| 10. | THE ROLE OF JOB SATISFACTION IN MEDIATING THE EFFECT OF COMPETENCE ON LECTURERS' PERFORMANCE AT THE ECONOMICS COLLEGE OF INDRAGIRI (STIE-I) RENGAT<br><i>Aris Triyono, Agustedi</i>                       | 104-115 |
| 11. | PERCEPTION ANALYSIS OF SALES VOLUME ON PARTNER WHO USING THREE FOOD DELIVERY APPS IN SURABAYA<br><i>Yoesoep Edhie Rachmad, Budiyanto</i>  | 116-122 |
| 12. | EFFECT OF WORK ENVIRONMENT, WORK DISCIPLINE, WORK MOTIVATION ON EMPLOYEE PERFORMANCE THROUGH JOB SATISFACTION<br><i>Brilliantana Anugrah, Yoesoep Edhie Rachmad</i>                                       | 123-130 |
| 13. | THE EFFECT OF SOCIAL CAPITAL ON MARKETING INNOVATION: MEDIATED BY VIRTUAL COMMUNITY ROLE<br><i>Nina Triolita, Budiyanto</i>   | 131-145 |
| 14. | MODERATION ON FIRM SIZE TOWARD FACTORS AFFECTING PROFIT GROWTH STUDY ON CONSUMER GOODS COMPANIES LISTED IN IDX 2016-2020<br><i>Mimelientesa Irman, Idawati, Sarli Rahman, Linda Hetri Suriyanti</i>       | 146-160 |
| 15. | THE EFFECT OF INTRINSIC MOTIVATION ON TEACHER LOYALTY WITH RELIGIOSITY AS MEDIATION<br><i>Muhammad Hafidz Yusuf, Triyonowati</i>  | 161-171 |
| 16. | THE INFLUENCE OF SERVICE QUALITY AND UNIVERSITY IMAGE ON WORD OF MOUTH IN HIGHER EDUCATION INSTITUTIONS IN RIAU PROVINCE<br><i>Jennifer Chandra, Suhermin</i>   | 172-184 |
| 17. | ANALYSIS OF THE EFFECT OF QUALITY ASSURANCE AND INFORMATION TECHNOLOGY ON HIGHER EDUCATION ACCREDITATION PERFORMANCE (Case Studi: Lancang Kuning University)<br><i>Bayu Febriadi, Ikhsan Budi Riharjo</i> | 185-194 |
| 18. | COMPUTER-BASED CASH SALE ACCOUNTING INFORMATION SYSTEM DESIGN IN NSC POLYTECHNIC SURABAYA CANTEEN<br><i>Prasetyo Widyo Iswara, Nina Triolita</i>  | 195-204 |



## TABLE OF CONTENTS

- |     |   |         |
|-----|---|---------|
| 19. | THE EFFECT OF CONTROL SYSTEM AND THE COMPETENECE OF SUPERVISORS ON SALESPERSONS WORK MOTIVATION AND THEIR RELATIONSHIP TO SALESPERSONS PERFORMAANCE AT PT. AGUNG AUTOMALL PEKANBARU<br><i>Surya Safari SD, Suwitho</i>                                      | 205-220 |
| 20. | THE INFLUENCE OF HUMAN CAPITAL AND TRANSFORMATIONAL LEADERSHIP ON THE PERFORMANCE OF BAKESBANGPOL BUDGET PROGRAM EMPLOYEES MEDIATED BY MOTIVATION<br><i>Cicilia Rita Juliana Martin, Budiyanto</i>  | 221-230 |
| 21. | THE EFFECT OF JOB PERFORMANCE, COMPETENCY AND WORK DISCIPLINE ON PROMOTION AT PT. BANK SYARIAH MANDIRI IT OPERATION GROUP<br><i>Mukti Raharjo, Suhermin</i>   | 231-243 |
| 22. | THE ROLE OF COMPENSATION IN MODERATING THE EFFECT OF LEADERSHIP AND TRAINING ON ACADEMIC PERFORMANCE<br><i>Raflinor, Agustedi, Tomy Fitrio</i>  | 244-255 |
| 23. | INFLUENCE OF ENTREPRENEURSHIP MOTIVATION FACTORS AND KNOWLEDGE OF ENTREPRENEURSHIP ON ENTREPRENEURSHIP INTERESTS OF STUDENTS OF THE FACULTY OF ECONOMICS MANAGEMENT, UNIVERSITY OF NUSA NIPA MAUMERE<br><i>Antonius Philipus Kurniawan Ghetta, Khuzaini</i> | 256-266 |
| 24. | SERVANT LEADERSHIP, AFFECTIVE COMMITMENTS AND ENTREPRENEURSHIP BEHAVIOR TOWARDS THE PERFORMANCE OF SMALL MEDIUM BUSINESSES (SMEs) “SONGKET WOVEN SILUNGKANG” SAWAHLUNTO REGENCY IN WEST SUMATERA<br><i>Yulihardi, Nur Fadrijh Asyik</i>                     | 267-279 |
| 25. | THE ROLE OF DIFFERENTIATION FOR COMPETITIVENESS IN MODERATING THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR ON THE PERFORMANCE OF PRIVATE SENIOR HIGH SCHOOLS<br><i>Defi Warman, Agustedi, Tomy Fitrio</i>           | 280-291 |

## TABLE OF CONTENTS

|     |  |         |
|-----|--|---------|
| 26. | MARKETING STRATEGIES WITH AIDAR PATTERNS<br>(AWARENESS, INTEREST, DESIRE, ACTION, RETENTION)<br>FOR TRADITIONAL RETAILS TO COMPETE WITH MODERN<br>RETAILS<br><i>Teguh Sanyoto, Nina Triolita</i>             | 292-303 |
| 27. | INFLUENCE OF INSTAGRAM SOCIAL MEDIA, PRODUCT<br>QUALITY, AND PROMOTION ON INCREASING SALES<br>VOLUME (Case Study at Beneficial Surabaya)<br><i>Jushua Sutanto Putra, Lilis Ardini</i>                        | 304-310 |
| 28. | ANALYSIS OF THE EFFECT OF LEADERSHIP STYLE,<br>ORGANIZATIONAL CULTURE, AND TRAINING THROUGH<br>JOB SATISFACTION ON EMPLOYEE PERFORMANCE<br><i>Jeziano Rizkita Boyas, Yoesoep Edhie Rachmad</i>               | 311-319 |
| 29. | THE EFFECT OF WORK MOTIVATION, WORK STRESS AND<br>WORK ENVIRONMENT ON THE EMPLOYEE TURNOVER OF<br>ERIA HOSPITAL PEKANBARU<br><i>Ermina Rusilawati, Teddy Chandra</i>   | 320-330 |
| 30. | JATIM CORP-U AS TALENT DEVELOPMENT<br>ACCELERATION INSTRUMENT OF INDONESIAN STATE<br>CIVIL APPARATUS' TO ACHIEVE GOVERNOR'S VISION –<br>MISSION<br><i>Aries Agung Paewai, Budiyanto, Ikhsan Budi Riharjo</i> | 331-345 |
| 31. | THE EFFECT OF PROFESSIONALISM AND WORKLOAD ON<br>THE PERFORMANCE OF EMPLOYEES OF REGIONAL<br>REVENUE AGENCY IN SIKKA REGENCY<br><i>Richardus Muga, Ikhsan Budi Rihardjo</i>                                  | 346-360 |
| 32. | THE EFFECT OF FINANCIAL PERFORMANCE ON PROFIT<br>GROWTH OF LQ45 COMPANIES LISTED ON THE INDONESIA<br>STOCK EXCHANGE<br><i>Kasmawati, Nur Fadjrih Asyik</i>   | 361-370 |
| 33. | CREATIVITY TURNS CHALLENGES INTO OPPORTUNITIES<br>IN THE POST COVID-19 PANDEMIC ERA<br>(Study on Rumah Kreatif Disabilitas in Malang)<br><i>Irma Kurniasari</i>  | 371-375 |
| 34. | PERCEIVED QUALITY'S EFFECT ON LOYALTY: WEIGHT AS<br>INTRINSIC CUES OF SMARTPHONE<br><i>Iwan Purnomo Adi</i>  | 376-383 |

## TABLE OF CONTENTS

|     |  |         |
|-----|--|---------|
| 35. | COMPARISONAL ANALYSIS OF FINANCIAL PERFORMANCE AT BANK RAKYAT INDONESIA Tbk AND BANK CENTRAL ASIA Tbk FOR THE 2015-2019 PERIOD<br><i>Fazila Audina, Nurhayani Lubis, Ryan Pahlawan</i>   | 384-388 |
| 36. | ACCOUNTING INFORMATION SYSTEMS, INFORMATION TECHNOLOGY, AND TASK-TECHNOLOGY SUITABILITY ON EMPLOYEE PERFORMANCE<br><i>Aloisius Hama, Arief Nurdiannova Qurochman</i>   | 389-398 |
| 37. | THE EFFECT OF ENVIROMENTAL PERFORMANCE, ENVIROMENTAL COST, ISO 14001 AND GOOD CORPORATE GOVERNANCE ON FINANCIAL PERFORMANCE IN MINING COMPANIES IN THE INDONESIA STOCK EXCHANGE<br><i>Inova Fitri Siregar, Rinayanti Rasyad, Hardi</i> | 399-404 |
| 38. | CAMEL BANKING FINANCIAL PERFORMANCE ANALYSIS BEFORE AND AFTER DIGITAL TRANSFORMATION BASED ON TECHNOLOGY (Case Study on Banking that Wins "Indonesia Digital Innovation Award 2018")<br><i>Gusti Dian Prayogi, Ira Ningrum Resmawa</i> | 405-414 |
| 39. | ANALYSIS OF STUDENT SATISFACTION AND ACHIEVEMENT WITH LEARNING MANAGEMENT SYSTEM<br><i>Budi Istiyanto, Muhammad Luqman Hakim</i>   | 415-423 |
| 40. | MARKETING STRATEGY FOR TOURISM INDUSTRIES IN ANDAMAN PROVINCES AFTER COVID-19 EPIDEMIC<br><i>Cherdchai Klinthongchai</i>   | 424-429 |
| 41. | THE IMPORTANCE OF DIGITAL MARKETING STRATEGY EMOS MARKETPLACE DURING COVID-19 PANDEMIC PERIOD<br><i>Firda Meisaroh, Sudarmiatin, Agus Hermawan</i>   | 430-439 |
| 42. | THE INFLUENCING FACTORS FOR FINANCIAL BEHAVIOR OF GEN Z<br><i>Tri Ratna Pamikatsih, Atik Lusiah, Adelvia Sri Rahayu, Putri Maisara, Arif Farida</i>  | 440-449 |
| 43. | DIGITAL REFERENCES AND INVESTMENT COMMUNITIES IMPACT AS MODERATING FINANCIAL AND ESG REPORTING TO STOCKS LIQUIDITY<br><i>Niken Savitri Primasari, Mohammad Ghofirin, Parwita Setya Wardhani</i>  | 450-460 |

## TABLE OF CONTENTS

|     |   |         |
|-----|---|---------|
| 44. | MARKETING STRATEGIES TOWARD DIRECT AND INDIRECT PURCHASING AT THE PREMIERE HOTEL PEKANBARU<br><i>Yusnita Octafilia Th. A. Y. I., Amirudin M. Amin</i>   | 461-473 |
| 45. | THE EFFECT OF COMPENSATION AND WORK MOTIVATION ON PERFORMANCE WITH LEADERSHIP STYLE AS MODERATOR ON EMPLOYEES OF THE SECRETARIAT OF THE REGIONAL PEOPLE'S REPRESENTATIVE BOARD OF EAST JAVA PROVINCE<br><i>Dewa Ayu Karina Asokawati, Budiyanto, Khuzaini</i> | 474-474 |
| 46. | ANTECEDENTS OF INITIAL TRUST AND CONSEQUENCES IN USING E-BANKING<br><i>Gisela Galuh Nourmalita Nahumury, Luki Adiati Pratomo, Dyah Astarini, Sisca Damayanti</i>  | 475-485 |
| 47. | EFFECT OF PROMOTION, BRAND IMAGE ON LOCAL WISDOM AND DECISIONS PURCHASING AT THE PT. MEGAH PUTRA SEJAHTERA SUZUKI MAKASSAR<br><i>Andi Mappatempo, Abd. Rahman Rahim, Nasrullah</i>  | 486-504 |
| 48. | THE ROLE OF FINANCIAL TECHNOLOGY IN CULINARY SMEs CITY OF PADANG BASED ON HALAL FOOD<br><i>Yenni Del Rosa, David Malik, Nisya Cesaryani Rahmasari</i>   | 505-519 |
| 49. | CONSUMER PERCEPTION STUDY OF THE VALUE PROPOSITION<br><i>Eko Tjiptojuwono, Hening Widi Oetomo</i>   | 520-528 |
| 50. | INFLUENCE OF WORK DISCIPLINE AND WORK ENVIRONMENT ON THE PERFORMANCE OF EMPLOYEES OF THE SIKKA DISTRICT AGRICULTURE OFFICE<br><i>Henderikus Darwin Beja, Djawoto</i>  | 529-539 |
| 51. | DETERMINANT FACTORS OF REPURCHASE INTENTION OF SHOPEE ONLINE MARKETPLACE<br><i>Suwitho, Dian Palupi, Ilham Andre Praselia</i>   | 540-540 |
| 52. | CRISIS COMMUNICATION MANAGEMENT: PONGGOK TOURISM VILLAGE RECOVERY STRATEGY POST PANDEMIC<br><i>Rika Apriyanti, Andre Rahmanto, Ign Agung Satyawan</i>   | 541-554 |

## TABLE OF CONTENTS

|     |  |         |
|-----|--|---------|
| 53. | EFFECT OF CUSTOMER EXPERIENCE, CUSTOMER VALUE, AND BRAND TRUST TO CUSTOMER LOYALTY USERS OF GO-JEK ONLINE TRANSPORTATION SERVICES IN PEKANBARU<br><i>Gatot Wijayanto, Marzolina, Restu Ibrahim, Arwinence Pramadewi, Jushermi</i>    | 555-555 |
| 54. | THE EFFECT OF BURNOUT SYNDROME ON TURNOVER INTENTION THROUGH ORGANIZATIONAL COMMITMENT<br><i>Nur Laily, Hening Widi Oetomo, Juwita Sari</i>  | 556-556 |
| 55. | JATIM CORPORATE UNIVERSITY CREATIVE COLLABORATION MODEL IN COMPETENCE DEVELOPMENT OF THE STATE CIVIL APPARATUS IN INDONESIA<br><i>Hary Wahyudi</i>   | 557-566 |
| 56. | DETERMINATION OF PURCHASE DECISIONS: THE PHENOMENON OF MASK AND VITAMINS IN SURAKARTA DURING PANDEMIC<br><i>Aditya Liliyan, Ari Susanti, Ginanjar Rahmawan, Rizka Ambar Sari</i>   | 567-577 |
| 57. | ROLE OF KNOWLEDGE MANAGEMENT ON COMPETITIVE ADVANTAGE AND PERFORMANCE OF BATIK CRAFT<br><i>Emeralda Ayu Kusuma, David Efendi</i>   | 578-591 |
| 58. | THE EFFECT OF THE MARKETING MIX ON THE PURCHASE DECISION OF FURNITURE IN COPY CIPTA FURNITURE<br><i>Irawati, Jansaris Othniel Purba, Astri Ayu Purwati, Tomy Irawan</i>  | 592-607 |
| 59. | THE EFFECT OF CASH FLOW VOLATILITY, SALES VOLATILITY, LEVERAGE, OPERATING CYCLE, AND FIRM SIZE ON EARNINGS PERSISTENCE IN MANUFACTURED COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE<br><i>Tandy Sevendy, Suyono, Fitri Yani</i> | 608-622 |
| 60. | THE EFFECT OF WORKLOAD ON EMPLOYEE PERFORMANCE WITH JOB STRESS AS INTERVENING VARIABLE IN THE LAND AGENCY OFFICE OF SIKKA REGENCY<br><i>Paulus Juru, Imanuel Wellem</i>  | 623-633 |
| 61. | CONSEQUENCES OF GREEN BRAND EQUITY<br><i>Lanny Devista, Ayu Ekasari</i>  | 634-649 |

## TABLE OF CONTENTS

|     |  |         |
|-----|--|---------|
| 62. | THE ROLE OF MOTIVATION IN MEDIATING THE EFFECT OF COMPENSATION ON EMPLOYEES' PERFORMANCE AT CV. BELILAS MOTORINDO MANDIRI<br><i>Raja Marwan Indra Saputra, Agustedi</i>                                    | 650-661 |
| 63. | IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT ON SUSTAINABILITY PERFORMANCE IN PALM OIL INDUSTRY<br><i>Manda Dwipayani Bhastary, Abdul Rahman Lubis, Sorayanti Utami, Sulaiman</i>                             | 662-670 |
| 64. | ANALYSIS OF THE IMPLEMENTATION OF THE 4DX CONCEPT ON EMPLOYEE PERFORMANCE AT BANK SYARIAH INDONESIA KCP BENGKALIS RIAU<br><i>Fajar Wira Dinata, Maulana Rezfajri S., Nazrantika Sunarto</i>                | 671-677 |
| 65. | REVENUE BUDGET AND COST BUDGET ANALYSIS OPERATIONS TO FINANCIAL PERFORMANCE BASED ON RETURN ON ASSET AT PDAM SIKKA REGENCY<br><i>Fransiskus Roberto Diogo, Nur Fadrijh Asyik</i>                           | 678-690 |
| 66. | LEADERSHIP STYLE IN IMPROVING EMPLOYEE PERFORMANCE IN EAST JAVA RESEARCH AND DEVELOPMENT BUDGET PROGRAM<br><i>Irtanto, Cecilia Rita Juliana Martin</i>   | 691-698 |
| 67. | MARKETING STRATEGIES IN IMPROVING CONSUMER PURCHASE DECISIONS IN ADELIA FASHION SHOP SUABAYA<br><i>Saechurroji, Cecilia Rita Juliana Martin</i>  | 699-707 |
| 68. | INTELLECTUAL CAPITAL AND CAPITAL STRUCTURE: A STUDY OF CAPITAL FORMATION OF FINANCIAL PERFORMANCE AND FIRM VALUE<br><i>Nur Fadrijh Asyik, Muchlis, Hening Widi Oetomo</i>                                  | 708-708 |
| 69. | FINANCIAL PERFORMANCE TRENDS COOPERATIVES: OPERATING CASH FLOW PERSPECTIVE (A case study of credit cooperatives at the Cooperative Swadaya Utama Maumere)<br><i>Yosefina Andia Dekrita, Andreas Rengga</i> | 709-719 |
| 70. | MONETARY POLICY TRANSMISSION AND INEQUALITY UNDER PERMANENT PRODUCTIVITY SHOCKS<br><i>Betty Uspri, Syafruddin Karimi<sup>2</sup>, Indrawari<sup>3</sup>, Endrizal Ridwan</i>                               | 720-720 |

## TABLE OF CONTENTS

|     |  |         |
|-----|--|---------|
| 71. | ANALYSIS OF FACTORS THAT AFFECT EMPLOYEE WORK DISCIPLINE AT THE OFFICE OF THE PLANNING AND R&D AGENCY SIKKA REGENCY<br><i>Rudolf Mario Cherubim Newar, Khuzaini</i>  | 721-735 |
| 72. | ANALYSIS OF DIGITAL MARKETING STRATEGY TO ACHIEVE SALES TURNOVER<br><i>Bambang Sutedjo</i>   | 736-743 |
| 73. | GREEN ECONOMY: THE BUSINESS POTENTIAL OF THE TRANSPORTATION SECTOR IN THE CITY OF JAKARTA<br><i>Edi Wahyu Wibowo, Darwati Susilastuti, Meirinaldi</i>  | 744-749 |
| 74. | ANALYSIS OF COMMUNITY SATISFACTION INDEX ON PUBLIC SERVICES AT NELLE DISTRICT OFFICE OF SIKKA REGENCY<br><i>Antonius Philipus Kurniawan Gheta, Yoseph Darius Purnama Rangga</i>  | 750-758 |
| 75. | THE EFFECT OF WORK ABILITY AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE IN FIVE VILLAGES IN MAGEPANDA SUB-DISTRICT, SIKKA REGENCY<br><i>Walter Obon, Henderikus Darwin Beja</i>   | 759-759 |
| 76. | THE IMPACT OF COSTS AND SCHOOL ENVIRONMENT AGAINST THE DECISION TO CHOOSE SCHOOLS THROUGH SCHOOL IMAGE<br><i>Sumarno, Budiyanto, Marsudi Lestariningsih</i>  | 760-760 |
| 77. | THE EFFECT OF PRESENTATION OF VILLAGE FINANCIAL REPORTS, CONTROL ENVIRONMENT AND INDIVIDUAL MORALITY ON FRAUD PREVENTION IN VILLAGE FUND MANAGEMENT<br><i>Martha Aldesi Bhae, Wilhelmian Mitani, Paulus Libu Lamawitak</i> | 761-771 |
| 78. | THE INFLUENCE OF TOTAL ASSETS TURNOVER, CURRENT RATIO AND WORKING CAPITAL ON PROFITABILITY IN PT. ASTRA AGRO SUSTAINABLE<br><i>Irawati, Augustedi</i>  | 772-781 |
| 79. | THE NETNOGRAPHIC PORTRAIT: COMPETITIVE ADVANTAGES OF MSME'S RETAIL BUSINESS VIA "WAG" DURING COVID-19 PANDEMIC<br><i>Ema Nurzainul Hakimah, Sri Aliami, Basthoumi Muslih</i>   | 782-791 |

## TABLE OF CONTENTS

|     |  |         |
|-----|--|---------|
| 80. | THE EFFECT OF PSYCHOLOGICAL OWNERSHIP AND JOB INVOLVEMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR OF THE NONFAMILY EMPLOYEES IN FAMILY BUSINESS: MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT<br><i>Daniel Tulasi, Ahmad Moka, Dominicus Wahyu Pradana</i> | 792-792 |
| 81. | PILGRIMAGE TOURISM FOR RURAL COMMUNITY REVITALISATION IN WALES<br><i>Jaeyeon Choe, Kimberley Daviams, Jessica Schwittay</i>  | 793-796 |
| 82. | THE ROLE OF VILLAGE OWNED ENTERPRISES (BUMDesa) IN THE DEVELOPMENT OF HALAL TOURISM IN MADURA<br><i>Herry Yulistiyono, Bambang Setiyo Pambudi</i>  | 797-806 |
| 83. | THE EFFECT OF PUBLIC SERVICE MOTIVATION TOWARD REGIONAL CIVIL SERVANTS PERFORMANCE DURING THE COVID-19 PANDEMIC<br><i>I Ketut Buana</i>  | 807-819 |
| 84. | A CASE STUDY OF MANAGEMENT PATTERNS OF AL KARIMI ISLAMIC BOARDING SCHOOL OF GRESIK<br><i>Ahmad Thoyyib Shofi, Muhammad Hafidz Yusuf</i>  | 820-828 |
| 85. | THE INFLUENCE OF KNOWLEDGE CAPABILITY FOCUS, KNOWLEDGE CAPABILITY ACTIVITIES AND ORGANIZATIONAL RISK TAKING ON SMES BUSINESS MODEL INNOVATION<br><i>Damayanti, Rikah</i>   | 829-835 |
| 86. | THE EFFECT OF FINANCING TO DEPOSIT RATIO (FDR), PROFIT SHARING RATIO (PSR) ON MUDHARABAH DEPOSITS AT ISLAMIC COMMERCIAL BANKS IN INDONESIA DURING COVID-19<br><i>anda Suryadi, Roza Linda, Ratna Nurani, Riri Mayliza</i>                                | 836-845 |
| 87. | ANALYSIS OF THE INFLUENCE OF CR, ROE, NPM, EPS AND DER ON STOCK PRICES OF LQ45 INDEX COMPANIES LISTED IN INDONESIA STOCK EXCHANGE FROM 2017-2018<br><i>Arie Yusnelly, Nanda Suryadi, Mimelientesa Irman, Ermina Rusilawati</i>                           | 846-858 |
| 88. | DIGITAL COMMUNICATION STRATEGIES OF SURAKARTA CUSTOMS OFFICE IN ACHIEVING CUSTOMS AND EXCISE RECEIPTS DURING COVID-19 PANDEMIC<br><i>Fina Sunardiyah, Pawito, Albert Muhammad Isrun Naini</i>  | 859-868 |



## TABLE OF CONTENTS

|     |   |         |
|-----|---|---------|
| 89. | THE IMPACT OF INVESTMENT ON POVERTY IN BANYUMAS REGENCY<br><i>Watemin, Lilis Siti Badriah, Slamet Rosyadi</i>   | 869-876 |
| 90. | TIK TOK SHOP : QUALITY SYSTEM AND MARKETING MIX ON CONSUMER SATISFACTION OF ONLINE SHOPPING<br><i>Mar'atus Solikah, Dian Kusumaningtyas</i>   | 877-887 |
| 91. | LOCAL RESIDENTS' PERSPECTIVES REGARDING COMMUNITY BASED TOURISM AT THE BO SAEN COMMUNITY, PHANG NGA PROVINCE, THAILAND<br><i>Ausanee Larpmark, Darin Phromraksa, Supitcha Thawornchit, Chonnasak Cholrat, Chidchanok Anantamongkolkul</i> | 888-894 |
| 92. | THE EFFECT OF EXECUTIVE CHARACTERISTICS, CEO OVERCONFIDENCE, CAPITAL INTENSITY ON TAX AVOIDANCE<br><i>Vinda Bivianti, Melania Eugenia Stefani, Nia Yuniarsih</i>  | 895-906 |
| 93. | APPLICATION OF PSYCHOLOGICAL MARKETING IN DIGITAL-BASED BUSINESSES TO IMPROVE MILLENIALS AND GEN-Z SHOPPING DRIVE IN INDONESIA<br><i>Gesty Ernestivita, Euphrasia Suzy Suhendra</i>   | 907-914 |
| 94. | CHALLENGES AND OPPORTUNITIES FOR PROCUREMENT MANAGEMENT IN PANDEMIC ERA ON HEALTH INDUSTRY<br><i>Yusuf Amrozi, Roy Rafi Donissafaat, Syafrina Dyah Kusuma Wardani</i>   | 915-922 |
| 95. | MANAGING DEMAND FLUCTUATIONS IN THE SUPPLY CHAIN WITH SOCIAL MEDIA<br><i>Muhammad Hanafi, Yusuf Amrozi, Muhammad Nur Syafrizal</i>  | 923-929 |
| 96. | FINANCIAL GOVERNANCE IN ISLAMIC BOARDING SCHOOL<br><i>Nur Handayani, Wahidahwati, Maratus Zahro</i>   | 930-930 |
| 97. | REDUCING OF BULLWHIP EFFECT USING VENDOR MANAGED INVENTORY (VMI) METHOD ON FRESH WATER INDUSTRY<br><i>Yusuf Amrozi, Agus Stiawan, Indah Kusumawati, Rikza Ramadhan, M. Khusnu Milad</i>   | 931-940 |

## TABLE OF CONTENTS

|      |   |                  |
|------|---|------------------|
| 98.  | THE ROLE OF DIGITAL MARKETING IN SHAPING CUSTOMER ENGAGEMENT AND ITS IMPACT ON PURCHASE INTENTION ON ERIGO APPAREL CONSUMERS<br><i>Yudi Kurniawan Akbar, Suwitho</i>  | <b>941-947</b>   |
| 99.  | THE IMPACT OF STUDENT SATISFACTION WITH ONLINE LEARNING: A CASE STUDY IN POLYTECHNIC OF STIA LAN BANDUNG<br><i>Heny Handayani</i>   | <b>948-961</b>   |
| 100. | THE INFLUENCE OF COMPUTER ASSISTED LANGUAGE LEARNING (CALL) MEDIUM USER WITH DISCUSSION AND LECTURE METHOD FOR ENGLISH SPEAKING SKILLS<br><i>Tekat Sukomardojo, Dyah Ratnaningsih</i>   | <b>962-970</b>   |
| 101. | ANALYSIS OF VISITOR SATISFACTION LEVELS ON ANDALUS ATTRACTIONS KAMPAR REGENCY<br><i>Librina Tria Putri, Kasmawati</i>   | <b>971-983</b>   |
| 102. | FACTORS ANALYSIS AFFECTING DEVELOPMENT INCLUSIVENESS INDEX IN JAVA ISLAND<br><i>Muftiyatul Azizah, Rika Rahayu, Dewi Maryam</i>   | <b>984-984</b>   |
| 103. | THE EFFECT OF ADVERSITY QUOTIENT, CRITICAL THINKING ON ATHLETE PERFORMANCE<br><i>Lilies Handayani, Yudi Kurniawan Akbar</i>   | <b>985-992</b>   |
| 104. | INTEGRATED PRINCIPAL PERFORMANCE ASSESSMENT MODEL CONCEPT DEVELOPMENT IN THE ERA OF DISRUPTION<br><i>Lilis Ardini, Nihayatul Munaa, Ahmad Mustofa Lutfi</i>   | <b>993-993</b>   |
| 105. | ASSOCIATION RULE MINING IN ANALYSIS OF THE RELATIONSHIP BETWEEN WORK ENGAGEMENT AND WORK LIFE BALANCE ON THE PERFORMANCE OF FEMALE LECTURERS<br><i>Fana Wiza, Lilis Ardini</i>  | <b>994-1003</b>  |
| 106. | INFLUENCE OF ACCOUNTING INFORMATION SYSTEM, USER INTENTION OF ACCOUNTING INFORMATION SYSTEM, AND JOB SATISFACTION ON EMPLOYEE PERFORMANCE AT BANCO NASIONAL COMERCIO TIMOR LESTE<br><i>Letizia Sarmiento Da Costa Das Dores Soares, Bambang Suryono, Kurnia</i> | <b>1004-1014</b> |

## TABLE OF CONTENTS

|      |  |           |
|------|--|-----------|
| 107. | FACTORS OF CAPITAL STRUCTURE AND PROFITABILITY ON INFRASTRUCTURE, UTILITY AND TRANSPORTATION COMPANIES REGISTERED ON INDONESIA STOCK EXCHANGE<br><i>Fitri Yani, Suhermin</i>   | 1015-1027 |
| 108. | THE EFFECT OF FIRM SIZE AND PROFITABILITY ON FIRM VALUE (CASE STUDY ON COOPERATIVES REGISTERED AT THE CREDIT COOPERATIVE CENTER MAUMERE MAIN SELF – HELP PERIOD 2016-2020)<br><i>Andreas Rengga, Djawoto</i>                 | 1028-1043 |
| 109. | THE INFLUENCE OF WORK CULTURE, SEVANT LEADERSHIP AND WORK ETHOS ON PERFORMANCE OF EMPLOYEES AT AGRICULTURAL SERVICES, WEST PADANG CITY, WEST SUMATRA<br><i>Akmal, Yulihardi, Rina Febriani</i>                               | 1044-1056 |
| 110. | THE EFFECT OF RESPONSIVENESS, ANSURANCE, EMPHATY QUALITY OF SERVICE ON THE LEVEL OF COMMUNITY SATISFACTION IN THE EDUCATION OFFICE OF PEKANBARU CITY<br><i>Yuvi Darmayunata, Titik Mildawati</i>                             | 1057-1067 |
| 111. | ANALYSIS OF FACTORS AFFECTING STUDENT'S FINANCIAL BEHAVIOR<br><i>Liliek Nur Sulistiyowati, Iin Meisiska Handayani</i>  | 1068-1083 |
| 112. | EFFECT OF LEADERSHIP AND THE WORK ENVIRONMENT ON THE PERFORMANCE OF TEACHERS OF AL USWAH ISLAMIC BOARDING SCHOOL PEKANBARU RIAU<br><i>Khornelis Dehotman, Suwitho</i>  | 1084-1093 |
| 113. | THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE AND FINANCIAL PERFORMANCE ON GOING CONCERN (STUDY OF PHARMACEUTICAL COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE IN 2019-2021)<br><i>Arifiansyah Saputra</i> | 1094-1094 |
| 114. | THE ROLE OF CREATIVE ENTREPRENEURS AS MEDIATION IN AFFECTING PRODUCTION FACTORS ON THE PERFORMANCE OF CATFISH FARMERS IN PADANG<br><i>Irwandi</i>  | 1095-1106 |

## TABLE OF CONTENTS

|      |   |           |
|------|---|-----------|
| 115. | THE INFLUENCE OF REFERENCE GROUPS INVOLVING EMOTIONAL MARKETING ON PURCHASE DECISIONS (CASE STUDY ON VISITORS AT ZARA STORE TUNJUNGAN PLAZA SURABAYA)<br><i>M. Afifi Rahman, Triyonowati</i>                      | 1107-1113 |
| 116. | BUSINESS SUSTAINABILITY: BEHAVIOR OF TAXPAYERS IN RESPONDING TO VAT REGULATION CHANGES<br><i>Danny Wibowo</i>   | 1114-1127 |
| 117. | THE ADOPTION OF ICT TO IMPROVE THE PERFORMANCE OF SMES IN DIGITAL ERA<br><i>Faisol, Suhardi, Puji Astuti, Subagyo</i>   | 1128-1141 |
| 118. | AGENCY CONFLICT OF FREE CASH FLOW ON EXECUTIVE COMPENSATION AND THE ROLE OF INSTITUTIONAL OWNERSHIP<br><i>Lailatul Amanah, Lydia Setyawardani, Mega Arisia Dewi</i>   | 1142-1156 |
| 119. | EFFECT OF WORK ETHICS AND PERSONALITY ON EMPLOYEE PERFORMANCE PERMATA BUNDA CLINIC<br><i>Venny Rismawanti</i>   | 1157-1162 |
| 120. | PREDICTION OF STOCK CLOSE PRICE ON THE FIVE BEST ISSUERS FORBES GLOBAL 2000 VERSION USING CHEN'S FUZZY TIME SERIES METHOD<br><i>Sagita Charolina Sihombing, Agus Dahlia</i>                                       | 1163-1171 |
| 121. | THE FACTORS AFFECT THE QUALITY OF FINANCIAL STATEMENT AT PUBLIC SERVICES AGENCY (BADAN LAYANAN UMUM – BLU)<br><i>Damarhati Maya Puspitasari, Ikhsan Budi Riharjo, Lilis Ardini</i>                                | 1172-1187 |
| 122. | EFFECT OF SERVICE QUALITY AND SERVICESCAPE ON HOTEL CUSTOMER SATISFACTION IN SOLO<br><i>Agus Hocky, Teddy Chandra</i>   | 1188-1195 |
| 123. | IT LITERACY AND TECHNOLOGY ADOPTION: SMES RESPONSES DURING COVID-19 PANDEMIC<br><i>Kusdi Raharjo, Arik Prasetya, Ferina Nurlaily, Yudha Prakasa</i>   | 1196-1204 |
| 124. | THE POTENTIAL IN DEVELOPING BO SAEN COMMUNITY-BASED ECOTOURISM: AN ANALYSIS USING THE SOAR MODEL<br><i>Kodchawan Keerin, Nattida Konthong, Sarinsinee Samathi, Supanan Klueankan, Chidchanok Anantamongkolkul</i> | 1205-1212 |

## TABLE OF CONTENTS

|      |   |           |
|------|---|-----------|
| 125. | THE EFFECT OF INFORMATION QUALITY AND INNOVATION ON CUSTOMER LOYALTY MEDIATING BY CUSTOMER SATISFACTION<br><i>Amirudin M. Amin, Teddy Chandra</i>   | 1213-1231 |
| 126. | INFLUENCE OF CRYPTO CURRENCY PERFORMANCE ANALYSIS OF BITCOIN, STOCKS AND GOLD ON INVESTMEN DECISION MAKING IN THE MILLENIAL GENERATION<br><i>Zainab, Muhammad Hafidz Yusuf</i>                | 1232-1237 |
| 127. | FACTORS AFFECTING EMPLOYEE PERFORMANCE IN SAFETY HOME SERVICE COMPANY: AN EMPIRICAL APPROACH<br><i>Charles Liong, Surya Safari SD, Layla Hafni</i>  | 1238-1252 |
| 128. | PROMOTING VOCATIONAL EDUCATION INSTITUTION THROUGH INSTAGRAM: EVIDENCE FROM THE INSTAGRAM ACCOUNTS OF MAJOR POLYTECHNICS IN INDONESIA<br><i>Imam Syafganti, Nurul Intan Pratiwi</i>           | 1253-1261 |
| 129. | ONLINE BUYING TOKOPEDIA BEHAVIOR BASED ON PERCEPTION OF THE CUSTOMER IN PEKANBARU CITY<br><i>Onny Setyawan, Teddy Chandra</i>   | 1262-1273 |
| 130. | EMOTIONAL INTELLIGENCE, FINANCIAL LITERACY, AND INVESTOR INTENTION: EMPIRICAL STUDY ON UNIVERSITY STUDENTS DURING THE COVID-19 PANDEMIC<br><i>Triyonowati, Rizki Amalia Elfita, Nur Laily</i> | 1274-1274 |
| 131. | THE EFFECT OF PRODUCT QUALITY, PRICE AND PERSONAL SELLING ON PURCHASE DECISION<br><i>Jansaris Othniel Purba, Teddy Chandra</i>  | 1275-1286 |
| 132. | PERFORMANCE IMPROVEMENT STRATEGIES IN Indonesian TOURISM SECTOR<br><i>Tutik Winarsih, Fariz</i>   | 1287-1295 |
| 133. | RETAIL BUSINESS PURCHASE DECISION: THE ROLE OF PRODUCT QUALITY AND STORE IMAGE<br><i>Astri Ayu Purwati, Onny Setiawan, Wella Sandria, Muhammad Luthfi Hamzah</i>                              | 1296-1302 |

## TABLE OF CONTENTS

|      |  |           |
|------|--|-----------|
| 134. | THE EFFECT OF CUSTOMER VALUE AND COMPANY IMAGE ON CUSTOMER SATISFACTION THROUGH TRUST AS INTERVENING VARIABLES ON GOJEK USERS IN PEKANBARU CITY<br><i>Yutiandry Rivai, Lilis Ardini</i>                                  | 1303-1317 |
| 135. | CUSTOMER SATISFACTION SURVEY FOR PERFORMANCE IMPROVEMENT OF CAFÉ BUSINESS<br><i>Wahyu Rochana, Ahmad Moka, Alqatly Wulandari Mustav</i>  | 1318-1330 |
| 136. | EMPLOYEE CREATIVITY IN INDONESIA: CRITICAL OF PERSONAL SUPERVISOR SUPPORT TO MAKE ORGANIZATIONAL SURVIVAL AND EFFECTIVENESS (A BIBLIOMETRIC PERSPECTIVE ANALYSIS)<br><i>Dhiyan Septa Wihara, Subagyo, Restin Meilina</i> | 1331-1342 |
| 137. | TRANSFERABLE SKILLS FOR EMPLOYMENT DEVELOPMENT IN INDONESIA<br><i>Nanis Setyorini, Wiwiek S. Shabrie, Mohammad Faisal</i>  | 1343-1352 |
| 138. | THE CORRELATION AMONG STUDENTS' SOCIOECONOMIC STATUS, LEARNING INTEREST, AND LEARNING EFFORTS AT ECONOMICS COLLEGE OF INDRAGIRI (STIE-I) RENGAT<br><i>Nurjayanti, Aris Triyono</i>                                       | 1353-1362 |
| 139. | THE MEDIATION ROLE OF TRUST AND AWARENESS IN INFLUENCING SUBJECTIVE NORMS ON INTENTION IN USING SHARIA FINANCING<br><i>Hardi, Titik Mildawati</i>  | 1363-1376 |
| 140. | THE ROLE OF DIGITAL MARKETING AND CUSTOMER EXPERINECE IN INCREASING NON-TAX STATE REVENUE<br><i>Hardi, Titik Mildawati</i>   | 1377-1377 |
| 141. | PERCEPTIONS OF TAX EVASION AMONG EDUCATORS: REVIEW FROM SOCIAL ECONOMIC STATUS AND LOVE OF MONEY<br><i>Omi Pramiana, Mardi Astutik</i>   | 1378-1384 |
| 142. | THE INFLUENCE OF ORGANIZATIONAL COMMITMENT ON ORGANIZATIONAL PERFORMANCE MEDIATED BY INFORMATION SYSTEM USER SATISFACTION<br><i>Suluh Agus Hendrawan, Omi Pramiana, Mardi Astutik</i>                                    | 1385-1391 |

## TABLE OF CONTENTS

|      |  |           |
|------|--|-----------|
| 143. | THE INFLUENCE OF CURRENCY, EXPORT, IMPORT ON THE MONEY SUPPLY<br><i>Humera Asad Ullah Khan</i>   | 1392-1399 |
| 144. | THE EFFECT OF COMPENSATION ON EMPLOYEE PERFORMANCE THROUGH JOB SATISFACTION AS INTERVENING VARIABLE<br><i>Immanuel Wellem, Djawoto</i>   | 1400-1411 |
| 145. | IMPACT AND MITIGATION OF CREDIT RISK ON CREDIT UNION<br><i>Henrikus Herdi, Ikhsan Budi Riharjo</i>   | 1412-1420 |
| 146. | CUSTOMER SATISFACTION LEVEL ANALYSIS OF E-COMMERCE SHOPEE USING DELON AND MCLEAN METHODS<br><i>Didik Siswanto, Triyonowati</i>   | 1421-1430 |
| 147. | ORGANIZATIONAL COMMITMENT AS MEDIATION INFLUENCING LEADERSHIP ON THE PERFORMANCE OF THE TOURISM OFFICE IN RIAU PROVINCE<br><i>Junaidi, Titik Mildawati</i>   | 1431-1447 |
| 148. | PLANNED BEHAVIOR AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR: TRANSFORMATIONAL LEADERSHIP AS MODERATING VARIABLE<br><i>Nur Hidayat, Budiyanto</i>  | 1448-1463 |
| 149. | THE INFLUENCE OF DIGITAL TECHNOLOGY AND EFFICIENCY STRATEGY ON BUSINESS SUSTAINABILITY WITH QUALITY MANAGEMENT AS MODERATING VARIABLES<br><i>Nicholas Renaldo, Layla Hafni, Agus Hocky, Suhardjo, Achmad Tavip Junaedi</i> | 1464-1464 |
| 150. | THE ROLE OF COMPETENCE ON THE PERFORMANCE OF PUBLIC WORKS AND SPATIAL PLANNING OFFICERS IN MIMIKA REGENCY, PAPUA<br><i>Ahmad Moka, Suwitho</i>   | 1465-1475 |
| 151. | THE ROLE OF ECONOMIC GROWTH AND TAX RATE IN EFFORTS TO MEET HAPPINESS<br><i>Widhi Ariestianti Rochdianingrum, Triyonowati, Suwitho</i>   | 1476-1476 |

## TABLE OF CONTENTS

152. PERFORMANCE AND SOUNDNESS OF INDONESIAN  
BANKING DURING PANDEMIC PERIOD  
*Triwahyuni, Azizul Kholis, Indra Maipita, Frans Kristanto* **1477-1484**