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Disparitas Gaji Antara Direksi-Karyawan, Modal Organisasi, Dan Produktivitas Perusahaan: Studi Pada Perusahaan Yang Mengalami Akuisisi

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Abstrack

Produktivitas merupakan aspek yang mempengaruhi daya saing. Penelitian ini bertujuan untuk mengetahui pengaruh disparitas gaji antara direksi-karyawan dan modal organisasi terhadap produktivitas. Penelitian ini membandingkan apakah perusahaan manufaktur yang di akuisisi menjadi lebih produktif dibandingkan perusahaan manufaktur yang tidak mengalami akuisisi. Penelitian dilakukan pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia pada periode 2018-2022. Hasil penelitian menunjukkan bahwa disparitas gaji antara direksi-karyawan berpengaruh positif terhadap produktivitas perusahaan yang mengalami akuisisi. Sedangkan, pada perusahaan manufaktur yang tidak mengalami proses di akuisisi, disparitas gaji antara direksi-karyawan tidak berpengaruh terhadap produktivitas perusahaan. Penelitian juga menunjukkan bahwa modal organisasi berpengaruh positif terhadap produktivitas perusahaan yang mengalami proses akuisisi maupun yang tidak mengalami akuisisi. Sedangkan, dalam perusahaan manufaktur yang tidak mengalami proses di akuisisi, leverage berpengaruh negatif terhadap produktivitas perusahaan. Temuan ini dapat dijadikan acuan bagi manajemen perusahaan yang mengalami proses di akuisisi untuk tetap memberikan gaji yang menarik agar mendorong para karyawan untuk dapat terus mengoptimalkan kinerjanya dengan cara menjalankan penilaian pengukuran kinerja agar semakin kompetitif. Selain itu, hasil tersebut dapat dijadikan acuan khususnya manajemen perusahaan manufaktur baik yang di akuisisi maupun non-akuisisi, agar memberikan pelatihan dan melibatkan dalam setiap pengambilan keputusan serta memanfaatkan modal dengan baik, karena hal ini dapat membantu meningkatkan efisiensi operasional perusahaan dan produktivitas keseluruhan.

Keyword: Disparitas Gaji, Modal Organisasi, Produktivitas, Ukuran Perusahaan, Leverage.



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The Nexus of Cash Waqf Linked Blue Sukuk and Sustainable Finance: A Critical Analysis of SDG-14

Sulistiyowati Sulistiyowati¹, Marissa Grace Haque², Enny Haryanti³, Putri Arumi Susilowati⁴, Cahya Eka Ayu Pramesti⁵
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Abstrack

This article aims to provide a comprehensive analysis of the nexus between cash waqf, blue sukuk, and sustainable finance, focusing on the implementation of Sustainable Development Goal (SDG)-14. The paper begins by discussing the concept of cash waqf and its potential for sustainable finance. It then delves into the concept of blue sukuk, highlighting its significance in financing sustainable ocean-related projects. The article further explores the role of sustainable finance in achieving SDG-14, which aims to conserve and sustainably use the oceans, seas, and marine resources for sustainable development. The paper concludes by discussing the potential of cash waqf linked blue sukuk as a tool for sustainable finance and its contribution to achieving SDG-14.

Keyword: -



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Connecting to the e-Customers: Exploring the Impact of Customer Engagement, Personalization, and Technological Infrastructure

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Abstract

This study aims to conduct a literature review on the impact of customer engagement, personalization, and technological infrastructure on e-customers. The research utilizes the literature review method to identify and analyze the factors influencing connectivity with e-customers. The results of this study indicate that (1) customer engagement has a positive effect on e-customers, (2) personalization positively influences e-customers, and (3) technological infrastructure positively impacts e-customer.

Keyword: e-Customer, customer engagement, personalization, technological infrastructure



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Studi Eksplorasi Strategi Komunikasi Pemasaran Coffeepreneur Dalam Menarik Minat Para Gen Z

Ferenisyah Ardianto¹, Javine Hagin Maengga², Vito Lifa Meisyah Putra³, Meta Andriani⁴, Nuri Wulandari⁵

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Abstract

Generation Z is known for its sensitivity to technology and preference for interactive visual content, so an innovative marketing approach is needed. According to research, 63% of Gen Z are interested in carrying out various creative activities every day, this is relevant to a number of studies which identify Gen Z as digital natives or Zoomers. This research aims to explore the elements of integrated marketing communications suitable to be implemented by coffeepreneur (coffee shop small business - entrepreneur) and which elements are the most effective in attracting the interest of generation Z. The method used is qualitative with in-depth interviews with three coffee shops top and middle/lower management including the owners. The results of this research found that an effective marketing strategy intensively involves social media, customer reviews, visual content displays, and personal and authentic customer experiences. These findings can be a practical guide for coffee shops to develop marketing strategies according to the characteristics and preferences of generation Z.

Keyword: Integrated marketing communications, entrepreneurship, Coffee shop, Generation Z, Social media.



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Bibliometric Analysis of Servant Leadership Research Trends

Mauledy Ahmad¹

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Abstract

This study aims to analyze how research on servant leadership in the field of Human Resource Management is classified along with its trends and to find out what topics can be used as research variables in the future. The research method is a literature review using a bibliometric analysis approach starting from defining the keywords 'servant leadership' and 'Journal' in the Publish or Perish application with Google Scholar as a database. After narrowing the results by selecting a special topic in 'Human Resource Management, 840 related articles were obtained to be reviewed from 980 articles of initial search results. Then, I compiled meta data using the Mendeley application. The Vosviewer application was used to visualize research trends. The results showed that the classification of research on servant leadership in human resource management was divided into 7 clusters with topics centred on servant leadership, behaviour, and job satisfaction. Service, development, work engagement, servant leadership characteristics, servant, employee performance, organizational commitment, workplace, Organizational Citizenship behaviour, Turnover Intention and Servant Leadership Behavior are a cluster in the field of Human Resource management. The number and lack of variety of research needed for more review limit this research.

Keyword: Bibliometric Analysis, Servant Leadership, Mendeley, Publish or Perish, Vosviewer



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Connecting to the e-Customers: Exploring the Impact of Customer Engagement, Personalization, and Technological Infrastructure

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^{1,2}Faculty of Economic and Business Bhayangkara, Jakarta, Indonesia,

Abstract

This study aims to conduct a literature review on the impact of customer engagement, personalization, and technological infrastructure on e-customers. The research utilizes the literature review method to identify and analyze the factors influencing connectivity with e-customers. The results of this study indicate that (1) customer engagement has a positive effect on e-customers, (2) personalization positively influences e-customers, and (3) technological infrastructure positively impacts e-customer

Keyword: e-Customer, customer engagement, personalization, technological infrastructure



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Pengaturan Pihak Ketiga Dalam Peradilan Umum di Pengadilan Negeri, Agama, Peradilan Tata Usaha Negara Dan Mahkamah Konstitusi

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Abstract

Indonesia has a very diverse judiciary. There are general courts, administrative courts, military, religious and Constitutional Courts, namely the Constitutional Court. In addition, there are special courts such as tax courts, Corruption Courts, Commercial Courts, juvenile courts, Human Rights courts, juvenile courts and industrial relations courts. When proceeding in the General Court of civil affairs we know the third party, namely the intervention party, as well as in the administrative courts and religious courts. But even though the rights are obligations, a kind of third party name that has a direct interest is called the intervention Party and there is also another third party, Amicus Curiae. The purpose of third parties is to ensure justice and legal certainty for legal parties for all parties interested in a case, prevent decisions that harm third parties and protect their rights. This research is a normative research. Analysis used qualitative.

Keyword: Third Party, District Court, Religion, Administrative Court, Constitutional Court



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Indonesia Stock Market Index (IDX) Before And During The Russian-Ukrainian War

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^{1,2}Faculty of Economic, Gunadarma University

Abstract

The objective of this study was to examine the impact of the Federal Reserve's interest rate, inflation, world oil price, and the exchange rate of the Indonesian Rupiah on the IDX Composite both before and during the Russia-Ukraine conflict. The study aimed to analyze the combined effect of these variables on the IDX Composite, as well as their individual effects. Data collected from January 2020 until June 2023. Additionally, the study sought to identify the variable that exerted the most significant influence on the IDX Composite during the period under investigation. This research employs quantitative data obtained from secondary sources. The data analysis techniques used in this study encompass classical assumption testing, multiple linear regression analysis, hypothesis testing, coefficient of determination analysis, and paired sample t-tests. The findings of this study elucidate that the Federal Reserve's interest rate, inflation, global oil prices, and exchange rates collectively influence the IDX Composite both before and during the Russia-Ukraine conflict. The pre-war global oil price and the Federal Reserve's interest rate during the conflict have a partial impact on the IDX Composite. World Oil Price before the war and the Fed Interest Rate during the war are the most dominant variables affecting the IDX Composite.

Keywords: World Oil Price, IDX Composite, Inflation, Rupiah Exchange Rate, The Fed Interest Rate.



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Exploring the Nexus of Commitment, Leadership, Community Trust, Through Performance in Sustainability Initiatives: Case Study on Islamic boarding school

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Abstract

This research was conducted in several Islamic boarding schools in Karawang with 105 respondents, consisting of 90% males and 10% females, with 80% aged between 30-50 years and 20% aged between 50-70 years. The highest education level of Islamic boarding school leaders was 10% Bachelor's degree and 90% Master's degree. The research findings revealed several important insights. Firstly, Islamic boarding school leaders' commitment significantly and positively influences Islamic boarding school performance. Secondly, effective leadership styles also contribute significantly to performance. Thirdly, community trust in Islamic boarding school leaders has a positive and significant impact on performance. Fourthly, leaders' commitment significantly affects sustainability initiatives. Fifthly, good leadership drives sustainability initiatives. However, community trust does not significantly influence sustainability initiatives. Overall, the commitment and leadership of Islamic boarding school leaders are key to improving performance and sustainability initiatives, while community trust is more crucial for daily performance.

Keyword: Commitment, Leadership, Community Trust, Performance Sustainability Initiatives



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The Effect of Financial Performance on Stock Returns of NonBanking Companies in Indonesia

Andre Suryaningprang¹

¹Universitas Indonesia Membangun

Abstract

This study objectively examines how financial performance metrics affect stock returns. ROA, ROE, CR, DER, and EVA are being examined. This study uses secondary data from external sources. This study used purposive sampling to choose a sample based on criteria. This study covers 2015–2023 Indonesia Stock Exchange (IDX) LQ 45 Index nonbanking companies. Companies from the LQ 45 Index and Sri Kehati Index were carefully selected for the sample. The sample included 46 non-banking firms. As the best analysis model, panel data regression with fixed effect was used. Insignificant association exists between ROA and stock returns.

Keyword: Financial performance, return on assets, return on equity, current ratio, debt to equity ratio, economic value added, return saham.



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Intention Of Muslim Stuff Purchase Electronically Of Shopping Orientation, Online Trust, And Ease Of Use : Study On Shopee Barakah App Features)

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Abstract

This study aims to examine the influence of shopping orientation, online trust and ease of use on the online purchase interest of Muslim products through Shopee Barokah application features. The population in this study are followers of the Shopee Instagram account (@shopee_id), both those who have or not yet using Shopee Barokah application feature to purchase Muslim products through online. The research samples are 120 respondents who were determined by using purposive sampling technique. The primary data on this study was collected through a questionnaire and answered by the respondents. The hypothesis test of this study used multiple linear regression. The result of this study indicate that the three independent variables partially and simultaneously have positive influence towards online purchase intention of muslim products through Shopee Barokah application features. Among the three of independent variables, ease of use variable has greater influence than shopping orientation and online trust,

Keyword: Shopping Orientation, Online Trust, Ease of Use, Online Purchase Interest, Muslim Products



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The Relationship between Body Dissatisfaction and Self Esteem among University X Students in Bandung City

Prinska Damara Sastri¹, Rifqi Farisan Akbar², Bella Prameswari Putri Djaelani³, Neng Saidah Wahdah⁴

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Abstract

Having a good image and attraction to students is a big thing. With a bad body image, concerns arise within the individual. This research examines the relationship between body dissatisfaction (body dissatisfaction) and self-esteem (self-esteem) in Psychology students at the University of Indonesia. The method used in this research is a quantitative method with nonprobability sampling and purposive sampling techniques. The total research sample was 34 participants using the Multidimensional Body Self Relations Questionnaire-Appearance Scales (MBSRQ-AS) and Rosenberg Self-Esteem Scale. Based on the results of the analysis, it shows that 50% of respondents have a high level of body dissatisfaction and 58.8% have low self-esteem. And the research results show a significant relationship between body dissatisfaction and self-esteem with a calculated t value of 2.498 which is greater than the t table of 2.0324 at a significant level of 0.018 ($p < 0.05$), which means that body dissatisfaction has a significant effect on self-esteem. self. This research emphasizes the importance of attention to body image issues that help individuals feel more comfortable and satisfied with their own bodies, and suggests that students learn to love themselves and be more aware of their abilities to increase their self-confidence.

Keyword: body dissatisfaction, self esteem, college student



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Analisis Monitoring Sep Pasien Rawat Jalan Pada Medicare Guna Menunjang Efektivitas Pelayanan Pasien Bpjs

Irda Sari¹, Nurul Dwi Ariani², Zahrah Nur Wahidah³

^{1,2,3}Rekam Medis dan Informasi Kesehatan

Abstract

Monitoring is a monitoring process in the Medicare system to prevent participant eligibility letters from not being formed. The aim of this research is to analyze the monitoring system for outpatient Participant Eligibility Letters to support the effectiveness of services for BPJS patients. The research method uses descriptive qualitative, data collection uses observation and interviews, data validation uses source and technique triangulation techniques. Based on the results of the interviews, researchers still found several obstacles that prevented the formation of Participant Eligibility Letters, analyzed using 6M+1I, namely in (1) man, namely copying and pasting the SEP number in the wrong column, copying and pasting someone else's SEP number to Medicare, the patient has not been fingerprinted, the card number is inactive or the data on the BPJS and KTP do not match; (2) machine, the system is still unable to fully read the error when processing the SEP on Medicare. The analysis of the SEP monitoring process is in accordance with the SPO guidelines, the benchmark for outpatient clinics is that the SEP has been formed and new patients can be served until the end of the service.

Keywords: Monitoring, Participant Eligibility Letter, Service



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Intellectual Capital, Green Accounting Dan Financial Performance Di Moderasi Oleh Strategy Business

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Abstract

This research aims to analyze the influence of intellectual capital and green accounting on financial performance which is moderated by business strategy. In this research, the sample used was 84 data from mining companies listed on the Indonesia Stock Exchange during the 2019-2022 period. This research data was obtained from financial reports issued by mining companies that matched the sample criteria and tested using Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with SmartPLS. The research results show that intellectual capital and green accounting have an influence on financial performance, business strategy has no effect on financial performance, business strategy cannot strengthen the influence of intellectual capital on financial performance, Business Strategy can strengthen the influence of green accounting on financial performance.

Keyword: financial performance, intellectual capital, green accounting, business strategy.



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Dampak Kebijakan Organisasi, Kepemimpinan Situasional, Kepemimpinan Transformasional, dan Keahlian Teknis terhadap Komitmen Anggota DPRD Serta Pengaruhnya Pada Kinerja Anggota DPRD Provinsi Jawa Barat: Tinjauan Pustaka

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Abstrak

Artikel tinjauan pustaka ilmiah berjudul Dampak Kebijakan Organisasi, Kepemimpinan Situasional, Kepemimpinan Transformasional, dan Keahlian Teknis terhadap Komitmen Anggota DPRD Serta Pengaruhnya Pada Kinerja Anggota DPRD Provinsi Jawa Barat. Tujuan artikel ini adalah untuk merumuskan hipotesis mengenai keterkaitan berbagai aspek, untuk selanjutnya dijadikan landasan penelitian lebih lanjut dalam bidang manajemen sumber daya manusia. Penelitian ini menggunakan metodologi penelitian deskriptif kualitatif. Data yang digunakan dalam penelitian ini berasal dari penelitian sebelumnya yang masih relevan dengan penelitian ini. Informasi dikumpulkan dari platform online ilmiah terkemuka, seperti Publish or Perish, Google Scholar, buku referensi digital, dan jurnal Sinta.

Keyword: -



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Pengaruh Scf, Sscm, Dan Firm's Age Dalam Menentukan Profitabilitas Pada Perusahaan Fmcg Di Indonesia

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Abstrak

Krisis ekonomi akibat pandemic Covid 19 menyebabkan distribusi barang menjadi macet akibat arus kas dalam rantai pasokan bermasalah dan perbankan memperketat penyaluran modal kerja akibat kredit perbankan yang macet. Hal ini berdampak pada arus kas dan kinerja perusahaan. *Supply Chain inance (SCF)* mulai menjadi perhatian sebagai alternative metode pembiayaan di Indonesia. Penelitian ini bertujuan untuk memitigasi transformasi perputaran piutang oleh pemasok sebagai system pembiayaan dalam rantai pasokan barang dan dampaknya terhadap kinerja perusahaan. Subjek penelitian adalah industri barang konsumsi. Jenis data adalah data panel dari 50 perusahaan. Jumlah data 250 data. Objek penelitian adalah *Supply Chain Finance*, *Sustainable Supply Chain Management (SSCM)*, *Firm's Age* terhadap kinerja pemasok. Hipotesis diuji menggunakan regresi linear berganda. Hasil penelitian membuktikan *SCF* berpengaruh negative, dan *Firm Age* berpengaruh positif terhadap Suppliers Performance. Adapun *SSCM* tidak berpengaruh terhadap Suppliers Performance. Penelitian ini berkontribusi terhadap teori Keuangan dengan mengeksplorasi adopsi supply chain keuangan dalam hubungan antara pembeli dan pemasok yang dapat meningkatkan daya saing perusahaan. Adapun implikasi manajerial bagi perusahaan dan perbankan, yaitu pembiayaan SCF dapat mempertahankan keunggulan kompetitif rantai pasokan barang.

Keyword: Supplier's Performance, Supply chain Finance, Sustainable Supply Chain Management, firm Age



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The Effectiveness of Using Human Resource Information System on the Performance of Employees at Hermina Arcamanik Hospital

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Abstract

To remain competitive in the health industry and streamline performance, an efficient human resource management system is essential. This research employs a qualitative approach with a case study design, gathering data through semi-structured interviews and direct observation. The findings reveal that Human Resource Information System (HRIS XPRESSO), implemented in 2019, offers features such as managing employee personal data, training records, and integrating recruitment and payroll processes. This system has significantly enhanced HR department performance by simplifying data access and reducing manual processes. However, challenges such as large file rejections, server disruptions, and limited access outside the hospital were identified. To enhance effectiveness, feature improvements and access adjustments are necessary. In conclusion, HRIS XPRESSO has proven effective in boosting HR operational efficiency but requires ongoing evaluation and institutional reforms to address existing challenges and fully leverage its benefits for the organization.

Keyword: Effectiveness, HRD, HRIS, Employee Performance



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Influence Herding and Loss Aversion to Stock Investment Decisions with Fear Of Missing Out (FOMO) As a Mediating Variable in the Young Generation in Jakarta

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Abstract

This research aims to analyze the influence of loss aversion and herd behavior on stock investment decisions through fear of missing out (FOMO) among young generation investors who are a maximum of 30 years old and domiciled in DKI Jakarta who have carried out stock buying and selling transactions in the last year. Hypothesis testing in this research uses the PLS method or Partial Least Square with SmartPLS 3.0 software. The data collection technique employs a questionnaire distributed through google form to collect data from respondents. The results of this research as follows : 1) Herding does not have a significant effect on the stock investment decisions of the younger generation of DKI Jakarta 2) Loss Aversion No has a significant influence on the Stock Investment Decisions of the younger generation of DKI Jakarta 3) Fear of Missing Out has a significant influence on the Stock Investment Decisions of the younger generation of DKI Jakarta 4) Herd Behavior significant effect on Fear of Missing Out young generation of DKI Jakarta 5) Loss Aversion significant effect on Fear of Missing Out young generation of DKI Jakarta 6) Herd Behavior has a significant influence on the Stock Investment Decisions of the younger generation of DKI Jakarta through Fear of Missing Out 7) Loss Aversion No has a significant influence on the Stock Investment Decisions of the younger generation of DKI Jakarta through Fear of Missing Out

Keywords : Herding, Loss Aversion, Fear Of Missing Out (FOMO), Stock Investment Decisions



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Pengaruh Gaya Kepemimpinan Dan Motivasi Kerja Terhadap *Turnover Intention* Karyawan Pada Pt Solusi Bangun Indonesia Di Kabupaten Tuban

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Abstract

This study aims to determine the Influence of Leadership Style and Work Motivation on employee Turnover Intention at PT Solusi Bangun Indonesia Tuban Regency. This research uses quantitative methods with data collection obtained from all employees in PT Solusi Bangun Indonesia Maintenance section. The number of samples in this study followed the existing population of 34 respondents using purposive sampling and primary data sources from the results of filling out questionnaires. The data analysis used in this study is multiple linear regression test, T Test and F Test. Based on the results of the study, it can be concluded that Leadership Style and Work Motivation together or simultaneously affect Turnover Intention. Then partially Work Motivation affects Turnover Intention. However, Leadership Style has no effect on Turnover Intention. For advice, companies should improve stress management and understand conflict management that occurs in the work environment through providing training programs to employees at PT Solusi Bangun Indonesia Tuban Regency.

Keyword: Leadership Style, Work Motivation, Turnover Intention



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Tax Compliance Berbasis Slippery Slope Model: A Systematic Literature Review Of Correlations

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Abstrak

Tujuan dari paper ini adalah menyajikan rangkuman komprehensif tentang kepatuhan pajak berbasis Model Slippery Slope, yang menekankan hubungan antara kepercayaan, kekuasaan, dan kepatuhan pajak. Metode riset yang digunakan adalah Systematic Literature Review (SLR). Hasil artikel ini menunjukkan bahwa model Slippery Slope tetap relevan dan digunakan dalam penelitian kepatuhan pajak. Kepercayaan pada otoritas pajak mendorong kepatuhan sukarela, sedangkan kekuasaan memastikan adanya konsekuensi untuk ketidakpatuhan. Kekuasaan koersif efektif dalam jangka pendek, tetapi kekuasaan legitimasi dan pendekatan edukatif lebih efektif dalam jangka panjang. Implikasi praktik dapat membantu otoritas pajak membangun cooperative compliance dengan wajib pajak. Penelitian selanjutnya disarankan menggunakan metode campuran untuk menggali perilaku wajib pajak.

Keyword: Tax Compliance, slippery slope framework, Taxpayer



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Impact Of Management Control Systems, Innovation Presence, And Fintech Adoption On Bank Efficiency In Community Banks: A Comparative Study

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Abstrack

Penelitian ini bertujuan untuk menganalisis pengaruh Sistem Pengendalian Manajemen (MCS), kehadiran inovasi, dan adopsi fintech terhadap efisiensi bank di Bank Perkreditan Rakyat (BPR) sebagai studi kasus di Indonesia. Studi ini menggunakan pendekatan kuantitatif dengan metode survei untuk mengumpulkan data dari berbagai BPR di Indonesia. Penelitian ini mengeksplorasi bagaimana empat jenis MCS (sistem pengendalian diagnostik, sistem batas, sistem kontrol interaktif, dan sistem keyakinan) mempengaruhi kinerja bank dalam mode eksploitasi dan eksplorasi. Selain itu, penelitian ini meneliti peran moderasi dari adopsi fintech dan perubahan regulasi, serta peran mediasi budaya organisasi dan engagement karyawan dalam hubungan antara MCS dan efisiensi bank. Hasil penelitian menunjukkan bahwa MCS berpengaruh signifikan terhadap efisiensi bank, dengan penekanan pada sistem pengendalian diagnostik dan sistem batas yang meningkatkan kinerja bank dalam mode eksploitasi. Sementara itu, sistem kontrol interaktif dan sistem keyakinan berkontribusi pada peningkatan kinerja bank dalam mode eksplorasi. Adopsi fintech ditemukan memperkuat hubungan antara MCS dan efisiensi bank, sedangkan perubahan regulasi memainkan peran moderasi yang signifikan. Budaya organisasi dan engagement karyawan terbukti sebagai mediator yang kuat dalam hubungan ini. Penelitian ini memberikan kontribusi penting bagi literatur tentang MCS, inovasi, dan fintech dalam konteks perbankan komunitas, serta menawarkan wawasan praktis bagi manajer bank dalam mengoptimalkan penggunaan MCS dan inovasi untuk meningkatkan efisiensi operasional. Studi ini juga memberikan rekomendasi kebijakan bagi regulator untuk mendukung adopsi fintech dan menciptakan lingkungan regulasi yang kondusif bagi inovasi di sektor perbankan. Penelitian ini diharapkan memberikan kontribusi signifikan terhadap pemahaman kita tentang bagaimana sistem pengendalian manajemen, inovasi, dan adopsi teknologi mempengaruhi efisiensi bank komunitas di Indonesia dan dapat digunakan sebagai referensi bagi penelitian di masa mendatang.

Keyword: -



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Determinan *Excess Return* Dengan *Ipo Performance* Sebagai Pemoderasi

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Abstract

The purpose of this study was to analyse the effect of Market Risk Premium (MRP), Small Minus Big (SMB) proxy of Firms Size, High Minus Low (HML) proxy of Book to Market, Robust Minus Weakness (RMW) proxy of Profitability, Conservative Minus Aggressive (CMA) proxy of Investment and Momentum (MOM) moderated by IPO Performance (IPO) on Excess Return (ER) of the Kompas 100 Index. With the type of research used is quantitative. The population consists of all companies listing and delisting in the Kompas 100 Index which will be selected into samples using purposive sampling method. The types and sources of data used in this study are time series data types with secondary data sources.

Keyword: Excess Return, Fama and French Six Factor Model, IPO Performance.



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Citizenship Behavior in The Workplace: An Exploration of Employee Motives

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Abstract

This research explores the role of motives in explaining individual involvement in organizational citizenship behavior (OCB). Three motives of citizen behavior were identified: prosocial values (PV), organizational concern (OC), and impression management (IM). Scales that measured these motives and other variables known to covary with OCB were correlated with 5 dimensions of OCB. Questionnaires were administered to 112 employees of Bandung City Municipal Office. Prosocial values exhibited the strongest association with individual-focused OCB, while organizational concern displayed the strongest link with organization-oriented OCB. Each motive independently contributed to explaining variance in OCB. The results emphasize the significance of motives in understanding OCB.

Keyword: Motive, OCB, Employee.



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Business Development Strategy At Hallacoffee Bandung

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Abstract

In Indonesia, especially in the city of Bandung, the existence of coffee shops requires Hallacoffee to maintain its consistency and presence so that it can compete with other coffee shops in the city of Bandung. It is interesting to study this research by applying the SWOT analysis model, we can maximize the potential and advantages that Hallacoffee has in maintaining its company. The aim of this research is to design a design-oriented innovation strategy for Hallacoffee by formulating a strategy to help generate the opportunities needed for Hallacoffee. The research methodology used is qualitative research using descriptive techniques. The data collection process involves two methods: secondary data and primary data. Secondary data is obtained from sources such as papers, the internet and journals. Primary data was obtained through documentation, observation and direct interviews conducted with Hallacoffee owners and customers. Designing the IFE Matrix, EFE Matrix, and QSPM Matrix are used to design business strategies to identify several opportunities, threats, strengths and weaknesses as key factors in developing the business. Hallacoffee has a high level of proficiency in the fields of management and planning. Hallacoffee has the potential to compete with other coffee shops, especially in the city of Bandung. The need in the current conditions is to adopt and firm expansion strategy.

Keywords : SWOT Analysis, QSPM Analysis, Strategy



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Analysis Of The Effect Of Brand Equity, Brand Image And Experiential Marketing On Satisfaction Impact To Loyalty (Junior College Student At Pancasila Campus)

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Abstract

The purpose of this research is to determine the influence of Equity, Brand Image and Experiential Marketing on Satisfaction and its Impact on Loyalty with Junior student respondents studying at Pancasila University, Jakarta. The population of this research is junior students' active at Pancasila University Jakarta during the Odd Semester of the 2023/2024 Academic Year, totaling 2,353 students. Sampling in this study used the Purposive Sampling method, so the sample in this study was 381 respondents. Collection's methods through questionnaires and interviews. The analysis technique in this research is Structural Equation Model (SEM) with the help of LISREL software. The expected results in this research are that the Product variable has a positive and significant effect on Student Satisfaction and Loyalty, Experiential Marketing has a positive and significant effect on Student Satisfaction and Loyalty.

Keywords: Brand Equity, Brand Image, Satisfaction, Experiential Marketing, Loyalty



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Peran Green Social dan Antecedent Green Sustainability: Literature Review

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Abstrak

Penelitian dengan variabel *green social* dan *green sustainability* mempunyai potensi yang besar untuk diteliti terutama pada sektor perbankan. Artikel ini dibuat dengan tujuan untuk membantu meningkatkan pemahaman mengenai faktor-faktor yang mungkin mempengaruhi atau dipengaruhi oleh *green social* dan *antecedent green sustainability*. Selanjutnya penelitian ini dapat memfasilitasi penelitian yang akan dilakukan berikutnya. Artikel ini dibuat dengan harapan dapat memberikan pengetahuan tambahan mengenai faktor-faktor lain yang dapat mempengaruhi atau dipengaruhi oleh *green social* dan *antecedent green sustainability*.

Keyword: Green Social, Green Economy, Green Sustainability, Brand Image, Service Quality, Bank Mandiri.



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Evaluating the Role of Higher Education in Enhancing Graduate Employability and Institutional Prestige: Insights from Dynamic Institutional and Professional Identity Theories

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Abstrack

Penelitian ini secara keseluruhan menunjukkan bahwa ada hubungan signifikan antara reputasi universitas dan employability lulusan, di mana kualitas dan jenis pendidikan yang diberikan oleh universitas sangat berpengaruh terhadap kesuksesan lulusan di pasar kerja. Hal ini menggarisbawahi pentingnya universitas untuk tidak hanya fokus pada aspek akademik, tetapi juga pada pengembangan kompetensi yang relevan yang diperlukan di pasar kerja. Penelitian ini bertujuan untuk mengevaluasi pengaruh keterpilihkerjaan terhadap reputasi perguruan tinggi dalam konteks ilmu ekonomi human capital. Studi ini menyelidiki bagaimana universitas dapat meningkatkan keterpilihkerjaan melalui kolaborasi dengan industri, transisi karir, pembelajaran di tempat kerja, adaptasi kurikulum, dan inovasi intrapreneurial untuk memperkuat reputasi mereka. Melalui analisis literatur yang komprehensif, penelitian ini menyoroti bagaimana inisiatif-inisiatif ini tidak hanya meningkatkan kompetensi lulusan tetapi juga mempromosikan citra perguruan tinggi sebagai lembaga yang responsif dan inovatif. Sumber-sumber yang digunakan dalam studi ini meliputi karya Dhruba Borah et al. (2021), Ans De Vos et al. (2021), dan Ugochukwu Chinonso Okolie (2022).

Keyword: Reputasi Perguruan Tinggi, Kolaborasi Industri dan Universitas, Transisi Pembelajaran Tempat Kerja, Inovasi *Intrapreneurial*



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Stock Price Analysis of PT Bukit Asam Tbk: A Comprehensive Study

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Abstract

This study analyzes the stock price condition of PT Bukit Asam Tbk (PTBA) in relation to macroeconomic factors. Using the ordinary least squares regression method, four independent variables from macroeconomics—namely Inflation, BI rate, GDP, and Exchange Rate—were examined. The results demonstrate that these variables significantly influence PTBA's stock price, with Inflation and GDP positively affecting it, while the BI rate and Exchange Rate have negative impacts. The conclusion emphasizes the importance of understanding external dynamics that affect a company's stock price in complex industries such as coal mining. This research provides strategic insights for investors and corporate management in navigating volatile market challenges.

Keyword: Stock Price, Macroeconomic Factors, OLS



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The Effect of Work Flexibility and Wages on Job Satisfaction and Its Impact on The Performance of Gojek Partners in North Jakarta

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Abstract

The purpose of this study is to analyze the effect of Job Flexibility and Wages on Job Satisfaction and its effect on the Performance of Gojek Partners in North Jakarta partially and simultaneously. The samples of this study were 50 Gojek partners in North Jakarta using non-probability sampling with the accidental sampling technique. The results show that: (1) Work Flexibility has a positive and significant effect on Job Satisfaction; (2) Wages have a positive and significant effect on Job Satisfaction; (3) Job Satisfaction has a negative and significant effect on Performance; (4) Work Flexibility has a positive and significant effect on Performance; and (5) Wages have a positive and significant effect on Performance.

Keywords: work flexibility, wages, job satisfaction, performance



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Impulsive Buying Behavior Ditinjau Dari Visual Merchandising, Store Atmosphere, Dan Product Variety Yang Dimediasi Oleh Consumer Perceived Value

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Abstract

The emergence of online shops has changed consumer behavior, impacting retail outlets with financial losses and decreased customer visits. This study explores factors suspected to trigger impulsive buying behavior at KKV AEON Mall Sentul City: visual merchandising, store atmosphere, product variety, and consumer perceived value. The methodology used is quantitative descriptive analysis of primary data through PLS-SEM with SmartPLS. The research findings indicate that visual merchandising, store atmosphere, and product variety have a positive and significant effect on consumer perceived value. Visual merchandising and product variety also positively and significantly influence impulsive buying behavior. Consumer perceived value mediates the relationship between independent variables and impulsive buying behavior.

Keywords: Visual merchandising, store atmosphere, product variety, consumer perceived value, impulsive buying behavior, retail marketing



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The Modified-Delphi Technique: A Powerful Method For Health Waqf (Islamic Endowment) Modeling

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Co-founder SHARIA Community

Abstract

The study aims to Identify the characteristics of the health waqf model; Designing various best models of health waqf; and Finding the best model for health waqf in Indonesia. This research using the modified Delphi method. Result shows that there are 32 crucial aspects of healthcare waqf, of which respondents agree on 23 (71.88%) in a way that significantly increases rater agreement (W) or Kendall's concordance. Clinics, general hospitals, mother and child hospitals (RSIA), and specialty hospitals are some examples of the types of healthcare waqf that could be established at different levels based on the needs. The author suggests many healthcare waqf models, such as the 1) Social Healthcare Waqf Model (SHWM), 2) Productive Healthcare Waqf Model (PHWM), and 3) Integrated Social-Productive Healthcare Waqf Model (ISPHWM), based on the established characteristics. The outcomes of the suggested healthcare waqf models are most suited for implementation in Indonesia because the study's respondents are Indonesian professionals and practitioners. Nonetheless, the approach taken and the model framework that came from this research could be utilized to identify the features of healthcare waqf and suggest the best models in other nations.

Keyword: waqf, healthcare, models, social, commercial



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The Impact of Upin and Ipin TV Series on Social Behavior Changes of 4-5 years-old Children in Bandung City

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Abstract

The Preschool phase in a child's life is a crucial period requiring heightened supervision. The formation of a child's behavior is heavily influenced by parental, teacher, and environmental education, encompassing their daily observations. The Upin and Ipin animated film serves as a conduit for children to imbibe values like respect, affection, cooperation, appreciation for religious diversity, worship practices, and cultural understanding. This cinematic experience positively enriches children's understanding of virtuous behavior, given their natural inclination to emulate observed actions psychologically. The research aims to ascertain the influence of Upin and Ipin shows on behavioral changes and knowledge development in children. Employing a qualitative descriptive approach, the study involves children who are avid viewers of Upin and Ipin, utilizing instruments such as interviews and observations. The data analysis encompasses reduction, concluding, and verification steps. Findings reveal the Upin and Ipin animated film has a favorable impact on children, fostering behavioral transformations, enhancing their grasp of etiquette in parental interactions, and inspiring language emulation, all while fostering knowledge acquisition across various disciplines presented in the show.

Keyword: Social Behavior, Preschool Age, Television Series



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Pengembangan Elektroda Pasta Karbon Bermodifikasi Poli(Melamin) Sebagai Sensor Asam Askorbat

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Abstract

Melamin is a toxic compound that is used in the manufacture of plastic tableware and white glue. However, poly(melamine) can be used to modified carbon paste electrode (CPE) as working electrode in voltammetry. In this research, film of melamine was prepared on the surface of CPE through electropolymerisation. Electropolymerisation was conducted using cyclic voltammetry (CV) technique (20 cycle) at potential range of 0 V – 1,6 V and scan rate of 100 mV/s from solution containing 1 mM melamine and 0.1 M H₂SO₄. The modified electrode was used to determined ascorbic acid. Linear calibration curve was found at concentration range of 79 μM - 18 mM with the limit of detection was 47 μM, respectively. Results of voltammetric determination of ascorbic acid in real samples are in accordance with those of spectrophotometric method

Keyword: Carbon Paste Electrode, Poly (Melamine), Ascorbic acid.