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BIBLIOMETRIC COMPUTATIONAL MAPPING ANALYSIS OF PUBLICATIONS ON OFFICE CLOUD COMPUTING USING VOSVIEWER

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ABSTRACT

This study aims to examine the development of office cloud computing research through a bibliometric approach with computational mapping analysis using VOSviewer. The Publish or Perish reference manager application was used to obtain the article data from the Google Scholar database. The title and abstract of the article are used to guide the search process by referring to the keyword "office cloud computing". Discovered 997 relevant articles that Google Scholar has indexed from 2013 to 2023. According to the findings, office cloud computing research can be broken down into three categories: cloud computing, cloud, and office. There are 274 links with the term "cloud computing" and a total link strength of 3951. The term "cloud" has 272 links with a total link strength of 3841. While the term "office" has 253 links with a total link strength of 1731. The analysis of the development of publications from 2013 to 2023 results reveals frequent fluctuations. It went from 127 studies in 2013 to 134 in 2014. From 2014 to 2020, there were research fluctuations (sequentially 134, 103, 113, 94, 95, 96, 94). There was a decrease from 94 to 18 between 2020 and 2023. In the meantime, 127 studies on popular office cloud computing were conducted in 2013. Using VOSviewer, we counted the number of articles on office cloud computing and its connection to other fields. The findings of this research analysis may serve as a foundation for additional materialrelated research.

Keywords: bibliometric; computational mapping analysis; office cloud computing; vosviewer

THE INFLUENCE OF SERVICE MARKETING MIX ON THE DECISION TO USE GOLD PAWN SERVICES AT BSI BANK KCP MEDAN ADAM MALIK 2012

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ABSTRACT

This study aims to determine how the marketing mix (7P), consisting of product, price, place, promotion, people, physical evidence, and process, influences the decision to use gold pawn services at BSI Bank KCP Medan Adam Malik. The sample used in this study is customers of gold pawn financing at BSI Bank KCP Medan Adam Malik, using purposive sampling technique with 30 respondents. Data analysis in this study uses IBM SPSS Statistics 23. The analysis results show that product, price, place, promotion, people, physical evidence, and process have a positive influence on purchasing decisions. The study results indicate that the variables of place and people have a significant influence because they have a significance value < 0.005 , but there are also variables that do not have a significant influence on purchasing decisions, namely the variables of product, price, promotion, process, and physical evidence.

Keywords: service marketing mix; services

DEVELOPING MOMENTUM STRATEGY CONSTRUCT IN CRYPTOCURRENCY INVESTMENT: THREE STEPS VALIDITY APPROACH

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ABSTRACT

Buying past winners and selling past losers can be an effective strategy to enhance stock market returns, including in the cryptocurrency market. This study aims to validate the development of measurement of the momentum strategy construct, especially in the context of investing in cryptocurrencies. A number of validities were carried out, including content validity, criterion related validity, and construct validity. The development of construct strategy momentum in cryptocurrency investment carried out in this study shows that the measurements offered in this study are valid. This measurement can be used in future studies for impact testing, or broader functions. For future research, the development of measurements of what has been developed can be done along with the novelty of investment instruments.

Keywords: momentum, market, cryptocurrency, price

EDUCATIONAL INNOVATION AND COMPETENCY TRANSFORMATION: USHERING IN A NEW ERA IN EDUCATION, A BIBLIOMETRIC ANALYSIS

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ABSTRACT

This bibliometric analysis explores the relationship between educational innovation and competency transformation using data from the Scopus database. This research aims to provide a deeper understanding of trends, patterns, and developments in the academic literature on educational innovation and competency transformation. Through a bibliometric analysis approach, this article analyzes the number of publications, citation trends, State relations, research focus, and recency of research in the domain. Key findings point to a significant increase in the number of publications over time, with a peak projected for 2024. Certain articles in this academic literature have also been widely cited, highlighting their relevance and influence in academic discussions. In addition, international research cooperation is also taking place actively, with the United States playing an important role in research activities. Network analysis shows three main focuses of research: innovation in education, transformation in education, and individual competency development. Implications of these findings include the development of responsive education policies, improved learning practices, closer international collaboration, and professional development for educators and researchers. Thus, this bibliometric analysis not only provides an understanding of the latest developments in the academic literature, but also provides a foundation for practical measures to improve the effectiveness and relevance of education in the future.

Keywords: Innovation, Education, transformation and competence.

GLOBAL TRENDS IN GREEN INNOVATION FOR ECONOMIC SUSTAINABILITY: A BIBLIOMETRIC ANALYSIS

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ABSTRACT

Green innovation has emerged as a critical solution to balance environmental sustainability and economic resilience, offering a viable pathway to address global challenges such as climate change, resource depletion, and ecological degradation. This study employs a bibliometric analysis to examine trends in green innovation research, focusing on subject areas, publications, authors, and countries that have significantly contributed to the discourse. Key findings reveal that environmental and energy sciences dominate the field, emphasizing their role in advancing sustainable energy systems and reducing carbon emissions. Business and management disciplines also play a significant role, highlighting the strategic importance of green innovation in driving industrial transformation. Countries such as China, India, Malaysia, and Pakistan are key contributors, reflecting their growing focus on sustainable development. Emerging trends, including integrating digital technologies such as blockchain and artificial intelligence, point to future innovations in increasing transparency and efficiency in sustainable business practices. This study underlines the interdisciplinary nature of green innovation and its potential to shape a more sustainable global economy driven by the need to meet the Sustainable Development Goals (SDGs)

Keywords: Green innovation, Economic Sustainability, SDGs, Bibliometric.

QUO VADIS ASEAN EPICENTRUM OF GROWTH: REFLECTIONS AND EVALUATION OF WORLD REGIONAL ECONOMIC GROWTH

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ABSTRACT

ASEAN declared as the epicenter of growth and this statement is interesting to study, especially in terms of post-Covid economic growth and compare it with other regional cooperation in the world (European Union, African Union, Arab League, Shanghai Cooperation, and South America). The data taken is in the form of regional economic growth data in the span of the last ten years (2014-2023). By using descriptive quantitative methods and ANOVA analysis techniques, the results of the comparative analysis of regional economic growth performance will be obtained. The results of this study are beyond the temporary assumption that ASEAN is significantly superior in regional economic growth but it turns out that the regional economic growth differentiation studied is not significantly different. However, partial differences show that the ASEAN region's economy is superior to other regions although still slightly below the Shanghai Cooperation region. ASEAN remains an attractive region for investment destination this century, as per the declaration dated September 5, 2023 in Jakarta, as it offers various advantages such as more conducive regional security, abundant natural resources, and relatively stable governments.

Keywords: ASEAN; PDB; economic growth; regional;

DECODING THE RELATIONSHIP BETWEEN FINANCIAL LITERACY AND DEMOGRAPHIC FACTORS ON BEHAVIORAL BIASES IN YOUNG INVESTORS

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ABSTRACT

This study explores the relationship between financial literacy, demographic factors, and behavioral biases among young investors in Indonesia. Data were collected from 405 respondents through an online questionnaire using purposive sampling combined with snowball sampling. Regression analysis was conducted to examine how financial literacy and demographics—such as gender, age, marital status, income, education, and investment experience—affect ten behavioral biases, including overconfidence, representativeness, and herding bias. The results show that financial literacy significantly reduces the presence of several behavioral biases, suggesting that higher levels of financial literacy help investors make more rational decisions. Additionally, demographic factors, particularly age and income, were found to have a strong influence on these biases. Older, more educated, and higher-income investors demonstrated fewer biases in their decision-making processes. Overconfidence and herding bias were notably affected by financial literacy and demographic characteristics, with younger and less experienced investors being more prone to these biases. The findings highlight the importance of improving financial literacy to reduce the influence of biases on investment decisions. This research provides valuable insights for policymakers, educators, and financial institutions, suggesting that targeted financial education programs could mitigate the impact of behavioral biases. Future research should consider the role of emotional intelligence in shaping investor behavior to further enhance strategies for better financial decision-making.

Keywords: financial literacy; behavioral biases; young investors; investment decision-making; demographic factors.

THE INFLUENCE OF ADVERTISING WITH RELIGIOUS IMAGERY (ISLAM) AND BRAND HEALTH TRACKING IN DETERMINING THE PURCHASE DECISION OF SUNSILK HIJAB REFRESH PRODUCTS WITH BUYING INTEREST AS AN INTERVENING VARIABLE (STUDY ON STUDENTS OF DIPONEGORO UNIVERSITY SEMARANG)

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ABSTRACT

This study aims to analyze the influence of advertising with religious imagery (Islam) and brand healthy tracking on the purchase decision of Sunsilk Hijab Refresh products with buying interest as an intervening variable. This product specifically targets Muslim consumers, especially women wearing hijab, by utilizing religious values and health concepts in its marketing strategy. In the context of Muslim consumers in Indonesia, religious imagery in advertising is often used as an effort to build emotional closeness and increase buying interest. This study uses a quantitative approach with a survey method conducted on female students of Diponegoro University Semarang. The research sample was taken using the purposive sampling technique. Data was collected through a questionnaire that measured advertising variables with religious imagery, brand healthy tracking, buying interest, and purchase decisions. Data analysis was carried out using the multiple linear regression method to determine the direct influence, as well as path analysis to test the role of intervening variables with the AMOS analysis tool program. The results of the study show that advertising with religious imagery and brand healthy tracking have a significant influence on purchase decisions. Buying interest is proven to be an intervening variable that mediates the relationship between the two variables and purchase decisions. These findings indicate that ads that highlight religious and health values are able to increase consumers buying interest, which ultimately contributes to increased purchase decisions.

Keywords: Religious advertising, brand healthy tracking, buying interest, purchase decision, Sunsilk Hijab Refresh, Muslim consumers.

UNVEILING THE MUSLIM LOYALTY TRIANGLE: HOW EXPERIENCE QUALITY, VALUE, AND SATISFACTION CONVERGE IN DIGITAL HALAL MEDIA AND RECREATION IN INDONESIA

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ABSTRACT

This study investigates the factors influencing the loyalty of Muslim consumers in Indonesia towards digital Halal Media and Recreation (DHMR) platforms. A quantitative research approach was employed. Data were collected from 345 Muslim users of Digital Halal Media Recreation (DHMR) platforms in Indonesia. Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis was used to assess the relationships between experience quality, perceived value, satisfaction, and loyalty. The findings reveal that satisfaction positively affects loyalty towards DHMR platforms. Additionally, perceived value is demonstrated to have an indirect effect on loyalty, mediated by satisfaction. perceived value was found to moderate the relationship between Experience quality and satisfaction. This study offers valuable insights into the loyalty behavior of Muslim users on DHMR platforms in Indonesia, yet several limitations must be acknowledged. The research sample is confined to West Java, the province with the largest Muslim population in Indonesia, which restricts the generalizability of the findings beyond this region. Future research should expand to include cross-country data from other Muslim-majority areas to provide a broader, more global perspective. Moreover, while this study focuses on loyalty among current users of DHMR platforms, it does not explore specific patterns of engagement with Islamic-themed content. This research offers valuable insights for service providers aiming to improve the development of DHMR platforms and cultivate user loyalty among Muslim users. The findings highlight the importance of focusing on enhancing both user experience quality and perceived value. By demonstrating a commitment to providing innovative solutions that cater to the specific needs of Muslim users in the context of halal media and recreation, service providers can effectively build long-term loyalty within this growing market segment. This study is among the pioneering efforts to explore Muslim user loyalty on DHMR platforms in Indonesia, a predominantly Muslim nation. It enriches the limited literature on digital halal market trends by emphasizing the experiential and perceived value factors that shape user loyalty. By focusing on Indonesia, the research provides insights into how DHMR platforms cater to the specific needs and preferences of Muslim users, thereby establishing a foundation for future research in similar cultural and religious contexts.

Keywords: Loyalty, Satisfaction, Muslim Perceived Value, Experience Quality, Halal media, Halal recreation digital.

THE INFLUENCE OF TEACHER TEACHING SKILLS ON STUDENT LEARNING OUTCOMES WITH ACHIEVEMENT MOTIVATION AS A MEDIATING VARIABLE

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ABSTRACT

This study investigates the influence of teacher teaching skills on student learning outcomes, mediated by achievement motivation. The context of the research is based on the suboptimal results of students in economics subjects in various public high schools in Purwakarta Regency, as evidenced by the average scores from the End of Semester Assessment failing to meet the Minimum Completeness Criteria (KKM). An explanatory survey design was employed, targeting class XI social science students from multiple high schools, with a purposive sample of 94 respondents. Data were collected using a questionnaire with bipolar adjective scaling, and the analysis was conducted using the Baron & Kenny mediation method. The findings indicate that: (1) student learning outcomes have not consistently met the KKM, with both teaching skills and achievement motivation falling into the moderate category, (2) teacher teaching skills directly affect student learning outcomes, and (3) achievement motivation exerts a partial mediating influence, suggesting that teaching skills affect outcomes both directly and indirectly via motivation.

Keywords: Teaching Skills; Learning Outcomes; Achievement Motivation

THE IMPACT OF FINANCIAL INCLUSION ON ECONOMIC GROWTH

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ABSTRACT

This study explores financial inclusion and economic growth in Central Asia, Southeast Asia, and South Asia region countries from 2013-2022. Financial inclusion can be measured through the penetration, availability, and usage dimensions, as well as the Index of Financial Inclusion (IFI). This study also considers investment and trade openness as control variables that affect economic growth. The quantitative approach of this study uses the Generalized Method of Moments (GMM). The findings show that the penetration and usage dimensions of financial inclusion affect economic growth, while the availability dimension does not affect economic growth. In addition, this study found that IFI has no effect on economic growth. This suggests that measuring financial inclusion through dimensions can provide a more comprehensive understanding than relying solely on a composite index. This study conducted sensitivity analysis with the results proving that the model used is robust.

Keywords: Financial Inclusion, Economic Growth, Central Asia, Southeast Asia, South Asia, GMM.

PREDICTING REVISIT INTENTION: THE INFLUENCE OF DESTINATION IMAGE AND TOURIST EXPERIENCE

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ABSTRACT

This study investigated the influence of destination image and tourist experience on revisit intention. Destination image was conceptualized as comprising three dimensions: attribute-holistic, functional-psychological, and common-unique. Tourist experience was measured using four dimensions: entertainment, education, escapist, and aesthetics. Revisit intention was assessed through two dimensions: intention to recommend and intention to revisit. An explanatory survey method was employed, involving 130 respondents who had camped at the three specified tourist destinations. Multiple regression analysis using IBM SPSS 24.0 was conducted to validate the questionnaire items, assess model fit, and test the proposed hypotheses. The results demonstrated that both destination image and tourist experience were perceived positively and significantly influenced revisit intention, both simultaneously and partially. To sustain and enhance revisit intention, the researcher recommends prioritizing the maintenance and improvement of destination image and tourist experience.

Keywords: Destination image, tourist experience, revisit intention, tourism destination, Bandung

INTENTION TO RECOMMEND MUSLIM WOMEN TOURISTS AT MUSLIM-FRIENDLY TRAVEL DESTINATION IN THE CITY OF JAKARTA: EXPECTANCY DISCONFIRMATION THEORY APPROACH

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ABSTRACT

Jakarta City is one of the Muslim-friendly tourist destinations on the island of Java, and it ranks fourth in the category of the best Muslim-friendly destinations in Indonesia, according to IMTI 2023. However, this ranking is down from 2018, which ranks third. The study aims to test the expectancy disconfirmation theory and find out the influence of destination images, halal attributes, city branding, and tourist satisfaction on the intention of recommending Muslim tourists. The research method used is quantitative with a descriptive and causality research design, i.e., using analysis of structural equation modelling (PLS-SEM). The respondents in this study are Muslim tourists who have visited a Muslim-friendly tourist destination in Jakarta City. The results of this study indicate that based on descriptive analysis, destination image variables, halal attributes, city branding, tourist satisfaction, and recommending intentions are in very high categories. Furthermore, this study reinforces the EDT theory and previous research that destination image, city branding, and tourist satisfaction significantly influence the intention to recommend Muslim tourists. However, halal attributes have no significant influence on the intention to recommend Muslim tourists. Later, the satisfaction of tourists can also mediate the influence between the image of the destination, the halal attribute, and city branding on the intent of recommending Muslim travellers. The implications of this research are expected to be reference material in decision-making and policy for stakeholders in the field of tourism, especially Muslim-friendly tourist destinations.

Keywords: Muslim Friendly Destinations, Muslim Women Tourists, Intention to Recommend, City Branding, Halal Attributes, Destination Image.

THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION, PRODUCT KNOWLEDGE, AND FINANCIAL LITERACY ON BUSINESS PERFORMANCE IMPROVEMENT WITH PRODUCT INNOVATION CAPABILITY AS AN INTERVENING VARIABLE

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ABSTRACT

This study aims to analyze the influence of entrepreneurial orientation, product knowledge, and financial literacy on the improvement of business performance among food MSMEs in the Pantai Indah Kapuk tourist area, with product innovation capability as an intervening variable. The research employs a quantitative survey method, utilizing structured questionnaires to collect primary data from 96 MSME owners operating in the PIK area. The data were analyzed using Structural Equation Modeling (SEM) with Smart-PLS software. Key variables examined include entrepreneurial orientation, product knowledge, financial literacy, product innovation capability, and business performance. The study revealed that entrepreneurial orientation significantly influences product innovation capability, which in turn positively affects business performance. Additionally, product knowledge enhances product innovation capability, and financial literacy directly contributes to better business performance. The findings highlight the importance of developing entrepreneurial traits, understanding key product features, and managing financial resources effectively for improving overall business performance. The study concludes that MSMEs equipped with strong product innovation capabilities and financial literacy are better positioned to compete in highly competitive markets. Future research could explore other factors influencing MSME performance, such as customer engagement and market orientation. This study suggests further training and development initiatives to enhance financial literacy and product knowledge among MSME owners to ensure sustainable business growth.

Keywords: Entrepreneurial orientation; Product knowledge; Financial literacy; Business performance; Product innovation capability.

THE ROLE OF LEARNING INTEREST IN MEDIATING THE INFLUENCE OF TEACHER COMPETENCE ON LEARNING OUTCOMES

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ABSTRACT

This research is motivated by the low learning outcomes of students in economics, as indicated by the average scores of the midterm and final exams for 11th-grade social studies students at public high schools in Tanjungpinang during the 2023/2024 academic year, which remain below the minimum passing grade. This study aims to examine the influence of teacher competence on students' academic performance, with learning interest serving as a mediating variable. The method used is a cross-sectional survey, with questionnaires as the data collection tool, employing a quantitative approach through self-administered questionnaires. The research population consists of 479 11th-grade social studies students at public high schools in Tanjungpinang, with a sample of 122 students selected using proportional random sampling. The data analysis technique employed is the bootstrapping approach. The study's findings indicate that: (i) respondents' economics learning outcomes are above the minimum passing grade; teacher competence, comprising pedagogical, professional, personality, and social competencies, is rated high; and students' interest in learning economics is also high; (ii) teacher competence, both overall and in each dimension, positively affects students' academic performance; and (iii) students' learning interest partially mediates the effect of teacher competence on economics learning outcomes, including the influence of each dimension of teacher competence on academic performance.

Keywords: Learning Outcomes, Teacher Competence, Learning Interest

MIND MAPPING MODEL FOR MRT JAKARTA CO.'S BUSINESS ECOSYSTEM THAT INFLUENCES CREATING TRANSIT-ORIENTED DEVELOPMENT (TOD) AREA

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ABSTRACT

Transit-oriented development aims to create additional value by developing regions in and around transportation hubs. Emphasizes the integration of mass transit systems with non-motorized means of transportation, as well as the reduction of motor vehicle use in conjunction with the development of densely populated, mixed-use regions that have medium-to-high levels of space consumption. This study examines the formulated business ecosystem MRT Jakarta Co.'s influence in creating Transit Oriented Development (TOD) areas using Soft System Methodology (SSM). Seven employees of this organization who completed surveys and in-depth interviews with experts provided the data. The Rich Picture in Figure 1 explains the general overview of the formulating business ecosystem for MRT Jakarta Co. in creating the TOD area. MRT Jakarta Co., developers, government, associations, and landowners are the main actors who play an essential role in increasing MRT Jakarta Co.'s ease of doing business.

Keywords: Mass Transit System; Soft System Methodology; Transportation; Value Creation.

THE EFFECT OF THE APPLICATION OF THE PROBLEM BASED LEARNING MODEL ON STUDENTS' CRITICAL THINKING ABILITIES IN ECONOMICS SUBJECTS.

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ABSTRACT

This research is motivated by the low critical thinking ability of students presented from the results of the critical thinking ability test of students at SMA Triguna Utama. This study aims to determine the impact of the use of the problem based learning model on students' critical thinking abilities in economics subjects, especially on the material "National Income" at SMA Triguna Utama. This study uses a quasi-experimental method with a nonequivalent control group design. The research instrument is in the form of a descriptive test consisting of 6 questions that are adjusted to the indicators of critical thinking abilities. The hypothesis of this study was tested using the t-test (paired sample t-test and independent sample t-test). The results of this study indicate that there is a difference in students' critical thinking abilities between the experimental class before and after being given treatment in the form of a problem based learning model. There is a difference in students' critical thinking abilities between the experimental class and the control class. The experimental class showed a moderate increase, while the control class showed a lower increase. Based on the Gain-T that has been conducted, it can be concluded that the problem based learning model is effective in improving the critical thinking skills of students at SMA Triguna Utama in the subject of economics, especially in the material "National Income".

Keywords: Critical Thinking Skills, Problem Based Learning, STAD.

ANALYSIS OF THE IMPLEMENTATION OF THE INDEPENDENT CURRICULUM (DESCRIPTIVE RESEARCH ON THE ECONOMICS SUBJECT OF STATE HIGH SCHOOLS IN MAJALENGKA DISTRICT)

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ABSTRACT

This research is motivated by the presence of a new curriculum, namely the independent curriculum, whose implementation is considered to be less effective. The aim of this research is expected to be able to describe the learning conditions carried out by teachers in the effective implementation of the Independent Curriculum seen from the aspects of planning, implementation and evaluation of the learning that occurs. This research method is a descriptive method with a quantitative approach through data collection techniques using questionnaires, documentation studies and literature studies. The results of this research show that the description of the conditions for implementing the Independent Curriculum by economics teachers is in the medium category. Economics teachers have carried out planning, implementation and evaluation of learning quite well, but still need further evaluation and development in accordance with the independent curriculum guidelines contained in Permendiknas Number 16 of 2022 and Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 103 of 2014 concerning Learning in Education Primary And Secondary Education.

Keywords: Keywords: Implementation Of The Independent Curriculum, Planning Learning, Implementing Learning, Evaluating Learning.

THE EFFECT OF INVESTMENT ON REGIONAL INEQUALITY BETWEEN PROVINCES IN INDONESIA 2013-2022

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ABSTRACT

This research is based on the problem of high inequality index between regions in Indonesia. The purpose of this study is to test Gunnar Myrdal's theory regarding the influence of investment on regional inequality between provinces in Indonesia 2013-2022. The research method used is an explanatory survey with secondary data collection techniques obtained from the publication of the Central Statistics Agency (BPS), namely data on the number of population and GDP per capita of Indonesia and BKPM data, namely investment realization projected with PMDN and PMA of 34 provinces of Indonesia in 2013-2022. This study uses the Human Development Index (HDI) as a control variable. The data analysis technique carried out is using dummy regression. The results of this study show that investment has a positive and significant effect on inequality between regions, while HDI has a significant negative effect on inequality between regions. The limitation of this study is the use of a dummy regression model that may not fully capture the complexity of the relationship between the variables studied. Other factors that can affect inequality, such as local government policies, infrastructure, and natural resources, have not been explicitly considered in this model.

Keywords: Regional Inequality, Investment, Human Development Index

**THE INFLUENCE OF TIME MANAGEMENT ON ECONOMICS LEARNING
OUTCOMES WITH FAMILY SUPPORT AS A MODERATING VARIABLE
(SURVEY OF 11TH GRADE SOCIAL SCIENCES STUDENTS AT PUBLIC HIGH
SCHOOLS IN TASIKMALAYA CITY FOR THE ACADEMIC YEAR 2023-2024)**

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ABSTRACT

This study is based on the importance of time management and environmental support in achieving optimal learning outcomes, prompted by the low academic performance observed in the PSAT (End of Year School Assessment) economics scores for the 2022-2023 academic year. The study population consisted of 11th-grade social science students at SMA Negeri Tasikmalaya, with a sample of 792 students out of 1,564 selected through random sampling. The research employed a quantitative method with a survey approach and Moderation Regression Analysis (MRA). The findings of the study indicate that: (1) time management has a positive effect on students' economics learning outcomes; (2) family support has a positive effect on students' economics learning outcomes; and (3) family support moderates in a quasi-way the effect of time management on students' economics learning outcomes. These findings emphasize the importance of time management skills and family support in improving student's economic learning outcomes.

Keywords: time management; family support; student economic learning outcomes; social-cognitive theory

BRIDGING THE DIGITAL DIVIDE: THE ROLE OF TECHNOLOGY IN ENHANCING RURAL SMES IN INDONESIA

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ABSTRACT

This study aims to analyze the digital divide faced by rural SMEs in Indonesia, evaluate the role of technology in bridging this gap, identify the main challenges in technology adoption, and formulate effective strategies to enhance SMEs competitiveness in the digital era. This study adopts a qualitative approach by conducting a literature review and observation through netnography of relevant scientific articles. Data was collected from articles, and online journals published between 2020 and 2024. The findings indicate that the digital divide in rural Indonesia is driven by limited infrastructure access, low digital literacy, and insufficient government support. While digital technology can significantly enhance the competitiveness and revenue of SMMEs, technology adoption in rural areas remains limited. This study concludes that closer collaboration between the government, technology service providers, and SMEs is essential to accelerate technology adoption in rural areas. Recommendations are provide to expand infrastructure access, strengthen digital literacy, and improve policy support to create an inclusive and sustainable business ecosystem.

Keywords: Digital Divide; Technology; Rural SMEs; Digital literacy; Sustainable Business.

EXPLORING FUTURE RESEARCH OF EMPLOYEE WELL-BEING: A BIBLIOMETRIC APPROACH

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ABSTRACT

Employee well-being is an important aspect of sustainable human resource management (SHRM). Sustainable SHRM that focuses on meeting employee needs positively affects employee well-being. Organizations can improve their ethical profile and enhance their role as strategic partners and sources of competitive advantage. SHRM also contributes to the SDGs and the Environmental, Community, and Governance (ESG) dimension. The concept of well-being in sustainable human resource management is an issue because it is an investment for organizations, especially in the scope of diversity and inclusion. By prioritizing employee well-being, organizations can create a healthier and happier work environment which has implications for improving performance, reputation and innovation. The purpose of this study to find significant contributors, current dynamics, domains and advocates further directions in the concept of employee well-being. The paper adopted content analysis (CA), bibliometrics and network analysis (NA) on a sample of 189 documents extracted from Scopus database to observe the research happenings from two decades ago. After observing the different perspectives of the study such as bibliometric, analysis structure, network and content analysis, the study will assist as a fundamental base for understanding the concept of employee well-being and the direction where the research is evolving. The study methodology used in this research is an amalgamation of network and content analysis and systematic literature review, which enabled the recognition of the intellectual structure to produce an inclusive summary of the study area.

Key words: : Employee well-being, Wellbeing, Bibliometric

STRATEGIC INNOVATION: SMART AIRPORT EFFORTS TO SUSTAIN THE FUTURE BUSINESS

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ABSTRACT

The rapid growth of the aircraft sector raises concerns about the need for advanced technological components in airport design to optimize infrastructure and enhance efficiency. Airport 4.0 leverages open and big data to enhance creativity, enhancing operational efficiencies through real-time passenger flow and profile analysis in airports. Airport administrators must evaluate infrastructure profitability, enhance terminal capacity, streamline processes, generate new revenue streams, and provide exceptional service to attract international visitors while maintaining security. Smaller airports face challenges in implementing smart airport technologies due to significant investments. Strategic innovation in the airport industry involves developing innovative strategies, challenging assumptions, and embracing fresh perspectives to achieve objectives and gain a competitive edge.

Key words: Smart airport, Strategy Innovation.

LIVE SHOPPING & CUSTOMER STICKINESS : A KEY TO MSME FASHION SUSTAINABILITY

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ABSTRACT

This research article investigates the impact of live shopping on customer stickiness and its implications for the sustainability of Micro, Small, and Medium Enterprises (MSMEs) in the fashion sector. The primary objective is to explore how perceived value, perceived benefit, confirmation, and customer satisfaction influence customers' intentions to continue using live shopping platforms. A quantitative approach was employed, utilizing a purposive sampling technique to gather data from 253 participants who had engaged in live shopping through MSMEs. Participants were primarily young adults aged 17-24, predominantly female, and primarily students. Data collection was conducted via a self-administered online questionnaire, which included demographic questions and a 7-point semantic differential scale to measure key constructs. The analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. Findings revealed significant relationships between the predictor variables and continuance usage intention, with customer satisfaction acting as a crucial mediator. Specifically, perceived benefit were found to significantly enhance customer satisfaction, thereby increasing the likelihood of continued engagement with live shopping. The study concludes that enhancing customer experiences through perceived value and benefits is vital for MSMEs to foster customer stickiness in live shopping environments, ultimately contributing to their sustainability in the competitive fashion market.

Keywords: Live Shopping; Customer Stickiness; MSMEs (Micro, Small, and Medium Enterprises); Perceived Benefit; Continuance Usage Intention

ANALYSIS OF INTENTION TO PARTICIPATE IN GREEN WAQF: A THEORY OF PLANNED BEHAVIOR APPROACH

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ABSTRACT

The resolution of environmental issues affected by climate change and the development of renewable energy projects faces challenges in financing aspects, due to limited funding sources. The funding needs can be met by endowment funds through the Green Waqf program. The theory used in this research is the Theory of Planned Behavior. (TPB). The method used in this research is a quantitative descriptive method with SEM-PLS analysis. The analysis tool used is SmartPLS with a sample size of 215. The results of the research from the descriptive analysis indicate that the variables of knowledge, environmental concern, attitude, subjective norms, perceived behavioral control, and intention to participate are at a high level. In addition, attitudes, subjective norms, and perceived behavioral control positively influence the intention to participate in the Green Waqf program. Meanwhile, knowledge and environmental concern do not directly affect the intention to participate in the Green Waqf program. Another finding is that attitudes can mediate the relationship between knowledge and environmental concern and the intention to participate in the Green Waqf program. The implication of this research is that attitudes, subjective norms, and perceived behavioral control play a very important role in the intention to participate in the Green Waqf program. This research is expected to enhance public knowledge about the importance of Green Waqf and provide benefits for the managing institutions of Green Waqf in understanding the intention to donate, which can serve as a basis for improving fundraising strategies.

Key words: Knowledge; Environmental Awareness; Attitude; Subjective Norms; Perceived Behavioral Control; Intention; Theory of Planned Behavior; Green Waqf.

ENHANCING THE COMPETITIVENESS OF INDONESIAN UMKM THROUGH THE IMPLEMENTATION OF ISO 9001:2015 QUALITY MANAGEMENT SYSTEM

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ABSTRACT

Usaha Mikro, Kecil dan Menengah (UMKM) have become the focus of public attention due to their stagnant growth and inability to expand in a highly competitive market. To address this issue, many UMKM owners have taken steps to improve product and service quality, one of which is by implementing the ISO 9001:2015 quality management system (QMS). This study aims to design an ISO 9001:2015 implementation model that can serve as a reference for UMKM to integrate their QMS and achieve certification. The research follows a research and development (R&D) methodology based on Borg & Gall's principles, with data collected from UMKM in Bandung, Indonesia. The proposed model offers a clear roadmap for ISO 9001:2015 implementation, providing practical insights on the stages, cost efficiency, and benefits of integrating QMS. This study is expected to improve product and service quality within the UMKM sector, fostering better market positioning and sustainability.

Key words: ISO 9001:2015, Quality Management System (QMS), UMKM (Micro, Small, and Medium Enterprises), Competitiveness, Implementation Model, Continuous Improvement.

BIBLIOMETRIC COMPUTATIONAL MAPPING ANALYSIS OF PUBLICATIONS ON MANAGEMENT INFORMATION SYSTEM IN DIGITAL OFFICE USING VOSVIEWER

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ABSTRACT

This research examines the growth of management information digital system office with a bibliometric approach and the analysis using VOSViewer. The data in this article get from google scholar database by using publish or perish reference manager application with keywords “System Information Management Digital Office”. Around 999 articles obtained as the relevant with the keywords in the periods 2012-2022 (11years). The data showed in 2020 there are 127 articles, it is the higher publications around 11 years. Research about digital office might be increase because of the pandemic situation.

Keywords: Bibliometric, Computational Mapping Analysis, Digital Office, Management Information System, VOSViewer

INSIGHTS AND DIRECTIONS: ESTABLISHING A RESEARCH AGENDA FOR KNOWLEDGE-ORIENTED LEADERSHIP IN HIGHER EDUCATION

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ABSTRACT

This study aims to review the literature related to Knowledge-Oriented Leadership (KOL) in higher education. The method used in this study is the PRISMA method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) through a bibliometric approach with computational mapping analysis using VOS Viewer. The study period used as literature data material is Scopus-indexed articles and seminar papers from 2013 to 2023. The keywords used were "knowledge AND oriented AND leadership". From 941 references that were considered relevant, data reduction was carried out with inclusion and exclusion criteria. The analysis was conducted on 10 articles with the highest number of citations and on 6 articles that specifically used the keyword "Higher Education". The results of this study also provide an overview for further research related to Knowledge-oriented Leadership in higher education in the future.

Keywords: higher education; knowledge management; knowledge-oriented leadership; KOL; VOS Viewer.

DETERMINANTS OF MUZAKKI DECISIONS IN URBAN AND RURAL AREAS IN CHOOSING ZAKAT PAYMENT THROUGH FORMAL INSTITUTIONS: A MULTIGROUP ANALYSIS MODEL APPROACH

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ABSTRACT

This study aims to identify the factors influencing the decision to pay zakat through official Zakat Management Organizations (OPZ) in Indonesia, comparing urban and rural muzakki. The research employs Structural Equation Modelling - Multigroup Analysis (SEM-MGA) using SmartPLS for data analysis. The subjects are 400 muzakki in Indonesia who have paid zakat through OPZ. The research findings indicate that trust and accessibility significantly and positively impact the decision to pay zakat through OPZ for both urban and rural muzakki. However, zakat knowledge and income do not influence rural muzakki decisions but have a positive effect on urban muzakki. The regional classification moderates the impact of accessibility on the decision to pay zakat through OPZ but does not moderate the influence of trust, zakat knowledge, and income. This research provides a comparative analysis of urban and rural muzakki, offering new insights into regional differences in zakat payment behavior.

Keywords: Zakat Payment; Zakat Management Organization; Trust; Accessibility; Urban and Rural Comparison

EFFORTS TO INCREASE EMPLOYEE WORK MOTIVATION THROUGH THE SITUATIONAL LEADERSHIP STYLE APPROACH AND WORK ENVIRONMENT

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ABSTRACT

Motivation can encourage someone to have energy to work by giving their optimal abilities and skills to achieve organizational goals. Motivation arises because it is influenced by various factors, such as leadership style and work environment. Considering the given issue, this study aims to determine the extent to which situational leadership style and work environment influence work motivation as an effort to increase employee work motivation. This study used a quantitative approach and an explanatory survey research type as its design. The present study obtained data from questionnaires involving a number of respondents with a purposive sampling technique where respondents were selected randomly. Then, the obtained data were processed and analyzed using the SPSS Statistics 27 tool. It was found that situational leadership style has a positive but insignificant effect on motivation, while the work environment has a positive and significant effect on motivation.

Keywords: Style Leadership; Situational Leadership; Work Environment; Motivation.

DETERMINANTS OF USER CONTINUANCE INTENTION ON EDTECH: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Continuance intention is known as a concept that examines consumer behaviour post-purchase. The concept of continuance intention is focused on technology-based products or services. Edtech or education technology refers to startup companies established with various innovations, particularly in the field of education. This startup must struggle amidst the rapid advancement of technology, with the innovations produced and intense competition. To understand consumers and encourage them to reuse our products has become a priority. This research examines the concept of continuance intention with the aim of finding its definition and indicators. This research method is qualitative, using a systematic literature review approach. This study collected data from four databases: EBSCO, SCOPUS, Taylor & Francis, and Proquest, total for the population are 1,673 articles, with an in-depth analysis of 53 articles. The results of this research provide a definition of continuance intention and indicators of continuance intention, which include repeated interest in a product, reusing a product or service, and recommending it to others.

Key words: Continuance Intention, Edtech, startup, systematic literature review

THE WORKING ETHOS EMPLOYEES IN A DIGITAL WORLD

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ABSTRACT

The development of digital technology significantly landscape has changed the world of work, including in terms of employees work ethos. In the digital era, flexibility of work, a high mobility, and accessibility of information technology has led to a major change in the way employees interact with their jobs. This paper gives an overall picture of the employees' work ethic in the digital world and briefly discusses three main issues operating in human resources digital culture: how the digital world negatively impacts employees' work ethic, the use of a digital collaboration, and pressure to always connected in work, although digitalization offers ease and efficiency. This paper uses qualitative research with a literature study approach. Descriptive methods are used in presenting the narrative discussion. The results of this paper are is intended to give a preface work ethos of the phenomena of workers in the digital era that can be deemed as important to owned as offline in the world are automatically become a rule in the world employees and propose recommendations for work ethos conducted a study of the digital world.

Keyword: Ethos Employees, Digital World, Working.

THE MEDIATING ROLE OF SATISFACTION IN THE RELATIONSHIP BETWEEN DISCIPLINE, MOTIVATION, AND ATHLETE PERFORMANCE

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ABSTRACT

This study aimed to determine the mediating role of satisfaction in the relationship between discipline and motivation to athlete performance in INKANAS West Java. This research uses a quantitative method with a descriptive approach. Data were collected through questionnaires distributed to 359 athletes of INKANAS West Java. The sampling technique used a simple random sampling technique. The data was analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique with SmartPLS software. The findings reveal that both discipline and motivation significantly impact athlete performance, while satisfaction plays a critical mediating role in enhancing the effect of discipline and motivation on performance. Athletes with higher levels of discipline and motivation report greater satisfaction, which subsequently improves their overall performance. This research contributes to the field of sports performance management by emphasizing the psychological and emotional factors, such as satisfaction, that influence athlete success. However, the study is limited to a specific regional context (West Java), making the results less generalizable. Future research should explore other regions or sports disciplines to validate these findings. The originality of this research lies in its focus on the mediating role of satisfaction in the relationship between discipline, motivation, and performance, providing valuable insights for coaches, trainers, and sports psychologists in enhancing athlete performance through motivation and satisfaction strategies.

Keywords: discipline; motivation; satisfaction; athlete performance

ANALYSIS OF ENTREPRENEURIAL LEADERSHIP MODEL AND EMPLOYEES' EXPERIMENTAL SKILLS

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ABSTRACT

The main objective of this research is to describe the effectiveness of entrepreneurial leadership and experimental skills. Additionally, the study analyzes the model of entrepreneurial leadership and the experimental skills in relation to employee knowledge at PT. POS Indonesia. The respondents in this study comprised 334 employees of PT POS Indonesia. The data analysis technique used is Structural Equation Modeling (SEM). The results indicate that entrepreneurial leadership is categorized as very effective, and the ability to experiment is also categorized as very effective. Furthermore, entrepreneurial leadership has a positive and significant impact on experimental skill.

Keywords: Entrepreneurial Leadership; Experimental Skill

PANEL DATA ANALYSIS OF PROVINCES IN INDONESIA: FOREIGN DIRECT INVESTMENT (FDI), UNEMPLOYMENT, AND ECONOMIC GROWTH

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ABSTRACT

This study aims to quantitatively analyze the effect of foreign direct investment (FDI) and unemployment on economic growth, both partially and simultaneously, using panel data. The data collected is secondary data sourced from BPS (Indonesian Central Bureau of Statistics). The data used includes FDI, unemployment, and economic growth in 34 provinces of Indonesia from 2016 to 2021. The results indicate that FDI has a positive and significant effect on economic growth, meaning that increasing FDI can enhance economic growth. The unemployment variable has a negative and significant effect on economic growth, implying that to boost economic growth, job creation is necessary to reduce unemployment. Furthermore, both FDI and unemployment together have a significant impact on economic growth. This research can serve as a consideration for central and regional governments in formulating policies to improve regional economic growth, especially through policies related to foreign investment and reducing unemployment, ultimately contributing to better national economic growth.

Keywords: economic growth, foreign direct investment, unemployment, panel data

MAPPING THE INTERPLAY OF RELIGIOSITY IN TOURISM: INSIGHTS FROM A SYSTEMATIC REVIEW

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ABSTRACT

This study offers a comprehensive review of religiosity in the context of tourism, focusing on definitions, measurement methods, and its role within the industry. Conducting a systematic content analysis of 56 articles across 41 journals, it critically examines how religiosity influences tourist behaviors and experiences. Exploring the intricate dynamics of religiosity in the tourism context is essential for researchers and industry professionals seeking to comprehend its impact on individuals, organizations, and the broader tourism sector. Religious beliefs and practices shape tourists' motivations and experiences by studying the interplay between religiosity and tourism. Their religiosity often play a crucial role in shaping their behavior. Our data collection process involved three systematic steps guided by expert opinion and rigorous methodology. To provide a comprehensive selection of relevant literature, we chose reputable sources such as Taylor and Francis, Emerald Insight, Scopus, and ProQuest, known for their comprehensive coverage and high-quality publications. Upon completing the comprehensive review, we arrived at a final dataset of 57 articles. Religiosity, indicated by factors such as religious commitment, religious beliefs and practices, religious values, religious knowledge, and intrinsic and extrinsic religiosity, serves as a comprehensive measure of an individual engagement with their religion. These indicators collectively provide insights into a person religious involvement depth and breadth and influence on their daily life and decision-making processes. Future research in religiosity and tourism can focus on two areas. Firstly, researchers can explore market segmentation within religious tourism. Secondly, investigating the intersection of religious tourism and sustainability is crucial. This research can contribute to the long-term sustainability of religious tourism destinations, ensuring that they can continue to be enjoyed by future generations.

Keywords: Religiosity, Tourism, Systematic Literature Review

EMPIRICAL STUDY: THE IMPACT OF NEGATIVE ELECTRONIC WORD OF MOUTH AND RECOVERY SATISFACTION ON STUDENTS OF THE FACULTY OF SOCIAL AND POLITICAL SCIENCES, MULAWARMAN UNIVERSITY HONDA MOTORCYCLE USERS

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ABSTRACT

The research aims to analyze the impact of Negative Electronic Word of Mouth and Recovery Satisfaction on Repurchase Intention through Trust in Honda motorcycle users. Research using a quantitative approach with associative methods. The research population was students of the faculty of social science and political science, Mulawarman University, Honda motorcycle users, with a sample of 100 respondents using accidental sampling technique. Data collection was carried out through a questionnaire with a Likert scale. Data analysis using Structural Equation Modeling (SEM) with Partial Least Square (PLS). The results showed that Negative Electronic Word of Mouth has a negative effect on Trust ($\beta = 0.031$) and Repurchase Intention ($\beta = 0.062$). Recovery Satisfaction has a positive effect on Trust ($\beta = 0.743$) Repurchase Intention ($\beta = 0.273$). Trust has a positive effect on Repurchase Intention ($\beta = 0.479$). In the findings of the indirect effect, Trust is able to mediate the relationship between Recovery Satisfaction and Repurchase Intention, but cannot mediate the relationship between Negative Electronic Word of Mouth and Repurchase Intention. In conclusion, Honda's satisfaction recovery efforts play an important role in recreating consumer trust, which will affect repurchase intentions. Future research is recommended to expand the scope by adding other variables such as perceived value or peer influence, as well as increasing the number of samples and expanding the research object in accordance with the times.

Keyword: Negative Electronic Word of Mouth; Recovery Satisfaction; Trust; Repurchase Intention

LEVERAGING CUSTOMER RELATIONSHIP MANAGEMENT TO SERVICE QUALITY GAP IN E-LEARNING SYSTEM

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ABSTRACT

This study aims to analyze the service quality gap in the e-learning system at private University by utilizing the Customer Relationship Management (CRM) strategy. This study focuses on understanding students' expectations and perceptions of the e-learning services provided, with a sample size of 99 respondents selected through purposive sampling techniques. The Service Quality Method (SERVQUAL) is used to measure the gap between student expectations and actual service performance. The validity of the research instrument was tested using the r table with a threshold of 0.361, ensuring the relevance of each item, while reliability was confirmed with Cronbach's Alpha, which requires a value greater than 0.7 to establish internal consistency. The result of this study using the service quality method ; tangible, emphaty, reliability, responsiveness and assurance have good satisfaction values, one statement attribute that has a satisfaction value below the expected value. This attribute is found in the assurance variable, namely regarding student assignments that are automatically locked when they are completed according to the specified completion date. Students expect the assignment to remain accessible to review the answers even though it has passed the deadline. The recommendations of this study are expected to provide actionable insights for universities in improving e-learning services and better aligning with student expectations through CRM-focused improvements.

Keywords: CRM; Service Quality; E-Learning; Student Expectations

SOCIO-ECONOMIC IMPACT ANALYSIS IN RECENTLY ELECTRIFIED REGION THROUGH COMMUNITY SUPPORT AND READINESS

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ABSTRACT

The objective of this study is to examine the level of community support and preparedness, with the involvement of community empowerment, in assessing the socio-economic consequences in recently electrified regions. The participants in this study consisted of 86 households residing in Sukaresmi Village, Rongga District, West Bandung Regency, West Java, Indonesia. The analysis used Partial Least Square to examine the impact of community preparation and community support on community empowerment and its subsequent effects on socio-economic factors. The findings indicate that Community Support can promote the attainment of Community Empowerment, ultimately leading to a Socio-Economic Impact on the Community. This study highlights the significance of community assistance and community empowerment in enhancing the socio-economic influence of energy availability.

Keywords: Socio-economic Impact; Community Readiness; Community Support; Community Empowerment

THE IMPACT OF ADVERTISING WITH RELIGIOUS IMAGERY AND BRAND HEALTH TRACKING ON PURCHASING DECISIONS AMONG MUSLIM CONSUMERS, WITH BUYING INTEREST AS A MEDIATING FACTOR (STUDY ON STUDENTS OF DIPONEGORO UNIVERSITY SEMARANG)

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ABSTRACT

This study aims to analyze the influence of advertising with religious imagery (Islam) and brand healthy tracking on the purchase decision of Sunsilk Hijab Refresh products with buying interest as an intervening variable. This product specifically targets Muslim consumers, especially women wearing hijab, by utilizing religious values and health concepts in its marketing strategy. In the context of Muslim consumers in Indonesia, religious imagery in advertising is often used as an effort to build emotional closeness and increase buying interest. This study uses a quantitative approach with a survey method conducted on female students of Diponegoro University Semarang. The research sample was taken using the purposive sampling technique. Data was collected through a questionnaire that measured advertising variables with religious imagery, brand healthy tracking, buying interest, and purchase decisions. Data analysis was carried out using the multiple linear regression method to determine the direct influence, as well as path analysis to test the role of intervening variables with the AMOS analysis tool program. The results of the study show that advertising with religious imagery and brand healthy tracking have a significant influence on purchase decisions. Buying interest is proven to be an intervening variable that mediates the relationship between the two variables and purchase decisions. These findings indicate that ads that highlight religious and health values are able to increase consumers buying interest, which ultimately contributes to increased purchase decisions.

Keywords: Religious advertising, brand healthy tracking, buying interest, purchase decision, Sunsilk Hijab Refresh, Muslim consumers.

DESIGN A SUSTAINABILITY MODEL FOR DOWN STREAMING THE COFFEE INDUSTRY TO IMPROVE THE WELFARE OF COFFEE FARMERS

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ABSTRACT

In the last two years, there has been an increase in Indonesian coffee production of 1.1% compared to the previous year. Currently, Indonesia is the third largest coffee producing country in the world after Brazil and Vietnam. This shows the extraordinary potential of the Indonesian coffee industry. However, it still needs to be optimized further by connecting downstream, or the ecosystem from upstream to downstream. This research is aimed at finding out an overview of the involvement of coffee farmers or farmer groups in the coffee industry, as well as formulating a downstream sustainability model in an effort to improve the welfare of coffee farmers. This research uses quantitative and qualitative approaches. Analysis and design of the business model using the Triple Layer Business Model Canvas (TLBMC). The primary data source comes from observations and interviews with several research informants, namely stakeholders in the area of the coffee producing in Bandung, West Java, Indonesia. Meanwhile secondary data was obtained from various literature and related research results. Data collection techniques were carried out using observation, interviews and documentation

Keywords: Sustainability, coffee, Tripple Layer Business Model Canvas

MUSLIM CONSUMERS SWITCHING INTENTION TO USE HALAL COSMETICS BASED ON PUSH, PULL, AND MOORING THEORY

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ABSTRACT

This research is motivated by the high interest of Muslim students in using cosmetics without halal certification originating from South Korea. This research aims to gain an idea of the influence of the level of dissatisfaction and regret when using South Korean cosmetics, the attractiveness of alternative halal cosmetics, and the level of religiosity. The research method used is a quantitative approach with descriptive causality analysis. The analysis tool used is Partial Least Square-Structural Equation Modelling. From 400 students, the results showed that the level of dissatisfaction of Muslim consumers has not been able to influence Muslim consumers' intention to switch, even though the level of regret they feel tends to be high. Likewise, the alternative attractiveness variables and education level were not significant. Meanwhile, religiosity has a significant effect on switching intentions. This research is able to give recommendations for business owners in the halal cosmetics industry to consider building a relationship with students to enhance the importance of halal in cosmetics. In this case, the halal cosmetics industry also needs to add factors that hinder Muslim consumers from switching to using halal cosmetics.

Keywords: Push-Pull-Moorring, switching intentions, Muslim consumers, halal cosmetics, South Korean

KEY ELEMENTS INFLUENCING DIGITAL HALAL LITERACY IN THE TOURISM SECTOR OF WEST SUMATERA

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ABSTRACT

Digital literacy has developed into one of the essential competencies in various fields of life including in halal tourism. The lack of integration between digital literacy and halal literacy can hinder Muslim travellers in making decisions. The purpose of this study is to identify and analyse the main factors that shape halal digital literacy in the context of tourism. This study used quantitative methods involving 352 respondents who completed an online questionnaire. Data were analysed using Exploratory Factor Analysis (EFA), which identified four key factors: digital proficiency, sharia awareness in tourism, halal consumption awareness, and communication and information selection skills. The results show that digital proficiency is the dominant factor in accessing and creating tourism-related content, while sharia awareness and halal consumption are essential to ensure tourism services are in accordance with Islamic principles. In addition, communication skills and information selection play an important role in filtering credible information. This study concludes that the development of intuitive digital platforms as well as the enhancement of shariah-compliant services, such as halal food and worship facilities, are essential for enhancing halal tourism. Further research is recommended to conduct Confirmatory Factor Analysis (CFA) tests and explore consumer preferences, regional comparisons, and the influence of social media and marketing strategies.

Keywords: digital literacy; halal literacy; digital halal literacy; explanatory factor analysis

THE INFLUENCE OF TOURISM OBJECT REVITALIZATION ON MSME INCOME IN SITU BAGENDIT GARUT DISTRICT

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ABSTRACT

This study analyzes the impact of revitalization of Situ Bagendit tourist attraction on increasing the income of micro, small, and medium enterprises (MSMEs) in Garut Regency. Using a quantitative approach, data were collected through questionnaires to MSME actors around the tourist area. The results show that revitalization has a significant effect on MSME income, with t-statistics of 5,452 and p-value of 0,000. However, the R² value of 15.8% indicates that revitalization only explains a small portion of the variance in income. Recommendations include improving infrastructure, strengthening digital promotion, and increasing MSME involvement in tourism development to strengthen the local economy.

Keywords: revitalization; tourist attraction; MSME income; Garut Regency; tourism.

DO ACQUISITIONS IMPROVE SALES GROWTH AND FINANCIAL PERFORMANCE?: A COMPARATIVE STUDY IN INDONESIA'S NON-FINANCIAL SECTOR

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ABSTRACT

This study investigates the impact of acquisitions on the financial performance of non-financial companies listed on the Indonesia Stock Exchange between 2018 and 2022. Utilizing a quantitative approach, the research employs a Paired Sample t-test to analyze secondary data from the financial statements of 47 purposively sampled companies. The findings reveal significant improvements in liquidity, as measured by the Current Ratio and the Quick Ratio. Although leverage metrics, such as the Debt to Assets Ratio and Debt to Equity Ratio, exhibited declines, these changes were not statistically significant. The results of asset management were mixed; while Fixed Asset Turnover improved, Total Asset Turnover decreased significantly. Profitability metrics, including Return on Assets and Return on Equity, showed significant declines. The Price/Earnings Ratio did not drop significantly, and sales growth also experienced a decline, though it was not significant. Overall, the study highlights the need for companies to refine their strategic approaches to leverage improvements in liquidity and asset management while addressing profitability issues to maximize the benefits of acquisitions. These insights contribute to a deeper understanding of the complexities surrounding corporate acquisitions and their implications for financial performance in a competitive environment..

Keywords: Acquisitions, Sales Growth, Financial performance, Indonesia Stock Exchange

DO ECONOMICS STUDENTS OUTPERFORM THEIR NON-ECONOMICS PEERS IN FINANCIAL LITERACY AND BEHAVIOR? A COMPARATIVE STUDY AT UNIVERSITAS PENDIDIKAN INDONESIA.

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ABSTRACT

This study aims to examine the differences in financial literacy and financial behavior between economics and non-economics students at Universitas Pendidikan Indonesia. The research employs a quantitative approach with a descriptive-comparative method. The sample was selected using a nonprobability sampling technique through purposive sampling, with a total of 395 students who met the criteria, namely active undergraduate students at Universitas Pendidikan Indonesia, Bumi Siliwangi Campus, comprising 40 economics students and 355 non-economics students. Data collection was conducted through a questionnaire created using Google Forms and distributed via WhatsApp. The data analysis technique used was the independent sample t-test to determine the differences between the two groups. The results indicate that there is a significant difference in financial literacy between economics and non-economics students. However, no significant difference in financial behavior was found between the two groups. These findings suggest that although economics students possess higher levels of financial literacy compared to non-economics students, it does not necessarily translate into different financial behavior between the two groups.

Keywords: financial literacy, financial behavior, economics and non-economics students

INVESTIGATING ISLAMIC INSTITUTIONS' APPROACHES TO LEADERSHIP IN TERMS OF ETHICS, SERVANTHOOD, AND THE ISLAMIC WORLDVIEW

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ABSTRACT

This study is an initial study on leadership studies reviewed from the perspective of ethics and serving behavior in Islamic boarding schools, which will then be continued with future research with expansion, deepening, and proof of the results of this study. In this initial study, 3 Islamic boarding school leaders were involved who were asked for their opinions on the theory of ethics, servants, and Islamic leadership from previous empirical studies and proposals from the three Islamic boarding school leaders for Islamic leadership. The results show that various theories developed from empirical studies can be accepted and specifically for Islamic leadership, three additional indicators were found that are very relevant to current issues, namely indicators of tolerance, independence through entrepreneurship, and adoption of diversity and inclusivity, which must be considered and applied by Islamic boarding school leaders who will later be able to build a harmonious Islamic boarding school environment so that it will produce students who are broad-minded, independent and open. This is in line with SDG's 4th and 8th.

Keywords: Ethic Leadership, Servant Leadership, Islamic Leadership, Islamic Institution

THE EFFECT OF PRICE, PRODUCT QUALITY, AND LOCATION ON CLOTHING PURCHASE DECISIONS AT MOODZY STORE SAMARINDA

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ABSTRACT

Fashion trends in local brands in Indonesia are currently known to be increasingly widespread and in demand among young people. Moodzy store is one of the local fashion brands in Samarinda that offers fashion products at affordable prices for young people, so it is hoped that it can increase purchasing decisions. Purchasing decisions can also be influenced by price, product quality and location. This research aims to determine the influence of price, product quality and location on purchasing decisions at Moodzy Store Samarinda. The research method used is quantitative research with a causal comparative approach. The population in this study were Moodzy Store Samarinda consumers, and the research sample was obtained from 100 respondents using a purposive sampling technique. Data collection was carried out using a questionnaire instrument sheet. The data analysis technique is carried out using quantitative analysis which includes descriptive analysis and multiple linear regression analysis. The research results show (1) price does not have a significant effect on purchasing decisions, (2) product quality partially has a significant effect on purchasing decisions, (3) location partially has a significant effect on purchasing decisions, (4) simultaneously price variables, Product quality and location have a significant influence on purchasing decisions for Moodzy store Samarinda products.

Keywords: Price, Product Quality, Location, Purchase Decision

CAPTURING THE ADDED AND DISCOURAGED WORKER EFFECT OF MARRIED COUPLES IN INDONESIA

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ABSTRACT

This study analyzes the labor market responses of husbands and wives in Indonesia during economic downturns, focusing on the conflicting theories of the added worker effect and the discouraged worker effect. Utilizing data from the Indonesian Labor Force Survey (SAKERNAS) for 2020 and 2021 and the Indonesian Family Life Survey (IFLS) from wave 4 and 5, we examine both immediate and longer-term impacts of economic crises on household labor dynamics. Our findings from both datasets support the added worker effect: wives are more likely to enter the labor force or increase their working hours when husbands experience job loss, indicating that households adjust to income shocks by increasing the labor participation of secondary earners. The IFLS results further reveal that higher education and older age among wives are negatively associated with entering employment after a husband's job loss, and rural residency reduces this likelihood due to limited job opportunities or traditional gender roles. This study contributes to the literature on labor market dynamics in developing countries by providing evidence of the added worker effect during economic crises.

Keywords: added worker; discouraged worker effect; Indonesia; COVID-19.

TALKING ABOUT SUPPLY CHAIN MANAGEMENT OF MSMEs IN IMPROVING COMPETITIVE ADVANTAGE AND PERFORMANCE OF FOOD MSMEs

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ABSTRACT

Supply Chain Management (SCM) is the key to competitive advantage and improving company performance. In order to move up in class and Go Global, MSMEs need to improve their performance and competitive advantage. Previous research proves that SCM has a significant effect on Competitive Advantage and Performance of MSMEs. In this study, we explore how SCM can affect Competitive Advantage and Performance in the context of MSMEs Go Global. This study is an associative study. The population of this study was all Food MSMEs in Bekasi. The sample was 100 Food MSMEs in Bekasi. The data was processed using Smart Partial Least Square 4.1 (SmartPLS). The results of this study are that SCM has a significant positive effect on Competitive Advantage and Performance of MSMEs. In addition, the results of the study show that SCM has a greater influence on MSME Performance than Competitive Advantage. This study contributes that for Food MSMEs, SCM has a greater influence on MSME performance. So in improving the performance of MSMEs, namely how to increase profits, sales, increase the number of consumers, increase production productivity by managing good SCM, including informing changes that occur in the business to the supply chain, always exchanging information with suppliers about consumer needs and making business plans, and fulfilling needs in the supply chain. The contribution to further research is in improving the performance of MSMEs, SCM needs to be considered as a factor that has a major impact on improving the performance of Food MSMEs.

Keywords: Competitive Advantage; MSME; MSME Performance; Supply Chain; Supply Chain Management

GOVERNMENT PROGRAM TO INCREASE THE NUMBER OF SMALL AND MEDIUM ENTREPRENEURS (CONTENT ANALYSIS OF EDUCATIONAL PROGRAMS DISCLOSED ON THE WEBSITE)

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ABSTRACT

Economic actors greatly influence the development of a country's economy in that country. One of the economic actors who has an important role is small and medium business actors because their number is usually large in a country. However, it also has a high potential for bankruptcy. Therefore, further education is needed for entrepreneurs so that they can develop. This study aims to describe the programs or activities carried out by the Uzbekistan government to increase the number of small and medium entrepreneurs. The research method used is a descriptive method with a content analysis approach to identify government programs to increase the number of small and medium entrepreneurs expressed on the Uzbekistan Ministry of Education website. The study results show that the government provides direct assistance to entrepreneurs and continuing education for entrepreneurs, especially when facing the challenges of the digital era and provide easy access to funding through credit programs with lower interest rates

Keywords: Government Program, Small and Medium Entrepreneurs and content Analysis

GOVERNMENT ROLE TO DECREASE A OBSTACLE TO CONTINUING EDUCATION

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ABSTRACT

Education is a basic need for every human being. Humans can fulfill their life needs through a continuous learning process. There are still many people who need help to pursue formal education due to various reasons. Therefore, the role of the government in increasing the number of people who can pursue education is very large. This study aims to explain the role of the Uzbekistan government in increasing the number of people who can continue their studies to a higher level. This study uses a descriptive method using data sources in the form of information available on the Ministry of Education of the Republic of Uzbekistan website. The Uzbekistan government provides educational assistance through free educational facilities and motivates the community to continue their studies to a higher level.

Keywords: Government Role, Obstacle and Continuing Education

THE ROLE OF GOVERNMENT IN EQUITY IN HIGHER EDUCATION FACILITIES AND ACCESS

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ABSTRACT

Education is one of the important elements in building a country's civilization. The people of a nation must have the same rights to obtain a decent education. However, there is still inequality in access and facilities for higher education in large and small cities. The purpose of this study is to describe what efforts have been made by the government to provide equal access and facilities for higher education for all people in various regions. This study uses data from the ministry's website to find out the government's programs and activities to overcome this problem. The results of this study indicate that the government provides various basic assistance for certain communities in providing equal opportunities in education, improving access and infrastructure for higher education in the regions, and improving the competence of teaching staff in the areas.

Keywords: Government Program, Equity Higher Education, Access, Facilities and content Analysis

THE ROLE OF GOVERNMENT IN INCREASING INNOVATION CAPABILITIES IN FACING GLOBAL COMPETITION (CONTENT ANALYSIS OF EDUCATIONAL PROGRAMS DISCLOSED ON THE WEBSITE)

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ABSTRACT

Economic actors greatly influence the development of a country's economy in that country. One of the economic actors who has an important role is small and medium business actors because their number is usually large in a country. However, it also has a high potential for bankruptcy. Therefore, further education is needed for entrepreneurs so that they can develop. This study aims to describe the programs or activities carried out by the Uzbekistan government to increase the number of small and medium entrepreneurs. The research method used is a descriptive method with a content analysis approach to identify government programs to increase the number of small and medium entrepreneurs expressed on the Uzbekistan Ministry of Education website. The study results show that the government provides direct assistance to entrepreneurs and continuing education for entrepreneurs, especially when facing the challenges of the digital era and provide easy access to funding through credit programs with lower interest rates

Keywords: Government Program, Small and Medium Entrepreneurs and content Analysis

THE ROLE OF GOVERNMENT IN THE COUNTINUING PROFESSIONAL DEVELOPMENT OF TEACHERS

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ABSTRACT

This article examines the shortage of professional teachers in Uzbekistan and its impact on education quality and economic development. It highlights how the lack of adequately trained teaching staff hinders student outcomes and ties the issue to global trends, emphasizing the importance of digital skills, modern pedagogy, and continuous professional development (CPD). Using a qualitative approach, the article analyzes government initiatives, such as enhanced teacher training, digital literacy programs, curriculum reforms, and incentives to attract teachers. While progress is noted, challenges like resource distribution and slow reform implementation persist, calling for sustained efforts to improve teacher quality and educational outcomes.

Keywords: Uzbekistan, Professional Teachers, Teacher Training, Digital Literacy, STEM Education, Curriculum Modernization, Continuous Professional Development (CPD), Ministry of Public Education.

UZBEKISTAN TECHNOLOGICAL-BASED EDUCATION TRANSFORMATION AT THE GLOBAL LEVEL

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ABSTRACT

Industrial Revolution 4.0 has caused changes in the operational processes of organizations, including educational entities. Currently, digital-based learning media is needed to meet the demands of changing times. The role of the government in improving the quality of digital-based education is very large. This study aims to describe the role of the Uzbek government in improving the quality of education through digital-based learning media that can be used globally. The study identified government programs delivered through the ministry's website. The study results explain that the government is encouraging teachers to increase their knowledge of digital learning media, providing assistance with digital learning media in various schools and colleges, and collaborating on developing educational media with universities or other academic institutions abroad.

Keywords : Government Program, Technological Based Education and content Analysis