

Table of Content

• How Gacha Games Developers Make Players Spend Money: Insights From Indonesian Universitu Students English

Shabrian Adam Wicaksono, Farzy Syahriel Ikhrami, Shofia Destiana, Senopati Fajar Ardyputra Rachman, Nabila Nur Alifia, Pratama Wirya Atmaja

- 0 238-247
- Reexamining the Environmental Kuznets Curve in Selected N-11 Countries: The Role of Financial Markets, Institutional Quality, and Environmental Technology

 Ninditya Nareswari, Hujjatullah Fazlurrahman, Mushonnifun Faiz Sugihartanto
 - o <u>795-801</u>
- <u>IndiHome's Innovation and New Product Strategy to Improve Company Performance</u>

Febri Egasmara, Ratih Hurriyati, Puspo Dwi Dirgantari, Rofi Rofaida

- 0 40-59
- Machine Learning-Based Prediction of the Impact of Mental Health Policies on Employee Productivity

Soca Indriya, Hujjatullah Fazlurrahman, Achmad Fitro

- 0 654-664
- Development Of Web-Based Digital Wedding Invitation To Reduce Paper Usage
 Dhian Satria Yudha Kartika, Dimas Mirza Alifansa, Taufikkurahman -, Naila Mutia
 Sahira

- 0 704-709
- <u>Undergraduate Digital Business Education Program Development In Indonesia: A</u>
 <u>Brief Status And Perspective</u>

Iswanda Fauzan Satibi, Paramita Maura Maheswari, Sugiarto Sugiarto

- 0 169-180
- Research Trends in Information Technology: A Bibliometrics Analysis of IEEE Indonesian Section Conferences

Iswanda F. Satibi, Nambi Sembilu, Iqbal Ramadhani Mukhlis

- o <u>593-606</u>
- <u>Development of External Reviewer Feature for Research and Community Service in</u> the Information System of the Institute for Research and Community Service State <u>University of Surabaya</u>

Rindu Puspita Wibawa, I Gusti Lanang Putra Eka Prismana, Intan Alpiana, Farendi Giotivano Robitian Putra, Triyah Fatmawati

- o 578-592
- <u>UI/UX Design Based Mental Health Application Using Design Thinking Method</u>
 Alfi Kurinita Widianti, Ike Ramadhan, Farzana Mumtazah, Hendra Maulana
 645-653
- Determinant Factor Influencing Financial Inclusion in MSMEs

Siti Muntahanah, Heru Cahyo, Chusnul Maulidina Hidayat

- o <u>534-540</u>
- The Effect of Mental Wellbeing and Competitive Attitude on Fear of Missing Out (FOMO) Behavior in Generation Z LinkedIn Users

Elis Rustiawati, Hani Nikita Br Perangin-Angin, Nanda Anis Fitria, Arifa Raisa, Wafi Ulya Az Zahra, Adi Prehanto, Asep Nuryadin

- 0 321-327
- <u>Designing the UI/UX of Care Trash Website Using a Design Thinking Approach</u> Sherafim Glory Mei Stephany, Muhammad Akbar Raafi Rahmatulloh, Ryan Maulana Ardiyanto, Sugiarto Sugiarto, Naila Muthia Sahira
 - o 753-756
- The Influence of Social Media Marketing and Brand Trust on Repurchase Interest with Customer Satisfaction As An Intervening Variable

Trufi Murdiani, Gunawan Saputra

- 0 369-374
- Boosting Financial Satisfaction Among Civil Servants Though Smart Money Management

Nadia Asandimitra, Achmad Kautsar, Ina Uswatun Nihaya, Tony Seno Aji

- o 492-508
- The Impact of CSR Fund on the Company Value with Profitability as Moderating Variable on Transportation Company Sector

Saida Ifa Juliyanti, Farhan Najib, Hafizha Nurul Qolby, Adelia Rahayu, Meisya Syakira Nursetya, Velisa Stevannie, Syti Sarah Maesaroh

- 0 349-355
- Analysis of the Impact of Storytelling on Audience Engagement Through Increased Viewing Frequency of the Digital Business Study Program Profile Video on Instagram

Alisha Nadine Aurellia, Aditya Pinasti Waluya, Hagia Sofia, Muhammad Ihsan, Ramzan Adillah, Wulan Yuniar Rahmawati, Muhammad Dzikri Ar Ridlo

- o 146-158
- Analysis of Understanding Product Service System Among Digital Business Students at Universitas Pendidikan Indonesia

Hanif Ksatria Faza, Ilmiati Mawaddah, Muhammad Fawaz Ghozi Irvani, Tanti Mardiana, Salma Zahara Nurul Makkiyah, Muhammad Rizki Nugraha

- 0 356-362
- Risk Management Analysis At Chiller Cafe Using The Business Impact Analysis

 Method

Sifa Mutiaratulhikmah, Muji, Jian Florence Genara Simanjuntak, Nazwa Syahda Anisa, Afwa Hamzah Al Rasyid, Dimas Sukmana, Nugraha Adhi Pratama

- 0 342-348
- Relevance of the Digital Marketing Course to the Needs of the World of Work in the Digital Business Study Program at Universitas Pendidikan Indonesia Tasikmalaya Campus

Alifya Arina Zahra, Fahril, Fajar Moch. Habibi, Iqbal Jaya Kusuma, Rejas Pratama, Shiddiq Hafizhulmalik, Asep Nuryadin, Adi Prehanto

0 295-302

• The Influence of Transformational Leadership on Organizational Performance (Case Study on the DIGNITY Student Association)

Sulthan Dzaki Abdillah, A'la 'Abid, Desra Kusnandar, Dzakwan Rafi Arrayan, Fairuz Azka Azhari, T. Alifsyah Alam, Btari Mariska Purwaamijaya

- 0 227-237
- Analysis of the Influence of TikTok Social Media and the Ease of Use of the Tokopedia Marketplace Platform on the Purchase Intention of Digital Business Students

Ivana Ester Claudia, Kezia Dantya Christina, Alya Syifa Mu'awwanah, Nisrina Zahirah, Risna Melati, Rangga Gelar Guntara

- 0 303-311
- The Effectiveness of Ariel Noah's Influencer Marketing Strategy on Brand Awareness in the Fashion Industry of 3Second

Fikih Abdul Majid, Givanisa Kusmana, Lisna Rahma Fitriati, Layra Narda Anargya, Muhammad Shalahudin Al-Ayyubi, Adam Hermawan

- 0 406-409
- Exploring the Marketing Mix (7P) Factors in Students' Decision Making to Choose a Digital Business Study Program at UPI Tasikmalaya

Sandy Sanjaya, Haesal, Nadhif Muhammad Kasyfan, Rizky Agung Bawono, Zikri Ardiansyah, Adam Hermawan

- 0 203-210
- Harnessing Data Science for Strategic E-Commerce Growth: A Data-Driven Approach to Customer Insights and Market Trends

Bonifacius Vicky Indriyono, Ratna Wardani, Titin Susan, Laili Wulandari

- o 729-734
- Implementation of Mobile Applications in Improving Tourist Experience at the Mount Papandayan Tourist Destination, Garut Regency

Dani Adiatma, Deden Firman Syuyama Rukma

- 0 665-675
- The Influence of Resilience on Job Performance: The Mediating Role of Work Engagement Among Banking Employees in Jakarta

Endah Wulan Safitri

0 335-341

• The Effect of Social Media Capabilities on Market Capitalizing Agility with Exploitative and Exploratory Innovation as mediating variables

Ananda Sabil Hussein, Raditha Hapsari, Kardina Yudha Parwati, Eka Fais Wahyuli

- 0 258-265
- Social Media Capability Optimization to Achieve Greater Marketing Performance for Local SMEs: A Theoretical Framework

Sumiati, Putu Adi Putra Arimbawa, Raditha Dwi Vata Hapsari, Laila Masruro Pimada

- 0 266-275
- The Impact of Social Media Financial Capacity and Consumer Lifestyles Behavior on The Use of Cashless Transactions

Rifka Sari Pratiwi

- 0 211-218
- The Influence Of Training and Work Environment to Employee Performance of Kediri City Health Office Employees

Titin Susanti, Endah Wulan Safitri, Rifka Sari Pratiwi, Bonifacius Vicky Indriyono

- 0 431-433
- <u>Visitor Perception Of The BBQ Ride Bandung (Run To The Hills) Venue As A</u>
 Tourism Event In The City Of Bandung

Syahril Wahyu Ramadhan, Rifka Sari Pratiwi, Laili Wulandari, Endah Wulan Safitri

- 0 801-817
- Optimizing Human Resource Management for Workforce Development and Organizational Efficiency

Laili Wulandari, Ratna Wardani, Titin Susanti, Wening Palupi Dewi

- o 419-422
- Social Media Fashion Influencers and Gen Z: Unraveling Purchase Intentions
 Through an Extended Theory of Planned Behavior (TPB) in Indonesia

Budi Setyanta, Nisa Dwi Septiyanti, Didik Setyawan, Abdullah Zailani, Muhammad Irfan Luthfi

- 0 276-285
- The Influence of Job Flexibility And Financial Compensation On Job Satisfaction Of Grab Driver Partners In Tulungagung

LU'LU UL MAKNUNAH, NIK HARYANTI, RIMA DEWI ORYZA SATIVA

0 137-145

• The Analysis of Direct Financial Compensation and Indirect Financial

Compensation on the Interest in Applying Job of Blitar's Gen Z through NonFinancial Compensation as Moderating Variable

Bambang Septiawan, Suprianto

- 0 189-195
- The Impact of Transformational Leadership and Organizational Culture on Company Readiness for Digital Transformation: A Case Study of PT Telkom Indonesia

Raden Amanda Yudiani, Wa Ode Zusnita Muizu

- 0 423-425
- The Role of Design Thinking and Technology in Innovation: A Bibliometric Analysis to Enhance Property Business Development

Rizki Hidayatulloh

- o 748-752
- Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention in the Culinary Sector: Systematic Literature Review

 Putra Muchammad Ardhianto
 - 0 426-430
- The Influence of Digital Influencers on Brand Image in the Lifestyle Product

 Market: A Bibliometric Analysis

Muhammad Aditya

- 0 402-405
- Green Dynamic Marketing Capability: The Role of Organizational Learning and Green Innovation

Ignasius Heri Satrya Wangsa

- 0 89-99
- A New Paradigm for Consumer Retention in the Beauty Industry: Insights from Augmented Reality

Alexandro Damar Tirta Rizkyanzah, Prasetyo Hartanto, Diovianto Putra Rakhmadani, Lina Fatimah Lishobrina, Chusnul Maulidina Hidayat

- 0 607-632
- The Effect of Social Media Marketing on Purchasing Intention In Gen Z

Yusran Bin Acho, Baiq Isnina Latifa, Reni Rupianti

- o 219-226
- "The Impact of Content Marketing and Brand Impression on Purchase Intention in the Food and Beverage Industry: A Systematic Literature Review"

Zhorif Firza Alifi

- o 475-479
- The Determination of Perceived Ease of Use and Security on the Usage Decisions of the DANA E-Wallet by Generation Z

Surya Garian Bekti, Dini Turipanam Alamanda, Dwi Nurhayati, Sri Andini Mailawati, Dinar Mariam Kurniati

- 0 381-386
- The Influence of Online Reviews and Content Creators on Purchasing Decisions for Smartphone Products

Soraya Asnusa; Farrel Arta; Ari Purnomo

- 0 410-414
- The INFLUENCE OF PERCEIVED TRUSTWORTHINESS, PERCEIVED CONVENIENCE AND PERCEIVED PRICE ON DIGITAL ATTITUDE IN DECISION TO USE THE SERVICE ON DEMAND APPLICATION IN INDONESIA
 - M. Nashrul Umam, Muhamad Ariza Eka Yusendra, Lilla Rahmawati
 - 0 248-257
- The Influence of Social Media Marketing and Service Quality On Purchase Decision
 At Grillmen

Wahyu Rianto, Trufi Murdiani, Muhamad Ariza Eka Yusendra

- 0 392-396
- <u>Possibility Customer: Analyze Segmentation, Targeting and Positioning in</u> Entrepreneurship Study Program

Azizah Fauziyah, Ratih Hurriyati, Puspo Dewi Dirgantari, Febri Egasmara

- 0 312-320
- How is Digital Financial Literacy of FEB Unesa Students?

Susanti, Achmad Kautsar, Loggar Bhilawa, Muhammad Fajar Wahyudi Rahman, Nur Syazwani Zulaikha Safwan, Sabzar Ahmad Peerzadah

- o 548-554
- <u>Cluster-Based Strategies for Enhancing BTS Infrastructure and Cellular Signal</u> Coverage in Indonesian Villages

Ristiaji Ari Wibowo, Dewie Tri, Ratih Amelia, Achmad Fitro

- o 181-188
- Modeling User Engagement in Mobile Applications Using Machine Learning

Suharyoto, Achmad Fitro, Dewie Tri Wijayati Wardoyo, Hafid Kholidi Hadi

- o <u>723-728</u>
- Addressing Market Access Challenges for MSMEs through the Merdeka Belajar Kampus Merdeka (MBKM) Program

Muhammad Fahreza Aulia, Dini Turipanam Alamanda

- 0 397-401
- The Influence of Accounting Information System, Flash Sale and Discount on Impulse Buying Behavior (Survey on Shopee Users In Garut Regency)

Mochamad Romdhon, Mozhabilla Firdaus, Nizar Alam Hamdani, Winda Ningsih

o 526-533

• <u>Determinants of E-commerce Adoption and Performance of SMEs: Empirical Evidence from Majene Regency</u>

Nurwazaila, Muh Hirwansyah, Anis Anshari Masud

- o 60-72
- The Evaluation of PT GoTo's Financial Performance Why Do Users Remain Loyal Despite the Company's Losses

Nur Adilla, Reni Rupianti

- 0 112-124
- The Comparative Analysis of Risk Management Practices in Conventional and Islamic Banking in Indonesian

Dian Prasetyo, Fardi Famaradhana, Nur' Adila

- 0 196-202
- The Effect of Enterprise Resources Planning Implementation on Supply Chain Management on Micro, Small and Medium Enterprises Performance

Meisyah Putri, Harries Aprillian, Reni Rupianti

- o 788-794
- Financial Technology in Indonesia: A content Analysis Approach

Maryam Dunggio, Chusnah -, Muhammad Ridwan

- o 480-491
- <u>Developing Customer Service Applications to Enhance User Experience, Customer Satisfaction, and Customer Engagement: Systematic Literature Review</u>

Narendra Ahmad Khatami

- o 442-448
- THE INFLUENCE OF STRATEGIC LEADERSHIP, CHANGE STRATEGY, CHANGE MODEL MEDIATED BY TRANSFORMATIONAL CHANGE ON SUSTAINABLE COMPETITIVE ADVANTAGE IN HIGHER EDUCATION

Bambang' Sutejo, Dewie Tri Wijayati Wardoyo, Anang Kistyanto

- 0 449-459
- Does political skills affect career success?: An evidence-based literature review

Adam Rusydi, Muhammad Fajar Wahyudi Rahman, Choirul Nikmah

- 0 460-465
- The Effect of Brand Experience and Brand Love on Brand Loyalty of iPhone Products in Malang City

Reni Rupianti, Nur Adilla

- o 434-441
- The Use of Appropriate Technology Based on the ARKAS Application (School Activity Plan and Budget Application) in Primary and Secondary Education
 Institutions(Case Study: Blitar City Education Office)

Arik Cahyani, Kenlies Era Rosalina Marsudi

o 741-747

• THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION MODERATED BY STORE ATMOSPHERE

Ghina Nabilah, Lizanatun Khasanah

- 0 466-474
- Analysis of Cosmetic Product Opinions on E-commerce Based on Naïve Bayes Classifier

Claretty Therence, Jimmy Tjen

- 0 328-334
- A Comparison of Online Investment Application Opinion Based on Sentiment Analysis

Ilucky Salim, Jimmy Tjen

- 0 541-547
- <u>Identifying Opinions of Footwear Products in Indonesia via Sentiment Analysis</u> Raymond Setiawan, Jimmy Tjen
 - o 561-565
- Estimating Peak Sales Of Mechanical Store Item By Using Regression Tree Algorithm (Case Study at CV Kalbar Jaya Motor)

Andre Saputra, Jimmy Tjen

- o 783-787
- Application of K-Means algorithm for market segmentation (Case study: Lily's cake Pontianak)

Edward Revaldo Danuwinata, Jimmy Tjen

- 0 735-740
- Implementation of Regression Tree Algorithm for Estimating Bread Sales (Case Study: Bysea Bites Pontianak)

Stevin Tandra, Jimmy Tjen

- o <u>767-771</u>
- A Comparison of E-wallet Applications Opinion Based on Sentiment Analysis
 Susi Angelina, Jimmy Tjen
 - o 555-560
- Market Segmentation via K-Means Algorithm and RFM Analysis (Case Study: Microbusiness Sales Transactions)

Diva Anggelina, Jimmy Tjen

- o 717-722
- Sales trend analysis via regression tree algorithm (case study: Veruby Store Pontianak)

Nengsy Verita, jimmy tjen

- o 762-766
- <u>Promotional Strategy for Indonesian Streetfood by using Market Basket Analysis</u> case study:Seblak

Indri Sari Dewi, Jimmy Tjen

- 0 363-368
- An Exploratory Study Factor Analysis for Roasting Machine Development and Its Impact on Robusta Coffee Product Quality

Iwan Hermawan, Gita Hindrawati, Yusuf Dewantoro, Sartono Sartono

- 0 159-168
- Internal Control-Based Operational Activities Self Dealing At Dapoer Bronsu

Endah Masrunik, Arif Wahyudi, Henni Indarriyanti, Annisa Apriliana

- o 480-484
- Encouraging Local MSME Products Towards Global Through Blockchain Technology

Iman Supriadi, Rahyita Idia, Dewie Tri Wijayati Wardoyo

- 0 676-685
- The Role of e-Trust in Mediating the Impact of Social Media Marketing via Instagram on e-Purchase Decisions

Ahmad Fahreza, Prasetyo Hartanto, Yosita Dwiani Suryaningtias, Silvia Van Marsally, Maliana Puspa Arum

0 19-39