

Host:



Co-Host:



# PROCEEDING BOOK OF CONFERENCE

## The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management  
for Empowering Local Community Towards Society 5.0”*

May 19, 2022  
Hosted by Universitas Negeri Gorontalo

Sponsored by:



Proceeding Book of Conference  
**The 1<sup>st</sup> International Conference of Regional Business Management**

“Enacting Human Centered Management for Empowering Local Community towards  
Society 5.0, May, 19<sup>th</sup> 2022

**Organizing Committee**

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Steering Committee	: Andi Juanna, S.Pd, M.Sc
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Senior Researcher	: Dr. Aji Dedi Mulawarman Dr. Ari Kamayanti Dr. Novrida Qudsi Lutfillah

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Faiz Azizah

**Aliansi Pengelola Jurnal Berintegritas  
Indonesia (ALJEBI)**

: Dr. Fahrul Riza

**Special Thanks**

: Management Undergraduate's 2019  
Faculty of Economics, Universitas Negeri  
Gorontalo

**HOST**



**Peneleh Research Institute**

## CO-HOST



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## LIST OF CONTENT

Opening Speech from Vice Rector of Academic Universitas Negeri Gorontalo .....	1
Opening Speech from Dean of Economic Faculty .....	2
Welcome Speech from Head of Management Study Program .....	3
Introduction about the Conference .....	4
Key Speakers.....	5
Breakout Room List .....	7
List of Abstract Title .....	22
Accepted Abstract .....	29



**OPENING SPEECH  
VICE RECTOR OF ACADEMIC  
UNIVERSITAS NEGERI GORONTALO**

Assalamualaikum wr. wb.

Distinguished guests, colleagues, presenters, my beloved students, ladies and gentlemen. Thank you for being here.

I am Harto Malik, the Vice Rector of Academic Affairs at Universitas Negeri Gorontalo, and I am pleased to welcome you all to this Regional Business Management conference. I would especially like to thank and welcome our speakers, Victoria Dauletova, Ph.D from Sultan Qaboos University, Dr. Pallavi Pathak from School of Management Science Varanasi, Prof. Popy Rufaidah, Ph.D - an Education and Culture Attaché at the Embassy of the Republic of Indonesia in Washington DC, and Dr. Marten Taha – Mayor of Gorontalo City.

I would like to thank everyone who attended the conference, especially the presenters. Our appreciation also goes to Dr. Raflin Hinelo, Dean of the Faculty of Economics at Universitas Negeri Gorontalo, and the organizing committee for making this conference a success. I am also thankful for the sponsorships offered by Elnino Center and PT Waskita Beton Precast, Tbk.

Universitas Negeri Gorontalo is pleased to announce that this conference is being held in collaboration with Universitas Ichsan Gorontalo, Universitas Tadulako, Perbanas Institute Jakarta, STIE Kertanegara Malang, Universitas Nusa Cendana, Universitas Hassanuddin, Universitas Jember, Universitas Sultan Qaboos Oman, and School of Management Science Varanasi India.

Ladies and gentlemen,

This conference aims to improve academic performance, particularly in meeting faculty and study program targets, as well as meeting key performance indicators of our university. It is a forum for sharing information, particularly on global economic opportunities, including human resources in the era of Industry 4.0 and Society 5.0. This conference will consider and investigate how the university may contribute to human welfare, community welfare, and people welfare, as well as community economic empowerment. I believe the main goal of this conference is to strengthen local human resources.

In short, this conference helps in broadening the development of issues in the global economy, including improving scientific publication, for faculty members and students. Now, on behalf of Rector of Universitas Negeri Gorontalo, and in the name of Allah SWT, I would like to proclaim the conference open. Thank you.

Wassalamualaikum wr. wb.

Gorontalo, May19<sup>th</sup> 2022  
Vice Rector of Academic  
Universitas Negeri Gorontalo

Dr. Harto Malik, M.Hum.

## OPENING SPEECH DEAN OF ECONOMIC FACULTY

Assalamualaikum Wr. Wb....

Syaloom, Salam Sejahtera, dan Salam kebajikan, Oom shanti oom, namo budaya..

Let us praise and thank the presence of Allah Almighty, for the favor and blessing that has been given to us to be presented at International Conference on Regional Business and Management.

The Improving of the quality of local human resources could use as a solution in preparing and creating their quality, based on the needs and challenges of these times, through the era of social revolution 5.0. it could be an important issue to us in organizing international conferences titled: "Enacting Human Centered Management for Empowering Local Community Towards Society 5.0".

The industrial and social revolutions being fundamental in terms of changing the way people live and how they work. The existence of advances in information technology is able to integrate the world of life with digital which of course can have an impact on scientific disciplines. The emergence of this phase will create a new face for the progress of the social order.

In the industrial revolution 4.0, technology entered as an automatic trend and data exchange, including cyber-physical systems, the Internet of Things (IoT), to cognitive computing. The birth of digital technology certainly has had an impact on human life throughout the world. On the other side, we are urged by the times to (like it or not, like it or not) enter the era of society 5.0, called a human-centered society.

Social Revolution 5.0 is defined as a human-centered society, which is able to balance economic progress with solving social problems through a system that deeply integrates cyberspace and physical space. Through this concept, it is hoped that artificial intelligence will be able to transform big data through information technology in all areas, into new wisdom, with the hope of increasing human progress by opening up opportunities for other humans.

This is become a challenge at the same time become an opportunity for us to build local communities to get in digital technology, so can be competitive in global activities. The Faculty of Economics is willing to take part to contribute to the development of the digital economy, which could be beneficial for our community. Our commitment is to build local human resources, especially in the Tomini Bay area to be digitally literate as a road map to entering society 5.0

As the wise man said "if we can't make a highway, then at least we can make a path for others to pass"

May we remain under the protection of Allah SWT, the Almighty God. Healthy Greetings, with Our Tagline "Excellent and Competitive"

Before ending this introduction, I would like to ask the Rector of Universitas Negeri Gorontalo to give a welcoming speech and officially open this webinar. Aamiin... Aamiin YRA.

Waassalam Alaikum Wr Wb. Terima Kasih. Odu'olo, Thank You

Gorontalo, May 19<sup>th</sup> 2022  
Dean of Faculty of Economic

Dr. Raflin Hinelo, S.Pd., M.Si.



## **WELCOME SPEECH HEAD OF MANAGEMENT STUDY PROGRAM**

Assalamu’alaikum Warahmatullahi Wabarakatuh  
Dear, Presenters and participants

First of all, let us praise and thank the presence of Allah Almighty, for the abundance of grace and the joy to all of us, so we could gather in this 1st International Conference on Regional Business Management without any barriers and very important we’re in good health.

This international conference has entitled “Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”, which is aims to create and develop new value through of information and technology that could minimizing a gap to people and minimizing economics problem in future, which is by expertizing it, there are no more boundaries of less and more knowledge of people who capable to involve in daily activity era 5.0.

This seminar would give an opportunity to us knowing the new or at least the old developing concept in the form of international scientific writing academic.

Dear ladies and gentlemen’s, on behalf of the Committee, I would like to giving an appreciation to PRI (Penelieh Research Institute) and ALJEBI (Aliansi Jurnal Berintegritas Indonesia) for their opportunity that has given to us to collaborate in organizing and make this seminar come true.

A big thank to Universitas Negeri Gorontalo, our Rector (Dr. Eduart Wolok. ST, MT.,IPM) and Faculty of Economics to our former Dean (Dr. Muhammad Amir Arham, ME) and to our present (Dr. Raflin Hinel, M.Si) for the trust and encourage that has given to us to deliver this seminar.

Thank you very much to our Co-Host, Universitas Nusa Cendana (NTT), Universias Ichsan Gorontalo, Universitas Tadulako Palu, Sekolah Tinggi Ilmu ekonomi (STIE) Kertanegara Malang, dan PERBANAS Institute Jakarta who have participated in submission their papers and make this seminar more diverse. And also to El-Nino Center Foundation, and PT. WASKITA Beton precast who has supported us in providing their support both material and non-material.

Last but not least, we had tried our best in preparing this seminar, but we truly believe there are many shortcomings, for that we apologize.

Finally, to all participants dan presenters, we wish you good luck in participating and presenting the paper, hope you will be given a fluency.

Gorontalo, 19 May 2022  
Head of Management Study Program

Andi Juanna, M.Sc



## INTRODUCTION ABOUT THE CONFERENCE

As an industrial era 4.0 transforms into a society 5.0, it has affected all sectors of human life. The economy, agriculture, and tourism sectors, as well as the education sector, all require them to be able to adapt. Society 5.0 refers to an era in which humans can create new value through technological developments that can minimize the gaps between humans and economic problems in the future. In a developing country like Indonesia, it may seem difficult, but it is not impossible. How prepared is our society for the era of society 5.0? In this case, Indonesia does not close itself off to changes that come from outside, as long as they are positive.

The 1st International Conference on Regional Business Management with the theme of “Enacting Human-Centered Management for Empowering Local Community Towards Society 5.0” was organized by the Management Study Program, Faculty of Economics, Universitas Negeri Gorontalo in collaboration with the Peneleh Research Institute and the Alliance of Indonesian Journals with Integrity as part of its academic responsibility in responding to the challenges of this era. It is hoped that this conference will have the effect of strengthening the potential of local communities. The ideas outlined in the research presented are expected to contribute to developing a strategic framework to improve the local economy and the community's readiness to welcome the era of society 5.0.

## KEY SPEAKER

### **Dr. H. Marten A. Taha, S.E., M.Ec.Dev.**

Wali Kota Gorontalo (2019—2023)



#### **Professional Qualifications:**

- S1 Universitas Sam Ratulangi
- S2 Universitas Gajah Mada
- S3 Universitas Hasanuddin

#### **Work:**

- Wali Kota Gorontalo (2019—2023)
- Wali Kota Gorontalo (2014—2019)
- Ketua DPRD Provinsi Gorontalo (2009—2014)
- Anggota DPRD Provinsi Gorontalo (2004—2009)
- Anggota DPRD Provinsi Gorontalo (2001—2004)
- Anggota DPRD Provinsi Sulawesi Utara (1999—2001)

### **Prof. Popy Rufaidah, SE., MBA., Ph.D.**

Atase Pendidikan dan Kebudayaan KBRI Washington DC, 2018- sekarang  
Guru Besar di bidang Manajemen Strategik dan Pemasaran, Universitas Padjadjaran



#### **Professional Qualifications:**

- Ph.D (Doctor of Philosophy) S3, University of New South Wales, Sydney Australia, 2001-2006
- MBA (Master of Business Administration) S2, Murray State University, Kentucky, Amerika Serikat, 1993-1994
- SE (Sarjana Ekonomi) S1, Fakultas Ekonomi, Universitas Padjadjaran, 1986-1991

#### **Awards:**

2019 US Academy for Global Business Advancement (AGBA)  
Global Scholar

#### **Author:**

Buku Manajemen Strategik, 2013 Topik Strategi, Branding,  
Brand Image dan Marketing di media

#### **Organization:**

- AGBA (Academy for Global Business Advancement), based in the USA,
- Vice President for Northern Indonesia, 2016-sekarang
- AFEBI (Asosiasi Fakultas Ekonomi dan Bisnis Indonesia) Sekjen, 2012-2018

## Victoria Dauletova Ph.D.

Assistant Professor, Business Communication Unit, College of Economics and Political Science,  
Sultan Qaboos University, Muscat, Sultanate of Oman, 2008-Present



### Professional Qualifications:

- Ph.D. in Language and Communication, Volgograd State Pedagogical University, Volgograd, Russia, 2001-2004
- Master’s Degree in Education and Foreign Languages, Kuban State University, Krasnodar, Russia, 1996-1997
- Bachelor’s Degree in Education and Foreign Languages, Kuban State University, Krasnodar, Russia, 1992-1995

### Awards:

A certificate for Excellence in Service from The Center of Community Service and Continuing Education, SQU, 17 November 2019

### Publications:

Dauletova, V., Hassan, H., & Zainab Hussain, Y. (2022). Political Empowerment of Women and the Mediating Role of Political Awareness: The Case of Oman. *Journal of International Women's Studies*, 23(1), 11.

## Dr. Pallavi Pathak, PhD, UGC NET.

Associate Professor School of Management Sciences VARANASI



### Professional Qualifications:

PhD from Institute of Management Studies (erstwhile Faculty of Management Sciences), Banaras Hindu University

### Awards:

- Teacher with Higher Potential award (2018)
- Global women achievers award 2021

### Author:

‘Organisational Effectiveness in Centres of Higher Learning’

### Editor:

‘Spirituality beyond Repertoire-Leadership and Happiness Perspectives’

### Administrative Responsibilities:

- Coordinator-Internal Quality Assurance Cell (IQAC), NAAC, & AIU Cell
- Managing Editor – Management Insight (Biannual Peer Reviewed Journal)
- Coordinator – SPARK (Performing Arts Club)

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*“Enacting Human Centered Management for Empowering  
Local Community Towards Society 5.0”*

## BREAKOUT ROOM LIST

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.00-13.15	R01	Citra Aditya Kusuma, B.Com., MIB	R01-001	Ari Kurniawan Putra; Niswatin; Zulkifli Boki	The Influence of Sharia Good Corporate Governance on Financial Performance (ROA) of Sharia Banking in Indonesia for the 2016-2020 Period	Universitas Negeri Gorontalo
13.15-13.30			R01-002	Haryono Umar; Rahima Br Purba; Siti Safaria; Welda Mudiari; Harsono; Karyaningsih	The Role of Accountants in Detecting Corruption	Perbanas Institute Jakarta
13.30-13.45			R01-003	Kamillaeni Jamillah; Yossy Eka Pradita; Sri Wahyu Lelly Hana Setyanti	Community Empowerment of Coffee Farmers Through Actors Theory Based on The Pentahelix Model as Economic Optimization in Kemiri Village, Panti District	Universitas Jember
13.45-14.00			R01-004	Guido Jasver Lalawar; Ronald P.C Fanggidae; Yosefina K.I.D.D Dhae	Pengaruh Ekuitas Merek Harga dan Pelayanan Terhadap Keputusan Pembelian Sepeda Motor Honda Pada Dealer Dinamika Motor di Kota Kupang	Universitas Nusa Cendana

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
14.00-14.15			R01-005	Nadira S. Sidik; Niswatin; Nilawaty Yusuf	The Effect of Budget Participation on Managerial Performance with Organizational Commitment and Organizational Culture as Moderating Variables (Empirical Studies at the Economics Faculty, Gorontalo State University)	Universitas Negeri Gorontalo
14.15-14.30			R01-006	Siti Rohayani; Hidajat Sofyan Widjaja; Reny Fitriana Kaban	The Effect of Sharia Share, Corporate Sukuk, and Sharia Mutual Fund on National Economic Growth 2013-2020	Perbanas Institute Jakarta
14.30-14.45	<b>R02</b>	<b>Syamsul Biki, SE., M.SM</b>	R01-007	Fajriyah Apriyani Mangemba; Syarwani Canon; Bobby Rantow payu	Analysis of The Effect of Per Capita Income, Open Unemployment Rate, and Education Level on the Human Development Index in 2015 – 2019	Universitas Negeri Gorontalo
14.45-15.00			R01-008	Novia Wati Durand; Sri Endang Saleh; Sri Indriyani S. Dai	Effectiveness of Utilizing Village Fund Allocation: Case in Gorontalo Regency	Universitas Negeri Gorontalo

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering  
Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.00-13.15			R02-001	Regina Mistika Clarista Pati Delo	Pengaruh Citra Merek dan Promosi Terhadap Keputusan Pembelian Pada EVA Hand Bouquet Kota Ende	Universitas Nusa Cendana
13.15-13.30			R02-002	Rahmat Liputo; Sri Endang Saleh; Frahmawati Bumulo	Analysis of The Influence of Number of MSMEs and MSMES Investment on Economic Growth in Gorontalo Province	Universitas Negeri Gorontalo
13.30-13.45			R02-003	Nani Fitriani; Tiara Paramita	Improving The Loyalty of Online Transport Users Through Brand Image, Brand Awareness, and Brand Trust (A case study of Grabbike Customer in the Area of Jabodetabek)	Perbanas Institute Jakarta
13.45-14.00			R02-004	Yuhastihar; Hamidah; R. Madhakomala	Product Aspect Evaluation of The National Values Strengthening Program for National Resilience Institute of the Republic of Indonesia (Lemhannas RI)	Universitas Negeri Jakarta
14.00-14.15			R02-005	Melinda Ibrahim	Eksplorasi Praktik Corporate Social Responsibility	Universitas Ichsan Gorontalo

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
14.15-14.30			R02-006	Mercurius BrotoLegowo; Fangky Antoneus Sorongan	An Empirical Analysis of The Use of Online Payment System Applications: The Perspective of the Millennial Generation	Perbanas Institute Jakarta
14.30-14.45			R02-007	Nurfadila; Sri Endang Saleh; Sri Indriyani S. Dai	Contribution of Price and Income to Online Shopping	Universitas Negeri Gorontalo
14.45-15.00			R02-008	Abdul Majid Idrus; Fachrudin Zain Olilingo; Bobby Rantow Payu	Impact of Population, Per Capita Income, and Investment on Changes in Economic Structure Gorontalo Province	Universitas Negeri Gorontalo
13.00-13.15	<b>R03</b>	<b>Dr. Tenriwaru</b>	R03-001	Trisna; Pamela Magdalena; Saripudin	Analysis of The Influence of Work Disciplines, Satisfaction Employees, And Work Motivation on Performance of Production Division Employees PT Diamond Cold Storage	Perbanas Institute Jakarta
13.15-13.30			R03-002	Indra Junaid M Tahir	Analysis of Expenditure by Function and Its Effect on Poverty in Gorontalo	Universitas Negeri Gorontalo
13.30-13.45			R03-003	Ovalia Rukmana; Puspita Febriyanti	The Roles of Product Quality, Price, and Brand Image to Enhance Customers' Purchasing Decisions on Wardah Cosmetic Products	Perbanas Institute Jakarta



# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.45-14.00			R03-004	Mughni Latifah; Rahmatia; Paulus Uppun; Anas Iswanto Anwar	Determinan Upah Reservasi Mahasiswa Perguruan Tinggi Negeri di Kota Makassar	Universitas Hasanuddin
14.00-14.15	<b>R04</b>	<b>Dr. Anita Kristina</b>	R03-005	Herlince Elizabet Marice Amalo; Ronald P. C. Fanggidae; Antonio E. L. Nyoko	Analisis Pengaruh Customer Bonding terhadap Loyalitas Pelanggan GB Boutique Salon & SPA	Unuversitas Nusa Cendana
14.15-14.30			R03-006	Dimas Danur Prakoso; A. Dewantoro Marsono	The Influence of Sharia Bonds (Sukuk) Issuance Values and Ratings on Indonesian Capital Market Reaction	Perbanas Institute Jakarta
14.30-14.45			R03-007	Robiyati Podungge, Raflin Hinele	The Effect of Transformational Leadership on Increasing Community Participation in The Physical Development of Pilohayanga Village Telaga District Gorontalo Regency	Universitas Negeri Gorontalo
14.45-15.00			R03-008	Delviyanti Daud; Lisda L. Asi	The Effect of PKH Facilitator's Performance Towards the KPM's Satisfaction in Subdistrict of Suwawa Tengah Gorontalo Province	Universitas Negeri Gorontalo

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.00-13.15			R04-001	Bety Yunike Adu; Ronald P.C. Fanggidae; Yosefina K.I.D.D Dhae	Pengaruh Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Secara Online di E-commerce Lazada	Universitas Nusa Cendana
13.15-13.30			R04-002	Maryam Lupoyo	Analysis of Tourism Competitiveness in Gorontalo Province	Universitas Negeri Gorontalo
13.30-13.45			R04-003	Bernika Mardhiaswari Ryandini	The Effect of Employee Relation, Organizational Culture, and Communication in Employee's Effectivity in The Ministry of Religion (Case Study of Civil Servant in East Jakarta Religion)	Perbanas Institute Jakarta
13.45-14.00			R04-004	Nur Lazimatul Hilma Sholehah; Parmin Ishak	Dampak Turbulensi Lingkungan, Self-Esteem dan Budget Emphasis Terhadap Budgetary Slack	Universitas Ichsan Gorontalo
14.00-14.15			R04-005	Irwan Yantu; Rezkiawan Tantawi; Andi Juanna	Tourists' views on the feasibility of tourist sites on the coast of Tomini Bay: Analysis of tourist satisfaction from perceptions of organizational culture	Universitas Negeri Gorontalo
14.15-14.30			R04-006	Agnesia Wardhana; Stefanus MS Sadana*; Erna Wahyuningsih	The Impact of PT Indihome's Strategy: Work Environment, Discipline, and Compensation on the Performance of Local Employees Bogor Branch	Perbanas Institute Jakarta

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
14.30-14.45			R04-007	Selvi; Lanto Miriatin Amali; Citra Aditya Kusuma	Community Empowerment Through The Use of Simple Technology for Biopory Development in Managing The Risk of Flood Disaster in Ayumolingo Village, Diata Village, Pulubala Village and Toydito Village, Pulubala Disaster, Gorontalo Regency	Universitas Negeri Gorontalo
14.45-15.00			R04-008	Ulma fitriani; Hapsawati Taan; Zulfia K. Abdussamad	The Influence of Quality of Medical Services and Facilities on Patient Satisfaction in General Hospital Otanaha Area, Gorontalo City	Universitas Negeri Gorontalo
13.00-13.15	<b>R05</b>	<b>Febrina Nur Ramadhani, S.Ak., M.Ak</b>	R05-001	Dela Novela; Rolland E. Fanggidae; Tarsisius Timuneno	The Effect of Perceived Organizational Support (POS) on Employees' Organizational Citizenship Behavior (OCB) at Sotis Hotel Kupang	Universitas Nusa Cendana
13.15-13.30			R05-002	Rosalia Novitasari; Mustanwir Zuhri	Stock Split dan Implikasinya Terhadap Abnormal Return, Harga Saham, dan Volume Perdagangan Saham di Bursa Efek Indonesia Periode 2016-2019	Perbanas Institute Jakarta
13.30-13.45			R05-003	Sarpinawati; Fitri Hadi Yulia Akib; Sri Indriyani S. Dai	Effect of Village Funds on Poverty Levels in Momunu District of Buol Regency	Universitas Negeri Gorontalo

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering  
Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.45-14.00			R05-004	Paulus Johan Lolo	Pengaruh Lini Produk, Kualitas Layanan, dan Kepuasan Konsumen Terhadap Kinerja Stasiun Pengisian Bahan Bakar Umum (SPBU) Melalui Kepercayaan Konsumen di Provinsi Sulawesi Selatan	Universitas Hasanuddin
14.00-14.15			R05-005	Rachel Kaerina R. Tumampas; Herwin Mopangga; Ivan Rahmat Santoso	Analysis of the Effect of Family Hope Program (PKH) Social Assistance on Poverty Alleviation in Bone Bolango Regency in 2011-2021	Universitas Negeri Gorontalo
14.15-14.30			R05-006	Frida Nur Aulia; A. Dewantoro Marsono	Analysis of Firm Value and The Factors That Affect It [Study on Companies Listed in the Jakarta Islamic Index]	Perbanas Institute Jakarta
14.30-14.45			R05-007	Zulkifly Rahman, Yulinda L Ismail, Zulfia Abdussad	Analisis Strategi Promosi melalui Pemanfaatan Media Sosial dalam Meningkatkan Penjualan Produk Sport di Toko Olahraga Jokam Sport Gorontalo	Universitas Negeri Gorontalo
14.45-15.00			R05-008	Andi Yusniar Mendo; Endi Rahman; Rizan Machmud	Empowerment of Shredded Fish Business Group in Daolan Village, Bokat District, Buol Regency, Central Sulawesi	Universitas Negeri Gorontalo

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Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.00-13.15	R06	Dr. Ayudia Sokarina	R06-001	Nursyinta Kurniasari; A Dewantoro Marsono	Comparative Analysis of The Performance of Islamic Equity Mutual Funds in Indonesia and Malaysia	Perbanas Institute Jakarta
13.15-13.30			R06-002	Mercy Kurnia Mamonto; Irwan Yantu; Agus Hakri Bokingo	Implementasi E-Government sebagai Upaya Mewujudkan Good Governance: Sebuah Tinjauan Teoritis	Universitas Negeri Gorontalo
13.30-13.45			R06-003	Yuliansi Roslina Lai Bui; Christien C. Foenay; Merlyn Kurniawati	Analisis pengaruh kualitas layanan terhadap Keputusan Pembelian pada Konsumen Grab Food di Kota Kupang	Universitas Nusa Cendana
13.45-14.00			R06-004	Parmin Ishak; Nur Lazimatul Hilma Sholehah	Pengaruh Opportunistic Behaviour dan Love of Money Perangkat Desa Terhadap Pengelolaan Keuangan Desa dan Dampaknya Terhadap Kesejahteraan Masyarakat	Universitas Ichsan Gorontalo
14.00-14.15			R06-005	Muchamad Bagus Satrio Wibowo; A. Dewantoro Marsono	Analysis of the Effect of External Factors on Sharia Capital Market Dynamics [Study on the Jakarta Islamic Index 2016-2021 Period]	Perbanas Institute Jakarta

# The 1<sup>st</sup> International Conference on Regional Business Management

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Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
14.15-14.30			R06-006	Muhammad Ichsan Gaffar; Gaffar	The Effect of Internal Auditor Performance on the Quality of Audit Results at the Gorontalo City Inspectorate Office	Universitas Negeri Gorontalo
14.30-14.45			R06-007	Indrawati S. Hamzah; Mohamad Agus Salim Monoarfa; Meriyana Franssisca Dunga	Determinant of Islamic Financial Literacy in MSMEs in Gorontalo City	Universitas Negeri Gorontalo
14.45-15.00			R06-008	Yeyen Deden Manaroinsong; Mohamad Agus Salim Monoarfa; Agus Hakri Bokingo	Impact of Work From Home and Online Meeting Apps on Employee Performance	Universitas Negeri Gorontalo
15.00-15.15			R06-009	Rila Septiana Hanapi1; Hedy Vanni Alam; Syamsul B. Biki	Improving the Discipline of Paramedics Through Reward and Punishment	Universitas Negeri Gorontalo

# The 1<sup>st</sup> International Conference on Regional Business Management

*“Enacting Human Centered Management for Empowering Local Community Towards Society 5.0”*

Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.00-13.15	R07	Dr. La Ode Sumail	R07-001	Lisa Puji Lestari; Pamela Magdalena; Saripudin	The Influence of Leadership Style, Work Motivation, and Organizational Culture on Employee Performance at OJK Development Supervision Department and Crisis Management	Perbanas Institute Jakarta
13.15-13.30			R07-002	Firke L.E Darisera; Ni Putu Nursiani; Tarsisius Timuneno	The Effect of Workload and Work Motivation on Employee Performance in PT. PLN (Persero) ULP Atambua	Universitas Nusa Cendana
13.30-13.45			R07-003	Abdul Rasyid; Buyung; Hasanuddin	Pengukuran dan Analisis Produktivitas Menggunakan Multi Factor Productivity Measurement Model (MFPMM) (Studi Kasus PDAM)	Universitas Negeri Gorontalo
13.45-14.00			R07-004	Farhana Nadhilah; Hidajat Sofyan Widjaja; Reny Fitriana Kaban	The Effect of Profitability and Leverage on Value Firm (Case Study of Property and Real Estate Companies Listed in the Jakarta Islamic Index (JII) 2014-2020 Period)	Perbanas Institute Jakarta
14.00-14.15			R07-005	Yohana Ega Trileni Bili	Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Smartphone Iphone Melalui Citra Merek Sebagai Variabel Intervening (Study Pada Pengguna iPhone di Kota Kupang)	Universitas Nusa Cendana



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14.15-14.30			R07-006	Nadia Novitasari; Hedwigis Esti Riwayati	The Influence of Banking Financial Performance on Stock Prices in Banks with the Largest Assets in Indonesia	Perbanas Institute Jakarta
14.30-14.45			R07-007	Vivin R. Daud; Mohamad Agus Salim Monoarfa; Valentina Monoarfa	The effect of Workload and Work Stress on Work Productivity	Universitas Negeri Gorontalo
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13.00-13.15	<b>R08</b>	<b>Jordan Hotman Ekklesia Sitorus, M.SA., Ak., CA., ASEAN CPA</b>	R08-001	Tuti Setiawan Situmeang; Idris Yanto Niode	Penentuan Prioritas Strategi Pengembangan Pariwisata dengan Menggunakan Metode Quuantitative Strategic Planning Matrix (Studi Kasus Wisata Hiu Paus Botubarani)	Universitas Negeri Gorontalo
13.15-13.30			R08-002	Deliyanti Olivia Abdullahi; Tineke Wolok; Umin Kango	The Effect of The Promotion Mix on Purchase Decisions on Yamaha Nmax Motorcycles in the East City of Gorontalo City	Universitas Negeri Gorontalo

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13.30-13.45			R08-003	Ayulha Suluba; Rosman Ilato; Melizubaida Mahmud	Efektivitas Pengelolaan Dana Desa dalam Meningkatkan Kesejahteraan Masyarakat di Desa Buloila Kecamatan Sumalata Kabupaten Gorontalo Utara	Universitas Negeri Gorontalo
13.45-14.00			R08-004	Meriyana Franssisca Dungga; Hais Dama	Fluctuation of Rupiah Exchange Value, Interest Rate, and Changes in Share Price	Universitas Negeri Gorontalo
14.00-14.15			R08-005	Lanto Miriatin Amali	Pengaruh Kebijakan Dividen dan Volume Perdagangan Saham terhadap Return Saham pada Perusahaan LQ-45 di Bursa Efek Indonesia	Universitas Negeri Gorontalo
14.15-14.30			R08-006	Sri Nurdiani Taha; Syarwani Canon; Boby Rantow Payu	The Impact of Local Government Shopping Structures on Poverty Rate in Sulawesi Island	Universitas Negeri Gorontalo
14.30-14.45			R08-007	Nadhirah Septiana Dewi Paemo; Tineke Wolok; Zulfia K. Abdussamad	The Influence of Services and the Physical Environment of Traditional Markets on Consumer Satisfaction	Universitas Negeri Gorontalo
14.45-15.00			R08-008	Sulastri Nurkamiden; Ramlan Amir Isa; Umin Kango	Pengaruh Kualitas Layanan dan Kualitas Produk BSG Touch terhadap Kepuasan Konsumen pada PT Bank Sulutgo Cabang Limboto	Universitas Negeri Gorontalo

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Time	Room	Moderator	Number	Author(s)	Title of Paper	Affiliation
13.00-13.15	<b>R09</b>	<b>Dr. Riesanti Edi Wijaya</b>	R09-001	Nur Praditya Djumura; Meyko Panigoro; Abdulrahim Maruwae	Pengaruh Program Keluarga Harapan terhadap Peningkatan Kesejahteraan Masyarakat Desa Bubeya Kecamatan Suwawa Kabupaten Bone Bolango	Universitas Negeri Gorontalo
13.15-13.30			R09-002	Adarsh Dubey	IoT Makes Things Simple	School of Management Sciences Varanasi, India
13.30-13.45			R09-003	Zainudin Tantuka; Sudirman; Lisda L. Asi	Kinerja Kepala Desa terhadap Tingkat Kesejahteraan Masyarakat di Desa Sejoli Kecamatan Moutong Kabupaten Parigi Moutong	Universitas Negeri Gorontalo
13.45-14.00			R09-004	Usman Moonti; Sri Endang Saleh; Muhazid Husain Bahdar	The Effect of Economic Growth of The Primary Sector, Secondary Sector, and Terrier Sector on Open Unemployment Rate in Gorontalo Province 2015-2019	Universitas Negeri Gorontalo
14.00-14.15			R09-005	Zakiyah Zahara; Muslimin; Ali Murad; Cikal Rambasae N	The Role of Entrepreneurial Marketing on Marketing Performance Through Marketing Capabilities of SMEs	Universitas Tadulako
14.15-14.30			R09-006	Kishan Batra	Saving Resources with Hydraulics	School of Management Sciences, Varanasi, Uttar Pradesh, India

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14.30-14.45			R09-007	Adibah Yuneng Ariesta; Juliana Kadang; Fatlina	Pengaruh Kinerja Keuangan terhadap Nilai Perusahaan pada Perusahaan Leasing Go Public	Universitas Tadulako
14.45-15.00			R09-008	Pricylia Chintya Dewi Buntuang; Harnida Wahyuni Adda; Andi Gaury	Small and Medium-Sized Enterprises and the Application of Knowledge Management in Disaster Condition	Universitas Tadulako

## LIST OF ABSTRACT TITLE

No	Name and Institute	Title of Paper	Page
1	Ari Kurniawan Putra; Niswatin; Zulkifli Boki <i>Universitas Negeri Gorontalo</i>	The Influence of Sharia Good Corporate Governance on Financial Performance (ROA) of Sharia Banking in Indonesia for the 2016-2020 Period	29
2	Haryono Umar; Rahima Br Purba; Siti Safaria; Welda Mudiar; Harsono; Karyaningsih <i>Perbanas Institute Jakarta</i>	The Role of Accountants in Detecting Corruption	30
3	Kamillaeni Jamillah; Yossy Eka Pradita; Sri Wahyu Lelly Hana Setyanti <i>Universitas Jember</i>	Community Empowerment of Coffee Farmers Through Actors Theory Based on The Pentahelix Model as Economic Optimization in Kemiri Village, Panti District	31
4	Guido Jasver Lalawar; Ronald P.C Fanggidae; Yosefina K.I.D.D Dhae <i>Universitas Nusa Cendana</i>	Pengaruh Ekuitas Merek Harga dan Pelayanan Terhadap Keputusan Pembelian Sepeda Motor Honda Pada Dealer Dinamika Motor di Kota Kupang	32
5	Nadira S. Sidik; Niswatin; Nilawaty Yusuf <i>Universitas Negeri Gorontalo</i>	The Effect of Budget Participation on Managerial Performance with Organizational Commitment and Organizational Culture as Moderating Variables (Empirical Studies at the Economics Faculty, Gorontalo State University)	33
6	Siti Rohayani; Hidajat Sofyan Widjaja; Reny Fitriana Kaban <i>Perbanas Institute Jakarta</i>	The Effect of Sharia Share, Corporate Sukuk, and Sharia Mutual Fund on National Economic Growth 2013-2020	34
7	Fajriyah Apriyani Mangemba; Syarwani Canon; Boby Rantow payu <i>Universitas Negeri Gorontalo</i>	Analysis of The Effect of Per Capita Income, Open Unemployment Rate, and Education Level on the Human Development Index in 2015 – 2019	35
8	Novia Wati Durand; Sri Endang Saleh; Sri Indriyani S. Dai <i>Universitas Negeri Gorontalo</i>	Effectiveness of Utilizing Village Fund Allocation: Case in Gorontalo Regency	36
9	Regina Mistika Clarista Pati Delo <i>Universitas Nusa Cendana</i>	Pengaruh Citra Merek dan Promosi Terhadap Keputusan Pembelian Pada EVA Hand Bouquet Kota Ende	37
No	Name and Institute	Title of Paper	Page

10	Rahmat Liputo; Sri Endang Saleh; Frahmawati Bumulo <i>Universitas Negeri Gorontalo</i>	Analysis of The Influence of Number of MSMEs and MSMES Investment on Economic Growth in Gorontalo Province	38
11	Nani Fitriani; Tiara Paramita <i>Perbanas Institute Jakarta</i>	Improving The Loyalty of Online Transport Users Through Brand Image, Brand Awareness, and Brand Trust (A case study of Grabbike Customer in the Area of Jabodetabek)	39
12	Yuhastihar; Hamidah; R. Madhakomala <i>Universitas Negeri Jakarta</i>	Product Aspect Evaluation of The National Values Strengthening Program for National Resilience Institute of the Republic of Indonesia (Lemhannas RI)	40
13	Melinda Ibrahim <i>Universitas Ichsan Gorontalo</i>	Eksplorasi Praktik Corporate Social Responsibility	41
14	Mercurius BrotoLegowo; Fangky Antoneus Sorongan <i>Perbanas Institute Jakarta</i>	An Empirical Analysis of The Use of Online Payment System Applications: The Perspective of the Millennial Generation	42
15	Nurfadila; Sri Endang Saleh; Sri Indriyani S. Dai <i>Universitas Negeri Gorontalo</i>	Contribution of Price and Income to Online Shopping	43
16	Abdul Majid Idrus; Fachrudin Zain Olilingo; Bobby Rantow Payu <i>Universitas Negeri Gorontalo</i>	Impact of Population, Per Capita Income, and Investment on Changes in Economic Structure Gorontalo Province	44
17	Trisna; Pamela Magdalena; Saripudin <i>Perbanas Institute Jakarta</i>	Analysis of The Influence of Work Disciplines, Satisfaction Employees, And Work Motivation on Performance of Production Division Employees PT Diamond Cold Storage	45
18	Indra Junaaid M Tahir <i>Universitas Negeri Gorontalo</i>	Analysis of Expenditure by Function and Its Effect on Poverty in Gorontalo	46
19	Ovalia Rukmana; Puspita Febriyanti <i>Perbanas Institute Jakarta</i>	The Roles of Product Quality, Price, and Brand Image to Enhance Customers' Purchasing Decisions on Wardah Cosmetic Products	47
20	Mughni Latifah; Rahmatia; Paulus Uppun; Anas Iswanto Anwar <i>Universitas Hasanuddin</i>	Determinan Upah Reservasi Mahasiswa Perguruan Tinggi Negeri di Kota Makassar	48
21	Herlince Elizabet Marice Amalo; Ronald P. C. Fanggidae; Antonio E. L. Nyoko <i>Unuversitas Nusa Cendana</i>	Analisis Pengaruh Customer Bonding terhadap Loyalitas Pelanggan GB Boutique Salon & SPA	48
<b>No</b>	<b>Name and Institute</b>	<b>Title of Paper</b>	<b>Page</b>

22	Dimas Danur Prakoso; A. Dewantoro Marsono <i>Perbanas Institute Jakarta</i>	The Influence of Sharia Bonds (Sukuk) Issuance Values and Ratings on Indonesian Capital Market Reaction	50
23	Robiyati Podungge; Raflin Hinele <i>Universitas Negeri Gorontalo</i>	The Effect of Transformational Leadership on Increasing Community Participation in The Physical Development of Pilohayanga Village Telaga District Gorontalo Regency	51
24	Delviyanti Daud; Lisda L. Asi <i>Universitas Negeri Gorontalo</i>	The Effect of PKH Facilitator's Performance Towards the KPM's Satisfaction in Subdistrict of Suwawa Tengah Gorontalo Province	52
25	Bety Yunike Adu; Ronald P.C. Fanggidae; Yosefina K.I.D.D Dhae <i>Universitas Nusa Cendana</i>	Pengaruh Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Secara Online di E-commerce Lazada	53
26	Maryam Lupoyo <i>Universitas Negeri Gorontalo</i>	Analysis of Tourism Competitiveness in Gorontalo Province	54
27	Bernika Mardhiaswari Ryandini <i>Perbanas Institute Jakarta</i>	The Effect of Employee Relation, Organizational Culture, and Communication in Employee's Effectivity in The Ministry of Religion (Case Study of Civil Servant in East Jakarta Religion)	55
28	Nur Lazimatul Hilma Sholehah; Parmin Ishak <i>Universitas Ichsan Gorontalo</i>	Dampak Turbulensi Lingkungan, <i>Self-Esteem</i> dan <i>Budget Emphasis</i> terhadap <i>Budgetary Slack</i>	56
29	Irwan Yantu; Rezkiawan Tantawi; Andi Juanna <i>Universitas Negeri Gorontalo</i>	Tourists' Views on The Feasibility of Tourist Sites on The Coast of Tomini Bay: Analysis of Tourist Satisfaction from Perceptions of Organizational Culture	57
30	Agnesia Wardhana; Stefanus MS Sadana; Erna Wahyuningsih <i>Perbanas Institute Jakarta</i>	The Impact of PT Indihome's Strategy: Work Environment, Discipline, and Compensation on the Performance of Local Employees Bogor Branch	58
31	Selvi; Lanto Miriatin Amali; Citra Aditya Kusuma <i>Universitas Negeri Gorontalo</i>	Community Empowerment Through The Use of Simple Technology for Biopory Development in Managing The Risk of Flood Disaster in Ayumolingo Village, Diata Village, Pulubala Village and Toydito Village, Pulubala Disaster, Gorontalo Regency	59
32	Ulma fitriani; Hapsawati Taan; Zulfia K. Abdussamad <i>Universitas Negeri Gorontalo</i>	The Influence of Quality of Medical Services and Facilities on Patient Satisfaction in General Hospital Otanaha Area, Gorontalo City	60
<b>No</b>	<b>Name and Institute</b>	<b>Title of Paper</b>	<b>Page</b>



33	Dela Novela; Rolland E. Fanggidae; Tarsisius Timuneno <i>Universitas Nusa Cendana</i>	The Effect of Perceived Organizational Support (POS) on Employees' Organizational Citizenship Behavior (OCB) at Sotis Hotel Kupang	61
34	Rosalia Novitasari; Mustanwir Zuhri <i>Perbanas Institute Jakarta</i>	Stock Split dan Implikasinya Terhadap Abnormal Return, Harga Saham, dan Volume Perdagangan Saham di Bursa Efek Indonesia Periode 2016-2019	62
35	Sarpinawati; Fitri Hadi Yulia Akib; Sri Indriyani S. Dai <i>Universitas Negeri Gorontalo</i>	Effect of Village Funds on Poverty Levels in Momunu District of Buol Regency	63
36	Paulus Johan Lolo <i>Universitas Hasanuddin</i>	Pengaruh Lini Produk, Kualitas Layanan, dan Kepuasan Konsumen Terhadap Kinerja Stasiun Pengisian Bahan Bakar Umum (SPBU) Melalui Kepercayaan Konsumen di Provinsi Sulawesi Selatan	64
37	Rachel Kaerina R. Tumampas; Herwin Mopangga; Ivan Rahmat Santoso <i>Universitas Negeri Gorontalo</i>	Analysis of the Effect of Family Hope Program (PKH) Social Assistance on Poverty Alleviation in Bone Bolango Regency in 2011-2021	65
38	Frida Nur Aulia; A. Dewantoro Marsono <i>Perbanas Institute Jakarta</i>	Analysis of Firm Value and The Factors That Affect It [Study on Companies Listed in the Jakarta Islamic Index]	66
39	Zulkifly Rahman, Yulinda L Ismail, Zulfia Abdussad <i>Universitas Negeri Gorontalo</i>	Analisis Strategi Promosi melalui Pemanfaatan Media Sosial dalam Meningkatkan Penjualan Produk Sport di Toko Olahraga Jokam Sport Gorontalo	67
40	Andi Yusniar Mendo; Endi Rahman; Rizan Machmud <i>Universitas Negeri Gorontalo</i>	Empowerment of Shredded Fish Business Group in Daolan Village, Bokat District, Buol Regency, Central Sulawesi	68
41	Nursyinta Kurniasari; A Dewantoro Marsono <i>Perbanas Institute Jakarta</i>	Comparative Analysis of The Performance of Islamic Equity Mutual Funds in Indonesia and Malaysia	69
42	Mercy Kurnia Mamonto; Irwan Yantu; Agus Hakri Bokingo <i>Universitas Negeri Gorontalo</i>	Implementasi E-Government sebagai Upaya Mewujudkan Good Governance: Sebuah Tinjauan Teoritis	70
43	Yuliansi Roslina Lai Bui; Christien C. Foenay; Merlyn Kurniawati <i>Universitas Nusa Cendana</i>	Analisis pengaruh kualitas layanan terhadap Keputusan Pembelian pada Konsumen Grab Food di Kota Kupang	71
44	Parmin Ishak; Nur Lazimatul Hilma Sholehah <i>Universitas Ichsan Gorontalo</i>	Pengaruh Opportunistic Behaviour dan Love of Money Perangkat Desa Terhadap Pengelolaan Keuangan Desa dan Dampaknya Terhadap Kesejahteraan Masyarakat	72

No	Name and Institute	Title of Paper	Page
45	Muchamad Bagus Satrio Wibowo; A. Dewantoro Marsono <i>Perbanas Institute Jakarta</i>	Analysis of the Effect of External Factors on Sharia Capital Market Dynamics [Study on the Jakarta Islamic Index 2016-2021 Period]	73
46	Muhammad Ichsana Gaffar; Gaffar <i>Universitas Negeri Gorontalo</i>	The Effect of Internal Auditor Performance on the Quality of Audit Results at the Gorontalo City Inspectorate Office	74
47	Indrawati S. Hamzah; Mohamad Agus Salim Monoarfa; Meriyana Franssisca Dunga <i>Universitas Negeri Gorontalo</i>	Determinant of Islamic Financial Literacy in MSMEs in Gorontalo City	75
48	Yeyen Deden Manaroinson; Mohamad Agus Salim Monoarfa; Agus Hakri Bokingo <i>Universitas Negeri Gorontalo</i>	Impact of Work From Home and Online Meeting Apps on Employee Performance	76
49	Rila Septiana Hanapi; Hedy Vanni Alam; Syamsul B. Biki <i>Universitas Negeri Gorontalo</i>	Improving the Discipline of Paramedics Through Reward and Punishment	77
50	Lisa Puji Lestari; Pamela Magdalena; Saripudin <i>Perbanas Institute Jakarta</i>	The Influence of Leadership Style, Work Motivation, and Organizational Culture on Employee Performance at OJK Development Supervision Department and Crisis Management	78
51	Abdul Rasyid; Buyung; Hasanuddin <i>Universitas Nusa Cendana</i>	The Effect of Workload and Work Motivation on Employee Performance in PT. PLN (Persero) ULP Atambua	79
52	Abdul Rasyid; Buyung; Hasanuddin <i>Universitas Negeri Gorontalo</i>	Pengukuran dan Analisis Produktivitas Menggunakan Multi Factor Productivity Measurement Model (MFPMM) (Studi Kasus PDAM)	80
53	Farhana Nadhilah; Hidajat Sofyan Widjaja; Reny Fitriana Kaban <i>Perbanas Institute Jakarta</i>	The Effect of Profitability and Leverage on Value Firm (Case Study of Property and Real Estate Companies Listed in the Jakarta Islamic Index (JII) 2014-2020 Period)	81
54	Yohana Ega Trileni Bili <i>Universitas Nusa Cendana</i>	Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Smartphone Iphone Melalui Citra Merek Sebagai Variabel Intervening (Study Pada Pengguna iPhone di Kota Kupang)	82
55	Nadia Novitasari; Hedwigis Esti Riwayati <i>Perbanas Institute Jakarta</i>	The Influence of Banking Financial Performance on Stock Prices in Banks with the Largest Assets in Indonesia	83

No	Name and Institute	Title of Paper	Page
56	Vivin R. Daud; Mohamad Agus Salim Monoarfa; Valentina Monoarfa <i>Universitas Negeri Gorontalo</i>	The effect of Workload and Work Stress on Work Productivity	84
57	Pitriyanto Lasena; Idris Yanto Niode; Zainal Abidin Umar <i>Universitas Negeri Gorontalo</i>	Analisis Swot dalam Menentukan Strategi Pemasaran Gula pada Perusahaan Industri PT. PG Gorontalo Unit Tolangohula	85
58	Tuti Setiawan Situmeang; Idris Yanto Niode <i>Universitas Negeri Gorontalo</i>	Penentuan Prioritas Strategi Pengembangan Pariwisata dengan Menggunakan Metode Quuantitative Strategic Planning Matrix (Studi Kasus Wisata Hiu Paus Botubarani)	86
59	Deliyanti Olivia Abdullahi; Tineke Wolok; Umin Kango <i>Universitas Negeri Gorontalo</i>	The Effect of The Promotion Mix on Purchase Decisions on Yamaha Nmax Motorcycles in the East City of Gorontalo City	87
60	Ayulha Suluba; Rosman Ilato; Melizubaida Mahmud <i>Universitas Negeri Gorontalo</i>	Efektivitas Pengelolaan Dana Desa dalam Meningkatkan Kesejahteraan Masyarakat di Desa Buloila Kecamatan Sumalata Kabupaten Gorontalo Utara	88
61	Meriyana Franssisca Dungga; Hais Dama <i>Universitas Negeri Gorontalo</i>	Fluctuation of Rupiah Exchange Value, Interest Rate, and Changes in Share Price	89
62	Lanto Miriatin Amali <i>Universitas Negeri Gorontalo</i>	Pengaruh Kebijakan Deviden dan Volume Perdagangan Saham terhadap Return Saham pada Perusahaan LQ-45 di Bursa Efek Indonesia	90
63	Sri Nurdiani Taha; Syarwani Canon; Bobby Rantow Payu <i>Universitas Negeri Gorontalo</i>	The Impact of Local Government Shopping Structures on Poverty Rate in Sulawesi Island	91
64	Nadhirah Septiana Dewi Paemo; Tineke Wolok; Zulfia K. Abdussamad <i>Universitas Negeri Gorontalo</i>	The Influence of Services and the Physical Environment of Traditional Markets on Consumer Satisfaction	92
65	Sulastrri Nurkamiden; Ramlan Amir Isa; Umin Kango <i>Universitas Negeri Gorontalo</i>	Pengaruh Kualitas Layanan dan Kualitas Produk BSG Touch terhadap Kepuasan Konsumen pada PT Bank Sulutgo Cabang Limboto	93
66	Nur Praditya Djumura; Meyko Panigoro; Abdulrahim Maruwae <i>Universitas Negeri Gorontalo</i>	Pengaruh Program Keluarga Harapan terhadap Peningkatan Kesejahteraan Masyarakat Desa Bubeya Kecamatan Suwawa Kabupaten Bone Bolango	94
67	Adarsh Dubey <i>School of Management Sciences Varanasi, India</i>	IoT Makes Things Simple	95

No	Name and Institute	Title of Paper	Page
68	Zainudin Tantuka; Sudirman; Lisda L. Asi <i>Universitas Negeri Gorontalo</i>	Kinerja Kepala Desa terhadap Tingkat Kesejahteraan Masyarakat di Desa Sejoli Kecamatan Moutong Kabupaten Parigi Moutong	96
69	Usman Moonti; Sri Endang Saleh; Muhazid Husain Bahdar <i>Universitas Negeri Gorontalo</i>	The Effect of Economic Growth of The Primary Sector, Secondary Sector, and Terrier Sector on Open Unemployment Rate in Gorontalo Province 2015-2019	97
70	Zakiyah Zahara; Muslimin; Ali Murad; Cikal Rambasae N <i>Universitas Tadulako</i>	The Role of Entrepreneurial Marketing on Marketing Performance Through Marketing Capabilities of SMEs	98
71	Kishan Batra <i>School of Management Sciences, Varanasi, Uttar Pradesh, India</i>	Saving Resources with Hydraulics	99
72	Adibah Yuneng Ariesta; Juliana Kadang; Fatlina <i>Universitas Tadulako</i>	Pengaruh Kinerja Keuangan terhadap Nilai Perusahaan pada Perusahaan Leasing Go Public	100
73	Pricylia Chintya Dewi Buntuang; Harnida Wahyuni Adda; Andi Gaury <i>Universitas Tadulako</i>	Small and Medium-Sized Enterprises and the Application of Knowledge Management in Disaster Condition	101

## **The Influence of Sharia Good Corporate Governance on Financial Performance (ROA) of Sharia Banking in Indonesia for The 2016-2020 Period**

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### **Abstract**

This study aims to determine the partial effect of Good Corporate Governance with the following indicators; board of directors, board of commissioners, audit committee, and board of sharia supervisory, on financial performance using financial ratios, namely ROA (return on assets) during the 2016-2020 period. The population in this study is Islamic banking companies listed on the Indonesia Stock Exchange. The determination of the sample using purposive sampling included as many as 11 samples of companies in 5 years. The data analysis technique used in this research is multiple regression analysis using the panel data method. The results of the study indicate that partially the board of directors and the board of commissioners affect the financial performance, while the audit committee and sharia supervisory board do not affect the financial performance. Besides, the indicators of Good Corporate Governance (board of directors, board of commissioners, audit committee, board of sharia supervisory) simultaneously affect the financial performance with the value of R square indicating that variable X has a large contribution to variable Y.

**Keywords:** Good Corporate Governance, ROA (Return on Assets), Financial Performance

## **The Role of Accountant in Detecting Corruption**

**Haryono Umar<sup>1</sup>, Rahima Br Purba<sup>2</sup> Siti Safaria<sup>3</sup>, Welda Mudiar<sup>4</sup>, Harsono<sup>5</sup>,  
Karyaningsih<sup>6</sup>**

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### **Abstract**

The increasing corruption has made Indonesia one of the countries in the red category (corrupt) globally. Corruption is an act to enrich oneself, other people or corporations by violating the law or abusing authority. The focus of this research is on the causes of fraud star corruption. The cause of fraud star corruption is an abuse of power or authority that is not carried out by the mandate. The characteristics of corruption in Indonesia are very complex, involving various elements from the government/private sector, State/Regional Owned Enterprises (BUMN/D) and public officials from the centre to the regions. This article discusses the corruption detection model as one of the contributions to fighting corruption in Indonesia. To make Indonesia free from the epidemic of corruption, the HU model consists of the variables lack of integrity (lack of integrity), opportunity (opportunity), pressure (pressure), rationalization (rationalization) and capability (capability) provides hope and answers. The HU-Model proves that despite the magnitude of the pressure, the many opportunities, the ease of justification, and the high position and authority will not encourage acts of corruption if there is strong integrity. The results show that the loss of integrity is the most dominant cause of people committing corruption. This study is also able to categorize agencies that are indicated as being corrupt (red), between indicated and not indicated (grey), and not indicated (green).

**Keywords:** Fraud, Corruption, HU-Model, Fraud Star, auditor, Lack of Integrity



## **Community Empowerment of Coffee Farmers Through Actors Theory Based on The Pentahelix Model as Economic Optimization in Kemiri Village, Panti District**

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### **Abstract**

The purpose of this study was to analyze the application of coffee farmer community empowerment through ACTORS theory based on the Pentahelix model as economic optimization of Kemiri Village, Panti District. Currently, the world is no exception, Indonesia is entering a new era, namely the era of society 5.0 to maximize economic growth. One sector that supports economic growth in Indonesia is plantations. Jember Regency is famous for its natural wealth, one of which is coffee plantations scattered throughout the region. Panti District is one of the coffee-producing areas and is included in the top 5 coffee producers with a potential harvest area of 149.70 with total coffee production in 2020 of 121.95 quintals (BPS Jember, 2021). One of the villages that have the potential for coffee is Kemiri Village. However, the existing potential has not been able to improve the standard of living of the community, especially coffee farmers (observation results, 2022). This problem can certainly be overcome and has relevance through ACTORS Theory (Authority, Confidence, Trust, Opportunity, Responsibilities, & Support) which can be implemented for Kemiri Village coffee farmers so that they are more empowered and support their standard of living. The implementation of comprehensive community empowerment certainly requires a model that will create an optimal continuity of the roles of Academic, Business, Community, Government, and Media, known as the Pentahelix model. This research was conducted using a qualitative type with purposive and snowball sampling. The primary data was obtained through interviews and direct observation of the object of research. Secondary data is indirect data obtained from publications, documentation, journals, and other official documents. Through this research, it is hoped that researchers will be able to analyze the application of community empowerment for coffee farmers to be able to support the economy of the local community.

**Keywords:** ACTORS, Kemiri Village, Coffee, Pentahelix, Community Empowerment



## **The Influence of Brand Equity, Price, and Service on The Purchase Decision of Honda Motorcycles at Dinamika Motor Dealer in Kupang City**

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### **Abstract**

This research is entitled The Influence of Brand Equity, Price, and Service on Purchase Decisions for Honda Motorcycles at Dinamika Motor Dealer in Kupang City. The study aims to determine the effect of Brand Equity, Price, and Service on Purchase decisions for Honda Motorcycles at Dinamika Motor Dealers in Kupang City. The research method used in this research was survey with a quantitative approach with the associative method. Collecting data using questionnaire with a total of 100 respondents who are the consumer of the Dinamika Motor Dealer in Kupang City. The questionnaire data was processed using SPSS V.28.0 and was analysed using linear regression analysis, hypothesis test (uji T and Uji F). The study results showed that Brand Equity, Price, and Service were partially influence the purchasing decision respectively. Further, based on F hypothesis test, Brand Equity, Price, and Service simultaneously influence the purchasing decision of buying Honda motor bike at Dinamika Motor Dealer in Kupang City.

**Keywords:** Brand Equity, Price, Service, Purchase Decisions

## **The Effect of Budget Participation on Managerial Performance with Organizational Commitment and Organizational Culture as Moderating Variables (Empirical Studies at the Economics Faculty, Gorontalo State University)**

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### **Abstract**

The role of budgetary participation in improving managerial performance occurs in the Higher Education environment. If not given the opportunity to determine the contents of the budget, it will cause dysfunctional behavior. The purpose of this study was to determine the effect of budgetary participation on managerial performance with organizational commitment and organizational culture as moderating variables. The type of method used in this study is a quantitative method with data collection techniques using a questionnaire survey. The number of respondents in this study were 62 respondents consisting of work unit leaders, lecturers, education staff and student organizations within the Faculty of Economics, State University of Gorontalo. The data analysis technique used is simple regression analysis and Moderated Regression Analysis (MRA) using IBM SPSS Version 25 Software. The results of this study indicate that budgetary participation has no effect on managerial performance. Organizational commitment and organizational culture strengthen the influence of budget participation on managerial performance.

**Keywords:** Budget Participation, Organizational Commitment, Organizational Culture, Managerial Performance

**Pengaruh Saham Syariah, Sukuk Korporasi Dan Reksadana Syariah Terhadap  
Pertumbuhan Ekonomi Nasional Periode 2013-2020**

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**Abstrak**

Tujuan dari penelitian ini untuk menganalisis Pengaruh Saham Syariah, Sukuk Korporasi Dan Reksadana Syariah Terhadap Pertumbuhan Ekonomi Nasional Periode 2013-2020. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan data sekunder. Dalam penelitian ini diperoleh data dari laporan triwulan keuangan Saham Syariah, Sukuk Korporasi Dan Reksadana Syariah pada Otoritas Jasa Keuangan (OJK) dan laporan triwulan PDB pada Badan Pusat Statistik (BPS) periode 2013-2020. Output data pada penelitian ini diolah menggunakan aplikasi SPSS. Berdasarkan uji statistik, penelitian ini menunjukkan bahwa secara parsial Saham Syariah dan Reksadana Syariah berpengaruh negatif dan tidak signifikan terhadap pertumbuhan ekonomi nasional sedangkan Sukuk Korporasi berpengaruh positif dan signifikan terhadap pertumbuhan ekonomi nasional. Secara simultan ketiganya memiliki pengaruh positif dan signifikan terhadap pertumbuhan ekonomi nasional. Berdasarkan hasil uji R Square, besarnya pengaruh Saham Syariah, Sukuk Korporasi Dan Reksadana Syariah Terhadap Pertumbuhan Ekonomi Nasional adalah sebesar 58%.

**Kata Kunci:** Saham Syariah, Sukuk Korporasi, Reksadana Syariah, Pertumbuhan Ekonomi Nasional

## **Analysis of The Effect of Per Capita Income, Open Unemployment Rate, and Education Level on The Human Development Index in 2015 – 2019**

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### **Abstract**

This study aims to determine how much influence per capita income, open unemployment rate and education level have on the human development index in Indonesia. This study uses quantitative methods and the data used in the study are panel data combined with time series data and cross section data. The data sources used are secondary data in the form of per capita income data, open unemployment rates and education levels from 34 provinces in Indonesia in 2015-2019 sourced from the central statistical agency and journals as supporters. The results of this study indicate that the variable income per capita has a positive and can explain significantly the human development index during the 2015-2019 period. The open unemployment rate has a negative effect and can be explained significantly on the human development index during the 2015-2019 period. education level has a positive and significant effect on the human development index during the 2015-2019 period.

**Keywords:** Per Capita Income, Unemployment, Education

## **Effectiveness of Utilizing Village Fund Allocation: Case in Gorontalo Regency**

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### **Abstract**

This study aims to determine the effectiveness of the use of village fund allocations (ADD) in Hulawa Village, Telaga District, Gorontalo Regency. This research approach is a qualitative approach. Where this qualitative approach is juridical empirical in other words field research is used in order to obtain data based on interviews or direct information from the village government, village officials, and the community to support research results from 15 samples used as research respondents. By using data collection techniques using the results of observations, interviews, and documentation of the results of the use of village fund allocations. The results of this study indicate that the Effectiveness of Utilization of Village Fund Allocations in Hulawa Village, uses several indicators to determine the level of effectiveness including clarity of goals to be achieved, clarity of strategy for achieving goals, analysis and formulation processes, careful planning for the preparation of appropriate programs, availability of facilities and infrastructure. , as well as an educational system of supervision and control. So the researchers drew conclusions by looking at several indicators that became a reference in determining whether or not the use of village fund allocations was effective. From some of the indicators above, the researcher concludes that the effectiveness of the utilization of village fund allocations in Hulawa village has been effective.

**Keywords:** Village Fund Allocation, Utilization, Effectiveness

## **Pengaruh Citra Merek dan Promosi Terhadap Keputusan Pembelian Eva Hand Bouquet Kota Ende**

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### **Abstract**

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek terhadap keputusan pembelian pada Eva Hand Bouquet kota Ende, untuk menganalisis pengaruh promosi terhadap keputusan pembelian secara parsial pada konsumen Eva Hand Bouquet kota Ende, untuk menganalisis Pengaruh Citra Merek Dan Promosi Terhadap Keputusan Pembelian Eva Hand Bouquet Kota Ende baik secara parsial maupun secara simultan. Jenis penelitian asosiatif dengan pendekatan kuantitatif. Pemilihan sampel menggunakan incidental sampling, berjumlah 96 responden. Teknik analisis data yang digunakan Analisis Regresi Linear Berganda dan Uji signifikan (Uji Asumsi klasik, Uji t, Uji F, dan Uji Koefisien Determinasi). Secara parsial Citra Merek berpengaruh positif tetapi tidak signifikan terhadap Keputusan Pembelian dengan nilai probabilitas (Sig)  $0,783 > 0,05$ , Promosi berpengaruh terhadap Keputusan Pembelian dengan nilai probabilitas (Sig)  $0,022 > 0,05$ . Berdasarkan uji simultan (uji f) menunjukkan bahwa nilai Fhitung ( $3,442 > F_{tabel}$  ( $2,70$  artinya terdapat bukti bahwa Citra Merek dan Promosi berpengaruh secara simultan terhadap Keputusan Pembelian pada Eva Hand Bouquet kota Ende. Berdasarkan hasil uji koefisien determinasi ( $R^2$ ) menunjukkan bahwa presentase sumbangan pengaruh variabel independen (Citra Merek dan Promosi) terhadap variabel dependen (Keputusan Pembelian) sebesar 4,9% dan sisanya sebesar 95.1% dipengaruhi oleh variabel lain yang belum diteliti dan dimasukkan dalam penelitian ini, seperti harga, kualitas produk, lokasi dan lain-lain.

**Kata Kunci:** Citra Merek, Promosi, Keputusan Pembelian

## **Analysis of The Influence of Number of MSMEs and MSMEs Investment on Economic Growth in Gorontalo Province**

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### **Abstract**

This study aims to determine whether or not the number of MSMEs and MSMEs investment influences the economic growth in Gorontalo Province. This study uses secondary data in the form of 5 regencies and 1 city (Gorontalo Regency, Bone Bolango Regency, Gorontalo Utara Regency, Boalemo Regency, Pohuwato Regency, and Gorontalo City) in 2010-2020 sourced from Statistics Indonesia (BPS) and the cooperative, MSME, industry and trade department. This study applies panel data regression analysis. The results of this study indicate that (1) the number of MSMEs has a significant and positive influence on economic growth in Gorontalo Province. This means every increase in the number of MSMEs in Regencies/City in Gorontalo Province will increase economic growth in Gorontalo Province. (2) The amount of MSMEs investment has a negative and significant influence on economic growth in Gorontalo Province. This means every increase in the number of MSMEs investment in Regencies/City in Gorontalo Province will reduce economic growth in Gorontalo Province.

**Keywords:** MSMEs, Investment, Economic Growth



## **Improving The Loyalty of Online Transport User Trough Brand Image, Brand Awareness and Brand Trust (A Case Study Of Grabbike Customer In The Area Of Jabodetabek)**

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### **Abstract**

This study aims to analyze the influence of Brand Image, Brand Awareness and Brand Trust on Loyalty of Grabbike users. The research method used is a quantitative method. The population of this research is all Grabbike consumers. This study uses primary data obtained from 75 respondents with purposive random sampling technique. The data collected from the questionnaires distributed via google form were analyzed using SPSS. The results of the study indicate that Brand Image does not have a significant influence on Loyalty of Grab users. This is supported by the results of the hypothesis test with the value of 1.806, which is  $< t\text{-table}$  (1.9939), with a significant value of 0.075 or  $> 0.05$ . Brand Awareness does not influence the Loyalty of Grab users. This is evidenced by the results of t-test with the value of  $-0.174 < t\text{-table}$  1.9939, the significant value of 0.862 or  $> 0.05$ . Brand Trust partially does not have a positive and significant influence on the Loyalty of Grab users. This is proven by the results of the hypothesis test, the t-test value is 3.076 where, which is  $> t\text{-table}$  1.9939, with a significance value of 0.003 or  $< 0.05$ . Brand Image, Brand Awareness and Brand Trust simultaneously have a positive influence on the Loyalty of Grabbike users. This is evidenced by the calculated F value of 11.385 or  $> 2.73$ .

**Keywords:** Online Transport, Brand Image, Brand Awareness and Brand Trust, Customer Loyalty

## **Product Aspect Evaluation of The National Values Strengthening Program for National Resilience Institute of Republic of Indonesia (LEMHANNAS RI)**

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### **Abstract**

The purpose of this study is to evaluate product aspects in the implementation of the national values strengthening program that has been implemented by Lemhannas RI since 2007. This study using the CIPP program evaluation model was carried out in Lemhannas RI and several regions with the methods of observation, interviews, questionnaires, and Focus Group Discussions. and documentation review. The respondents in this study were 220 alumni of the national values strengthening program. The results of the product evaluation show that the satisfaction of the participants in the strengthening program is very good and the impact of the strengthening program on alumni is good, which is indicated by changes in attitudes, motivations and activities.

**Keywords:** The Program for Strengthening National Values; evaluation; CIPP models.

## **Eksplorasi Praktik *Corporate Social Responsibility***

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### **Abstract**

This study aims to uncover and explore forms of social and environmental responsibility in Gorontalo Sugar Company. To achieve the objectives of the study used a qualitative method with case study approach. The results of this study indicate that PT PG Gorontalo actually have a worldview that do CSR programs for their encouragement and recognition that business activities are not just economic activity hunter advantage in the continuity of the business, but also should contribute fositif to the environment and to participate actively in maintaining environmental sustainability. But the reality is that the concept of CSR has always ridden by corporate interests. This is evident in the programs implemented during this essentially concerns the interests of the company itself.

**Keywords:** The company, CSR, Social and Environmental Performance

## **An Empirical Analysis of The Use of Online Payment System Applications: The Perspective of The Millennial Generation**

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### **Abstract**

The demographic bonus that occurred in Indonesia towards society 5.0 is a challenge that makes lifestyle changes, especially for the current millennial generation. This generation learns and works in an innovative environment that relies heavily on technology to make changes in various aspects of their lives. The purpose of this study is to conduct an empirical analysis of the use of online payment system applications from the perspective millennial generation. The use of user-generated content (UGC), its utilization Information Technology (IT), and consumptive behavior are the main issues and perspectives that affect millennial generation in the use of online payment applications. This research is a descriptive study with a quantitative method approach. Data analysis and processing using smartPLS software. The results of this empirical analysis from the perspective of millennial generation show that the problem of using user-generated content (UGC), utilization of Information Technology, and consumptive behavior are positively and significantly related to the use of online payment application. The contribution of this research can provide insight and understanding from the perspective of the millennial generation towards society 5.0 in using online payment applications and the factors that influence it in more depth.

**Keywords:** Consumptive Behavior, Online Payment Applications, User-Generated Content, Utilization of IT

## Contribution of Price and Income to Online Shopping

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### Abstract

The research aims to analyze the impact of price and student's income on online purchase decision in the student, particularly in Department of Development Economics, State University of Gorontalo. The data used are obtained from a questionnaire where the method employs multiple regression analysis. The regression model applied is  $Y = 8.902 + 0.426 + 0.457 + \epsilon$ , where it is preceded by instrument testing in the form of validity and reliability. The research finding reveals that the price and income impact the online purchase decision in the student of Department of Development Economics, State University of Gorontalo positively and significantly.

**Keywords:** Online Shopping, Price, Income

**Impact of Population, Per Capita Income and Investment on Changes in Economic  
Structure Gorontalo Province**

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**abstract**

This study aims to determine the impact of population, per capita income and investment on changes in economic structure. The research method used in this research is descriptive quantitative method. The data used is secondary data obtained from the Central Bureau of Statistics and the Department of Investment, Energy and Mineral Resources and Transmigration of Gorontalo Province. The sample in this study is Regency/City in Gorontalo Province with a time span of 2011 – 2020. The data analysis in this study used multiple linear regression analysis. The results of the study show that overall variability can be explained by population, per capita income, and investment b has a positive effect on changes in the economic structure of Gorontalo Province by 9.74%.

**Keywords:** Population, Per capita Income, Investment, Changes in Economic Structure

## **Analysis of The Influence of Work Disciplines, Satisfaction Employees, and Work Motivation to Performance of Production Division Employees PT Diamond Cold Storage**

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### **Abstract**

This study aims to analyze the effect of work discipline, job satisfaction employees, and work motivation on the performance of the Production Division employees at PT Diamond Cold Storage. This study uses a quantitative descriptive analysis method with distributing questionnaires. The sample used in this study is an employee of PT Diamond Cold Storage of 100 people with the method Non Probability Sampling and data processed using the IBM SPSS application Version 25. Based on the results of the partial significance test (T-Test) the results obtained that (1) Work Discipline has a positive and significant effect on performance employees of PT Diamond Cold Storage; (2) Employee Satisfaction has an effect positive and no significant effect on employee performance of PT Diamond Cold Storage; (3) Work Motivation has a positive and significant effect on Employee Performance PT Diamond Cold Storage. Then the results of the simultaneous test (UjiF) state that work discipline, employee satisfaction, and work motivation together have a positive and significant effect on performance employees of PT Diamond Cold Storage.

**Keywords:** Work Discipline, Employee Satisfaction, Work Motivation, Performance Employee



## **Analysis of Expenditure by Function and Its Effect on Poverty in Gorontalo Poverty**

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### **Abstract**

This study aims to determine the analysis of expenditures by function and the effect on poverty in Gorontalo Province. This study uses secondary data sourced from the statistics and the Directorate General of Fiscal Balance in 2015-2019 in Gorontalo Province. The data analysis applies multiple linear regression analysis. The results show that 1. Education function expenditure has a negative and significant effect on poverty. This indicates that any increase in spending on education functions can significantly reduce poverty. 2. Health function expenditure has a positive and significant effect on poverty. This shows that any increase in spending on health functions can significantly increase poverty. 3. Expenditure and economic function has a negative and significant effect on poverty. This indicates that any increase in spending on economic function can significantly reduce poverty thus. Expenditure by education function, health function, and economic function has an effect of 71% on poverty in Gorontalo Province in 2015-2019.

**Keywords:** Education Function, Health Function, Economic Function, poverty

## **The Roles of Product Quality, Price, and Brand Image to Customers’ Purchase Decision Making on Wardah Cosmetic**

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### **Abstract**

This study aims at investigating the roles of product quality, price and brand image to customers’ purchasing decisions on Wardah cosmetic product. We collected 100 respondents as the sample of this study, that were derived from the customers of Wardah cosmetic. For analyzing the data we adopted validity test using Corrected Item-Total Correlation; and for reliability test we adopted Cronchbach's Alpha. Additionally, multiple linear regression, t test, F test and coefficient of determination were also employed in data analysis. As a result, this study indicates that the variables of product quality, price and brand image have positive and significant effects to the customers’ purchasing decision variable. In conclusion, the results show that the roles of product quality, price and brand image have affected customers’ purchasing decisions simultaneously and significantly on Wardah cosmetic products.

**Keywords:** Product Quality, Price, Brand Image, Purchase Decision, Cosmetics

## Determinan Upah Reservasi Mahasiswa Perguruan Tinggi Negeri di Kota Makassar

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### Abstrak

Pendidikan yang telah ditempuh seseorang diharapkan menjadi modal untuk mendapatkan pekerjaan dengan cepat. Upah reservasi memainkan peranan kunci dalam pencarian pekerjaan, semakin tinggi upah reservasi dari pencari kerja akan semakin kecil kemungkinannya untuk memperoleh tawaran pekerjaan, sehingga masa mencari kerja semakin lama, demikian pula sebaliknya. Penelitian ini bertujuan untuk mengetahui pengaruh pendapatan orangtua, IPK, dan *family size* terhadap upah reservasi mahasiswa Perguruan Tinggi Negeri di Kota Makassar. Penelitian ini menggunakan data primer, 2022. Metode sampel dilakukan secara purposive sampling. Metode analisis yang digunakan adalah metode analisis regresi linear berganda. Hasil penelitian menunjukkan pendapatan orangtua dan *family size* berpengaruh positif terhadap upah reservasi. IPK tidak berpengaruh terhadap upah reservasi.

**Kata kunci:** *Job Search Theory*, Upah Reservasi, Pendapatan Orangtua, IPK, Family Size, Mahasiswa

## **Analysis of The Effect of Customer Bonding on Customer Loyalty GB Boutique Salon & SPA**

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### **Abstract**

This study aims to: 1) describe the variables of Customer Bonding and Customer Loyalty; 2) to analyze and describe the influence of Customer Bonding on Customer Loyalty of GB Boutique Salon & Spa. The sampling technique used is Simple Random Sampling. The number of samples in this study was 100 customers of GB Boutique Salon and Spa. Primary data collection uses a questionnaire technique, while secondary data collection uses interview and documentation techniques. The analysis technique includes descriptive statistical analysis and inferential analysis using a simple linear regression model. Descriptive analysis based on the attitude and assessment of respondents to the condition of the Customer Bonding variable shows achievements in the "High" assessment category, and Customer Loyalty shows achievements in the "High" assessment category. Simple linear regression analysis proves that Customer Bonding has a significant effect on Customer Loyalty to GB Boutique Salon & Spa. Based on the results of the descriptive analysis obtained, it is suggested that GB Boutique Salon & Spa needs a strategy to participate more with customers which will also increase customer loyalty.

**Keywords:** Customer Bonding, Customer Loyalty

## **The Influence of Sharia Bonds (Sukuk) Issuance Values and Ratings on Indonesian Capital Market Reaction Period 2017-2020**

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### **Abstract**

This study aims to analyze the effect of Sukuk issuance and Sukuk Ratings on the Islamic capital market in Indonesia. The market reaction indicator is cumulative abnormal return [CAR], the Sukuk issuance indicator is the Sukuk equity ratio [SER], and the Sukuk Rating indicator is the method of a successive interval [MSI]. The research sample is 38 companies that issue Sukuk in the 2017-2020 period. The data analysis uses multiple regression. The test results show that the value of the issuance of Sukuk has no significant effect on the reaction of the Islamic capital market in Indonesia. The Sukuk Rating effect on the Islamic capital market in Indonesia is not significantly. The R-squared value of 8.5% shows that the influence of Sukuk issuance and Sukuk Ratings on the Islamic capital market in Indonesia is small.

**Keywords:** Cumulative Abnormal Return, Sukuk Equity Ratio, Method of Successive Interval, Sukuk, Syariah Capital Market

## **The Effect of Transformational Leadership on Increasing Community Participation in The Physical Development of Pilohayanga Village Telaga District Gorontalo Regency**

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### **Abstract**

This study aims to measure how much influence transformational leadership (X) has on community participation (Y). The method used in this study is a quantitative method. The data collection technique used is through the distribution of questionnaires distributed to 89 respondents who became the sample. The data from the research results were analyzed using simple regression analysis techniques. The results showed that statistically it met the hypothesis criteria where  $H_0$  was rejected and  $H_a$  was accepted or transformational leadership had a significant influence on community participation. The influence of transformational leadership (X) is  $0.000 < 0.10$  and t count is  $14.749 > t$  table is 1.662. If the two are compared t count is greater than ttable which indicates that transformational leadership has a significant influence on community participation in Pilohayanga Village Telaga District Gorontalo Regency. Based on the results of the analysis it can be concluded that the better the transformational leadership the more community participation will increase. Based on the calculation results from the determination test the R square value of 0.845 or 84.5% can determine the magnitude of the influence given by transformational leadership on community participation. Therefore the researcher's hypothesis is tested for truth and can be accepted.

**Keyword:** Transformational Leadership, Community Participation

## **The Effect of PKH Facilitator's Performance Towards The Kpm's Satisfaction in Subdistrict of Suwawa Tengah Gorontalo Province**

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### **Abstract**

This research aims to know the effect of the Program Keluarga Harapan (PKH) Facilitator's performance in the Subdistrict of Suwawa Tengah Gorontalo Province. This research was conducted on the Keluarga Penerima Manfaat (KPM) in the Subdistrict of Suwawa Tengah, Gorontalo Province by distributing questionnaires to respondents who have met the predetermined sample standards so that the data in this research are primary. The population in this study was 329 people and 77 samples were taken out of that population. Data collection was obtained from observations, questionnaires, and documentation. Data analysis used in this research was a simple regression (since there is only 1 X variable dan 1 Y variable). The analysis was conducted with SPSS 23. The result shows that there is a significant relationship between the variable of facilitator performance and the satisfaction of the Keluarga Penerima Manfaat (KPM) with the value of  $r_{hitung}$  6.195, more than the value of  $r_{table}$  1,992. The value of R square is 0.339 or 33.9%, the variability of Keluarga Penerima Manfaat (KPM) can be explained by the facilitator performance variable while the remaining 66.1% can be explained by other variables not examined in this study such as motivation and supporting facilities for Keluarga Penerima Manfaat (KPM) satisfaction.

**Keywords:** PKH Facilitator Performance, KPM Satisfaction



## **The Influence of Products, Prices, and Promotions on Online Purchase Decisions at Lazada E-Commerce**

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### **Abstract**

The purpose of this study was to determine the effect of products, prices and promotions on online purchasing decisions at Lazada E-commerce. The research method used in this study is a survey with a quantitative approach with associative methods. Collecting data using a questionnaire with a total of 100 respondents who use E-commerce Lazada for shopping. By using linear regression analysis and data processing using SPSS. The results showed that the product had a partial effect on online purchasing decisions at Lazada E-commerce. Price partially influences online purchasing decisions at Lazada E-commerce and promotions partially affects online purchasing decisions at Lazada E-commerce, and simultaneously products, prices and promotions significantly influence online purchasing decisions at E-commerce Lazada.

**Keywords:** Product, Price, Promotion and Purchase Decision

## Analysis of Tourism Competitiveness in Gorontalo Province

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### Abstract

The research aimed to determine the Analysis of Tourism Competitiveness in Gorontalo Province. The data sources were taken from the statistic of Indonesia and Gorontalo Provincial Tourism Office From 2016 to 2020. At the same time, it employed competitiveness Monitor (CM) analysis assisted by Microsoft Excel. The findings denoted that :1) the competitiveness level in Gorontalo Province was as follows; a) from the tourism index of purchasing power parity and Technology Advancement indicator (TAI), it was known that Gorontalo Province had a high value. b). From the composite index, the competitiveness level of Gorontalo Province had a Composite index value higher than Indonesia, and c). From the tourism competitiveness index, the tourism competitiveness level of Gorontalo Province had high/good competitiveness ability compared to Indonesia. 2). The indicators with high influence in determining the tourism competitiveness in Gorontalo Province were tourism participation index (TPI), purchasing power parity (PPP) indicator, Environment indicator (EI), Technology Advancement indicator (TAI), Human Resources Indicator (HRI), Openness Indicator (OI). Otherwise, the indicator with low influence was the Social Development Indicator (SDI) of Gorontalo Province; thus, it did not depict good competitiveness.

**Keywords:** Competitiveness, Tourism Index, Composite Index, Tourism Competitiveness Index

## **The Effect of Employee Relation, Organizational Culture, and Communication in Employee’s Effectivity in The Ministry of Religion (Case Study of Civil Servants in East Jakarta Region)**

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### **Abstract**

Procurement of good communication makes a harmonious relationship and lack of miss communication and organizational culture as the basis of support for how the vision and mission of employees. In this case, this is important to analyze what things can have an impact on employee performance so that organizational performance will be better. The research method used quantitative method with 58 respondents. The data were collected using stratified random sampling. Data collection techniques in this study is questionnaires. The method used is multiple linear regression. The result of this study indicate that employee relation, organizational culture, and communication it can be concluded that there is a significant influence between communication on employee performance at Ministry of Religion in East Jakarta. Indicated by the level of significance  $0,000 < 0,05$  and R square of 76,9% of employee performance can be explained by independent variables of employee relation, organizational culture, and communication.

**Keywords:** Employee Relation, Organizational Culture, Communication

**Dampak Turbulensi Lingkungan, *Self-Esteem* dan *Budget Emphasis*  
terhadap *Budgetary Slack***

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**Abstrak**

Penelitian ini bertujuan untuk: (1) Mengetahui seberapa besar pengaruh turbulensi lingkungan, *self-esteem* dan *budget emphasis* secara simultan terhadap *budgetary slack*; (2) Mengetahui seberapa besar pengaruh turbulensi lingkungan terhadap *budgetary slack*; (3) Mengetahui seberapa besar pengaruh *self-esteem* terhadap *budgetary slack*; (4) Mengetahui seberapa besar pengaruh *budget emphasis* terhadap *budgetary slack*. Jenis penelitian ini adalah penelitian kuantitatif. Objek penelitian ini adalah pegawai BKAD Kabupaten Boelamo. Teknik pengambilan sampel dalam penelitian ini menggunakan metode sampling jenuh. Pengumpulan data dilakukan melalui metode survey dengan menggunakan kuesioner yang disebarakan secara langsung kepada seluruh pegawai yang ada di BKAD Kabupaten Boalemo. Hasil penelitian ini menunjukkan bahwa (1) Turbulensi lingkungan, *self-esteem* dan *budget emphasis* secara simultan berpengaruh signifikan terhadap *budgetary slack*, (2) Turbulensi lingkungan berpengaruh positif tidak signifikan terhadap *budgetary slack*, (3) *Self-esteem* berpengaruh positif dan signifikan terhadap *budgetary slack*, (4) *Budget emphasis* berpengaruh positif tidak signifikan terhadap *budgetary slack*.

**Kata Kunci:** Turbulensi Lingkungan, *Self-Esteem*, *Budget Emphasis*, *Budgetary Slack*

## **Tourists' Views on The Feasibility of Tourist Sites on The Coast of Tomini Bay: Analysis of Tourist Satisfaction from Perceptions of Organizational Culture**

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### **Abstract**

This study aims to describe the level of tourist satisfaction of tourist satisfaction at Gorontalo natural tourist sites. In addition, through this research, it is also possible to classify what cultural dimensions stand out and become the characteristics of tourists who come to visit nature tourism in Gorontalo. This study uses a descriptive method with a quantitative approach. This method was chosen because the researcher wanted to describe a symptom or event that occurred in an object and then described it as it is. The study involved 399 tourists as respondents. The results show that from the power of distance dimension, tourist sites in Gorontalo are slightly superior in terms of the feasibility of child-friendly locations. Using a scale of 1-5, the child-friendly aspect obtained a score of 2.92. These results can be used as a basis in determining future tourism development programs. Tourism development programs should focus on providing facilities that are pro-disabilities and gender-based. From the dimension of individualism vs collectivism, the aspect of the availability of tour guides received the highest response from respondents with an average score of 4.14. This indicates that this dimension is most needed by every tourist who visits, especially those from outside Gorontalo. From the masculinity vs. feminism dimension, the culinary aspect and the difference in rental costs are the dimensions that get the most attention from tourists. So, tourism development can be focused on culinary arrangements to attract visitors. The application of levies is also required at certain locations, such as marine park tourism sites. This is necessary to encourage regional income from the tourism sector. From the uncertainty avoidance dimension, the aspect of the availability of lodging around the location is an aspect that is often sought after by tourists. The existence of lodging around tourist sites is rarely found in Gorontalo. Most of the inns are located in urban areas which tend to be far from tourist sites. From the dimension of long vs short term orientation, the availability of backpacker accommodation is the most soughtafter supporting factor by tourists, especially foreign tourists. So, in the context of tourism development, this aspect needs to be increased by the number of units.

**Keywords:** Tourist Satisfaction, Organizational Culture, Hofstede Framework

## **The Impact of PT Indihome's Strategy: Work Environment, Discipline, and Compensation on The Performance of Local Employees Bogor Branch**

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### **Abstract**

This research aims to examine the impact of PT Indihome's strategy on PT Infomedia Nusantara Bogor as a local partner. This analysis used independent variables: work environment, discipline, and compensation, whereas dependent variable was employees performance. The samples taken as many as 122 employees of call center division. The data collected by distributing online questionnaire and processed by using SPSS version 26. It was analyzed using statistical method of multiple linear regression. The results showed that (1) work environment variables have a positive and significant effect on performance, (2) compensation has a positive and significant effect on performance and (3) compensation has a positive and significant effect on employee performance. Work environment, Work Discipline, and Compensation together (simultaneously) also have a significant effect on employee performance. The coefficient of determination test resulted in an Adjusted R Square of 96 percent which indicates a strong correlation between the dependent variable, namely employee performance with the independent variables, namely work environment, discipline, and compensation. The remaining 4 percent are influenced by other variables aside from this study. It means that PT Indihome's strategy succeed empower Bogor people as local partner, especialy in facilitating information communication technology optimaliztion.

**Keywords:** Employee Performance, Work Environment, Discipline, Compensation

## **Community Empowerment Through The Use of Simple Technology for Biopory Development in Managing The Risk of Flood Disaster in Ayumolingo Village, Diata Village, Pulubala Village and Toydito Village, Pulubala Disaster, Gorontalo Regency**

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### **Abstract**

This Community Service Partnership Program aims to empower the community in terms of utilizing biopori as a simple technology in terms of tackling flood disasters, especially the community in Ayumolingo Village, Diata Hamlet, Pulubala Village and Toydito Village, Pulubala District, Gorontalo Regency. Community empowerment is directed at how to use simple technology in terms of dealing with floods. And this activity is aligned with the program activities carried out by the National Disaster Management Agency through the Regional Disaster Management Agency, this activity is in the form of how to include plans for disaster management, the formation of volunteers and disaster forums and the making of disaster evacuation maps. In realizing this, the technology/method offered is to provide assistance and training to the community in Ayumolingo Village, Diata Hamlet, Pulubala Village and Toydito Village, Pulubala District, Gorontalo Regency and this requires the involvement of stakeholders in the area. is that the community is expected to be able to utilize biopori technology in dealing with floods, apart from this it is also hoped that through training conducted on the community through facilitators from PNPB, a disaster-resilient and ready-to-safe community will be created.

**Keywords:** Community Income, Simple Technology, Biopor



**The Influence of Quality of Medical Services and Facilities on Inpatient  
Satisfaction in General Hospital Otanaha Area, Gorontalo City**

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**Abstract**

The development of the service industry is currently experiencing increasing progress so that service companies must pay attention to the quality of services provided. One of the service industries that is needed by the community is the Hospital. This study aims to determine the effect of service quality and medical facilities on patient satisfaction. The research method used in this study is a quantitative method with a descriptive quantitative approach. The data used were obtained from distributing questionnaires to inpatients at the Otanaha Regional General Hospital. Sampling in the study used the Slovin formula with a sample of 100 respondents. Data analysis in this study used multiple linear regression analysis. The results showed that 1) service quality had a significant positive effect on patient satisfaction, 2) medical facilities had a significant positive effect on patient satisfaction, and 3) service quality and medical facilities simultaneously had a significant effect on patient satisfaction. Suggestions are expected Otanaha Regional General Hospital Gorontalo City to always maintain the quality of services provided so that comfort, safety, reliability and good facilities so that patients will feel well served.

**Keywords:** Quality of Service, Medical Facilities, Patient Satisfaction

## **The Effect of Perceived Organizational Support (POS) On Employees' Organizational Citizenship Behavior (OCB) at Sotis Hotel Kupang**

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### **Abstract**

This research is associative research that explains the causal relationship between the variables Perceived Organizational Support (POS) on Organizational Citizenship Behavior (OCB) in employees at Sotis Hotel Kupang. The purpose of this study is to describe the Perceived Organizational Support and Organizational Citizenship Behavior of employees at Sotis Hotel Kupang and to know the effect of Perceived Organizational Support on the Organizational Citizenship Behavior of employees at Sotis Hotel Kupang. From the results of the analysis of research data, the correlation value between Perceived Organizational Support and Organizational Citizenship Behavior is 0.271 with a significance of 0.05. The results of this study indicate that Perceived Organizational Support has a positive and significant effect on the Organizational Citizenship Behavior of employees at Sotis Hotel Kupang. Thus the hypothesis in this study is accepted, namely, there is a relationship between Perceived Organizational Support and Organizational Citizenship Behavior of Sotis Hotel Kupang employees.

**Keywords:** Perceived Organizational Support, Organizational Citizenship Behavior, Employees.

## **Stock Split and Its Implication on Abnormal Return, Share Price, and Share Trading Volume in Indonesia Stock Exchange for the Period of 2016-2019**

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### **Abstract**

The purpose of this study is to analyze the implication of stock splits between an abnormal return, stock price, and stock trading volume of companies listed on the Indonesia Stock Exchange from 2016 to 2019. The research sample consists of 56 companies. This research was conducted by a quantitative approach, specifically in the form of an event study, i.e. the comparison between two means. The results of this study show that there is no implication of stock split on abnormal return indicated by there is no significant difference between abnormal return before and after the stock split. Another result shows that the stock split has a negative implication on stock trading volume indicated by there is a significant decrease in stock trading volume after the stock split. The last result shows that the stock split has a positive implication on share price indicated by the significant increase in share price after the stock split.

**Keywords:** Stock Split, Abnormal Return, Stock Price, and Stock Trading Volume

## Effect of Village Funds on Poverty Levels in Momunu District of Buol Regency

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### Abstract

This present study aimed to find out the effect of the village fund policy on the poverty rate in each village in the Momonu Subdistrict. The data used in this study was secondary data from regent Perbub regulation of Buol Regency, white the research method employed quantitative descriptive with simple linear and panel data analyses. The research period ranged from 2017 to 2019, with the research sites of 16 villages in the Momonu subdistrict. The finding disclosed that village funds could decrease the poverty rate in the Momonu Subdistrict from 2017 to 2019; in other words, the village funds negatively impacted poverty. This means that every increase in village funds could reduce poverty. However, the increase in village funds has not directly explained the decline in the number of poor people in the Momonu Subdistrict. In brief, the decline was not necessarily caused by an increase in village funds, yet there were other factors in the form of public awareness in managing village funds.

**Keywords:** Effect of Village Funds, Poverty Levels

**Pengaruh Lini Produk, Kualitas Layanan, dan Kepuasan Konsumen terhadap  
Kinerja Stasiun Pengisian Bahan Bakar Umum (SPBU) Melalui Kepercayaan  
Konsumen di Provinsi Sulawesi Selatan**

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**Abstract**

Tujuan penelitian ini untuk menganalisis pengaruh langsung lini produk, kualitas layanan dan kepuasan terhadap kepercayaan konsumen, menganalisis pengaruh langsung lini produk, kualitas layanan dan kepuasan terhadap kinerja SPBU, menganalisis pengaruh langsung kepercayaan konsumen terhadap kinerja SPBU, dan menganalisis pengaruh tidak langsung lini produk, kualitas layanan dan kepuasan terhadap kinerja SPBU melalui kepercayaan konsumen. Penelitian dilaksanakan pada SPBU di Provinsi Sulawesi Selatan. Populasi penelitian sebanyak 502 konsumen diambil masing-masing 2 orang secara purposive pada 251 unit SPBU. Sampel menggunakan rumus Slovin 5% sebanyak 446 responden. Pengumpulan data dalam penelitian ini dengan melakukan observasi dan kuesioner. Analisis data yaitu menggunakan analisis deskriptif dan analisis SEM dengan bantuan program AMOS 18. Hasil penelitian menemukan lini produk, kualitas layanan dan kepuasan secara langsung berpengaruh positif dan signifikan terhadap kepercayaan konsumen. SPBU menggunakan lini produk untuk menawarkan keragaman produk yang dijual, menjamin kualitas layanan pada saat pengisian BBM dan mewujudkan kepuasan konsumen yang melakukan pembelian produk di SPBU yang berkontribusi terhadap kepercayaan konsumen. Lini produk, kualitas layanan dan kepuasan secara langsung berpengaruh terhadap kinerja SPBU. Keragaman lini produk memberikan nilai tambah bagi SPBU, untuk terus menjual produk BBM, terus meningkatkan kualitas layanan kepada konsumen dalam pengisian BBM, dan mewujudkan kepuasan konsumen yang membeli produk BBM di SPBU yang berkontribusi terhadap peningkatan kinerja SPBU. Kepercayaan secara langsung berpengaruh terhadap kinerja SPBU. Pencapaian kinerja SPBU atas tingginya kepercayaan konsumen berdampak banyaknya konsumen yang datang mengisi BBM di SPBU. Lini produk, kualitas layanan dan kepuasan secara tidak langsung berpengaruh terhadap kinerja SPBU melalui kepercayaan konsumen. Kepercayaan konsumen menjadi variable mediasi yang membantu pihak SPBU untuk meningkatkan kinerjanya.

**Kata Kunci:** Lini Produk, Kualitas Layanan, Kepuasan Konsumen, Kepercayaan Konsumen dan Kinerja SPBU

## **Analysis of the Effect of Family Hope Program (PKH) Social Assistance on Poverty Alleviation in Bone Bolango Regency in 2011-2021**

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### **Abstract**

The research aimed to determine the effect of providing PKH social assistance on poverty alleviation in the Bone Bolango Regency. The type of research used was descriptive quantitative. Descriptive quantitative research is a type of research used in analyzing data by describing the data that has been collected in the field. This research's approach used secondary data from the last 11 years. This research used a lot of numbers starting from data collection, data processing, and results of data processing. Thus, this research is categorized as research with a quantitative descriptive approach. The data was processed using the simple linear regression analysis through the e-views 9 data processing application. The result indicated that the provision of PKH social assistance had a positive and significant effect on poverty alleviation in Bone Bolango Regency. The trend of increasing PKH budgets showed the strength of the poverty alleviation effort in the Bone Bolango Regency. The more PKH budgets being allocated, the greater the poverty alleviation in Bone Bolango Regency. There is still a high percentage of poverty that requires local governments to intensify economic empowerment programs.

**Keywords:** Assistance, Family Hope Program, Poverty, Bone Bolango

## **Analysis of Firm Value and the Factors That Affect It [Study on Companies Listed in the Jakarta Islamic Index]**

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### **Abstract**

Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi nilai perusahaan yang tercatat dalam Jakarta Islamic Index. Nilai perusahaan diukur menggunakan PBV [Price to Book Value]. Faktor tersebut adalah keputusan investasi dengan indikator PER [Price Earnings Ratio], kebijakan dividen dengan indikator DPR [Dividend Payout Ratio], dan kebijakan utang dengan indikator DER [Debt to Equity Ratio]. Sampel penelitian dipilih menggunakan metode purposive sampling. Data yang digunakan diperoleh dari laporan keuangan tahunan perusahaan periode 2014-2019. Metode analisis statistik deskriptif dan regresi data panel digunakan untuk menguji faktor-faktor yang mempengaruhi nilai perusahaan. Hasil pengujian menunjukkan bahwa model Fixed Effect layak digunakan untuk menjelaskan dinamika nilai perusahaan. Hasil pengujian hipotesis lainnya menunjukkan bahwa keputusan investasi, dan kebijakan utang berpengaruh positif dan signifikan terhadap nilai perusahaan. Pengaruh kebijakan dividen terhadap nilai perusahaan tidak signifikan.

**Kata Kunci:** Nilai Perusahaan, PBV, PER, DER, Kebijakan Dividen, Saham Syariah

**Analisis Strategi Promosi melalui Pemanfaatan Media Sosial dalam Meningkatkan  
Penjualan Produk Sport di Toko Olahraga Jokam Sport Gorontalo**

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**Abstract**

Penelitian ini bertujuan untuk mengetahui Analisis strategi promosi melalui pemanfaatan media sosial dalam meningkatkan penjualan produk sport di toko Olahraga Jokam Sport Gorontalo. Data yang di ambil dalam penelitian ini merupakan data tentang pemanfaatan media sosiasl terhadap promosi produk yang di dapatkan melalui proses wawancara terhadap Pemilik Jokam Sport Gorontalo. Data yang di ambil oleh peneliti mengenai Perkembangan penjualan sebelum menggunakan Media sosial dan setelah menggunakan Media sosial sebagai media promosi, Seperti penggunaan whatsapp, Facebook, Dan Instagram. Dalam hal ini menggunakan metode triangulasi (gabungan observasi, wawancara, dokumentasi). Dengan Analisis yang di gunakan oleh peneliti yaitu penelitian Kualitatif bersifat deskriptif. Hasil penelitian menunjukan bahwa di tahun 2019 sebelum menggunakan media sosial data penjualan di Toko Jokam Sport Gorontalo menunjukan angka penjualan mencapai 200 unit pertahun kemudian setelah di terapkanya Media Sosial Sebagai media promosi produk, selama dua tahun terahir mengalami kenaikan yang baik dengan di tunjukannya dengan jumlah penjualan di 2020 mencapai 500 unit pertahun dan pada tahun 2021 mengalami kelonjakan penjualan mencapai 1000 unit pertahun. Hal ini karena Toko Jokam Sport menggunakan Strategi pemasaran yang tepat melalui pemanfaatan media berupa whatsapp, Facebook, Dan Instagram dengan nama pengguna Instagram jokam\_sportgorontalo dengan jumlah pengikut mencapai 1346, dan Nama pengguna Facebook Jokam Sport Gorontalo

**Kata kunci:** Pemasaran Online, Promosi, Media Sosial



## **Empowerment of Shredded Fish Business Group in Daolan Village, Bokat District, Buol Regency, Central Sulawesi**

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### **Abstract**

The purpose of this collaboration service is to improve community skills in managing natural resources through community service activities. This collaboration can empower Doulan village women in ordetoe fishery natural resources to create a new economy and improve family welfare. The people in Doulan village, Bokat Subdistrict, Buol Regency, in receiving the material, were very enthusiastic about asking questions while doing the practice of making Abon which in the end the results of making Abon were successful and successfully implemented with a good taste after tasting the results of their work. Participants had a strong determination to be able to continue making this Abon, even after the activity took place. Participants will make a sustainable Abon business because they have received knowledge and motivation from the instructor and the service team.

**Keywords:** Empowerment; Business Group; Abon

## **Comparative Analysis of the Performance of Islamic Equity Mutual Funds in Indonesia and Malaysia**

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### **Abstract**

The purpose of this study is to analyze the difference between the performance of Islamic equity mutual funds listed in the Indonesian capital market and the Malaysian capital market, with the research period 2017 - 2020. The purposive sampling method was used and each obtained 10 good Islamic stock mutual funds issued in Indonesian and Malaysian capital markets. Mutual fund performance analysis uses the Sharpe and Treynor method, as well as the two-average difference test. The results of the Sharpe method test show that the performance of Islamic equity mutual funds in Indonesia is worse, but the Treynor method shows that the performance of Islamic equity mutual funds in Indonesia is better than that of Malaysian stock mutual funds. The test using the average difference test method shows that there is no significant difference.

**Keywords:** Sharia Equity Mutual Funds, Performance, Sharpe, Treynor

## **Implementasi E-Government sebagai Upaya Mewujudkan Good Governance: Sebuah Tinjauan Teoritis**

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### **Abstract**

Era Society 5.0 menuntut seluruh lapisan masyarakat untuk berpikir kritis dan konstruktif dalam menghadapi kehidupan yang terintegrasi dengan teknologi. Dengan berkembangnya teknologi komunikasi dan computer di era ini telah menyebabkan perubahan kehidupan berbangsa dan bernegara secara fundamental menuju ke sistem pemerintahan yang lebih baik (good governance). E-Government diharapkan hadir sebagai manifestasi efektivitas dari kinerja organisasi. Paper ini bertujuan untuk mengungkap bagaimana e-Government menjadi salah satu upaya perbaikan efektivitas kinerja instansi pemerintahan. Metode yang digunakan ialah kualitatif melalui studi pustaka. Objek yang digunakan adalah instansi pemerintahan Provinsi Gorontalo. Sumber data paper ini yaitu studi pustaka, hasil wawancara, catatan lapangan dan observasi. Instrumen paper ini adalah peneliti itu sendiri yang dapat menganalisis dan menafsirkan data yang diperoleh. Hasil dari penelusuran dan analisis peneliti menunjukkan bahwa pengimplementasian e-Government mampu memberikan dampak terhadap perbaikan kinerja pegawai pemerintahan yang menganut prinsip good governance. Setelah kita mengetahui bagaimana peranan dari e-Government maka kesimpulan yang dapat ditarik yaitu potensi pengimplementasian e-Government di era society 5.0 menjadi sangat penting sebagai kontributor reformasi birokrasi dalam menerapkan transparansi untuk menanamkan kepercayaan masyarakat terhadap manajemen publik dari pemerintah.

**Kata Kunci:** E-Government, Good Governance, Kinerja Pegawai, Pemerintah

**Analysis of the Effect of Price and Quality of Service on Purchase Decisions on  
Consumer Grab Food in Kupang City**

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**Abstract**

This study aims to determine the effect of price and service quality on consumer purchasing decisions. The research method used in this research is quantitative research. The population in this study are all people who live in Kupang City and have used Grab Food. Sampling in this study uses the purposive sampling technique, the sample used is 100 respondents. This study uses multiple linear regression analysis. The results of this study partially the price variable has a significant influence on purchasing decisions and the service quality variable has a significant influence on purchasing decisions. Simultaneously, the price and service quality variables have a significant effect on purchasing decisions for Grab Food consumers in Kupang City.

**Keywords:** Price, Service Quality, Purchase Decision

## **Pengaruh Opportunistic Behaviour dan Love of Money Perangkat Desa Terhadap Pengelolaan Keuangan Desa dan Dampaknya Terhadap Kesejahteraan Masyarakat**

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### **Abstract**

The study was conducted to learn about the immediate and indirect relationships between quality practices and the love of money towards the management of village finances and the impact on the public welfare of the wonosari district. The study USES a quantitative method. The methods of data collection used in the study are carried out through field observation, disseminating questionnaires, interviews, documentation, and literature studies. The population in this research is an entire kit of villages in the boalemo district with a sampling withdrawal using sampling clusters. The data analysis technique used in the research is a path analysis technique with the help of version 24 of SPSS software. The results of the study indicate that (1) quality traits negatively and significantly affect the village's financial management, (2) love of money makes no significant difference to the village's financial management, and (3) provocistic practices indirectly affect both the positive and significant well-being of the village through village financial management, (4) love of money indirectly affects the welfare of the village by managing the village's finances, (5) village finance management has a positive and significant impact on village fund management.

**Keywords:** Opportunistic Behaviour; Love of Money

## **Analysis of the Effect of External Factors on Sharia Capital Market Dynamics [Study on the Jakarta Islamic Index 2016-2021 Period]**

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### **Abstract**

The purpose of the study was to analyze the effect of inflation, the exchange rate of Rupiah/US\$, and the amount of money in circulation on the Jakarta Islamic Index (JII). This study uses monthly data for the period 2016 - 2021 published on the Indonesia Stock Exchange website. The data were tested using descriptive statistical analysis methods and multiple linear regression. The results of the analysis and hypothesis testing show that inflation has a positive and significant effect on JII, the Rupiah/US\$ exchange rate has a negative and significant effect on JII, and the money supply has no significant effect on JII. The model in this study is feasible to explain the dynamics of the Islamic capital market.

**Keywords:** Jakarta Islamic Index, Inflation, Exchange Rate, Money Supply

## **The Effect of Internal Auditor Performance on the Quality of Audit Results at the Gorontalo City Inspectorate Office**

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### **Abstract**

This study aims to find the effect of Internal Auditor Performance which includes Ability (X1), Professional Commitment (X2), Motivation (X3), and Job Satisfaction (X4) simultaneously and partially on the Quality of Audit Results (Y) at the Gorontalo Municipality Inspectorate Office. This type of study is a quantitative method using a survey in data collection. The population covers all internal auditors at the Gorontalo Municipality Inspectorate Office with a sampling technique based on purposive sampling. Internal Auditor performance which includes Ability (X1), Professional Commitment (X2), Motivation (X3), and Job Satisfaction (X4) simultaneously has a positive and significant effect on the Quality of Audit Results (Y) at the Gorontalo Municipality Inspectorate Office, by 73% and the remaining 27% is influenced by other variables outside the model. Ability (X1) partially has a negative and insignificant effect on the Quality of Audit Results. Professional Commitment (X2) partially has a negative and insignificant effect on the Quality of Audit Results. Motivation (X3) partially has a positive and significant effect on the Quality of Audit Results. Job Satisfaction (X4) partially has a positive and significant effect on the Quality of Audit Results.

**Keywords:** Internal Auditor Performance, Quality of Audit Results

## **Determinants of Islamic Financial Literacy in MSMEs in Gorontalo City**

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### **Abstract**

The research objective is to discover the determinant of Islamic financial literacy in MSMEs in Gorontalo City. The technique of data collection uses a questionnaire where it involves 94.829 MSMEs players in Gorontalo City as the population. Meanwhile, the research samples are 100 MSMEs players who have been determined by applying cluster sampling. The analysis is conducted by using an instrument test, classical assumption test, hypothesis test, and linear regression test. The research finding reveals that: 1) Gender and Length of Business have no effect on Islamic Financial Literacy, while age, education level, and income have an effect on Financial Literacy; 2) simultaneously, gender, age, length of business, education level and income level have an effect on Islamic Financial Literacy.

**Keywords:** Gender, Age, Length of Business, Education Level, Islamic Financial Literacy



## **Impact of Work from Home and Online Meeting Apps on Employee Performance**

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### **Abstract**

The research objective is to determine the impact of Work from Home (WFH) and Online Meeting Apps on Employee Performance at the Tourism Agency of Gorontalo Province. The technique of data collection uses a questionnaire where the populations are all employees at the Tourism Agency of Gorontalo Province or 81 people. In the meantime, the samples are all employees too, where they have been determined by using total sampling. The analysis in this study uses linear regression. The research finding indicates that: 1) partially, the Work from Home (WFH) does not effect the employee affectmance; 2) partially, the Online Meeting Apps impacts the Employee Performance, and 3) Simultaneously, the WFH and Online Meeting Apps have an effect on employee performance

**Keywords:** Work from Home, Online Meeting Apps, Employee Performance

## **Improving the Discipline of Paramedics through Reward and Punishment**

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### **Abstract**

An organization growing and developing is heavily dependent on human resources. No matter how good the facilities and infrastructure, facilities, and other resources in the organization without being accompanied by reliable human resources will not mean anything. Therefore, the role of human resources is strongly felt for the achievement of optimal performance of an organization. The performance demands are strongly felt especially in hospital organizations that certainly require serious attention, especially in terms of providing medical services. One of the things that need to be taken seriously is to improve the work discipline of its employees to provide optimal service for patients. One of the efforts through this research is to try to review several indicators that are considered capable of contributing to the improvement of work discipline, namely rewards and punishments. The purpose of this study is: to find out the effect of reward and punishment on the work discipline of RSIA paramedic employees Sitti Khadijah Gorontalo. This type of research is a survey with a quantitative approach. The data was collected through a questionnaire distributed to 54 respondents consisting of 30 midwives and 24 nurses. Data is processed using the help of the SPSS program and analyzed with Multiple Regression.

The results showed that: 1) partial reward has a significant influence on the work discipline of paramedic employees in RSIA Sitti Khadijah Gorontalo City; 2) partial punishment does not have a significant effect on the work discipline of paramedic employees in RSIA Sitti Khadijah Gorontalo City; 3) reward and punishment simultaneously had a significant effect on work discipline of paramedic in RSIA "Sitti Khadijah" Gorontalo City.

**Keywords:** Work Discipline, Reward, Punishment

## **The Influence of Leadership Style, Work Motivation, and Organizational Culture on Employee Performance at OJK Development Supervision Department and Crisis Management**

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### **Abstract**

This study aims to analyze the influence of leadership style, work motivation, and organizational culture on employee performance in the Department Development of OJK Supervision and Management. The method used in the research is the descriptive analysis method. The tool analysis used is multiple linear regression analysis using SPSS. The results of this study indicate that the style of leadership, work motivation, and organizational culture have a significant effect on employee performance.

**Keywords:** Leadership Style, Work Motivation, Organizational Culture, Performance Employee

## **Effect of Workload and Work Motivation on Employee Performance at PT. PLN (Persero) ULP Atambua**

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### **Abstract**

This study aims to determine the effect of workload and work motivation on employee performance at PT. PLN (Persero) ULP Atambua. Data collection techniques in this study used questionnaires, interviews, documentation, and observation. The type of research used in this study is associative research which aims to determine the relationship between two or more variables, and the research approach used is quantitative. The analytical technique used is descriptive statistical analysis, and inferential analysis using multiple linear regression analysis with the help of SPSS version 22 application. The results of the descriptive analysis stated that work motivation and employee performance were in the high assessment criteria, while the workload was in the low assessment criteria seen from the achievements of each variable. The results show that the workload partially has no significant effect on employee performance at PT. PLN (Persero) ULP Atambua, while work motivation partially has a positive and significant effect on employee performance at PT. PLN (Persero) Atambua. Furthermore, the results of the F test simultaneously show that workload and work motivation have a positive and significant effect on the performance of PT. PLN (Persero) ULP Atambua, which is strengthened by the results of the analysis of determination shows that the variables of workload and work motivation in influencing employee performance are relatively strong.

**Keywords:** Workload, Work Motivation, Employee Performance

## **Pengukuran dan Analisis Produktivitas Menggunakan Multi Factor Productivity Measurement Model (MFPMM)**

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### **Abstrak**

Penelitian ini bertujuan untuk mengevaluasi produktivitas Perusahaan daerah air minum (PDAM) di salah satu Kabupaten yang berada di Provinsi Gorontalo. Perusahaan ini merupakan perusahaan yang bergerak dibidang jasa penyediaan air bersih melalui saluran pipa, dalam melakukan evaluasi digunakan metode Multi Factor Productivity Measurement Model (MFPMM). Melalui evaluasi pengukuran produktivitas menggunakan metode MFPMM diperoleh bahwa PDAM memiliki tingkat produktivitas menurun yaitu pada input energi dan tenaga kerja, Tingkat produktivitas Perusahaan daerah air minum (PDAM) bulan Januari 2018 sampai dengan bulan Desember 2019 mengalami penurunan produktivitas pada energi sebesar 0,089 dan tenaga kerja sebesar 0,079. Rencana perbaikan dilakukan pada semua input yaitu bahan pendukung, penggunaan energi listrik, dan tenaga kerja.

**Kata Kunci:** Multi-Factor Productivity Measurement Model; Produktivitas

**The Effect of Profitability and Leverage on Value Firm  
(Case Study of Property and Real Estate Companies Listed in the Jakarta Islamic  
Index (JII) 2014-2020 Period)**

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**Abstract**

This research aims to analyze the significance of the effect of profitability and leverage on firm value. This research method uses descriptive and quantitative. Analysis of the data well-used data panel regression. The results found that profitability has a significant effect on firm value. While the leverage variable shows a significant effect on firm value. This is related to firm values. Property and real estate company is expected to consistently ameliorate their performance in order to improve profitability and leverage on firm value. Higher the profitability and leverage, the higher firm's value.

**Keywords:** Profitability, Leverage, Company Value

**Pengaruh Kualitas Produk terhadap Keputusan Pembelian Smartphone Iphone  
melalui Citra Merek sebagai Variabel Intervening (Study pada Pengguna iPhone di  
Kota Kupang)**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk terhadap keputusan pembelian smartphone iPhone melalui citra merek sebagai variabel intervening. Metode yang digunakan dalam penelitian ini adalah deskriptif kuantitatif. Pengumpulan data menggunakan kuesioner dengan jumlah responden 100 responden. Dengan menggunakan analisis regresi linear sederhana dan hipotesis diuji dengan uji t dan uji sobel dan olah data menggunakan SPSS. Hasil penelitian berdasarkan uji hipotesis secara parsial menunjukkan bahwa kualitas produk berpengaruh secara signifikan terhadap keputusan pembelian smartphone iPhone di Kota Kupang. Hasil penelitian berdasarkan uji sobel (intervening) menunjukkan bahwa kualitas produk berpengaruh secara signifikan terhadap keputusan pembelian smartphone iPhone melalui citra merek sebagai variabel intervening.

**Kata Kunci:** Citra Merek, Keputusan Pembelian, Kualitas Produk

## **The Influence of Banking Financial Performance on Stock Prices in Banks with the Largest Assets in Indonesia**

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### **Abstract**

This study aims to analyze the effect of banking financial performance on stock prices in banks with the largest assets in Indonesia during the study period. The variables that represent the financial performance of banks in this study are the Capital Adequacy Ratio, Non-Performing Loan, Loan to Deposit Ratio, and Return on Assets. The population in this study is the bank that has the largest assets in Indonesia. The number of samples in the study was ten banks that have the largest assets in Indonesia which were obtained through the purposive sampling technique. The data collection technique uses the documentation method from data sourced from the Indonesian banking statistics report, the Financial Services Authority. Data is also obtained from the annual reports and stock prices of banking companies from the Indonesia Stock Exchange in the study period. The test was carried out using a panel data regression model with the random effect method. The results showed that the Capital Adequacy Ratio and Loan to Deposit Ratio had no effect on stock prices. Meanwhile, Non-Performing Loans and Return on Assets have a significant positive effect on stock prices in the ten banks with the largest assets in Indonesia during the study period. The results of this study are expected to provide input for potential investors to always pay attention to fundamental and technical factors that can affect the company's stock price.

**Keywords:** Capital Adequacy Ratio, Non-Performing Loan, Loan to Deposit Ratio, Return on Asset, Stock Price



## **The effect of Workload and Work Stress on Work Productivity**

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### **Abstract**

This study aims to determine the effect of workload and work stress on employee productivity at PT. Millennium Agroindo Celebes during the Covid-19 pandemic. The data collection technique uses a questionnaire with a population of PT. Millennium Agroindo Celebes, totaling 47 employees. The sampling applies total sampling, in which all of the population are used as samples. The analytical tests include instrument tests, classical assumption tests, hypothesis testing, and linear regression test. Based on the results of the study, it was found that the workload partially did not have a significant effect on work productivity, while work stress had a significant effect on work productivity. Simultaneously workload and work stress affect the work productivity of employees at PT. Millennium Agroindo Celebes.

**Keywords:** Workload, Work Stress, Employee Work Productivity

**Analisis Swot dalam Menentukan Strategi Pemasaran Gula pada Perusahaan  
Industri PT. PG Gorontalo Unit Tolangohula**

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**Abstrak**

Penelitian ini bertujuan untuk mengidentifikasi kekuatan dan kelemahan (lingkungan internal) serta peluang dan ancaman (lingkungan eksternal) serta merumuskan strategi pemasaran gula yang tepat melalui analisis SWOT (Strength, Weakness, Opportunity, dan Threath) pada PT. PG Gorontalo Unit Tolangohula. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, studi kepustakaan dan internet. Teknik analisis data yang digunakan adalah teknik analisis deskriptif kualitatif. Hasil penelitian menunjukkan bahwa perusahaan berada pada posisi kuadran pertama yaitu situasi yang memiliki peluang dan kekuatan sehingga dapat memanfaatkan peluang yang ada. Penelitian ini menggunakan alat analisis SWOT, maka dapat menggunakan alternatif strategi-strategi berikut: strategi S-O: Meningkatkan jumlah distributor, Pemanfaatan lokasi yang strategis. Strategi W-O: Melakukan inovasi produk, Melakukan promosi. Strategi S-T: Meningkatkan dan mempertahankan standar mutu produk, Perluasan wilayah pemasaran. Strategi W-T: Kerjasama dengan masyarakat, Pemanfaatan lahan tebu.

**Kata Kunci:** Analisis SWOT, Strategi Pemasaran

## **Penentuan Prioritas Strategi Pengembangan Pariwisata dengan Menggunakan Metode Quantitative Strategic Planning Matrix (Studi Kasus Wisata Hiu Paus Botubarani)**

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### **Abstrak**

Destinasi pariwisata belum cukup memberikan kontribusi yang baik untuk tingkat kesejahteraan masyarakat dikarenakan pengelolaannya belum maksimal. Masalah yang muncul adalah kurangnya upaya dari pemerintah daerah dalam mengelola potensi pariwisata yang ada, menyebabkan tidak optimalnya perkembangan pariwisata di Kabupaten Bone Bolango. Penelitian ini bertujuan untuk 1) Menganalisis faktor-faktor internal apa saja yang menjadi kekuatan dan kelemahan bagi Pariwisata di Hiu Paus Botubarani. 2) Menganalisis faktor-faktor eksternal yang menjadi ancaman dan peluang yang dihadapi oleh Pariwisata di Hiu Paus Botubarani. 3) Menentukan perumusan prioritas strategi yang dapat direkomendasikan pada Pariwisata di Hiu Paus Botubarani menggunakan metode Quantitative Strategic Planning Matrix (QSPM). Metode penelitian ini adalah penelitian deksriptif dengan pendekatan kualitatif dan pengumpulan data menggunakan observasi, wawancara, serta SWOT dan QSPM sebagai alat analisisnya. Berdasarkan hasil penelitian ini dapat disimpulkan tiga strategi terbaik dengan Total Attractiveness Score tertinggi yaitu membangun dan memperbaiki sarana dan pemeliharaan prasarana pariwisata, Pengembangan “early warning system” untuk bencana alam, serta Meningkatkan kerjasama antara stakeholder dalam mengembangkan potensi wisata.

**Kata Kunci:** Pengembangan Wisata, SWOT, QSPM

## **The Effect of the Promotion Mix on Purchase Decisions on Yamaha Nmax Motorcycles in The East City of Gorontalo City**

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### **Abstract**

This research aims at finding out whether or not the promotional mix has an effect on the purchase decision of Yamaha NMAX motorcycles in Kota Timur, Gorontalo. This research employs two variables and purchase decisions as the dependent variable. The population is the users of Yamaha NMAX, totaling 96 respondents. The technique of sampling uses Accidental sampling. The method of data analysis is quantitative using validity and reliability test, normality test, simple regression analysis, and coefficient of determination test. Findings reveal that the promotional mix has a positive effect on the purchase decision of Yamaha NMAX motorcycle in Kota Timur, Gorontalo. The Value of the coefficient of determination ( $R^2$ ) is 42.8%. This signifies that the promotional mix is able to increase the level of consumers' decision in Kota Timur, Gorontalo in purchasing Yamaha NMAX motorcycles.

**Keywords:** Promotional Mix, Purchase Decision

**Efektivitas Pengelolaan Dana Desa dalam Meningkatkan Kesejahteraan  
Masyarakat di Desa Buloila Kecamatan Sumalata Kabupaten Gorontalo Utara**

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**Abstrak**

Tujuan penelitian ini untuk mengetahui efektivitas pengelolaan dana desa dalam meningkatkan kesejahteraan masyarakat di desa Buloila, dan untuk mengetahui faktor-faktor yang mempengaruhi pengelolaan dana desa dalam meningkatkan kesejahteraan masyarakat di desa Buloila, metode yang digunakan dalam penelitian ini adalah dengan menggunakan metode kualitatif deskriptif. Teknik pengumpulan data yang digunakan dalam penelitian ini berupa teknik observasi, wawancara dan dokumentasi. Hasil Penelitian untuk menunjukan bahwa (1) efektivitas pengelolaan dana desa untuk meningkatkan kesejahteraan masyarakat di desa Buloila sudah berjalan dengan baik, hal ini dapat dilihat dari program-program desa yang telah dilaksanakan serta proses perencanaan, penyusunan, pelaksanaan dan pertanggung jawaban yang dibuat berdasarkan undang-undang yang berlaku, dan (2) beberapa faktor yang mempengaruhi pengelolaan dana desa yaitu kurang adanya partisipasi yang dominan dari masyarakat.

**Kata Kunci:** Efektivitas Dana Desa, Kesejahteraan Masyarakat

## **Fluctuation of Rupiah Exchange Value, Interest Rate, and Changes in Share Price**

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### **Abstract**

Changes in stock prices in the capital market are influenced by internal and external factors. The fluctuation in the BI Rate in recent years is expected to be able to maintain the rupiah exchange rate and respond to spikes in inflation. This research was conducted to analyze how the influence of the rupiah exchange rate and interest rates on changes in stock prices of manufacturing companies in the Consumer Goods Sector on the IDX during the 2014-2018 period. The object of this research is the Consumer Goods Sector Manufacturing Company listed on the Indonesia Stock Exchange (IDX) for the 2014-2018 period. The sample selection used a purposive sampling method, with a total of 32 (thirty-two) companies during the 2014-2018 period. The research objective was to determine the effect of exchange rates and interest rates on stock price changes. The data analysis technique used multiple regression analysis. Based on the results of statistical analysis it can be concluded (1). The Rupiah Exchange Rate has a positive and significant effect on stock prices, (2). Interest rates have a negative and significant effect on stock prices, (3). The Rupiah Exchange Rate and Interest Rate simultaneously have a significant effect on share prices and with a coefficient of determination of 0.9501 this value means that 95.01% of share prices during 2014-2018 are influenced by exchange rates and interest rates. While the remaining 4.99% change in share price value in 2014-2018 is influenced by other variables.

**Keywords:** Rupiah Exchange Rate; Interest Rate; Stock Price

## **Pengaruh Kebijakan Deviden dan Volume Perdagangan Saham terhadap Return Saham pada Perusahaan LQ-45 di Bursa Efek Indonesia**

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### **Abstract**

This study aims to test and analyze the influence of dividend policies and stock trading volume on stock returns on LQ-45 companies listed on the IDX. The method used in this research is a descriptive research method using a quantitative approach. The data analysis technique used in this study is by using multiple linear regression analysis. The results of this study showed that the dividend policy pointed to a significant negative direction with a regression coefficient of -0.286 or 28.6% and a significance value of 0.000 which can be described that every one percent decrease in stock returns can be affected by the increase in dividend policy of 28.6% and vice versa, This is also seen in the trading volume showing a significant negative direction with a regression coefficient value of -0.210 or 21% which can be described that every one percent decrease in stock return can be affected by an increase in stock trading volume of 21% or vice versa, furthermore dividend policy, stock trading volume against stock return obtained an R-value of 0.604 or 60.4%. While the determination coefficient of Adjusted RSquare value is 0.357 or 35.7%. The remaining 64.3% can be explained by other variables that are not included in this research model.

**Keywords:** Dividend Policy, Trading Volume, Stock Return

## **The Impact of Local Government Shopping Structures on Poverty Rate in Sulawesi Island**

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### **Abstract**

This study aims to determine the impact of the structure of local government spending on poverty levels. The data used in this research is secondary data in the form of 6 provinces in Sulawesi, for the period 2011-2020, sourced from the Central Statistics Agency and the Ministry of Finance. The method used is multiple regression analysis using panel data. The results of the analysis show that the function of economic spending has a positive and significant effect on poverty. This means that an increase in the function of economic spending will increase poverty. The function of health spending has a positive and significant effect on poverty. Where the increase in the function of health spending can increase poverty, the function of spending on order and security has a negative and insignificant effect on poverty. This means that the increase in the function of spending on order and security cannot directly explain poverty reduction. The function of environmental spending has a positive and significant effect on poverty. This means that increasing poverty can improve the function of environmental spending. The tourism & cultural expenditure function has a negative and insignificant effect on poverty. This means that the increase in the function of tourism and cultural spending increases so that it cannot explain the decline in poverty. The function of public service expenditure has a positive and significant effect on poverty. This means that an increase in the general expenditure function can increase poverty. The function of education spending has a positive and significant effect on poverty. Where the increase in the education expenditure function can increase poverty. The social protection expenditure function has a positive and significant effect on poverty. This means that increasing the function of social protection spending can increase poverty. The function of spending on housing and public facilities has a positive and significant effect on poverty. Where the increase in spending on housing and public facilities can increase poverty.

**Keywords:** Structure-Shopping Government, Poverty



## **The Influence of Services and the Physical Environment of Traditional Markets on Consumer Satisfaction**

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### **Abstract**

This study aims to analyze the effect of service on customer satisfaction in Andalas Market, Gorontalo City and analyze the effect of the physical market environment on consumer satisfaction in Andalas Market, Gorontalo City. Sampling technique using Snowball sampling as many as 97 people. Data collection techniques in this study used a questionnaire by conducting interviews. The analytical test tool used in testing this research is multiple linear regression test. The results of the t-test (partial) show that (1) the service variable has no effect on the customer satisfaction variable as shown by the t-count value of  $1.192 < 1.66071$  t table. (2) the physical environment variable has an effect on the consumer satisfaction variable, as indicated by the t-count  $7.716 > t\text{-table } 1.66071$ , while the results of the F-test study show F-count  $40,458 < F\text{table } 2.31$  with a significance level of 0.05. This means that the service and the physical environment simultaneously affect the satisfaction of consumers who shop at Andalas Market. Based on the calculation of the coefficient of determination shows R Square of 46.3%, categorized as sufficient, it can be concluded that the service and the physical environment of the market simultaneously affect customer satisfaction in Andalas Market. The remaining 53.7% were influenced by other variables not examined in this study such as price variables, and product quality.

**Keywords:** Service, Physical Environment, Consumer Satisfaction.

**Pengaruh Kualitas Layanan dan Kualitas Produk BSG Touch terhadap Kepuasan  
Konsumen pada PT Bank Sulutgo Cabang Limboto**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan dan kualitas produk BSG Touch terhadap kepuasan konsumen pada PT Bank SulutGo Cabang Limboto secara parsial maupun simultan. Hasil Penelitian menunjukkan bahwa (1) Kualitas layanan berpengaruh positif dan sangat signifikan terhadap kepuasan konsumen pada PT. Bank SulutGo Cabang Limboto dengan nilai koefisien determinasi sebesar 53,60%. Makna dari koefisien positif menunjukkan bahwa layanan yang berkualitas dan memenuhi unsur pelayanan prima perbankan berdampak positif dalam peningkatan kepuasan konsumen PT. Bank SulutGo Cabang Limboto. (2) Kualitas produk BSG Touch berpengaruh positif dan sangat signifikan terhadap kepuasan konsumen pada PT. Bank SulutGo Cabang Limboto dengan nilai koefisien determinasi sebesar 29,30%. Makna dari koefisien positif menunjukkan bahwa produk BSG Touch yang semakin berkualitas dan inovatif mampu meningkatkan kepuasan konsumen dari PT. Bank SulutGo Cabang Limboto. (3) Kualitas layanan dan kualitas produk BSG Touch secara bersama-sama berpengaruh sangat signifikan terhadap kepuasan konsumen pada PT. Bank SulutGo Cabang Limboto dengan nilai koefisien determinasi sebesar 82,90%. Sisanya sebesar 17,10% dapat dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini seperti reward bagi nasabah, inovasi produk, inovasi layanan dan faktor internal konsumen (nasabah) PT. Bank SulutGo Cabang Limboto. Sehingga dapat dikatakan bahwa adanya dampak yang baik dari kualitas layanan dan kualitas produk BSG Touch dalam meningkatkan kepuasan konsumen pada PT. Bank SulutGo Cabang Limboto.

**Kata Kunci:** Kepuasan Konsumen, Kualitas Layanan, BSG Touch

**Pengaruh Program Keluarga Harapan terhadap Peningkatan Kesejahteraan  
Masyarakat Desa Bubeya Kecamatan Suwawa Kabupaten Bone Bolango**

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**Abstrak**

Penelitian ini dilaksanakan bermaksud untuk mengukur pengaruh Program Keluarga Harapan (PKH) terhadap upaya peningkatan kesejahteraan pada masyarakat Desa Bubeya Kecamatan Suwawa Kabupaten Bone Bolango. Metode yang digunakan pada penelitian ini adalah metode kuantitatif, dengan jumlah responden 60 responden (masyarakat) di Desa Bubeya. Metode analisis yang digunakan yaitu analisis regresi sederhana dengan bantuan program SPSS 17.0. Hasil penelitian menunjukkan bahwa Program Keluarga Harapan berpengaruh positif terhadap Kesejahteraan Masyarakat. Persamaan antara Program Keluarga Harapan dan kesejahteraan masyarakat adalah  $\hat{Y} = 14.292 + 0.358X$ . Model regresi ini menunjukkan bahwa setiap kenaikan satu skor Program Keluarga Harapan maka akan diikuti oleh kesejahteraan masyarakat sebesar 0.358 pada konstanta 14.292 dengan nilai (R<sup>2</sup>) 0,676 atau 67,6%. Hal ini menjelaskan bahwa variabel bebas memiliki pengaruh terhadap variabel terikat sebesar 67,6% sedangkan sisanya 32.4% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

**Kata Kunci:** Program Keluarga Harapan, Kesejahteraan Masyarakat

## IoT Makes Things Simple

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### Abstract

Today, we are in the era of computing technology often called the Internet of Things (IoT) by many. Be it machine to machine, machine to infrastructure, machine to environment, the Internet of Everything, the Internet of Intelligent Things, or intelligent systems but it is happening, and its potential is huge. IoT is in fact billions of smart, connected “things” (a sort of “universal global neural network” in the cloud) that will encompass every aspect of one's life, and its foundation is the intelligence that embedded processing provides. The IoT is comprised of smart machines interacting and communicating with other machines, objects, environments, and infrastructures. As a result, huge volumes of data are being generated, and that data is being processed into useful actions that can “command and control” things to make our lives much easier and safer and reduce our impact on the environment. The creativity of this new era is boundless, with amazing potential to improve our lives. This paper focuses on the possibilities, utility, applications, and evolution of the Internet of Things.

**Keywords:** Internet of Things

**Kinerja Kepala Desa terhadap Tingkat Kesejahteraan Masyarakat di Desa Sejoli  
Kecamatan Moutong Kabupaten Parigi Moutong**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui Pengaruh Kinerja Kepala Desa Terhadap tingkat kesejahteraan Masyarakat di Desa Sejoli Kecamatan Moutong Kabupaten Parigi Moutong. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif korelasional dengan pendekatan kuantitatif deskriptif. Data yang digunakan adalah data primer yang diperoleh dari penyebaran kuesioner kepada Masyarakat di Desa Sejoli Kecamatan Moutong Kabupaten Parigi Moutong. Penarikan sampel dalam penelitian ini sebesar 20% dari jumlah populasi dengan jumlah sampel dalam penelitian ini berjumlah 38 responden dengan teknik pengambilan sampel yaitu teknik Stratified random sampling. Analisis data dalam penelitian ini menggunakan analisis regresi linier sederhana. Hasil penelitian menunjukkan Kinerja Kepala Desa berpengaruh positif dan signifikan terhadap tingkat kesejahteraan Masyarakat, yang berarti semakin baik Kinerja Kepala Desa yang dilakukan maka akan meningkatkan kesejahteraan Masyarakat, Koefisien determinasi dalam penelitian ini sebesar 22% yang berarti variabilitas tingkat kesejahteraan masyarakat dapat dijelaskan oleh Kinerja kepala desa sebesar 22%.

**Kata Kunci:** Kinerja Kepala Desa, Tingkat kesejahteraan Masyarakat

## **The Effect of Economic Growth of the Primary Sector, Secondary Sector, and Tertiary Sector on Open Unemployment Rate in Gorontalo Province 2015-2019**

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### **Abstract**

Unemployment is an annual issue in the economic development of Gorontalo Province. This can be seen from the fluctuating unemployment rate over the last eleven years which is dominated by highly educated workers. Unemployment is influenced by many factors, but in this study, we will try to comprehensively examine the unemployment problem in Gorontalo Province which is influenced by economic growth in the primary sector, secondary sector, and tertiary sector during the last five years by using panel data in six districts/cities from 2015-2015. 2019. The data used is secondary data obtained from the Central Statistics Agency. Empirical results from this study indicate that based on the random effect model (Random Effect Model) that the growth of the primary sector has a negative and significant effect on open unemployment. This is because the primary sector is dominated by the agricultural sector and does not require higher education requirements for workers. The growth of the secondary sector has a positive but not significant effect on unemployment because it contributes only 15.43 percent in the aggregate, while the growth of the tertiary sector has a negative and significant effect on unemployment because it consists of 11 categories of business fields that allow absorbing a lot of workers. Simultaneously, the three variables tested showed a significant effect on the unemployment rate in six districts/cities over the last five years.

**Keywords:** Unemployment, Primary, Secondary, Tertiary

## **The Role of Entrepreneurial Marketing on Marketing Performance Through Marketing Capabilities of SMEs**

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### **Abstract**

Today entrepreneurial skill have a vital role for SMEs to improve marketing performance and used as a competitive advantage to enhance the business competition. This study aims to analyze more deeply the influence of entrepreneurial marketing on marketing performance through the role of marketing capabilities of SMEs. The quantitative-descriptive research that the researcher uses to determine the relationship between each variable was supported by a descriptive explanation. A total of 80 SMEs actors were sampled with a withdrawal technique using the Yamane and Isaac formula. After the data was collected, then analyzed using path analysis with the help of software SmartPLS. The results show that entrepreneurial marketing and marketing capabilities significant effect on marketing performance, as well as marketing capabilities indirectly mediate a significant relationship between entrepreneurial marketing on marketing performance. The results and implications are attached

**Keywords:** Entrepreneurial Marketing, Marketing Capabilities, UMKM

## **Saving Resources with Hydraulics**

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### **Abstract**

This study wants to discuss this technology and its future use can save nature and many resources. Hydraulics is a technology that uses the Force of liquid pressure for mechanical functions and the use of electricity is not required. All the Mechanical work can be done physically using Hydraulics, which also helps in maintaining human health. In today's world, Hydraulics is only used in cranes and big machines. But, in the future, we have many opportunities of using this technology in many other places, in which we should work. Using this technology, we can save Electricity as well as some other resources such as coal.

**Keywords:** Hydraulics, Saving Resources



## **Pengaruh Kinerja Keuangan terhadap Nilai Perusahaan pada Perusahaan Leasing Go Public**

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### **Abstrak**

Tujuan dalam penelitian ini ialah untuk bisa mengetahui pengaruh kinerja keuangan terhadap nilai tetap perusahaan leasing yang di iklankan yang terdaftar di BEI secara simultan atau parsial. Penelitian ini menggunakan studi kolaboratif dengan menggunakan metode pengukuran. Dalam penelitian ini, metode yang digunakan ialah proses pemodelan bertujuan berdasarkan estimasi sampling yang telah di tentukan sebelumnya dan metode pengumpulan data menggunakan data kedua yang terdapat di [www.idx.co.id](http://www.idx.co.id). Dalam uji hipotesis penelitian ini, yang merupakan teknik analisis multidisiplin dan analisis retrospektif terbatas menggunakan SPSS. Hasil penelitian ini menunjukkan bahwa pendapatan, solvabilitas, kinerja dan laba memiliki pengaruh yang sama terhadap solid value pada perusahaan sewa guna usaha dan terdaftar di BEI. Meskipun penanaman modal memiliki pengaruh tertentu dan tidak signifikan, kinerja memiliki pengaruh yang kecil dan signifikan serta pengaruh positif terhadap laba, artinya hanya kinerja dan laba yang bisa berpengaruh positif. Berpengaruh positif pada nilai yang solid yang bisa di katakan bahwa penjualan barang harus sepadan dengan penjualan dan penawaran barang dan ketika nilai keuntungan tinggi maka nilai perusahaan menjadi tinggi.

**Keywords:** Likuiditas, Solvabilitas, Aktivitas, Profitabilitas, Nilai Perusahaan

## **Small and Medium-Sized Enterprises and The Application of Knowledge Management in Disaster Condition**

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### **Abstrak**

This study describes the knowledge management applied by small and medium-sized enterprises (SMEs) in both natural and non-natural disaster conditions. SMEs need innovation and creativity to maintain business continuity so the application of knowledge management is important as limited resources greatly affect it. Therefore SMEs need to innovate and show their creativity to get out of the slump caused by the disaster. This study used a quantitative approach by conducting statistical tests and comparative tests. This study involved 200 SMEs affected by natural and non-natural disasters as the population, while the sample size was based on the Slovin formula and was determined randomly. The results of the study showed that there were differences in the knowledge management applied by SMEs during natural and non-natural disaster conditions.

**Keywords:** SMEs, Knowledge Management, Disaster