

Volume 4, Nomor 2, Juli-Desember 2025
Daftar Isi
Halaman

Investment Of Stock In Increasing The Financial Performance Of Pt Goto Gojek Toko Pedia, Tbk And Pt Bukalapak, Tk (Comparative Study And Perspective Of Generation Z Investors In The City Of Palembang) Andhini Aprilia Pangaribuan, Lily Rahmawati Harahap, Rahmi Aryanti, Kusnan	297-304
The Influence Of Work Ethic And Motivation On The Income Of Female Traders In Plered Cake Market, Cirebon Regency Evy Oktaviani Fauzi Astuti, Bagus Tawqa	305-312
The Role Of Lps Socialization Strategy Through Deposit Surveys In Increasing Confidence In The Deposits Guarantee Program Suswati Nasution, Eska Prima MD, Wagini, Siti Wardah Pratidina Nasution	313-318
The Influence OF Leadership Style ON Employee Performance AT Pt Astra International Isuzu, Tbk Medan Branch Evo Marisi Tumpal Damani, Bangettua Simarmat, Mery Suliyanti H. Sitanggang, Riani Simbolon	319-328
Conceptual Model Of Hybrid Employee Productivity Through Motivation, Discipline, Work Environment, And E-HRM: An Integrated Literature Review Ari Supriyanto, Ahmad Badawy Saluy, Didin Hikmah Perkasa	329-334
Corporate Social Responsibility Programs In Industrial Companies Construction (Case Study Of PT Brantas Abipraya Bener Purworejo Dam Construction) Vein Sendy Faulta	335-342
Analisis Cash Rasio Pada Koperasi Simpan Pinjam Serawai Mandiri Di Bengkulu Selatan Rahma Saputri, Neri Susanti, Abdul Rahman	343-350
The Influence Of Human Resource Planning On Teacher Performance At Harapan Sejahtera Private Christian Vocational School Novtriman Waruwu, Suka'aro Waruwu, Fatosola Hulu, Meiman Hidayat Waruwu	351-356
The Influence Of Service Quality And Product Quality On Customer Satisfaction In Shopee Cosmetic E-Commerce Online Sales Januardi Sidauruk, Yossie Rossanty	357-364

Swot Analysis In Increasing The Sales Of Wood Products At The Wood Depot Tiga Mandala Putra In Kaur Regency Riduan Setiawan, Ida Anggriani, M Rahman Febliansa	365-376
The Influence Of Auditor Competence, Independence, And Professionalism On Audit Quality At Public Accounting Firms In Medan Fany Anatasya Simarsoit, Tia Novira Sucipto	377-388
Sustainable Linked Loans And The Blue Economy Derry Wanta, Ismi Mardianti, Rinto Noviantoro	389-396
The Influence Of Influencer Marketing, Fomo And Service Quality On Purchasing Decisions At Cafe Renjana Bengkulu City Elviana Dwi Octarani, Arifah Hidayati, Muhammad Noor Army	397-408
Analysis Of Budget Preparation Methods In The Population And Civil Registration Service Of Nias Regency Kurniawan Sarotonafo Zai, Tri Hartati Sukartini Hulu, Noviza Asni Waruwu, Nanny Artatina Bu'ulolo	409-414
Exploring The Potential Of Digital Marketing For Msmes (Case Study: Young Coconut Traders In Ya'ahowu Park, Gunungsitoli) Yuterlin Zalukhu	415-420
Analysis Of Work Stress, Work Conflict And Organizational Commitment To Employee Performance At The Office Of The Baerah Revenue Agency (Bapenda) Of North Sumatra Province Ira Handayani Lubis, Juniarti, Ahmad Aswan Waruwu	421-436
Analysis Of The Business Development Strategy Of The "Lamhot" Staple Food Stalls In Facing Operational Obstacles And Market Competition In Sunggal District, Deli Serdang Regency Indra Benny Sitorus, Dian Septiana Sari	437-448
The Influence Of Work Environment And Work Motivation On Employee Work Productivity At The North Sumatra Province DPRD Office Sinta Romarito Tampubolon, Yalzamul Insan, Wilchan Robain	449-460
The Effect Of Cash Ratio (CR) And Debt To Equity Ratio (DER) On Return On Equity (ROE) At Pt Ace Hardware Tbk 2012-2024 Achmad Agus Yasin Fadli, Finka Purwantina	461-466
Analysis Of The Preparation Of Financial Reports For Micro, Small And Medium Enterprises In The Boiler Chicken Farming Business In Sampe Cita Village Based On The Emkm Sak Kezia Evanglin Bukit, Heriyati Chrisna, Riska Franita	467-476

Analysis of Competencies, Work Discipline and Work Environment on Job Satisfaction at PT ISS Indonesia Medan Branch Darman Telaumbanua, Hasrul Azwar Hasibuan	477-486
Financial Ratio Analysis To Assess Financial Performance PT. Timah Tbk 2019–2023 Romida Br Sibarani, Heriyati Crisna, Renny Maysara	487-494
The Influence Of Discipline And Work Environment On Employee Performance At PT Smarco Mandiri Sukses Juniarti, Syahrial Hasanuddin Pohan, M. Haidir Alisyah Bana	495-508
The Influence Of Firm Size, Leverage, Profitability And Manajerial Ownership On Earnings Management In Consumer Goods Industry Companies Listed On The Indonesia Stock Exchange Widya Nizrina, Tia Novira Sucipto	509-518
Implementation Of Seabank Digital Banking Technology And Its Impact On Community Economic Empowerment In Dumai City Edy Prabowo, Agnes, Metha Angelina Irawan, Putri Wulandari, Shelya, Yolanda Putri Anastashya Laia	519-524
The Influence Of Financial Digitalization On The Operational Efficiency Of Culinary Sector Msmes With Financial Literacy As A Mediating Variable Rozie Meidy, Siti Fatimatul Khasanah	525-536
The Influence Of Educational Background, Accounting Knowledge, Work Experience, And Business Size On The Implementation Of The Accounting Cycle With External Support As A Moderating Variable In Msmes In Kandis Village, Siak Regency Winda Utami Br Siburian, Heriyati Chrisna, Handriyani Dwilita	537-548
The Effect Of Person Organization Fit And Job Satisfaction On Organizational Citizenship Behavior (OCB) In Uptd Bengkulu Job Training Employees Muhammad Jumadi, Sri Ekowati	549-556
Design And Development Of A Web-Based Disaster Incident Reporting Information System For BPBD Binjai Ridwan Setiawan Aminmahrup, Andri Josua Ruhut Simatupang, Muhammad Fariyandi Nasution, Fahmi Kurniawan	557-562
Effective Strategies In Occupational Safety And Health Management To Increase Employee Productivity Brian Bastanta Surbakti, Daud Arifin	563-570

The Influence Of Workload And Career Development On Work Performance At The Central Statistics Agency Of Palembang City Putri Wulandari, Lily Rahmawati Harahap, Sri Ermeila	571-578
The Effect Of Work Motivation On Improving The Performance Of Employees In The Water Hyacinth Craft Business In Aer Village, Palembang City Puspita Anggraini, Lily Rahmawati Harahap, RY. Effendi, Ria Astri Yani	579-588
The Effect Of Job Specifications And Training On The Performance Of Employees At The Education Office Of Palembang City Napa Urbach, Esty Naruliza, Asma Mario, Ria Astri Yani	589-596
The Effect Of Work Environment And Career Development On Employee Job Satisfaction At PT. Sinar Musi Jaya Palembang Novi Utami, RY. Effendi, Rahmi Aryanti, Hermanto	597-604
Analysis Of The Effects Of Paylater Activities On Millennials' Financial Performance In E-Commerce Companies (Case Study Of Tokopedia) M Khadri Wijaya, Lily Rahmawati Harahap, Rahmi Aryanti	605-614
The Influence Of Word Of Mouth And Price On The Decision To Purchase A Used Car At The Giat Motor Palembang Showroom Ayu Wulandary, Esty Naruliza, Rahmi Aryanti	615-624
Analysis Of Digital Marketing Strategy Optimization Efforts To Increase Competitiveness At Transcom Stores In Gunungsitoli City Normalis Laia, Serniati Zebua, Nanny Artatina Bu'ulolo, Dedi Irawan Zebua	625-638
Analysis Of Online Marketing Strategies In Increasing Sales Volume At Transcom Stores In Gunungsitoli City Aluiwa'auri Laia, Yupiter Mendrofa, Idarni Harefa, Sophia Molinda Kakisina	639-650
The Effect Of Training, Work Motivation, And Leadership Style On Employee Performance At Pt. Bank Rakyat Indonesia (Persero) Tbk Pematang Siantar Branch Office Kezia Evangglin Bukit, Heriyati Chrisna, Riska Franita	651-662
Swipe, Like, Buy: A Netnographic Study On The Impulse Buying Behavior In Tiktok Shop Ecosystem Andi Azhar	663-672

The Relationship Between Product Quality Management And Customer Satisfaction Control At CV Wery Group, Gunungsitoli City Augusmina Zebua, Kurniawan Sarototonafo Zai, Jeliswan Berkat Iman Jaya Gea, Heniwati Gulo	673-686
Formulating A Value Proposition Strategy For Herbal Product Retail Business: A Case Study Of DHC Herbal Product Retail Store Nurdiana Syarifudin, Kharisa Zeisha Sahela	687-694
Determinants Of Taxpayer Compliance In Paying Property Tax In Palembang City Ima Melati, Nurkardina Novalia, Emilda	695-702
The Effect Of Return On Investment, Price Earning Ratio, And Dividend Policy On The Stock Price Of Pt. Bank Mega Tbk 2013-2024 Period David, Eni Puji Astuti	703-712
Evaluation Of Halal Certification Implementation In Improving Product Quality At CV. Werry Group Gunungsitoli Fihabudi Ndruru, Kurniawan Sarototonafo Zai, Martha Surya Dinata Mendrofa, Tiarni Duha	713-726
The Effect Of Foreign Bank Presence On Banking Competition In Asian Emerging Markets Tia Permata Juwita	727-734
The Influence Of Consumer Behavior Factors On Purchasing Decisions At Quinsha Bakery, Gunungsitoli Sri Nibenia Larosa, Serniati Zebua, Kurniawan Sarototonafo Zai, Idarni Harefa	735-750
The Influence Of Price And Distribution Channels On Purchasing Decisions For Surya Coklat 16 Cigarettes At Cv. Pasifik Ganisigaret, Gunungsitoli City Yenoria Suwarni Laoli, Yuterlin Zalukhu, Maria Magdalena Bate'e, Otanius Laia	751-764
Analysis Of Raw Material Inventory Forecasting Using The Time Series Method In Achieving Profit In The Integrated Training And Skills Development Business In Gunungsitoli Fince Anuardin Lase, Kurniawan Sarototonafo Zai, Jeliswan Berkat Iman Jaya Gea, Martha Surya Dinata Mendrofa	765-778
The Influence Of Service Quality On Sales Increase At The Maju Teti Store In Gunungsitoli City Otolius Telaumbanua, Idarni Harefa, Kurniawan Sarototonafo Zai, Heniwati Gulo	779-790

The Influence Of Attributes And Brand Awareness On The Decision To Use Maxim Online Transportation Services In Gunungsitoli Oktaviani Ndraha, Yuterlin Zalukhu, Idarni Harefa, Serniati Zebua	791-802
The Influence Of Emotional Intelligence And Employee Empowerment On Employee Performance At PT. Bank Muamalat KCP. A Rivai Palembang M. Rafiq, Rahmi Aryanti, R.Y Effendi, Hermantoalyafiq	803-808
The Influence Of Leadership Style And Organizational Culture On Employee Performance At PT Bank BRI Muara Enim Branch Putri Utami Adauyah Nasution, Sri Ermeila, Asma Mario	809-816
The Influence Of Recruitment And Selection On Employee Performance At PT Permata Biru Jaya In Palembang City Rian Satria, Sri Ermelia, Asma Mario	817-824
The Effect Of Rice Processing Optimization On Improving Production Management In Farmer Groups In Lauru Fadoro Village, Afulu District, North Nias Regency Ranto Riston Lase, Kurniawan Sarototonafu Zai, Maria Magdalena Bate'e, Nanny Artatina Bu'ulolo	825-840
Analysis Of Leadership, Work Ability And Work Discipline On Employee Performance At PT Aditya Mandiri Sejahtera Hesra Maria Silaban, Nuraini Kemalasari	841-852
Kinerja Guru Dipengaruhi Oleh Gaya Kepemimpinan, Kompensasi Dan Komitmen Organisasi Studi Kasus Pada SMP Sinar Timur Batam Feliks Dabur, Fransiska Leto	853-860
The Effect Of Return On Equity, Debt To Equity Ratio, And Current Ratio On Profit Growth At Pt Tower Bersama Infrastructure Tbk Period 2015-2024 Syifa Tri Wulandari, Achmad Agus Yasin Fadli	861-866
The Influence Of Supply Chain Management On Consumer Loyalty At CV Jaya Plafon, Gunungsitoli City Juli Herdiman Hulu, Sophia Molinda Kakisina, Idarni Harefa, Serniati Zebua	825-838
Analysis Of The Accounting Information System For Cash Receipts And Disbursements At PT Pos Indonesia (Persero) Gunungsitoli Branch Jul Alvandi Samolala Zebua, Kurniawan Sarototonafu Zai, Dedi Irawan Zebua, Noviza Asni Waruwu	839-850

Evaluation Of The Accounts Receivable Collection System For Goods Deliveries At PT. Pos Indonesia (Persero) Gunungsitoli Branch Rinaldi Emmanuel Telaumbanua, Noviza Asni Waruwu, Serniati Zebua, Kurniawan Sarototonafo Zai	851-860
The Influence Of Product Quality, Service Quality, And Promotion On Purchasing Decisions At PT. KOI Cafe Indonesia At Palembang Icon Mall Elsa Septi Ariani, Ima Andriyani, Veny Mayasari	861-868
The Impact Of Inflation And Bank Indonesia Exchange Rate On Stock Prices Of PT Goodyear Indonesia Tbk For The Period 2015-2024 Dina Anggriana, Sutiman	869-878
Land and Building Tax (PBB) In Efforts To Increase Local Revenue In Lubuklinggau City Ayub, Sudarmiyati, Imam Alfairus Zabad	879-886
Working Capital Analysis In Increasing Profitability At The Gunungsitoli BNKP PLKT Doniusman Giawa, Aferiaman Telaumbanua, Maria Magdalena Bate'e, Kurniawan Sarototonafo Zai	887-902
Pengaruh Kepuasan Kerja, Komitmen Kontinu, Dan Lingkungan Kerja Terhadap Organizational Citizenship Behavior Pengawai Dinas Perhubungan Provinsi Daerah Istimewa Yogyakarta Dinda Theresia Usada, Ignatius Soni Kurniawan, Nala Tri Kusuma	903-912
The Effect Of Current Ratio (CR) And Debt To Asset Ratio (DAR) On Return On Equity (ROE) At Pt Telkom Indonesia (TELKOM) Persero Tbk For The Period 2006 – 2024 Achmad Agus Yasin Fadli, Fitria Annisa Rahman	913-920
Implementation Of PSAP No. 11 In The Preparation Of Consolidated Financial Reports At The Secretariat Of The West Nias Regency DPRD Mujur Kurniawati Daeli, Kurniawan Sarototonafo Zai, Sophia Molinda Kakisina, Fakta Solala Zebua	921-936
Analysis Of The Age Of Uncollectible Accounts Receivable At The Tirta Umbu Drinking Water Company Of Nias Regency Lely Kristiani Lase, Dedi Irawan Zebua, Serniati Zebua, Kurniawan Sarototonafo Zai	937-948
The Effect Of Capital Structure, Profitability, And Liquidity On Company Value In Coal Subsector Mining Companies Listed On The Indonesia Stock Exchange 2019-2023 Period Valenius Irwan, Diana Riyana Harjayanti	949-964

The Effect Of Net Profit Margin (NPM), Price Earning Ratio (PER), And Earning Per Share (EPS) On Stock Prices In The Property And Real Estate Sector Listed On The Indonesia Stock Exchange For The Period 2015-2024 Tasya Syawalia, Achmad Agus Yasin Fadli	965-972
The Influence Of The Tourism Sector On Labor Absorption In Bengkulu Province From 2014 To 2024 Ria Maisarah, As'ad Hasan, Ariel Siswanto	973-986
The Influence Of Direct Marketing And Personal Selling On Customer Retention Of L.300 FD Cars (Case Study At PT. Lautan Berlian Utama Motor Lahat) Isdwiyanti Oktaria, Tri Rusilawati, Amaludin	987-992
The Influence Of Work Discipline And Leadership Style On Teacher Performance At Sma Negeri 1 Tanjng Tebat Ina Nabela, Markus, Mila Sholiha	993-1000
Analisis Of Product Quality, Price, And Promotion On Customer Satifaction In Micro, Small, And Medium Enterprises (MSMES) At The Aai Cen Batang Serangan Patwa Nirmala, Elfitra Dessy Surya, Ocdy Amelia	1001-1010
The Influence Of Audit Committee, First Firm Reputation, Company Size, And Profitability On Audit Delay Ria Wulanda Safutri, Emi Masyitah, Ina Liswanty	1011-1020
Analysis Of The Influence Of Liquidity, Leverage, And Profitability On Stock Returns Of Manufacturing Companies In The Basic And Chemical Industry Sector Listed On The Indonesia Stock Exchange Geby Citra Ananda, Zuhrianda Qois Lubis	1021-1030
SIPD User Satisfaction In The North Sumatra Regional Government Using The Delone And Mclean Model Approach Anggi Pratama Nastusion, Irawan	1031-1038
Productive Waqf Performance Audit Model: The Perspective Of Maqāṣid Sharia And MSME Empowerment Heriyati Chrisna, Yani Suryani, Lukman Hakim Siregar	1039-1044
Turnover Intention Among Generation Z: Emerging Challenges in Human Resource Management Abdi Setiawan, Emi Wakhyuni	1045-1050
The Effect Of Work Discipline On Employee Performance: A Study Of Motivation Mediation As A Connecting Factor In The Medan City Revenue Office Ahmad Aswan Waruwu	1051-1054

The Role Of Employee Engagement & Digital Leadership In Enhancing Service Quality Of Public Service In Rural Government Emi Wakhyuni, Abdi Setiawan	1055-1064
Empowering Women-Led Msmes: A Mediation Analysis Of Entrepreneurial Self-Efficacy In The Relationship Between Market Orientation, Digital Capability, And Business Performance (A Case Study Of Women Entrepreneurs In HIPPI Medan) Erwansyah, Maya Macia Sari	1065-1076
The Effect Of Socioeconomic Factors And Financial Knowledge On The Financial Literacy Of Generation Z At SMK PAB 2 Helvetia Ahmad Fadlan, Suhendi, Atika Widya	1077-1084
Productive Waqf And Innovation Of Sharia Social Instruments: Strategies For Strengthening The Ummah's Economy Sanusi Gazali Pane	1085-1090
The Influence Of Digital Financial Literacy On Digital Payment Adoption And Its Impact On The Financial Performance Of Msmes Pipit Buana Sari, Maya Macia Sari	1091-1098
Integration of Psychometric Testing in Employee Recruitment and Selection to Enhance Job Fit Suwarno	1099-1106
Implementation Of Internal Control In Improving Retail Business Effectiveness Hasrul Azwar Hasibuan	1107-1112
Supply Chain Integration, Accounting Information System Quality, and MSME Operational Performance: A Supply Chain Risk Mediation Approach Handriyani Dwilita, Iskandar Muda	1113-1124
The Role Of Internal Audit In Influencing The Accounting Information System On The Quality Of Village Government Financial Reports In Medan Selayang District Tia Novira Sucipto	1125-1132
The Role Of Interpersonal Communication And Work Motivation In Improving Employee Work Performance At PT PLN (PERSERO) UIP3BS UPT MEDAN Evo Marisi Tumpal Damanik, Tonggo Sangap Timbul Girsang, Mery Suliyanti H. Sitanggang, Melky F. Simatupang	1133-1144
