

Volume 1, Nomor 2, Desember 2024

Daftar Isi

Halaman

Analisis Kelayakan Bisnis Ditinjau Dari Aspek Pemasaran (Studi Kasus Pada Usaha Gula Merah Aren) Eka Salsa Patrisia, Dodi Hardinata, Silke Sachanovrissa, Yudi Arieantara	35-40
Analisis Studi Kelayakan Bisnis Pada Pengembangan UMKM Usaha Tahu Dan Tempe Bapak Yulianto Ditinjau Dari Aspek Keuangan Dita Ramahdani, Sri Handayani, Silke Sachanovrissa	41-44
Analysis Of Marketing Strategies To Increase Sales At Sales Ambassador Store Businesses In Kepahiang Amelia Amelia, Silke Sachanovrissa, Dodi Hardinata	45-52
Islamic Money Market In Review Of Economic Sociology Muhammad Ihsan Harahap, Ade Rizki Meilani	53-60
The Influence Of Leadership Style And Work Discipline On Employee Performance At The Dukcapil Service Of Bengkulu City Aruf Budiman, Neri Susanti, Oni Yulianti	61-68
The Influence Of Work Discipline And Physical Work Environment On Employee Performance In The Tailor Department PT. Tjiwulan Putra Mandiri Tasik Rendiani, Mila Karmila, Arga Sutrisna	69-80
Effect Of Compensation And Work Discipline On The Performance Of Production Section Employees At PT. Daiwani Putra Main Munawar Bahrul Hayat, Mila Karmila, Nita Fauziah Oktaviani	81-92
Pengaruh Online Customer Review Dan Rating Terhadap Keputusan Pembelian Pengguna Marketplace Shopee Di Kota Tasikmalaya Nita Sintia, Askolani, Gian Riksa Wibawa	93-106
The Influence Of Perceptions Of Price And Brand Image On Purchasing Interest (Survey Of MHN Collection Tasikmalaya Koko Shirt Consumers) Naufal Murtadho, Barin Barlian, Arif	107-122



- Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Fiesta Chicken Nugget Di Kota Tasikmalaya
Muhammad Rifki Danil Mukarom, Depy Muhamad Pauzy, Mila Karmila 123-136
- The Influence Of Work Motivation And Adaptation Ability On Work Productivity (PT Tjiwulan Putra Mandiri Employee Survey Tasikmalaya City)
Asep Parid, Barin Barlian, Arif 137-148
- The Influence Of Compensation And Work Life Balance On Loyalty Of Gen Z Employees In Tasikmalaya City (Survey Of Gen Z Employees In The Formal Sector)
Ajeng Ayu Melaty, Arga Sutrisna, Nita Fauziah Oktaviani 149-162
- Effect Of Supervision And Work Discipline To Employee Performance High Prosecutor Of Kabupaten Kaur
Cecep Suhendar, Tito Irwanto, Yudi Irawan Abi 163-172
- The Influences Of Service Quality And Product Innovation On Service Quality (Survey Of Sonsumers At The Rizky Shop Rajapolah Tasikmalaya Regency)
Hamidah Fauziah, Budhi Wahyu Fitriadi, Nita Fauziah Oktaviani 173-184
- Pengaruh Gaya Kepemimpinan Dan Kemampuan Beradaptasi Terhadap Disiplin Kerja (Sensus Perangkat Desa Pakemitan di Kecamatan Cikatomas)
Lutfi Robiansyah, Arga Sutrisna, Ai Kusmiati Asyiah 185-200
-