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Book of Abstract Conference Proceeding

9TH MASOS

Virtual Conference :
5 November 2024

**9TH INTERNATIONAL CONFERENCE ON
MANAGEMENT STUDIES AND SOCIAL SCIENCE**

Theme: “Adapting Management Practices for a Changing Social Landscape”

<https://www.masosconference.com>

Book of Abstract Conference Proceeding

9th International Conference on Management Studies and Social Sciences (9th MASOS)

Theme: “Adapting Management Practices for a Changing Social Landscape”

**Virtual International Conference
November 5, 2024**



**Book of Abstract Conference Proceeding
9th International Conference on Management Studies
and Social Sciences
(9th MASOS)**

Theme: “Adapting Management Practices for a Changing Social Landscape”

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FOREWORD



PSM-FEB Unisba, established in July 1979, is an undergraduate (S-1) management education program and one of three study programs within the Faculty of Economics at Universitas Islam Bandung. PSM-FEB Unisba was founded based on the permit issued by the Directorate General of Higher Education, Ministry of Education and Culture, Number 092/0/1981, dated February 24, 1981.

Unisba is founded on Islamic principles, which serve as a core institutional characteristic developed across various aspects of academic life. PSM-FEB Unisba is committed to becoming a management study program that equips students with competencies in management knowledge (knowledge development), research skills, communication abilities, and entrepreneurial skills.

Vision

To become a leading study program in Asia by 2028, known for producing competent human resources in management, grounded in Islamic values.

Mission

1. To provide an education system integrated with an Islamic business environment and supported by mastery of information technology and the arts.
2. To develop professional human resources in management who embody the spirit of Thinkers (Mujtahid), Reformers (Mujaddid), and Fighters (Mujahid).
3. To develop a curriculum that meets the demands of graduates' users, the institution's vision, and the mission of management science.

Objectives

In line with the Vision and Mission, the objectives of education in the Management Study Program at the Faculty of Economics (PSM-FEB) Unisba are to produce human resources capable of analyzing long-term business environmental dynamics, to develop human resources with an entrepreneurial spirit grounded in Islamic values, and to foster a scholarly community rooted in Islamic principles.

<https://feb.unisba.ac.id/manajemen/>



Research Synergy Foundation is a digital social enterprise platform that focuses on developing the Global Research Ecosystem towards outstanding global scholars. We build collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration and to contribute more to society and humanity. As a social enterprise, our aim is to provide a good research ecosystem and platform for researchers to share, discuss, and disseminate their ideas. In addition, it helps you to improve your research and contribute to the knowledge. Therefore, creating social value and impact is our priority.

From 2017 to 2023, more than 30.000 scholars have participated in our programs from Asia, Australia, Africa, America, and Europe continents. With the average of the increasing number of members by more than 5.000 each year, we continuously strengthen the global research ecosystem by having five support systems that are ready to help members from across the world.

There are various agendas (work and program) that we have already done since 2017 up to present. The agendas are coming from all the support systems in the Global Research Ecosystem, named: Scholarvein, ReviewerTrack, Research Synergy Institute, Research Synergy Press, and Global Research Community. Research and publication cannot be seen as a separate part. Otherwise, we should take both as a comprehensive program. Moreover, the quality of the paper is the biggest concern for publication. To achieve the Organization/University/ Institution goal, we provide some agendas that can support you in research and publication enhancement. Some of the prominent agendas are:

- a. International Conferences: It aims to create a "tipping point" of opportunities for participants to disseminate their research globally and have reputable scientific publication output.
- b. Scientific and Academic Writing Coaching Clinics: It aims to provide a targeted and intensive learning strategy for publishing papers in high-impact Scopus/ WOS international journals.
- c. Workshops: It aims to provide a vibrant learning forum to enhance the author's capability of scientific writing skills and the manuscript's quality.
- d. Learning and Knowledge Sharing Programs: It aims to provide the best practice and guide from the experts, editors, and publishers' perspectives in research and publication enhancement.
- e. Social Programs: It aims to empower and encourage society to share the value of creating an impactful program with us.

Research Synergy Foundation welcome all individuals, organizations/institutions (universities, governments, and private sectors) to be part of our Global Research Ecosystem.

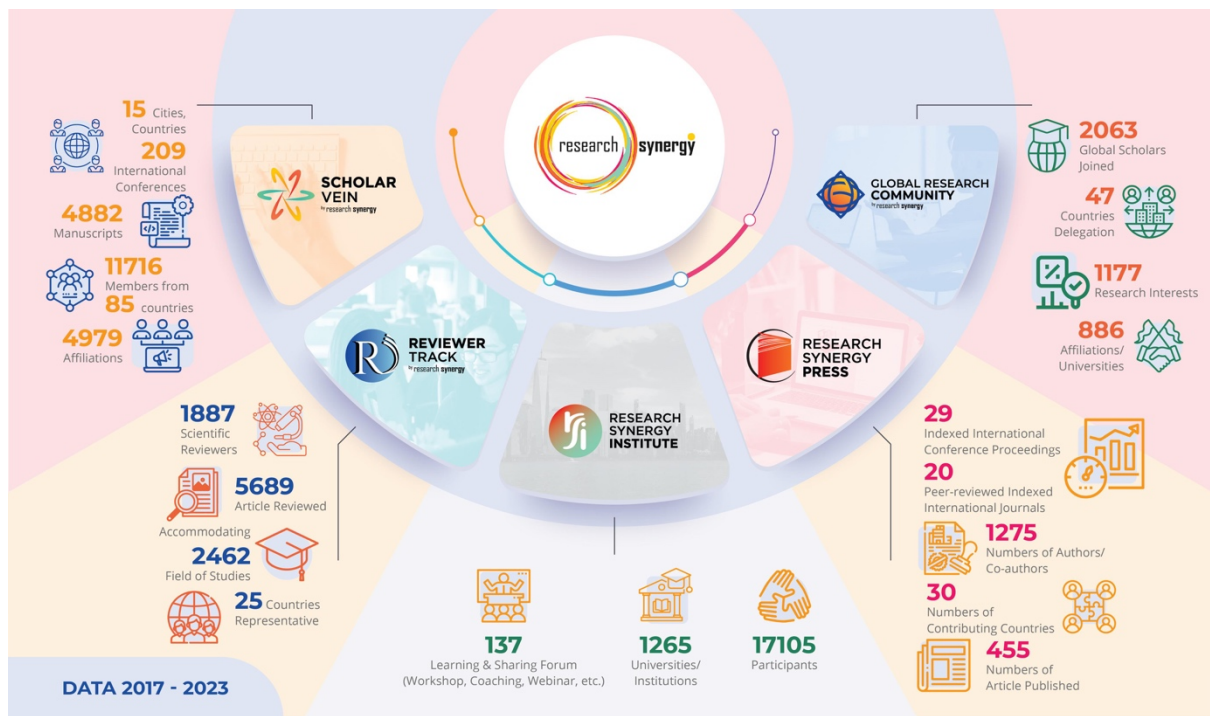


Figure: Global Research Ecosystem owned by Research Synergy Foundation (data from 2017 – 2023)

Please find other important links related to RSF profile:

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- <http://globalresearchecosystem.com/>
- <https://f1000research.com/rsf>
- <https://journals.researchsynergypress.com>
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- <https://www.youtube.com/@researchsynergyfoundation8675>

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ORGANIZING COMMITTEE

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Dr. Handri, S.E., M.M.
Universitas Islam Bandung

Co-Conference Chair

Dr. Hendrati Dwi Mulyaningsih
Founder and Chairperson of Research Synergy Foundation

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Research Synergy Foundation

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Research Synergy Foundation

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Dr. Mageswari Ranjanthran - Sunway University Business School

Dr. Rovena I. Dellova - Lyceum of the Philippines University, Phillipines

CONFERENCE CHAIR MESSAGE

Excellencies, distinguished presenters,
Esteemed attendees, ladies and gentlemen,

It is my distinct honor and privilege to warmly welcome you all to the (9th MASOS), organized by Management Study Program, Faculty of Economics and Business, Universitas Islam Bandung and Research Synergy Foundation. This event is made possible with the generous support of our academic and research partners, including Scholarvein, Reviewer Track, Research Synergy Institute, Research Synergy Press, Global Research Community, and F1000 Research.

Today marks a remarkable gathering of scholars, professionals, and thought leaders from across the globe, united by a shared commitment to advancing the fields of economics, business, science, and technology. As we gather for this important conference, we are here to exchange knowledge as well as to collaborate, innovate, and shape the future of these disciplines, ensuring they continue to evolve and meet the demands of our rapidly changing world.

This 9th MASOS is the ninth annual of MASOS international conference and marks the excitement and eagerness of the researchers to be in a platform that supports the ever-evolving world of research. On this conference, get ready to be involved in a multidisciplinary discussion, coming from around various field of studies. Together, we will explore cutting-edge research, engage in dynamic discussions, and share invaluable insights into how these critical fields intersect and drive advancements that address both local and global challenges. This event offers an opportunity to connect with like-minded professionals, build collaborative networks, and discover the latest trends, technologies, and methodologies surrounding the topic of management studies, consumer behaviour, humanities, sustainability studies, organizational studies, and human resources.

I want to extend my heartfelt thanks to each of you—our participants, keynote speakers, presenters, reviewers, session chairs, and attendees—for your dedication and invaluable contributions to this conference. Your commitment to sharing your research and expertise is sure to enhance our discussions and spark new ideas and collaborations for the future.

As we embark on this journey together, I encourage everyone to make the most of the opportunities ahead. Participate actively in the sessions, ask questions, and connect with your fellow attendees. I am confident that the connections we forge, the knowledge we exchange, and the insights we gather throughout this conference will set the stage for future progress and professional development. Once again, welcome to the 9th MASOS—I look forward to a productive and inspiring event.

Best regards,

Dr. Handri, S.E., M.M.
Conference Chair of 9th MASOS

CONFERENCE CHAIR



Dr. Handri, S.E., M.M.

**Conference Chair of 9th MASOS
Universitas Islam Bandung, Indonesia.**

Dr. Handri, S.E., M.M., born in Pariaman, West Sumatra in 1966, currently serves as the head of the management study program at the Faculty of Economics and Business, Bandung Islamic University. The management study program currently has 1,009 active students, consisting of concentrations in Financial Management, Operational Management, HR Management, Marketing Management and Entrepreneurship.

CO-CONFERENCE CHAIR



Dr. Hendrati Dwi Mulyaningsih, S.E., M.M.

Founder & Chairperson of Research Synergy Foundation

Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 30.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and Research Synergy Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019 and 2024

As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social Entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her be invited as reviewer in many reputable Scopus and WOS indexed journals and as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan, and US. She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international publishers. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

OPENING SPEAKER



Prof. Dr. Nunung Nurhayati, S.E., M.Si., Ak., CA., CTT.

Dean of Faculty of Economics and Business Universitas Islam Bandung

Prof. Dr. Nunung Nurhayati, S.E., M.Si, Ak., CA. she is the Dean of Faculty of Economic and Business UNISBA. Prof Nunung Nurhayati has a distinguished academic with extensive experience in accounting and finance. Her qualifications encompass a strong educational background. She completed Bachelor's degree in Universitas Islam Bandung and Master's and Doctoral program at Padjadjaran University Indonesia. Actively researching in the topic of tax, Islamic accounting, accounting system information and also zakat. She is also an author, reviewer of national and international journal related to the field of Islamic accounting and zakat. Prof. Nunung active as a guest lecturer in various universities and invited speaker in several institutions. She has both national and international professional certification in accounting. Currently working as a lecturer in Bachelor Degree and Magister Program of Accounting Universitas Islam Bandung, Indonesia.

KEYNOTE SPEAKERS



Dr. Veronica Sarcino-Almase

Campus Director

**Polytechnic University of the Philippines - Ragay Campus,
Philippines**

Dr. Veronica Sarcino-Almase is the Campus Director of PUP Ragay Camarines Sur. Formerly, she served as Faculty Extensionist at PUP-Lopez, leading community development initiatives from 2016 to July 2022. She completed her Master's in Educational Management and Doctorate in Business Administration at PUP and took a Basic Project Management course with the Development Academy of the Philippines in 2020.

An accomplished researcher, Dr. Almase has presented on diverse topics, including socio-economic conditions and distance learning modalities, at national and international conferences. Her publications address microfinance, MSME strategies, and faculty development in journals such as **KnE Social Sciences** and **Psychology and Education**. She has received awards for her presentations and was named Outstanding Marketing Educator by the Council of Marketing Educators in 2021.

In leadership roles, Dr. Almase served as President of Soroptimist International of Americas (Philippines Region) and as a board member of the Association of Marketing Educators of the Philippines. She actively mentors entrepreneurs through the DTI's KMMe program and leads multiple committees at PUP Lopez. Dr. Almase lives in Lopez, Quezon, with her husband, Ruperto I. Almase, and their three children.



Dr. Soliha Sanusi

Universiti Kebangsaan Malaysia, Malaysia

Dr. Soliha Sanusi is a Senior Lecturer at the Faculty of Economics and Management under the Centre of Global Business and Digital Economy studies, Universiti Kebangsaan Malaysia (UKM). She is a Chartered Accountant (CA) of the Malaysian Institute of Accountants (MIA) and obtained her Ph.D. from the Universiti Teknologi MARA Malaysia in 2019. She was SLAB/SLAI scholarship recipient for her MBA and PhD studies. Her research interests are in the areas of direct tax, indirect tax, financial criminology, small-medium enterprises, cash waqf, mixed-method, and public sector accounting. She has published and presented her research work in various conferences and journals. She is also a reviewer for *Management & Accounting Review*, *Asian Academy of Management Journal of Accounting & Finance*, and a few more journals.

GLOBAL RESEARCH INTRODUCTION



Santi Rahmawati, S.T., M.S.M.

**Founder & Director of Global Network and Operation
Research Synergy Foundation**

Santi is a Founder and Global Network Operation Director of the Research Synergy Foundation (RSF). She actively engaged with scholars around the world for strengthening the Global Research Ecosystem. As the Director of Scholarvein, she creates, maintains, and develops the integrated system for managing international scientific conference and forum since 2017 up to present and already give benefit to more than 8.448 participants coming from >85 countries. With the combination of engineering and management science educational background, she has built the optimum workflow for scholars to contribute more to the society and humanities.

Santi holds her bachelor's degree of industrial engineering from Universitas Indonesia (UI). Furthermore, she had received her Master of Science Management (focusing on Entrepreneurship and Technology Management) from Institut Teknologi Bandung (ITB) in 2015. Santi worked for several years as a Research Assistant and later as the Associate Director of the Centre for Innovation Entrepreneurship and Leadership at the Institut Teknologi Bandung. In her roles Santi helped lead the centre's Micro-Enterprise Development project, designed to support economic development throughout West Java Indonesia through the provision of entrepreneurship capability development. She also collaborates with ITB and Victoria University of Wellington, New Zealand, on a project that focuses on how Information Technology start-ups acquire finance support in developing economies.

Santi has appointed as a Gateway Advisor in F1000Research (Scopus Q1) and Taylor & Francis Open Access Advisor (Scopus Q1, Q2 & WOS). She has already been an editor of three published books (both published by Routledge, Taylor & Francis), a reviewer in many reputable international journals, an author and co-authored multiple international research articles and book chapters. Santi also serves as the Managing Editor for six international journals <https://journals.researchsynergypress.com> : IJEBCE, IJEIIS, IJEASS, JSETP, IJMADIC, and JHASIB.

SESSION CHAIRS



Dr. Rovena I. Dellova

Lyceum of the Philippines University, Philippines

Dr. Wheng Dellova is a licensed teaching professional who is eager to provide education based on real-life examples and innovative learning styles. She is a graduate of Bachelor in Business Education, Masters in Business Education and Doctor in Education Management from Polytechnic University of the Philippines. She has served various food and restaurants industry where she manages to be able to multitask, build rapport with staff and customers. She also was able to serve hotel schools as part of the management team where she developed courses designed to run various trainings. She also joined the academe in various schools and universities in undergrad and Graduate School where she wholeheartedly shares her passion in teaching specializing on Tourism and Hospitality, Education, Management, and Research.

Currently, she has been serving as a lecturer since 2007 at Lyceum of the Philippines University at the College of International Tourism and Hospitality Management and has strong interest to accomplish her research studies in Tourism and Hospitality, Business Education and Management.

CONFERENCE PROGRAM

Tuesday | November 5, 2024

https://www.masosconference.com/		 	
CONFERENCE PROGRAM 9th International Conference on Management Studies and Social Sciences (9th MASOS) VIRTUAL CONFERENCE: 5 November 2024			
Tuesday, 5 November 2024			
Time (UTC+7)	Dur'	Activity	
Main Room		Zoom Link: https://bit.ly/9thMASOS OR https://us06web.zoom.us/j/81816415865?pwd=jZEVjqaQvMmBWbdPVfpLhplPuGqPA.1 Meeting ID: 818 1641 5865 Passcode: 9thmasos	
8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM	
9:00 - 9:15	0:15	Welcome Address and Conference Publication Announcement by MC	
9:15 - 9:20	0:05	Listening the national anthem "Indonesia Raya"	
9:20 - 9:30	0:10	Welcome Remarks of 9th MASOS Dr. Handri, S.E., M.M. Conference Chair of 9th MASOS Universitas Islam Bandung	
9:30 - 9:40	0:10	Opening Speech Prof. Dr. Nunung Nurhayati, S.E., M.Si., Ak., CA., CTT. Dean of Faculty of Economics and Business Universitas Islam Bandung	
9:40 - 9:50	0:10	Global Research Ecosystem Introduction Santi Rahmawati, M.S.M. Founder & Director of Global Network and Operation Research Synergy Foundation	
9:50 - 9:55	0:05	E-Group Photo	
9:55 - 10:15	0:20	Keynote Speaker 1: Dr. Veronica Sarcino-Almase Campus Director Polytechnic University of the Philippines - Ragay Campus, Philippines	
10:15 - 10:20	0:05	Token of Appreciation for Keynote Speaker 1	
10:20 - 10:40	0:20	Keynote Speaker 2: Dr. Soliha Sanusi Universiti Kebangsaan Malaysia, Malaysia	
10:40 - 10:45	0:05	Token of Appreciation for Keynote Speaker 2	
Academic Online Parallel Presentation Session			
10:45 - 10:55	0:10	Session Chair Introduction Dr. Rovena I. Dellova - Lyceum of the Philippines University, Philippines	
10:55 - 11:10	0:15	Paper ID: MSO24103 Presenter: Nindya Saraswati Title: "Role of Halal Awareness and Influencer Credibility on Impulsive Buying of Halal Beauty Products: Evidence from Indonesia"	
11:10 - 11:25	0:15	Paper ID: MSO24101 Presenter: Ferdie Salao Title: "Where Did I Go Wrong: The Lived Experiences of Adolescent Mothers in Barangay Catmon, Malabon"	
11:25 - 11:40	0:15	Paper ID: MSO24102 Presenter: Judith Kristiana Title: "Building Green Jobs Interest in Gen Z through Green Skills Development"	
11:40 - 11:55	0:15	Paper ID: 695088 Presenter: M. Arif Rahmadha Darma Putra KM Title: "Person-Organization Fit Model In The Student Organization "HIMMAN" period 2024-2025 Using The Supplementary Fit Approach: A Preliminary Study"	
11:55 - 12:10	0:15	Paper ID: MSO24104 Presenter: Shinta Fauziah Azzahra Title: "Employee's Training, Compensation, and the Effect on Performance"	
12:10 - 12:25	0:15	Paper ID: MSO24105 Presenter: Nina Maharani Title: "Do Store Image and Customer Values Influence Purchase Intention of Private Label Products among Generation Z?"	
12:25 - 12:35	0:10	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement	
12:35 - 12:50	0:15	Short Break	
12:50 - 13:05	0:15	Awarding Ceremony Best Presentation Session Chairs Recognition	
13:05 - 13:10	0:05	Closing Speech of 9th MASOS Dr. Handri, S.E., M.M. Conference Chair of 9th MASOS Universitas Islam Bandung	

Track: Consumer Behaviour

Do Store Image and Customer Values Influence Purchase Intention of Private Label Products among Generation Z?

| Nina Maharani¹, Allya Roosallyn Assyofa², Dede R. Oktini³, Ririn Sri Kuntorini⁴

^{1,2,3,4}Universitas Islam Bandung

Abstract

Background – Retailers develop private label products as a strategy to get a competitive edge and a strong store brand identity. The consumer's inclination to purchase goods might stem from a variety of factors, including store reputation and customer value.

Purpose – This study is to investigate the relationship between extrinsic and intrinsic factors and the desire to purchase private label items, with a focus on the impact of customer value and shop image.

Design/methodology/approach – A questionnaire was given to 175 customers, aged 16 to 26, who purchased private label items from contemporary retailers such as minimarkets, supermarkets, and hypermarkets. The data was gathered using a survey approach. Purposive sampling was the method employed for sampling. Four hypotheses were tested by employing SEM PLS data analysis.

Findings – The analysis's findings indicate that while shop image significantly influences customer value, it has no discernible direct impact on consumers' intentions to buy private label goods. It has been demonstrated that customer value significantly influences the likelihood that consumers will purchase private label goods, and that shop image significantly influences this likelihood indirectly through customer value. This demonstrates that the impact of the shop image variable on the intention to purchase private label products can be strengthened by the whole mediating effect of customer value.

Research limitations – However, the subject of this research is limited to consumers in one city in Indonesia and applies to various types of products. The impact of other factors, such as social media and influencers, on purchasing decisions among Generation Z may not be fully considered in this study.

Originality/value – This study contributes to the research literature on consumer purchasing decision theory by examining store image and customer value on purchase intentions among Generation Z.

Keywords: customer value, generation Z, private label products, store image

Role of Halal Awareness and Influencer Credibility on Impulsive Buying of Halal Beauty Products: Evidence from Indonesia

| Nindya Saraswati¹, Rezi Muhamad Taufik Permana², Eka Tresna Gumelar³

^{1,2,3}Universitas Islam Bandung

Abstract

Background – Indonesia has a large and growing Muslim population, making it a significant market for halal beauty products. Consumers with high halal awareness are more discerning in their product choices, while credible influencers can effectively sway impulsive buying decisions.

Purpose – This empirical study aims to uncover how halal awareness and influencers credibility impact impulsive buying behaviour of halal beauty products and to explore how the fear of missing out (FoMO) moderates the relationships.

Design/methodology/approach – This research is quantitative, which involves survey to 209 respondents and data analysis to quantify the relationships using SmartPLS4.

Findings – The findings reveal significant positive correlation between halal awareness, influencer credibility and impulsive buying. Although FoMO shows a positive correlation with impulsive buying, its effect is not statistically significant. The moderating effect of FoMO role does not significantly show in the relationships.

Research limitations – A key limitation of this research is the reliance on self-reported data, which may introduce bias as participants might not accurately recall or disclose their impulsive buying behavior or the extent to which Fear of Missing Out (FoMO) influences their decisions.

Originality/value – This research contributes to enrich literature, provide actionable insights for businesses and marketers in developing targeted marketing strategies that can encourage innovation and meet market demand.

Keywords: Halal Awareness, Influencer Credibility, Fear of Missing Out, Impulsive Buying Behaviour.

Track: Humanities

Where Did I Go Wrong: The Lived Experiences of Adolescent Mothers in Barangay Catmon, Malabon

| Ferdie Salao

National University-MOA

Abstract

Background – Adolescent pregnancy is an enduring social and economic problem faced by many countries worldwide. The enactment of “The Responsible Parenthood and Reproductive Health Act of 2012” has caused the decline of adolescent pregnancy cases in the Philippines. However, the Commission on Population and Development (2024) called for vigilance due to a spike in the total live birth among female below fifteen years old.

Purpose – This study aimed to explore the causes and effects of adolescent pregnancy among young mothers in Barangay Catmon, Malabon City.

Design/methodology/approach – The study utilized a phenomenological research, where ten (10) adolescent mothers and three parents voluntarily participated in unstructured interviews. The insights, beliefs, and perceptions of the participants on the causes and effects of adolescent pregnancy based on their personal experiences were recorded using a mobile phone. The researcher reiterated that the recording will be exclusively used for research purposes and will be handled with utmost confidentiality.

Findings – Some of the adolescent mothers mentioned that family problems and lack of parental involvement made them engaged to unprotected sexual intercourse. Meanwhile, other participants stated that peer influence and lack of information on sexual matters made them tried having unprotected sexual intercourse with their partners. Majority of the participants suffered rejections and denial, fear, trauma, and frustrations from their communities.

Research limitations – Applying the concept of Social Cognitive Theory, it can be gleaned that adolescent pregnancy is influenced by personal factor characterized by lack/ insufficient knowledge, behavioral factor attributed by past experiences, and environmental factors. Conversely, possible solutions to adolescent pregnancy may be addressed using the concept of SCT. Hence, future research must be focused on action plan aligned to SCT and must be evaluated quantitatively to find its effectiveness and efficacy.

Originality/value – The stories of the participants would serve as an eye-opener among the stakeholders of the society to work collaboratively in order to address this perennial problem in the society.

Keywords: adolescent pregnancy, teenage pregnancy, Social Cognitive Theory, gender equality and empowerment.

Track: Sustainability Studies

Building Green Jobs Interest in Gen Z through Green Skills Development

| Judith Kristiana¹, Najwah Adinda Alfiah², Sevanya Sagala³, Sri Harmunis⁴, Siti Aminah Sofiah⁵, Lindawati Kartika⁶

1,2,3,4,5,6Institut Pertanian Bogor

Abstract

Background – Indonesia faces significant environmental challenges, especially related to business activities. One effort to overcome this is through green jobs, so that green skills are needed in Gen Z to anticipate the demographic bonus of 2045.

Purpose – The aim of this research is to identify the green skills needed in green jobs, analyze the influence of green skills on interest in green jobs, and formulate a strategy for developing green skills which is needed by Gen Z.

Design/methodology/approach – This research uses a mix method approach. There were 100 respondents in the quantitative approach and five informants in the qualitative approach. Data collection was carried out through surveys and in-depth interviews. Data were analyzed using a descriptive approach, multiple linear regression, and AHP.

Findings – Research results show that Green Citizen Skills (green concern and green integrity) are the main skills that must be possessed in green jobs. Planning and organizing, technology, learning, green awareness, and green integrity have a significant influence on green job pursuit intention in Gen Z. The strategic priority needed for stakeholders in the pentahelix model (academics, business sector, community, government, media) is to create enabling conditions to ease the transition to green jobs.

Research limitations – However, this research is only limited to green skills obtained from the 2022 National Green Job Occupation Map and only focuses on interest in certain generations.

Originality/value – The originality in this research is examining the influence of green skills on interest in green jobs among Gen Z.

Keywords: Analytical Hierarchy Process, Gen Z, green citizen skills, green jobs, green skills

Track: Organizational Studies

Person-Organization Fit Model in The Students Association "HIMMAN" period 2024-2025 Using The Supplementary Fit Approach: A Preliminary Study

| Aditia Wirayudha¹, Nindya Saraswati², M. Arif Rahmadha Darma Putra KM³, Dhea Seftriani Hindarsah⁴

^{1,2,3,4}Universitas Islam Bandung

Abstract

Background – This study aims to explore the relationship pattern of person-organization fit using the supplementary fit approach proposed by Kristoff (1996). Supplementary fit generally emphasizes the fundamental alignment between individuals and certain aspects of the organizational environment. The research gap in this study is the low interest among members who plan to join the Unisba Management Student Association (HIMMAN) in the upcoming period. This is due to a less effective regeneration process. This inadequate regeneration process makes it challenging to pass on the culture, climate, values, goals, and norms of the organization to future management, as there are still not enough continuing members to fill key roles, such as Top Management and Division Heads.

Purpose – Consequently, this gap has led the researcher to explore the correlation between person-organization fit using the supplementary fit approach within the HIMMAN organization. The study aims to offer recommendations to the current HIMMAN management to enhance the alignment between members and the organization, focusing on supplementary factors.

Design/methodology/approach – This research uses a quantitative approach with descriptive-verification analysis. The sample in this study consists of 48 HIMMAN board members for the 2024-2025 period. The primary data collection technique involves distributing an online questionnaire. The correlation test in this study uses Spearman's rank analysis.

Findings – The results of this study show a Spearman's rank correlation value of 0.588. The Person Characteristics variable has a strong and positive correlation with the Organization Characteristics variable. This is further explained by the descriptive analysis, where the average placed it in the "very important" category.

Research limitations – A limitation of this study is that it does not fully measure the Person-Organization Fit theory (Kristof, 1996). This research only examines supplementary fit within the Person-Organization Fit theory because of the large number of new members in the HIMMAN management for the 2024-2025 period, making it difficult to thoroughly test the complementary aspects.

Originality/value – The originality or value of this research lies in highlighting the importance of measuring the suitability of the Person-Organization Fit at HIMMAN as an initial step to maintain sustainability and achieve organizational goals.

Keywords: Person, Organization, Fit, Person-Organization Fit, Student Association

Track: Human Resources

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Employee's Training, Compensation, and the Effect on Performance

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Abstract

Background – In the face of advancing and evolving industry competition, the role of human resources has become one of the most crucial aspects for companies today. Employees, as human resources, bear the important responsibility of achieving the company's goals, as employee performance is a key factor in determining the direction of the company. Analyzing the variables influencing employee performance is essential since declining performance can have a negative effect on the productivity and profitability of the business. A few elements affecting employee performance include how effectively they are trained and the compensation they receive. Effective training and fair compensation complement each other in improving employee performance. A good combination of training and compensation can enhance long-term performance. Employees who receive relevant training and adequate compensation are likely to show better and more sustainable results.

Purpose – The purpose of this study is to determine and examine how pay and training affect workers' performance at PTPN I Regional 2.

Design/methodology/approach – This research is associative-causal in nature, with quantitative data using a descriptive and verificative approach. Purposive sampling is the sampling strategy that is chosen, generating a sample of 104 employees by defining certain criteria for the population that meets the requirements. Techniques for gathering data were acquired via questionnaire distribution and interviews. Multiple linear regression analysis techniques were used in SPSS Statistics version 25 to process the data from the questionnaire findings.

Findings – The study's findings show that employee performance is positively and significantly impacted by training, partially positively and significantly impacted by compensation, and positively and significantly impacted by both training and compensation at the same time, or 43.8% of the total.

Research limitations – However, the findings may not be generalizable to other organizations or industries, because PTPN I Reg 2 Bandung has a unique context and operating environment.

Originality/value – The research can build upon existing theories and models related to human resource management and performance management. The study aims to contribute to the existing knowledge by focusing on how training and compensation affect employee performance specifically within PTPN I Reg 2 Bandung.

Keywords: Compensation, Employee Performance, Training

CLOSING SPEECH

Excellencies, Presenter, Attendees

Ladies and Gentlemen,

As we conclude the **9th International Conference on Management Studies and Social Sciences (9th MASOS)**, it is my great pleasure to extend my heartfelt gratitude to each of you for your engagement, dedication, and valuable contributions throughout this conference,

Today's sessions brought together an incredible range of perspectives from all the presenters with talented presenters sharing their research and insights under the expert guidance of our distinguished session chair, Dr. Rovena I. Dellova from Lyceum of the Philippines University, Philippines.

Your insights and discussions have underscored the importance of interdisciplinary collaboration, bringing forward new perspectives and deepening our understanding of how economics, business, science, and technology intersect and drive progress.

On behalf of the organizing committee, Universitas Islam Bandung, we would like to thank our partner, Research Synergy Foundation for organizing this impactful event. Your commitment to fostering knowledge exchange and academic excellence has been the foundation of this successful conference.

As we part ways, I encourage each of you to carry forward the connections, ideas, and collaborations sparked over the past two days. Let these experiences fuel further research, inspire new partnerships, and pave the way for continued innovation within your fields. Together, we have the potential to create lasting impact, not only in our professional communities but also in the societies we serve.

Thank you all once again for being a part of this journey, and for making the 9th MASOS a resounding success. Until we meet again, may you continue to innovate, collaborate, and inspire.

Good luck for your future endeavors and may we meet again in next opportunity of collaborations, discussions, or even next international conferences.

Dr. Handri, S.E., M.M.

Head of Study Program of Management,
Universitas Islam Bandung

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