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## **THE EFFECT OF PROFITABILITY, FIRM SIZE, AND ASSET STRUCTURE ON CAPITAL STRUCTURE (STUDY ON MANUFACTURING COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE 2017-2019 PERIOD)**

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### **Abstract**

The purpose of this study was to analyze the significance of the effect of profitability, firm size, and asset structure on capital structure. This research was conducted on Food and Beverage Companies on the Indonesia Stock Exchange (IDX) for the 2017-2019 period. The number of samples in this study were 70 companies, with purposive sampling method. Data was collected using non-participant observation methods, namely through financial report data published on the website [www.idx.co.id](http://www.idx.co.id). Based on the results of the analysis, it was found that profitability had a significant negative effect on capital structure. Firm size has a positive and significant effect on capital structure, and asset structure has an effect on capital structure. This shows that company managers must be able to consider funding decisions to be taken, both using own capital and debt.

## **THE EFFICACY OF PROJECT-BASED LEARNING DURING THE COVID-19 PANDEMIC PERIOD ON STUDENT LEARNING OUTCOMES OF THE UNDERGRADUATE FASHION DESIGN STUDY PROGRAM**

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### **Abstract**

This study aims to measure the effectiveness of project-based learning management during the pandemic. This research is important now, because of the availability of digital learning, open access and students being forced to retrieve information from digital media during the lockdown. The data collection method is a questionnaire, supported by interviews, observations and FGDs. The sample of this study was 110 students of the 2018 and 2017 UNNES fashion majors. Observational data and FGD were described to reveal students' perceptions, attitudes, knowledge, and skills, through Google. Data were analyzed descriptively qualitatively and descriptively with percentages and gain scores with a significance level of 95%. This study describes student perceptions after implementing project-based learning, describes professional attitudes, strong career mentality, knowledge, and technical skills after attending fashion show courses. The results show that project-based learning management during the pandemic can be applied, most lecturers and students have a very high need for the importance of implementing project-based work degrees. The activities and outcomes of this work degree can support higher education performance and enhance the professional skills of graduates. Given the efficacy of project-based learning, curriculum designers and educational policy writers may consider a pedagogical approach to project-based learning for post-Covid pandemic fashion design course education. Consideration should also be given to teaching other courses using the Project Based Learning approach.

## **MANAGING STRESS AND PERSONALITY TYPE OF WOMEN DIPLOMATIC OFFICERS IN MYANMAR**

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### **Abstract**

This study used the descriptive method of research to identify the personality types and assess the level of organizational stress among 50 women diplomatic officers from various embassies based in Yangon, Myanmar. Majority of the women diplomatic officers are 41 years old and above, married and hold master's degree, with more than 10 years of experience in administration, supervise 1-5 employees, work from 8-12 hours a day on flexible time and are engaged in sports and recreation. There is an average level of stress in work environment, inner self and interpersonal relations of the majority Type A personality of women diplomats.

## **THE EFFECT OF SELF-SUCCESS AND RISK TOLERANCE ON ENTREPRENEURIAL MOTIVATION IN STUDENTS**

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### **Abstract**

This study was conducted to analyze whether self-efficacy motivation and risk tolerance affect students' desire to become entrepreneurs. The research population is students of the Faculty of Business from universities in DKI Jakarta and the sample obtained is 125 respondents. The sampling technique used in this research is accidental sampling. The analytical method used is multiple linear regression. The research data were analyzed using Eviews 9. The results showed that self-efficacy and risk tolerance had a positive influence on entrepreneurial motivation for students at the Faculty of Business in Jakarta.

## **CREATING JOB SATISFACTION THROUGH WORK ENVIRONMENT AND INTERPERSONAL COMMUNICATION**

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Cynthia Caroline (Kalbis Institute of Technology and Business)  
Nico Putra Ramadhan (Kalbis Institute of Technology and Business)  
Donant Alananto Iskandar (Kalbis Institute of Technology and Business)  
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### **Abstract**

This study discusses the influence of the work environment and interpersonal communication on employee job satisfaction with the object of research, namely PT. Temas Tbk. This study discusses the work environment and interpersonal communication and uses the Theory of Reasoned Action and Theory of Planned Behavior as derivatives of employee job satisfaction. This study uses a quantitative method through the distribution of questionnaires distributed via google form to 62 respondents, then obtained using SPSS version 13.0 by using the sampling method is non-probability sampling. The results of hypothesis testing (t test) that the work environment has a significant effect on job satisfaction with t count 2,326 t table 2,000. Interpersonal communication has a significant effect on job satisfaction with t count 6.612 t table 2,000 with a coefficient of determination of 60.4%. Work environment and interpersonal communication have a significant effect simultaneously on employee job satisfaction. The implications of this research can provide understanding for company management to pay attention to and improve the work environment and good interpersonal communication for employee job satisfaction PT.Temas Tbk.



## **THE IMPACT OF INDEX REVISION ON STOCK PRICE AND VOLUME: AN EVENT STUDY METHODOLOGY ON THE VIETNAMESE STOCK MARKET**

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### **Abstract**

This study aims to investigate the effects of stock inclusion (exclusion) from the VN30 index on the stock prices and trading volumes of firms listed on the Ho Chi Minh Stock Exchange in Vietnam (HOSE). With a total of 82 stocks from the 2nd time constitution of July 2012 to July 2020, event study methodology is used to examine the abnormal return and abnormal volume around the announcement day. The results show no significant abnormal returns/volume in the first period. In the second period, there is a permanent positive price effect for inclusion and a temporary negative price effect for exclusion. The trading volume effect is temporary for inclusions and only significant pre and on the announcement day for exclusions. It is asymmetric price/volume effects between inclusions and exclusions. The results are likely best explained by the Investor Awareness Hypothesis. This article contributes some knowledge on index inclusion (exclusion) effects by providing Vietnamese evidence on short-term and long-term price and volume effects. These quantified results give a better understanding to those who wish to speculate on the changes to VN30 index constituents in the Vietnamese stock market. This is the first study of this kind on the Vietnamese stock market. Thus, more research should be conducted to answer many questions in the future.

## **A MULTI-GROUP ANALYSIS OF AISAS MODEL IN SOCIAL ENDORSEMENT BETWEEN FOLLOWERS AND NON- FOLLOWERS TOWARD BRAND RECALL AND PURCHASE INTENTION**

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### **Abstract**

From a multi-group analysis of follower and non-follower audiences, this study examines the factors that influence customer engagement on social media influencer endorsement to customer purchase intention. A hypothesis model is proposed to investigate the relationship between several determinants of social media content. The purpose of this study was to examine the influence of advertising using Instagram post interaction and the quantitative method of PLS-SEM MGA. The purpose of this study is to determine the following: (1) the effect of Attention, Interest, Search, and Share on purchase intention; and (2) the effect of brand recall on attention and interest (3) The recall effect on purchase intention. This study gathered 121 responses from Jakarta Instagram users. The PLS-SEM multi-group analysis was used to assess the hypothesis model with two distinct types of audience. This study discovered that: (1) Each of the three components of attention, interest, and sharing has a positive effect on purchase intention. (2) Each attention and interest has a beneficial effect on brand recall. (3) There is no effect of brand recall on purchase intention. Notably, followers generate more interest, whereas non-followers have a greater effect on increasing purchase intention.

## **AN EXPLORATORY STUDY ON CAUSES AND CONSEQUENCES OF PRAGMATIC MARKER OK USED BY INDONESIAN TEACHERS TO IMPROVE CLASSROOM INTERACTION**

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### **Abstract**

In the classroom interaction in Indonesia pragmatic marker (PM) ok were used by teachers to mark important part of utterance that imply the teachers' want after the PM. It means that students had to pay fully attention to the PM in order to make preparation for doing the teachers' want. This study aims to analyse the causes and consequences of Indonesian teachers' PM ok in delivering learning materials. Data from video recordings in the form of utterances containing PM ok produced in 99 teaching activities in Indonesian Language courses by 33 teachers coming from 18 provinces in Indonesia. Then, data were analyzed descriptively using method of exploratory. The results of the study showed that PM ok was used by teachers in representative speech act for telling to mark teacher statements; directive speech act for questioning, ordering, and instructing to mark initiatory student actions; and commissive speech act for offering and promising to mark what will be done by themselves. The results of this study would have important implications for education policy maker to complete the principles of teaching, especially focusing on the use of pragmatics aspects in classroom interaction.

## **EFFECTIVENESS OF VISUAL LITERACY FOR LEARNING IN CRITICAL THINKING IN HIGHER VOCATIONAL EDUCATION – A CASE OF HAIR BUN ARRANGEMENT**

Trisnani Widowati (Universitas Negeri Semarang)

### **Abstract**

Visual literacy is an ability based on the sense of vision and is expected to be possessed by learners, through these abilities are expected to interpret what they see through the process of critical thinking. Visual literacy is a competency for those whose careers are in the creative arts including bun arrangements that require a high visual understanding for conceptualization, patterns and types of structuring. The aim of the study is to understand (or measure) effectiveness of the using visual media for learning critical thinking in vocational schools. The research applies an experimental approach comparing the score of pre-and post test. A group of 200 students undertaking a course in cosmetology study program Universitas Negeri Semarang were the subject of the research. The pre-test activity consists of a written test , the post-test followed on the assessment by researcher a written test to both the pre-test and post-test assess the level of critical thinking skill of arranging a hair bun. The post-test scores showed that visual literacy can build the meaning of ideas and concepts contained in an image seen, increasing the critical thinking power and creativity of learners poured in the arrangement of the bun. The promotion of visual literacy and the application of visual media in vocational school settings are valid. Educators of vocational schools would be advised to increase the use visual media in their pedagogy. This will increase the quality of the skill workforce in Indonesia.

## **IMPLEMENTATION OF ODOO'S FREE OPEN SOURCE ENTERPRISE RESOURCE PLANNING CASE STUDY MSME WAROENG JAJAN KOE**

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Business)

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### **Abstract**

MSMEs in Indonesia have a big role in the economy and workforce in Indonesia, in 2018 it states that 60% of the contribution to national economic growth comes from the MSME sector and in 2020 MSMEs employ almost all of the total workforce in Indonesia, that is 97%. Waroeng Jajan Koe is one of the MSMEs that sells several consumer needs, namely frozen foods, vitamins, pastries and ready-to-eat foods such as quail rice, chicken rice and various non-halal foods. In its operational process, Waroeng Jajan Koe is still manual, where the bookkeeping in recording sales and purchases to consumers and suppliers, as well as recording stock inventory, still uses notes in notebooks and notes. This results in constraints such as loss of receipts, which results in inaccuracies in the production of sales data reports. Therefore an integrated system is needed by implementing Odoo ERP using the ASAP method. The purpose of this research is to make it easier for Waroeng Jajan Koe owners to carry out business processes and record data by implementing the Odoo ERP sales module, purchasing.

## **AN INTERACTIVE ONLINE MODULE TO ENHANCE LEARNING OF SUSTAINABLE DEVELOPMENT GOALS (SDGS) IN A BUSINESS UNDERGRADUATE CAPSTONE SUBJECT**

Jim Fang (Monash University, Australia)

### **Abstract**

Moving towards a more sustainable society was harmoniously acknowledged by United Nations (UN) member states in 2015 and 17 Sustainable Development Goals (SDGs) were adopted, thereafter pivoting education as a strategic thrust to promote sustainable development. The body of literature has seen increased publications in SDGs and the importance of embedding it in the curriculum of higher education (HE) over the past decade. Yet, little has been published about the efficacy of online platforms to support the teaching of SDGs. In this pilot study, we showcase an interactive online module in a learning management system (LMS) developed jointly by a team of university academics and librarians to embed learning of SDGs in the curriculum of a business undergraduate capstone subject. The module aims to design an SDG curriculum that will enhance the learning of sustainable development through various online resources and use of library databases. Features of the online module as well as the teaching methodology will be described. An online mixed method student survey using Qualtrics was designed to assess the efficacy of the online module. A total of 111 student survey responses were obtained and revealed prior/post knowledge of SDGs and experience of using the online platform. This pilot study may guide academics and educational developers who are looking at ways to enhance learning of SDGs in the curriculum of other undergraduate courses, as well as pointing to the direction of improving the knowledge level of Environmental, Social, and Governance (ESG).

## **DEVELOPMENT OF DESKTOP-BASED RENEWABLE ENERGY UTILIZATION EDUCATIONAL GAMES**

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### **Abstract**

The following research discusses the development of a desktop-based educational game on the use of renewable energies. This research aims to develop an educational game that can be used as an alternative learning medium to increase public awareness of renewable energy. The method used in this research is the Game Development Life Cycle (GDLC) which consists of 6 stages: (1) initiation, (2) pre-production, (3) production, (4) testing, (5) beta, and (6) release. The final result of the following study showed that 100% of ten respondents understood the use of renewable energies after playing this game.

## **THE REVITALIZATION OF SUPPLY CHAIN STRATEGY MEDIATION THROUGH THE RELATIONSHIP BETWEEN SUPPLY CHAIN ORGANIZATIONAL AND SUPPLY AGILITY ON SUPPLY CHAIN PERFORMANCE IN RETAIL SHOPS**

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### **Abstract**

The main objective of this study is to establish a supply chain mediation revitalization strategy based on the interaction between supply chain and supply chain agility in retail stores. Several locations were used as research objects, including East Java, Java, Jakarta City, Central Java, Bali Island, and Yogyakarta City. Design/methodology/approach, such as the number of samples taken by random sampling with a sample size of 180 companies operating in retail outlets in Indonesia. As a general data collection tool for the purpose of developing or monitoring retail stores. The data processing program uses SmartPLS version 3 to test the research hypothesis. The findings, the results of hypothesis testing only H5 show that it is not significant, while the other hypotheses are stated to be significant, and the supply chain strategy has a beneficial and significant influence on the performance of supply chain operations at retail outlets as a mediator. Limitations/implications of this study include discovering that supply chain strategy serves as a bridge between organizational supply chains and supplier agility performance in retail outlets. Originality/value, the findings of this study will directly contribute to the growing literature on innovation in supply chain management implementation in retail outlets and or similar businesses in Indonesia and other countries.



## **THE IDEAL LEADERSHIP ROLE ON GOVERNMENT AGENCY (STUDY ON THE GENERAL DEPARTMENT IN THE INDONESIAN MINISTRY OF SOCIAL AFFAIRS)**

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Priscilla Netania (Kalbis Institute of Technology and Business)  
Nikita Deandra Simanjuntak (Kalbis Institute of Technology and Business)

### **Abstract**

This study discusses the influence of leadership behavior and internal communication on work effectiveness. The research location is at the Ministry of Social Affairs of the Republic of Indonesia. The method used in this study is a quantitative method and data collection through a questionnaire survey distributed via google form with a total of 85 respondents. The sampling technique used was probability sampling with a simple random sampling approach and the data was processed using IBM SPSS version 20.0. The results of the hypothesis test, namely the t test, stated that leadership behavior had no effect on work effectiveness with the results of t count  $(0.428) < t$  table  $(1.989)$ . Internal communication has an effect on work effectiveness with the results of t count  $(6,418) > t$  table  $(1,989)$ . Leadership behavior and internal communication simultaneously affect work effectiveness and the results of the determination test are 69.2%. In its application, this research provides an understanding of the level of work effectiveness through leadership and communication control.

## THE IMPACT OF EASINESS OF TRANSACTION IN CONSUMER BUYING BEHAVIOUR: A CASE STUDY OF INDONESIA

Fariz Hutama Putra (Indonesia International Institute for Life-Sciences)

### Abstract

Indonesia is one of the most sought-after target markets globally for e-commerce marketing. The rapid development of infrastructure encourages the development of technology companies, especially the online shopping markets. Mobile payments make it easy for users to withdraw their money anytime and anywhere with minimal fees. Mobile payments have also supported economic development because they have been widely used in various sectors, from big companies to small-medium enterprises (SME) that use digital services. Convenience and practicality are the main reasons Indonesians choose electronic payment transactions. With the growing number of smartphone use and e-commerce markets in Indonesia, it is not surprising that the volume of e-payment transactions has also increased. Therefore, it is required to create services that can satisfy customers while considering financial and operational limitations. This study aims to observe whether the ease of mobile payment transactions affects consumer buying behavior. Using a quantitative research approach, this research is expected to provide insight to fintech companies to improve the ease of use of mobile payments. It can also provide new input for regulators in Indonesia such as Bank Indonesia (BI) and the Financial Services Authority (OJK) to formulate related policies for fintech development.

## **DECISION SUPPORT SYSTEM IN DETERMINING COVID-19 SOCIAL ASSISTANCE RECIPIENTS USING THE ANALYTICAL HIERARCHY PROCESS METHOD (CASE STUDY: KELURAHAN CIPINANG MUARA)**

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### **Abstract**

The Covid-19 pandemic in Indonesia has had quite an impact on society. To help ease the burden on those affected, the government has several assistance programs. However, there are still problems in the process of distributing aid, one of which is that it is still not targeted to people who really need it. The absence of criteria and proper weighting of each criterion is one of the factors that result in inaccurate targets in the distribution of aid. A decision support system is needed to help determine prospective beneficiaries so that they are right on target. This study uses the Analytical Hierarchy Process (AHP) method for weighting the value of each criterion and determining the ranking of existing alternatives. The evaluation of this method is carried out by calculating the Consistency Index value and the Consistency Ratio value to determine the consistency of the comparison of criteria and alternatives.

## **AN EXPLORATORY STUDY ON THE IMPACT OF SOCIAL ENTREPRENEURSHIP ORIENTATION ON BUSINESS SURVIVAL DURING COVID-19 PANDEMIC IN INDONESIA**

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Sciences)

### **Abstract**

Indonesia is a nation of 270 million population and growing. The lack of opportunities to improve lives and livelihoods is an uncomfortable truth that is borne by both the government and society (UNPDF, 2020). The situation has deteriorated since COVID-19 pandemic (Caraka et al., 2020). Mobilization controls and lock downs have choked the supply chains and stifled entrepreneurship in all economic sectors (UNESCO, 2020). Many businesses have shuttled the doors, while many are barely surviving. This research aims to investigate the impact of social entrepreneurial orientation such as proactiveness, risk-taking, innovativeness and social orientation on business survival during COVID-19 pandemic in Indonesia. An inductive and a qualitative method through survey is applied, and data was collected with interviews and focus group discussion. The responses were obtained from 31 social entrepreneurs trading in urban cities of Indonesia. The research analysis suggests that social entrepreneurial orientation such as proactiveness, risk-taking, innovativeness and social orientation is important for business survival during the pandemic. The findings indicated that financial accessibility, formal business registration and opportunity-seeking were shaped by the social entrepreneurship orientation. This research fills the gap of knowledge on the relationship between social entrepreneurial orientation and business survival during the pandemic in Indonesia, especially to the extent on how the government may support businesses to achieve a more rapid post-pandemic recovery.

## THE COMMODIFICATION OF RELIGION IN “BIDADARI MENCARI SAYAP” MOVIE

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### **Abstract**

Commodification of religion unconsciously occur in a mass media. This research aim is to uncover the commodification of religion on “Bidadari Mencari Sayap” movie. This research uses a qualitative approach, a critical paradigm, and a descriptive type of research. In this research. In conducting this research, Roland Barthes’s semiotic analysis method was used to help researchers in seeing the commodification of ereligion through connotation, denotations, and myths. Uses political economy of media, and commodification theory Researchers found a changed and stabilization of religion in film and in society. In “Bidadari Mencari Sayap” film shows that the function of religion that was commodified and turns into a commodity. Researches finds that religion in “Bidadari Mencari Sayap” movie can be described as a necessity and a hereditary culture, religion is used as a doctrine and as a formality, religions as a divider of human relations, religion as a mode, religion as one of the conditions for one’s social acceptance , religion is something that cannot be tolerated. This shows that religion hasbecome a commodification material in the “Bidadari Mencari Sayap” movie.

## **PERSONAL GROWTH OF WOMEN IN THE TRANSITION TO SINGLE MOTHERHOOD IN MOSCOW, ON THE EVE OF RUSSIA-UKRAINE CONFLICT**

Valeria Kim (James Cook University, Singapore)

### **Abstract**

Single motherhood is a growing phenomenon worldwide. Every year, the number of women raising children alone is increasing in Russia. One third of the families in Russia are single mother families (REFERENCE) . This is due to the crisis of family values, the imbalance of the female and male population, and the emancipation of women. As a result of the number of wars during the 20th century, a large number of the male population of Russia and the post-Soviet states were lost, therefore, naturally, a large number of single mothers appeared in the state. Then, due to the change of traditional values to feminist ones, coupled with the lack of men in the country, the phenomenon of a single mother became quite common in Russia. The purpose of this paper is to examine the potential for mothers to experience personal growth following the transition to single motherhood during the eve of Russia-Ukraine conflict in 2022. During such periods, resources are needed in order to live through the situation, rise above it and get out of the state of the victim and return to the resourcefull state. Throughout the history of Russia, women have overcome many crises, crises, many times they were left without men and had to survive and raise the children and become in charge. Personal growth was researched in 5 domains: relationship with others, personal strength, new opportunities, appreciation of life and spirituality. For the purpose of this research, the semi-structured, face to face interviews were conducted on a group of 19 single mothers, 32-45 years old, living in Moscow, whose children were between 1 years old and 17 years old. The paper found that single mothers reported significant personal growth. Personal strength, social connections and network, and counselling contributed significantly to personal growth of the single mothers. The results highlight the potential of women to experience personal growth in the transition to

single motherhood. The findings of this research provide a positive perspective on single motherhood regardless of the unfavorable or dangerous environment that may occur. They contribute to the understanding of the importance of developing the personal strength and social skills of single mothers and the importance of counselling. The results of this paper contribute to new perspectives for understanding how single mothers can be supported through state-sponsored programs and gender-sensitized workforce education.

## **EFFECT OF GREEN PERCEIVED VALUE, GREEN BRAND IMAGE ON GREEN PURCHASE INTENTION WITH GREEN TRUST AS INTERVENING VARIABLE**

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Anjar Dwi Astono (Kalbis Institute of Technology and Business)  
Saviour Carsten (Kalbis Institute of Technology and Business)

### **Abstract**

The issue of environmental damage caused by fashion industry continues to increase every year accompanied by real conditions that occur, either damage on humans, animals, plants, and the environment. Nowadays people are increasing aware of the importance of preserving the environment more selectively in the selection of products used. This research was conducted to determine the effect of Green Perceived Value and Green Brand Image on Green Purchase Intention with Green Trust as an Intervening variable in the case study on fashion product as far as the eye can see. The technique used in this research is purposive sampling with a total sample of 170 respondents from consumers of the product. In this study, it shows that the Green Perceived Value and Green Brand Image variables have a significant effect on Green Trust and also Green Purchase Intention. Green Trust does not have a greater influence on each independent variable and also the dependent variable.



## **THE EFFECTIVENESS OF PROBLEM BASED LEARNING ON METACOGNITION, COMMUNICATION, AND COLLABORATION SKILLS OF THE 21ST CENTURY**

Dewanto (Universitas Negeri Surabaya)

### **Abstract**

This study aims to determine the effectiveness of the Problem-Based Learning (PBL) model on 21st century skills (metacognition, communication, and collaboration skills). The research was conducted with the experimental method of Pretest-Posttest Nonequivalent Control Group Design. It was held in the odd and even semesters of the 2017/2018 academic year for 204 student programmers of the Fabrication Practice course consisting of 6 groups of practitioners. Each group was divided into 2, namely the experimental group with PBL, and the conventional group with the model (lectures and demonstrations). Metacognition, communication, and collaboration skills were measured at the beginning and end of the course. Metacognition skills were measured by a metacognitive skill test. Meanwhile, communication and collaboration skills are measured by a questionnaire that has been developed and tested for validity and reliability. Data analysis used descriptive statistics with SPSS 22.0 for Windows program and N-gain\_Score test. The results showed that PBL was more effective in developing 21st century skills, while conventional methods were less effective. Metacognition skills have an important role in regulating and controlling one's cognitive processes so that one's learning and thinking processes become more effective and efficient.

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