

Volume 6 Nomor 2 Mei 2026

List Of Contents

	Halaman
Bay Tat Rika's Entrepreneurial Intention In The Governor's Patang Of Bengkulu City <b>Okta Nurul Huda, Anzori Anzori, Nirta Vera Yustanti</b>	263-270
The Effect Of Live Streaming And Brand Awareness On Purchasing Decisions Of Glad2Glow Products On Tiktok E-Commerce <b>Hili Puspita Sari, Ade Tiara Yulinda, Merta Kusuma</b>	271-280
The Influence Of Tiktok Video Quality And Posting Frequency On Consumers' Purchase Intention <b>Rafidha Yasmin Tarigan, Elfitra Desy Surya, Dewi Nurmasari Pane</b>	281-290
Intrinsic Motivation, Transformational Leadership, and Employee Performance Enhancement Evidence from BPODT Medan <b>Putri Indriati, Soulthan Saladin Batubara, M. Chaerul Rizky</b>	291-298
The Effect Of Financial Technology Use And Financial Literacy On Financial Management Among Management Students At Unpab <b>Novania Trifana, Ramadhan Harahap, Pipit Buana Sari</b>	299-306
Analysis of the Effect of Facilities and Work Motivation on Employee Performance at the Office of the District Head of Medan Selahang District, Medan City <b>Nana Wahyuni, Ahmad Aswan Waruwu, Soulthan Saladin Batubara</b>	307-312
Analysis of the Impact of Work Discipline and Social Security on Employee Work Productivity at PT. Sawitta Unggul Jaya <b>Muhamad Zakaria, Teguh Wahyono, Yohny Anwar</b>	313-322
Analysis of Product Quality, Price, and Brand Trust on Purchasing Interest of Phonska Plus NPK Fertilizer Retailers in Deli Serdang Regency <b>Muhamad Ari Wibowo, Erwansyah, Fitra Arlina Nasution</b>	323-332
Analysis Of Work Ethics, Job Loyalty, and Job Satisfaction On Employee Performance at The Binjai City Regional Inspectorate Office <b>Monica Fransiska Gultom, Kholilul, Teguh Wahyono</b>	333-340

---



- An Analysis Of The Influence Of Leadership Style, Work Motivation, And Compensation On Employee Performance At PT Perkebunan Nusantara III (Persero) Medan 341-346  
**Michael Hamberson Sipahutar, Siswa Pratama, Wilchan Robain**
- The Effect Of Knowledge Sharing And Organizational Support On Organizational Citizenship Behavior (OCB) Among Employees At The Food Security Agency Of North Bengkulu Regency 347-354  
**Mustika Zulfa Berliani, Sri Ekowati**
- The Influence Of Work Quality And Organizational Support On Employee Work Productivity At The Bengkulu Province Social Service 355-362  
**Febri Sukmawati, Sri Ekowati**
- The Effect of Competence, Work Discipline, and Workload on Employee Performance at PT. Anugerah Pharmindo Lestari 363-372  
**Zul Arisman Siddik, Samrin, Teguh Wahyono**
- Analysis of Work Experience, Workload, and Physical Work Environment on Employee Work Productivity at PT. Sujin Ray Indonesia 373-384  
**Yunira Khairani, Eli Delvi Yanti, Kholilul Kholik**
- Analysis Of The Influence Of Leadershiip Style, Work Motivation, And Organizational Culture On The Work Discipline Of Village Officials At The Muliorejo Village Office, Sunggal Subdistrict, Deli Serdang Regency 385-392  
**Vira Febriani, Teguh Wahyono, Hasrul Azwar Hasibuan**
- The Influence of Product Quality and Digital Marketing on Telkomsel Card User Satisfaction Moderated by Brand Image at CV Sinar Telekom 393-400  
**Tio Candra Pulungan, Mesra B, Harianto**
- The Influence of Work Environment, Job Satisfaction and Motivation on Employee Performance at PT Khurnia Sawit Jaya Kabupaten Labuhan Batu Sumatera Utara 401-410  
**Surya Ananta Febrianti, Kholilul Kholik, Yana Diana**
- The Influence of Work Culture, Work Experience and Work Ethics on Employee Performance at the North Sumatra Provincial Trade and Industry Office 411-416  
**Siti Hafsyah Permatasari, Soulthan Saladin Batubara, Juniarti**
-



- The Influence Of Financial Literacy And Self-Control On Financial Management Of Unpub Management Students Stambuk 2022  
**Salwida Nasution, Ramadhan Harahap, Noni Ardian** 417-426
- Analysis of Coworkers, Awards, and Work Environment on Job Satisfaction of ASN Employees at the Regional Office of the Ministry of Religion of North Sumatra Province  
**Rafika Anggraini, Desi Astuti, Muhammad Toyib Daulay** 427-436
- Does Lifestyle Mediate The Link Between Financial Literacy And Saving Behavior? Evidence From Lubuk Linggau University Students  
**Nengah Dewi Arianti, Herman Paleni, Rudi Azhar** 437-450
- The Effect Of Capital Structure And Dividend Policy On Firm Value With Profitability As A Moderating Variable In Property And Real Estate Companies  
**Triyanita, Herman Paleni, Yulpa Rabeta** 451-468
- The Influence Of Financial Literacy And Financial Attitudes On Student Saving Behaviour Mediated By Pocket Money Variables  
**Aidil Putra Pratama, Herman Paleni, Muhamad Effendi** 469-482
- The Influence of Human Resource Development, Leadership, and Work Discipline on the Performance of ASN Employees at the Regional Office of the Ministry of Religion of North Sumatra Province  
**Adelia Sarumaha, Kholilul Kholik, Wilchan Robain** 483-494
- An Analysis of The Influence of Brand Image, Price, and Instagram Digital Marketing on Consumer Purchasing Decision at PT. Sardana Indahberlian Motor  
**Aris Jona Pangaribuan, Wulan Dayu, Hendra Utama** 495-504
- Financial Ratio Analysis as a Tool for Measuring the Financial Performance of PT Ultrajaya Milk Industry & Trading Company Tbk for the 2020–2024 Period  
**Bayu Firmanda, Cahyo Pramono, Aulia** 505-512
- The Effect of Capital Structure, Operational Efficiency, and Firm Size on Profitability: Evidence from Transportation and Logistics Companies Listed on the Indonesia Stock Exchange (2022-2024)  
**Devi Dian Syahputri S, Syahrial Hasanuddin Pohan, Maya Macia Sari** 513-520
- Digital Marketing Strategy Development to Increase Sales for Fashion MSMEs (Case Study: Abang Jenggot Moslem Store)  
**Didit Hansari, Wulan Dayu, Hendra Utama** 521-526
-



- Analysis Of Digital Marketing, Brand Awareness, Brand Image, And Price On Students' Decisions Studying At Panca Budi Development University 527-536  
**M. Ghazali Prasetyo, Hidayati Purnama Lubis, Fitra Arlina Nasution**
- The Effect Of Human Resource Development, Organizational Culture, And Total Participation On Asn Employee Performance In The Regional Financial And Asset Agency Of North Sumatera Province 537-548  
**Ria Suryani Saragih, Kholilul Kholik, Emi Wakhyuni**
- Factors Influencing The Decision To Purchase An OPPO Mobile Phone At The Semaku Ponsel Manna Counter In South Bengkulu 549-556  
**Yesi Apriana, Ida Anggriani, Aji Sudarsono**
- The Effect Of Company Size, Profitability, Free Cash Flow, And Liquidity On Debt Policy In The Cosmetics And Household Needs Sub-Sectors Listed On The Indonesia Stock Exchange 557-570  
**Evy Syahfitriyana Siregar, Pipit Buana Sari, Cahyo Pramono**
- The Influence Of Liquidity, Profitability And Solvency On Financial Performance At The Autonomous Agent Indah Logistik Cargo Pajak Melati 571-580  
**Mery Cristina Simanullang, Geby Citra Ananda, Ramadhan Harahap**
- Implementation Of Digital Marketing On Wardah Consumer Satisfaction In Tiktok Shop (Case Study Of Management Study Program Students, 2021, Panca Budi Development University) 581-594  
**Luthvia Aulia, Dewi Nurmasari Pane, Nurafrina Siregar**
- Analysis of Leadership, Organizational Culture, Work Facilities, and Reward Systems on Employee Performance at PT Jumaku Berjaya Sentosa 595-604  
**Lismayana Eryanti Siregar, Hasrul Azwar Hasibuan, Daud Arifin**
- Digital Marketing Analysis, Lenovo Thinkpad Product Quality And Brand Image On Purchase Interest At Lasitech Computer Store 605-614  
**Kristin Polina Putri Damayanti Silalahi, Harianto, Firman Ario**
- The Influence Of Recruitment, Training, And Work Motivation In Improving Employee Performance At PT. Perkasa Internusa Mandiri 615-626  
**Jonatan Pebrianto Siagian, Muhammad Yalzamul Insan, Eli Delvi Yanti**
-



- The Influence of Financial Literacy, Income, Financial Behavior, and Risk Perception on Investment Decisions of Generation Z in Medan City  
**Silvani Riska Ayuni, Noni Ardian, Geby Citra Ananda** 627-636
- Analysis Of Competency, Workload And Job Fatigue On Employee Performance In PT. Indokom Citra Persada  
**Putri Syahranti Tanjung, Hasrul Azwar Hasibuan, Muhammad Toyib Daulay** 637-644
- An Analysis of the Influence of Leadership, Work Motivation and the Working Environment on Employee Performance at Bengkel 24 Project in Medan  
**Achmad Surya Arif, Ikhah Malikhah, Daud Arifin** 645-654
- Analysis Of The Effect Of Income Level And Work Motivation On The Work Productivity Of Truck Driver Employees At PT. Cahaya Sinar Gemilang  
**Akbar Perdana, Samrin** 655-664
- Analysis of Corporate Image, Relationship Marketing, and Service Quality on Customer Satisfaction in the Purchase of Green Bean Coffee at PT. Mulya Sari Mandiri  
**Firhan Sudrajat, Annisa Febrina** 665-676
- The Impact Of Tiktok Social Media Usage, Fear Of Missing Out (Fomo) Behavior, And Financial Literacy On Personal Financial Management Among UNPAB Management Students Of The 2022 Cohort  
**Gresia Samosir, Cahyo Pramono, Noni Ardian** 677-686
- The Influence Of Social Media Marketing, Brand Image And Product Quality On Purchasing Decisions At PT Velindo Tours And Travel  
**Dinda Rindana, Yana Diana, Annisa Sanny** 687-696
- The Role Of Streamer Interactivity, Entertainment Value, And Emotional Arousal As Predictors Of Customer Satisfaction In Tiktok Live Commerce: A Study On Gen Z Beauty Products  
**Ameliya Adisty, Husni Muharram Ritonga, Firman Ario** 697-708
- Analysis Of Capital, Asset Quality, Management, Earnings, And Liquidity (CAMEL) On The Financial Performance Of PT Bank Rakyat Indonesia (Persero) Tbk For The 2020-2024 Period  
**Anisa Permata, Ramadhan Harahap, Pipit Buana Sari** 709-716
-

- The Effect Of Budget Management And Transparency On Financial Performance At The Audit Board Of The Republic Of Indonesia Representative Office Of North Sumatra Province  
**Annisa Larasati, Geby Citra Ananda, Aullia** 717-722
- Analysis Of Work Ethics, Job Loyalty, and Job Satisfaction On Employee Performance at The Binjai City Regional Inspectorate Office  
**Monica Fransiska Gultom, Kholilul Kholik** 723-732
- Analysis of the Influence of Competence, Compensation, and Workload on Employee Performance at PT Waruna Shipyard Indonesia  
**Naomi Syallom Chatrin Simanjuntak, Siswa Pratama, Abdi Setiawan** 733-744
- Analysis of the Effect of Training, Communication, and Work Motivation on Productivity at PT. Global Mitra Prima  
**Yusril Mahendra Tanjung, Teguh Wahyono, Kholilul Kholik** 745-756
- Analysis Of E-Commerce and Product Innovation in Improving The Financial Performance of MSME In Binjai City 2025  
**Anisa, Ramadhan Harahap, Aulia** 757-764
- The Impact of Work-Life Balance and Workload on Employee Performance at PT PLN (Persero) Customer Service Implementation Unit (UP3) Binjai  
**Fadhil Nugraha, Hasrul Azwar Hasibuan, Saimara A.M Sebayang** 765-776
- Analysis Of Competence And Work Discipline On Employee Performance With Job Satisfaction As A Mediating Variable At The Regional Office Directorate General Of Treasury North Sumatra Province  
**Ellisa Fitriani, Sri Rahayu, Mesra B** 777-784
- Analysis Of Compensation And Work Climate On Teacher Performance Through Work Motivation At Smk Negeri 1 Percut Sei Tuan  
**Fahrul Lubis, Hernawaty, Erwansyah** 785-792
- Analysis Of Human Resource Quality And Organizational Culture On Employee Performance With Work Motivation As Mediating Variable In The West Medan District Office  
**Fatma Chairina, Muhammad Isa Indrawan, Elfitra Desy Surya** 793-800
-



- Analysis of Transformational Leadership and Organizational Communication on Employee Performance with Organizational Commitment as A Mediating Variable at The Medan Belawan Primary Tax Office Medan Belawan Primary Tax Service Office  
**Aditya Muchtar, Elfitra Desy Surya, Erwansyah** 801-808
- Analysis Of Recognition And Work Environment On Teacher Performance With Job Satisfaction As Mediating Variable In Smp Negeri 1 Binjai  
**Hamnah Yasari, Elfitra Desy Surya, Kiki Farida Ferine** 809-816
- Analysis of Transformational Leadership and Work Stress on Employee Performance with Job Satisfaction as A Mediating Variable at The Tax Service Office Pratama Medan Belawan  
**Ahmad Affandy, Sri Rahayu, Erwansyah** 817-824
- Analysis of Transformational Leadership and Competence on Employee Performance with Job Satisfaction as A Mediating Variable at The Uptd Animal Clinic Of The Agriculture And Livestock Office North Sumatra Province  
**Angga Pramudia, Husni Muharram Ritonga, Mesra B** 825-832
- Analysis of Competency and Work Discipline on Promotion With Work Motivation as An Intervening Variable at The National Narcotics Agency of North Sumatra Province  
**Ari Sujarno, Elfitra Desy Surya, Hernawaty** 833-840
- Analysis of Work Discipline And Work Facilities On Employee Performance With Work Motivation As A Mediating Variable In The Medan Belawan Primary Tax Office Medan Belawan  
**Combat Hamonangan Manurung, Sri Rahayu, Kiki Farida Ferine** 841-848
- Analysis of Transactional Leadership and Organizational Communication on Employee Performance with Job Satisfaction as A Mediating Variable at The Medan Plantation Seed and Protection Center Plantation Crops In Medan  
**Demensah Ginting, Mesra B, Kiki Farida Ferine** 849-856
-