

# Volume 2, Nomor 2, Juli 2023

## **List of Contents**

The Influence of Relationship Marketing on Debtor Loyalty Mediated By Relationship Quality, Empirical Study at Bank Sumatra Southern Section Silke Sachanovrissa	87–94
The Influence Of Enterpreneur Perceptions And The Use Of Accounting Prosedures On The Success Of Small And Medium Enterprise At Gallon Water Refill Depots Selebar District Bengkulu City Muhamad Rama Fitra Buana, Ahmad Soleh, Rinto Noviantoro	95–100
The Effect of Social Media, Brand Image and Products on Purchasing Decisions at the Mj Shop Manna Bengkulu Selatan Store Rafika Afriyani, Ahmad Sholeh, Rahman Febliansa	101–110
The Effect of Pricing Policy and Service Quality on Customer Satisfaction at Bunga Laundry in Surabaya Village, Bengkulu City (Case Study on Customers of Bunga Laundry in Surabaya Village, Bengkulu City) Merta Kusuma, Afriana Ananda Putri	111–122
The Influence Of Service Quality And Trust On Customer Satisfaction In The Use Of Bri Mobile (Brimo) In Arga Makmur City Of North Bengkulu Abdul Haris Sahaq, Neri Susanti, Nenden Restu Hidayah	123–130
The Influence Of Locus Of Control And Organizational Commitment On Employee Performance At The Regional Secretariat Of Lebong District Nurian, Ida Angriani, M. Rahman Febliansa	131–144
The Effect Of Reward And Punishment On Employee Performance At The Department Of Marine And Fisheries In Bengkulu Province  I Nyoman Jepri Arianto, Ida Anggraini, Nia Indriasari	145–150
The Effectiveness of the Human Resource Development Process through Agribusiness Training for the Foster Group of The NGO Human Initiative West Sumatra Ahmad Fachri, Defri Rahman	151–160
Feasibility Analysis of Trigona Itama Honey Bee Cultivation Business in Kampung Melayu District Henny Desfijar Fitri, Karona Cahya Susena, Rina Trisna Yanti	161–176





### JURNAL AKUNTANSI, MANAJEMEN DAN BISNIS DIGITAL

Factors Affecting Customer's Decision To Saving At Bank Bengkulu KCP Pasar Kepahiang  Deko Pranata, Ahmad Soleh, Nirta Vera Yustanti	177–188
The Effect Of Application Of Aida (Attention, Interest, Desire And Action) On Telkomsel Card Purchase Decisions In Bengkulu City Nori Dwi Apriandi, Ahmad Soleh, Tito Irwanto	189–202
The Effect Of Financial Literacy And Lifestyle On Employee Financial Management At Regional Secretariat, Lebong District Rusman Adinata, Karona Cahya Susena, Wagini	203–216
The Influence Of Human Resources In Employment Recruitment Process At Bri Branch Office Bengkulu For The 2020-2022 Lydia Gustina Putri, Tri Febrina Melinda	217– 222
Business Strategy Analysis at Warmindo "Warung Kedai Emak" Siti Nurlela, Rayhan Vansuri, Febriyanti, Salza Rio Pratama, Rifqi Ramadhan, Jumawan	223–228
The Influence Of Product Quality, Brand Image On The Purchase Decision Of Honda Scoopy With Buying Interest As An Intervening Variable At PT Hayati Pratama Mandiri Of Dharmasraya Regency Yolanda Desti, Desi Rosalina	229–246
The Effect Of Organizational Climate And Organizational Commitment On Organizational Citizenship Behavior (Ocb) At Bpbd Lebong Yan Presli, Ahmad Soleh, Ida Ayu Made E.G	247– 260
Analysis of Umkm Warkop Bistur's Strategy in Increasing Revenue Nuralifa Salsabila Muhtar, Jumawan , Rifqi Galuh Putra Ramadhan, Raditya Raffi Firmansyah, Indah Deya Ramadhan, M Reyhan Riyandito	261–266
The Influence Of Online Consumer Review, Online Consumer Rating And Price Perceptions On Purchasing Decisions Wardah lip product on the shopee marketplace (Survey on Wardah Lip Product Consumers in Tasikmalaya) Isti Amelia Gani, Budhi Wahyu Fitriadi, Depy Muhamad Pauzy	267–274
The Influence Of Product Quality, Price Perception, And Promotion On Purchase Decisions In Micro Small Medium Business (Case Study on Traditional Culinary Consumers of Mangkuak Badeta Souvenirs from Pesisir Selatan)  Yozi Putri Sakinah, Silvianilova	275–288





#### JURNAL AKUNTANSI, MANAJEMEN DAN BISNIS DIGITAL

Bumdes Business Development Strategy Tunas Harapan Ujung Tanjung Village, Lebong Sakti District Lebong District Putra Kurniawan Utama, Siti Hanila, Yun Fitriano	289–300
Analysis Of Payroll And Wage Accounting Systems In Internal Control at PT. Daria Dharma Pratama Oil Palm Plantation (Case Study of Sibak Village, Ipuh District, Mukomuko Regency) Ahmad Sumarlan, Hafizh Misbach Yezet	301–306
The Effect of Social Media Promotion and Physical Evidence on Staying Decisions at Grage Hotel Bengkulu Shintya Nurhofifah, Merri Anitasari, Yesi Indian Ariska	307–312
Analysis of Factors Affecting Customer Loyalty at Putra Jaya Manna Furniture Shop, South Bengkulu Tenti Agustin, Oni Yulianti, Nenden Restu Hidayah	313–324
An Analysis Of Commmunity Satisfaction Index Of Public Services Of The Hajj And Umrah Organizing Section Of The Ministry Of Religion Office In South Bengkulu Regency Miki Asrayani, Ida Anggriani, Abdul Rahman	325–334
Application of Information Technology in Zakat Management Erika Amellia Tamara, Jesi Lipia Malina, Epen Triansah, Jemi Puspita Sari, Andi Harpepen	335–340
The Influence Of Social Media And Education Level On Investment Motivation (Generation Z In Medan City) Rendi Setiawan Purba , Yola Aprilia Sibagariang , Tira Syahira , Muhammad Ikhsan Harahap	341–348
The Effect Of Motivation And Job Satisfaction On The Performance Of Bambu Skewer Factory Employees Mr.Ibrahim Faisal Ahmad Mustofa, Budhi Wahyu Fitriadi, Kusuma Agdhi Rahwana	349–360
Effect Of Service Quality And Product Quality Of Electronic-Based Applications (Bsi Mobile) On Customer Satisfaction At Pt Bank Syariah Indonesia Tbk KC Bengkulu S. Parman 2 Agustatulim, Wagini, Suswati Nasution	361–374
The Effect of Brand Image and Service Quality on Purchasing Decisions at Indomaret Ahmad Yani Manna South Bengkulu Ando Alvarez, Sri Handayani, Rina Trisna Yanti	375–386





### JURNAL AKUNTANSI, MANAJEMEN DAN BISNIS DIGITAL

The Influence Of Work Discipline And Work Environment On The Performance Of Production Employees At The Kamiya Home Industry Company Nurmalasari, Askolani, Barin Barlian	387–398
The Effect Of Leadership And Work Discipline On Employee Performance (Case Study Pt. Trans Indonesia Superkoridor Branch Tasikmalaya)  Pandu Pratama Maulana, Suci Putri Lestari, Ai Kusmiati Asyiah	399–410
The Influence Of Work Discipline And Work Facilities On Employee Performance At Pt. Parsaoran Global Datatrans Branch Tasikmalaya Winda Windiyani, Rita Tri Yusnita, Mila Karmila	411-420
The Influence Of Work Discipline And Work Motivation On The Performance Of Employees At Bagja Nur Abadi Rajapolah Company, Tasikmalaya Regency Dedi Mulyadi, Depy Muhamad Pauzy, Dudu Risana	421–432
The Influence Of Advertising Attraction, Price And Timeliness On Interest Users Of Online Grab Transportation Services In Bengkulu City Asandy Azwar Tanjung, Subandrio	433–442
Balanced Scorecard Analysis To Assess The Performance Of Tirta Hidayah Regional Public Company (Perumda), Bengkulu City Bima Tri Abiyyu, Erwin Febriansyah	443–458
Human Resource Management Strategy In Maintaining And Improving Employee Performance Suhairi, Rendi Setiawan Purba, Zamzami Akromi Lubis, Muhammad Sandi, Irgi Iqbal	459–466