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ABOUT JOURNAL

The Journal of Management, Digital Business and Entrepreneurship (JMDBE) is a scientific journal published by the Global World Scientific which aims to publish articles of empirical and theoretical studies in the field of marketing management, finance, human resources, operations, strategy management, tourism management, digital business, and entrepreneurship. Editors accepted articles in English or Bahasa and were not delivered or published in another journal. Determination of the article that appeared determined by expert editors review results through a blind review process. JMDBE focuses related on various themes, topics, and aspects of Management, digital business, and entrepreneurship, including (but not limited) to the following topics: Human Resource Management, Financial Management, Behavioral Finance, Marketing Management, Strategic Management, Digital Business, Organizational Behavior, Operations Management, Change Management, Management of Sharia, Knowledge Management, Entrepreneurship, E-Business, Capital Market.

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TABLE OF CONTENT

-	Cover
i	About Journal
ii	Editor in Chief, Managing Editor, & Editorial Board
iii	Tabel of Content
iv	Editor's Introduction
1-13	Impact Profitability, Liquidity, and Credit Risk to Market Capitalization Banking Sector on the Indonesia Stock Exchange
14-20	Big Data and Big Data Analytics in Value Creation and Innovation
21-39	A Study on The Development of Priority Tourism Destinations in The Bromo Tengger, Semeru Area
40-49	The Influence of Online Customer Reviews, Prices, and Sales Promotions on Buying Interests in the Tokopedia Marketplace
50-62	The Influence of Store Atmosphere and Sales Promotion on Impulse Buying at Lima Rasa Café During the Covid-19 Pandemic
63	Indexes

EDITOR'S INTRODUCTION

Dear readers,

The Journal of Management, Digital Business and Entrepreneurship (JMDBE) is published in February, May, August, and November four times a year. JMDBE is published concerning the Periodical Accreditation Guidelines (Permenristek Dikti RI No. 9 Tahun 2018) and the JMDBE Article Writing Guidelines included at the end of this journal. JMDBE aims as a media of information and exchange of scientific articles between teaching staff, alums, students, practitioners, and observers of science in the fields of Management, Digital Business, and Entrepreneurship. The JMDBE editorial staff received various scientific articles from empirical research and theoretical studies related to Management, which has never been published in other media.

JMDBE Volume 1, Issue 1, February 2023, published five scientific articles on various exciting topics with quantitative analysis and theoretical review. Journal topics published in this number consist of Impact Profitability, Liquidity, and Credit Risk to Market Capitalization Banking Sector on the Indonesia Stock Exchange; Big Data and Big Data Analytics in Value Creation and Innovation; A Study on The Development of Priority Tourism Destinations in The Bromo Tengger, Semeru Area; The Influence of Online Customer Reviews, Prices, and Sales Promotions on Buying Interests in the Tokopedia Marketplace; The Influence of Store Atmosphere and Sales Promotion on Impulse Buying at Lima Rasa Café During the Covid-19 Pandemic.

The Journal of Management, Digital Business and Entrepreneurship (JMDBE) is in the process of being indexed by Crossref, SINTA Riset Dikti, IPI, GoogleScholar, and Directory of Open Access Journals (DOAJ), Dimension, Road, One Search. We are waiting for the participation of readers to submit the best articles for us to publish in subsequent editions.

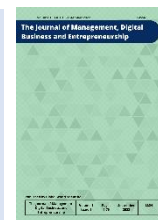
Happy reading,

Editorial Team



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Impact Profitability, Liquidity, and Credit Risk to Market Capitalization Banking Sector on the Indonesia Stock Exchange

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted 28 August 2022 Reviewed 1 January 2023 Revision 19 January 2023 Accepted 22 January 2023 Available online on 18 February 2023</p> <p><i>Keywords:</i> Profitability, liquidity, credit risk, market capitalization</p>	<p>This study aims to test and analyze impact profitability, liquidity, and credit risk on market capitalization of the banking sub-sectors listed on the Indonesia Stock Exchange from 2009-2018. This research method used panel data regression analysis. The sampling method of this research used a purposive sampling technique. The F-test results showed that profitability, liquidity, and credit risk simultaneously had a significant effect on market capitalization with a significance value of 0.0%. The test results with the t-test show that only profitability has a significant positive impact on market capitalization with a significance level of 0.0%. In contrast, other variables, namely liquidity and credit risk, had an insignificant effect.</p>

INTRODUCTION

Banks have a critical role in the movement of a country's economy. Banks provide financial services that function as intermediary institutions between parties who have excess funds and those who experience a shortage of funds to improve the standard of living of the people as mandated by law.

The development of the banking sector is increasingly rapid and modern, marked by the creation of breakthroughs and innovations aimed at increasing the effectiveness of banking operations. Modern activities are directed to support traditional banking activities further to create real sector growth supported by the banking sector.

One of the efforts that can be made to make bank operations more effective is to obtain funds from investors (Glanfrate & Gouigoux, 2015). The greater the equity of a bank, the company's operations will be encouraged to be more effective. Therefore, one way to get funds from investors more broadly is by entering the capital market.

A capital market is where companies that need capital get capital from investors interested in investing their funds in the company. Companies that need capital must show good prospects so that investors are interested in investing their funds in the company. The purpose of investors investing their funds is to get a return to increase their wealth. The indicator most often seen by investors to see the prospects of a company is the market capitalization value of a company.

For public companies, the value of market capitalization is significant because market capitalization provides information related to the quality of a company as a stock issuer, the potential for development and benefits provided, and the risks that can be known. The greater the market capitalization, the higher the company is valued by the market. The amount of market capitalization for shareholders will affect the value of shareholders' wealth. The higher the Capitalization of the company's shares, the greater the wealth or shareholder assets.

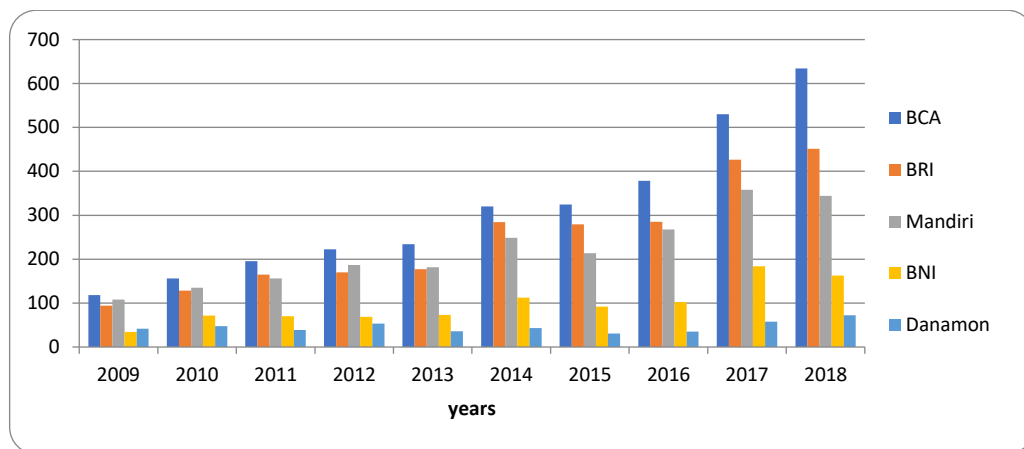


Image 1. Development of market capitalization of the five largest banks in Indonesia
Source: Indonesia Stock Exchange, 2019

During the research period from 2009 to 2018, three banks with capitalization values fluctuated, namely BNI, Mandiri, and Danamon banks. This fact shows that there are still problems with the bank's financial performance because good economic performance is indicated by stock prices that always increase, followed by an increase in market capitalization.

The competitive competition in the banking industry encourages banks to be more creative and innovative to survive and excel in the competition; they can achieve the company's goal of maximizing the prosperity of shareholders by maximizing company value. Banks must pay attention to the quality of their earning assets by reducing the NPL (Non-Performing Loan) ratio. NPL is a ratio to measure non-performing loans compared to total loans.

The primary source of income for banks is interest income from loans. Credit risk becomes very large if the credit application assessment process is not carried out correctly. The Financial Services Authority, as the banking supervisory agency, sets the maximum NPL ratio at 5% to mitigate credit risk and maintain banking stability and soundness. The higher the NPL, the worse the banking system's resilience because the bank cannot receive back the funds that have been disbursed in the form of credit as projected.

Yurttadur, Celiktas, & Celiktas (2019) in his research found that NPLs had an impact on the banking sector, specifically on capital adequacy, asset quality, and profitability. ROE is Ratioprofitability that can assess the company's ability to seek profit or profit in a certain period.

This ratio can also provide a measure of the effectiveness of the company's management which can be shown by the profit earned from sales or investment income.

In theory, one factor that affects the profitability ratio is income; an increase in revenue can increase the profitability ratio of a company as measured by the ROE variable. Empirical findings by Sufian and Habibullah (2010) show that income diversification has a positive effect on bank profitability, so increasing income which affects the increase in ROE will boost stock prices.

The signaling theory explained the study's results that investors take ROE into account. If the ROE increases, the demand for a company's shares will increase, and the stock price will automatically improve, where the stock price can reflect the market capitalization value.

The target of increasing company value, especially the market capitalization value, can be realized if there is a cooperation between company management and stakeholders in making financial decisions to maximize their working capital for maximum profit. The availability of liquid funds is also crucial in the banking sector. The cash ratio can calculate liquid funds.

The cash ratio shows the company's ability to meet its short-term obligations. The cash ratio reflects a company's ability to pay its maturing debts using available money. The *cash ratio* is one of the keys to growing investor confidence to invest because it will be related to customer trust. Customers tend to choose liquid banks because they feel more secure, and they will have an effect in the long term (Ibbotson et al., 2013). Liquidity is a significant economic indicator of long-term returns. Investors will have more confidence in liquid companies than illiquid companies in meeting their short-term debt.

THEORETICAL REVIEW

Capital market

A capital market is a place where various parties, especially companies, sell shares and bonds with the aim that the proceeds from these sales will later be used as additional funds or to strengthen the company's capital (Fahmi, 2017). Orlowski T. (2015) stated that the capital market is essential to support economic acceleration and reduce demand and systematic risk so that it can encourage a counter-cyclical and sustainable real economy.

Market Capitalization

Shares prove an investor's capital ownership in a company (Fatihudin, 2017). A company's success in utilizing managed resources can be predicted by its market capitalization value (Yogaa & Muharrami 2016). That is why the company's market capitalization is an important consideration to attract investors to invest in a company. Market capitalization can be calculated by multiplying the outstanding shares by the most recent share price in the market. According to Robert Ang, Market capitalization is the multiplication of the share price by the number of shares outstanding. The formula is as follows. Market Capitalization = Number of Shares x Latest Share Price (Siyamto & Pravasanti 2019).

Profitability

Profitability is the company's ability to generate profits. Profitability can be seen from the assets and equity owned by the company. Return On Equity (ROE) is a ratio that shows how much capital contributes to creating profit (Herry, 2015). The increase in ROE will boost the company's selling

value, which will impact stock prices (Carlo, 2014). ROE shows how effective and efficient the company is in managing capital to provide maximum profit for investors.

Liquidity

Liquidity is the company's ability to pay off its short-term obligations. Liquidity can be measured from *the cash ratio*. Cash ratio is a ratio that can be used for how much cash is available to pay debts (Cashmere, 2016).

Credit Risk

Credit risk is the risk that arises from the debtor's inability to pay his obligations as agreed. Non-Performing Loans (NPLs) are non-performing loans or bad loans in which there are obstacles caused by two elements, namely from the banking side in analyzing and with customers who intentionally or unintentionally do not make payments on their obligations. (Cashmere, 2013).

Analysis Model

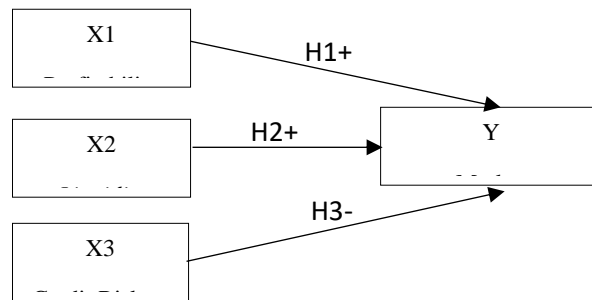


Figure 2. Analysis Model

Hypothesis:

H1: Profitability has a positive effect on the market capitalization of the banking sub-sector

H2: Liquidity has a positive impact on the market capitalization of the banking sub-sector

H3: Credit risk has a negative impact on the market capitalization of the banking subsector

RESEARCH METHODS

This type of research is causal associative, which aims to determine the effect between several independent variables and the dependent variable. The data collection technique is non-participant observation. The research approach uses a quantitative approach. The population of all banking sub-sector companies listed on the Indonesia Stock Exchange (IDX) from 2009 to 2018 in 36 companies. The sampling technique used in this study was the purposive sampling method, intending to get a representative sample according to the specified criteria so that five samples were obtained (Fatihudin, 2019). The data processing technique uses the E-views software tool.

The analysis technique used is panel data analysis. The panel data analysis approach can be used as an unbiased estimation tool if it meets the Best Linear Unbiased Estimation (BLUE) requirements.

The data used is panel data. The panel data method on Eviews is generally divided into four parts, namely (1) data preparation/input, (2) panel data regression estimation, (3) model selection (4) classical assumption test. In the panel data regression model selection section. Several tests can be done to select the best model for estimating panel data from the three models (comment effect model, fixed effect model, random effect model), namely the chow test, Hausman test, and Lagrange multiplier test. Panel data analysis testing can be done if it meets the classical assumption test. Classic assumption test; normality test, multicollinearity test, heteroscedasticity test.

Hypothesis testing aims to determine the effect of the dependent variable, profitability, liquidity, and credit risk, on the independent variable, namely market capitalization. Testing this hypothesis using panel data analysis, partial regression test (t-test), coefficient of determination test (R²), and partial determination coefficient test (r²).

The mathematical equations of panel data analysis in this study are:

$$Y_{it} = \alpha + \beta_1 X_{1it} + \beta_2 X_{2it} + \beta_3 X_{3it} + e$$

Note: Y is market capitalization; X1 is profitability; X2 is liquidity; X3 credit risk; α is a constant; β is the coefficient estimate; e standard error

RESEARCH RESULTS AND DISCUSSION

1. Panel Data Regression Model Selection Test

a. Chow test

Table 1. Chow test results

Redundant Fixed Effects Tests

Equation: FEM

Test cross-section fixed effects

Effects Test	Statistics	df	Prob.
Cross-section F	21.114956	(4.42)	0.0000
Cross-section Chi-square	55.112752	4	0.0000

Based on Table 1. probability value *cross-section* of 0.0000 < significance level $\alpha = 0.05$, it can be concluded that the fixed effects model is better.

b. Hausman test

Table 2. Hausman test results

Correlated Random Effects - Hausman Test

Equation: REM

Test cross-section random effects

Test Summary	Chi-Sq. Statistics	Chi-Sq. df	Prob.
Cross-section random	4.556459	3	0.2073

Table 2 shows that the p-value is $0.2073 > 0.05$, so the better model is the random effect model.

c. Lagrange Multiplier Test

Table 3. LM test results

Lagrange Multiplier Tests for Random Effects

Null hypotheses: No effects

Alternative hypotheses: Two-sided (Breusch-Pagan) and one-sided (all others) alternatives

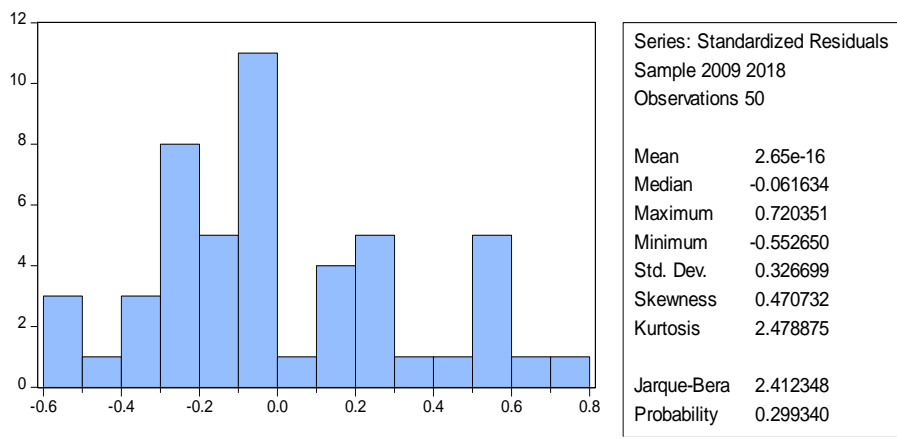
	Hypothesis Test		
	Cross-section	Time	Both
Breusch-Pagan	63.06655 (0.0000)	1.059155 (0.3034)	64.12570 (0.0000)

Cross-section probability value breusch-pagan is $0.0000 < \text{significance level} = 0.05$ then a better model is the random effect model.

2. Classic assumption test

a. Normality test

Table 4. Normality test results



Based on table 4. the probability value of bark-fallen is $0.2993 > 0.05$. It can be concluded that the data are typically distributed.

b. Multicollinearity Test

Table 5. multicollinearity test results

	X1	X2	X3
X1	1.000000	-0.208083	-0.636315
X2	-0.208083	1.000000	0.121868
X3	-0.636315	0.121868	1.000000

The results of data processing do not show a relationship between independent variables with a value of more than 0.8. The data is said to be identified with multicollinearity if the correlation coefficient between independent variables is more than 0.8. So it can be concluded that there is no multicollinearity in the variable data in this study.

c. Heteroscedasticity Test

Table 6.Heteroscedasticity test results

Heteroskedasticity Test: Breusch-Pagan-Godfrey

F-statistics	0.708497 Prob. F(3.46)	0.5519
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Obs*R-squared	2.208280	Prob. Chi-Square(3)	0.5303
Scaled explained SS	1.980002	Prob. Chi-Square(3)	0.5766

The results of data processing show the prob value. Chi-Square is 0.5303 > 0.05. This means that the regression model is homoscedasticity.

3. Multiple Linear Regression Analysis

Table 7. Multiple linear regression test results

Dependent Variable: Y
 Method: Panel EGLS (Cross-section random effects)
 Date: 07/23/20 Time: 17:06
 Sample: 2009, 2018
 Periods included: 10
 Cross-sections included: 5
 Total panel (balanced) observations: 50
 Swamy and Arora estimator of component variances

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	62.91813	59.65199	1.054753	0.2970
X1	40.10507	4.217696	9.508762	0.0000
X2	-162.3335	164.7326	-0.985436	0.3296
X3	10.69078	10.84613	0.985676	0.3294

From the results of multiple linear regression, it can be seen that the multiple linear regression equation is as follows:

$$Y_{it} = 62.9181 + 40.1051(X1) - 162.3335(X2) + 10.6908(X3) + e$$

The regression equation above can be described as follows:

a. Constant (a) of 62.9181, meaning that if the ROE, cash ratio, and NPL are 0 or not increasing or decreasing, then the market capitalization value is 62.9181%.

b. Profitability regression coefficient

The value of the profitability regression coefficient is 40.1051, which means that it shows a positive (unidirectional) relationship between profitability and market capitalization value. This indicates that if the profitability variable increases by 1%, the market capitalization value will increase by 40.1051%, assuming that the other variables have a fixed value.

c. Liquidity regression coefficient

The value of the liquidity regression coefficient is -162.3335, indicating the direction of the negative relationship (opposite direction) between liquidity and market capitalization value. This shows that if the liquidity variable increases by 1%, the market capitalization value will decrease by 162.3335%, assuming the other variables are fixed.

d. Credit risk regression coefficient

The credit risk regression coefficient value is 10.6908 means indicating the direction of a positive (unidirectional) relationship between credit risk and market capitalization value. This indicates that if the credit risk variable increases by 1%, the market capitalization value will increase by 10.6908% assuming the other variables are fixed values.

4. Hypothesis test

a. F test

Table 8. F . test results

Weighted Statistics			
R-squared	0.732949	Mean dependent var	36.43185
Adjusted R-squared	0.715533	SD dependent var	99.16655
SE of regression	52.89097	Sum squared resid	128682.9
F-statistics	42.08389		
Prob(F-statistic)	0.000000		

The results of the F test statistic obtained the value of F_{count} 42.08389 dan F_{table} of 2.81 ($F_{count} > F_{table}$) with a significance of $0.0000 < 0.05$ so that there is a simultaneous influence of ROE, cash ratio, and NPL on market capitalization.

b. T test

Table 9. t-test results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	62.91813	59.65199	1.054753	0.2970
X1	40.10507	4.217696	9.508762	0.0000
X2	-162.3335	164.7326	-0.985436	0.3296
X3	10.69078	10.84613	0.985676	0.3294

ROE; The results of the t-test statistic for the ROE variable obtained the value of t_{count} 9.508762 > value t_{table} 2.01290 with a significance value of $0.0000 < 0.05$. Then the hypothesis which states "ROE has a significant positive effect on market capitalization" is accepted.

cash ratio; The statistical results of the t-test of the cash ratio variable obtained the t-value t_{count} - 0.985436 < t_{table} 2.01290 with significance value $0.3296 > 0.05$. So the hypothesis that "cash ratio has a significant positive effect on market capitalization value" is rejected.

NPL;The t-test statistic for the NPL variable obtained the value of $t_{count} = 0.985676 < 2.01290$ with a significance value of $0.3294 > 0.05$. Then the hypothesis, "NPL has a significant negative effect on market capitalization," is rejected.

c. Coefficient of Determination Test

Table 9. Results of the coefficient of determination

		Mean	dependent
R-squared	0.732949	var	36.43185
Adjusted R-squared	0.715533	SD dependent var	99.16655
SE of regression	52.89097	Sum squared resid	128682.9
F-statistics	42.08389		
Prob(F-statistic)	0.000000		

The results of the R2 test in this study obtained a value of 0.732949(73.29%). This shows that the contribution of the independent variable of ROE, cash ratio, and NPL to the dependent variable, namely market capitalization, is 73.29%. Other variables outside the regression model influence the remaining 26.71%.

1. Effect of ROE, Cash Ratio, and NPL on Market Capitalization

Companies with a high ROE, cash ratio, and NPL tend to be more attractive to investors investing in the company because the higher the ROE, it can be said that the company will also provide high stock returns to investors. The higher the cash ratio, the higher the opportunity for the company to provide returns or returns to investors, and for banks that can reduce the NPL ratio, the potential profits to be obtained will be even more significant because they can streamline the reserve fund for non-performing loans or Allowance for Earning Assets Losses (PPAP), so that company can optimize profit.

2. Effect of ROE on Market Capitalization

A high ROE indicates the company will provide high profits to investors. This indicates that the company can provide a level of prosperity to shareholders. Therefore, ROE analysis is often used by investors because it reflects the possible level of profit earned by shareholders, according to investors(Lubis, Sinaga, and Sasongko, 2017). A high ROE will provide a positive signal for investors so that it will provide an attraction for owning company shares. This will also affect the company's market capitalization.

3. Effect of Cash Ratio on Market Capitalization

The cash ratio in the banking world should have a positive impact because the cash ratio will affect customer trust. Still, in banking, there are also regulations issued by BI (Bank Indonesia) regarding the Statutory Reserves (Giro Requirements). If the statutory reserve requirement is too high, it can cause banks to be less productive in channeling their funds. On the other hand, too low a statutory reserve requirement is also not reasonable because it will endanger the bank.

4. The Effect of NPL on Market Capitalization

The more non-performing loans, the less opportunity for banks to generate profits, so a high NPL in banks will cause investors to be less interested in buying shares. (Cam 2016). The lack of interest from investors in stocks will reduce stock prices, affecting the market capitalization value.

The test results, which show no effect of NPL on banking market capitalization, can be due to the average sample of research objects having the highest proportion of long-term lending, such as housing loans, working capital loans, and investments in SMEs and corporations. In addition, the sample of 5 banks in this study has a solid liquidity and capital position and a relationship management team that is grouped based on particular expertise and experience in each field to minimize the risk of bad loans.

CONCLUSION

The following conclusions can be obtained based on the research and analysis results. Profitability, liquidity, and credit risk have a simultaneous effect on the market capitalization value of the banking sub-sector on the Indonesia Stock Exchange. Profitability positively affects the market capitalization value of the banking sub-sector on the Indonesia Stock Exchange. Liquidity has no effect on the market capitalization value of the banking sub-sector on the Indonesia Stock Exchange. Credit risk has no effect on the market capitalization value of the banking sub-sector on the Indonesia Stock Exchange.

Based on the results of the study, the nests are given as follows. First, it is suggested to the next researcher to increase the number of variables related to market capitalization, in addition to the variables that have been studied in this study, because there are still 27% variations in market capitalization values that cannot be explained in the model. Second, it is suggested to the next researcher to extend the research period and use a different model to measure the market capitalization value so that the research results can describe the overall state of banking in Indonesia.

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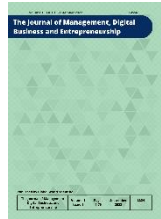


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Big Data and Big Data Analytics in Value Creation and Innovation

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted 7 August 2022 Reviewed 14 August 2022 Revision 17 August 2022 Accepted 20 August 2022 Available online 18 Februari 2023</p> <p><i>Keywords:</i> Big Data Value Creation Innovation</p>	<p>Companies or organizations that want to continue to grow and develop in increasingly fierce competition need to innovate to create a competitive advantage. Big data has made it easier and more possible for organizations to make effective decisions thanks to the data-driven insights that big data analytics provides. Researchers and executive managers will focus more on data-driven decision-making and how to help businesses become data-driven by facilitating interactions between decision makers and the big data analytics pool. In this paper, the role of innovation in driving the optimization of big data and big data analytics aimed at creating value for the company's progress.</p>

INTRODUCTION

In anticipating and following the development of an uncertain environment, organizations must be able to adapt and overcome any challenges and changes. For that, organizations need to make a breakthrough. This breakthrough is then called innovation. To be able to innovate requires a learning process. This is what then links innovation management or innovation management with organizational learning. Learning in an organization where every member wants to self-correct and remember to follow the development of science and technology will create innovations for the organization's progress. Furthermore, management as a science and art will orchestrate individuals applying these new ideas within the organization.

Industry and academia see innovation as an essential facilitator of competitive advantage for any company looking to stay competitive, sustainable, and growing. Most companies recognize the value of innovation and continue to invest more and more in it, but many of these projects fail to generate sufficient profits or competitive advantage. The problem that makes innovation less successful is not the discovery or production of new

ideas but rather the proper management of the innovation process from concept to market success. (Lobo & Samaranayake, 2020).

Innovation has brought changes in many aspects of life, including innovation in technology and information that produces big data. Big data includes a collection of data that is very large and complex, so it is inadequate if processed using conventional applications, so big data analytics (BDA) is needed, which is a tool or technology used to process big data. Big data can revolutionize corporate strategies and business models, increased marketing performance, product and service development, human resources (HR), operations, and other critical business processes. Companies can benefit from big data thanks to advanced analytical techniques and robust information technology. (Chen et al., 2015). Big data is all around us. Big data, enterprise analytics, and "smart" work and living environments have all become more prevalent in recent years. Whether using machine learning and web analytics to anticipate human behavior, consumer choices, search activity, traffic patterns, or disease outbreaks, big data is fast becoming a tool that can examine trends and predict their likelihood. (George et al., 2014).

Organizations or companies today use big data analytics (BDA), which is defined as the process of examining large amounts of data using advanced technology to uncover helpful information (e.g., hidden patterns, unknown correlations, and so on) to assist in making better decisions across business processes between functions or companies. Many organizations seem to be learning about the value of big data, the required information technology (IT) and analytical skills, the risks involved, and how to create an attractive business case for a significant investment. Consequently, the underlying mechanisms leading to the use of BDA in enterprises and the performance effects of such use require further examination (Chen et al., 2015).

The use of big data and BDA contains information that is useful for companies in making decisions, which can help create value for the company. This information is needed to create or add benefits to products or services that are used to meet human needs. Companies utilize information generated from big data to improve company performance. This improvement occurs through developing that information in business practices, product and service development, and external relations.

THEORETICAL BASIS

Big Data and Big Data Analytics (BDA)

Big data is described as high-volume (large-scale), high-speed (moving/streaming), and high-diversity (numeric, text, video, etc.) information assets that require creative and cost-effective types of information processing to enhance insight in decision-making (Chen et al., 2015). The Internet, mobile transactions, user-generated content, social media, and content created intentionally through censorship networks and corporate activity such as sales inquiries and purchase transactions are all significant data sources. Due to the increased capacity to acquire large volumes of data and apply more sophisticated analytical tools to large data sets, big data analytics has recently become a prominent potential. Companies' new capacity to collect large (and diverse) data and apply robust analytical

approaches to that data allows them to automate highly complex choices that previously depended (mainly or entirely) on human judgment and intuition (Chen et al., 2015).

Because it can provide information about customer preferences, feedback on the performance of a company's products and services, and insight into upcoming trends, big data is critical to the digitization of the enterprise environment. From a resource point of view, this means that big data may be a valuable resource that is difficult for competitors to duplicate or replace. As a result, businesses across multiple industries are increasingly exploring digitization and big data analytics to help make better business choices and develop better goods and services (Cappa et al., 2021).

Big data can be categorized as extensive public, open, or private data, depending on who owns and manages it (George et al., 2014). Individually generated data is referred to as big public data and is used by public bodies for research reasons. This category contains data obtained by municipal organizations from public Wi-Fi services and public transport, both used in decision-making by public organizations. Open big data, on the other hand, is available to anyone interested and is often non-tradable. This category contains the World Bank's extensive data on global economic and institutional trends, which are collected and distributed. Companies generally develop big personal data using proprietary platforms. The data is then stored and utilized for commercial purposes by private companies. Interaction with clients is the most common source of extensive personal data available to businesses because it always happens (Cappa et al., 2021).

There is a growing consensus among practitioners that "big" is no longer the defining criterion but rather "intelligence" or insight that a fair volume of data can provide. The subtle nature of data, which shifts attention away from the number of participants and toward detailed information about the person, is the distinguishing feature of big data (George et al., 2014). The use of large-scale data to predict human behavior, whether "big" or "intelligent" data, is gaining popularity in business and government policy and in scientific fields where the physical and social sciences meet.

Big data, on the other hand, can be expensive for businesses. The larger the data set, the more storage space is required, and the processing time and complexity of data analysis increase. Other big data cost damages a company's reputation caused by improper digitization methods. Therefore, companies must recognize the need for a more detailed and critical analysis of the fundamental premise that big data always benefits businesses (Cappa et al., 2021).

Big data is a generic phrase for a collection of data sets that have grown in size and complexity to the point where they are challenging to collect, analyze and manage promptly using the usual data processing software and available data management tools. As a result, Big Data Analytics (BDA) or big data analytics is seen as a significant difference from business intelligence tools in general (Chen et al., 2015). It's important to understand that different individuals associate big data and analytics with different specific conceptions. Significant improvements in BDA technology that analyze crucial business data to help companies better understand their businesses and markets and make timely business choices have been driven by the prospect of data-related analytics across a wide range of companies. BDA emphasizes business-centric techniques and processes that can be used for various high-impact applications such as e-commerce, market intelligence, e-

government, healthcare, and security, in addition to revolutionary data processing and analytics technologies (Chen et al., 2015).

Although a BDA is still in its early stages of development, the literature suggests that what constitutes a BDA for many organizations varies depending on the organization's ability to manage data sets and the capabilities of the applications used to process and analyze data sets in various business domains (Chen et al., 2015).

Innovation

Companies need new strategies oriented to transformation and continuous innovation through experimentation in maintaining their existence in the competition (Chanal, 2004). Innovation is broadly characterized as a new technology, service, or process to improve individual and organizational performance (Lobo & Samaranayake, 2020).

Innovation is an idea, idea, or practice that is new in creating or updating products, goods, and services. A field of science related to innovation management is called innovation management. Companies must continue innovating in developing their business products or services in an ever-changing business environment and in the face of competition. One of the goals of innovation is to adapt to the times.

Senior executives must address innovation as one of the essential components of competitiveness for their companies to survive (Teece, 2017). Due to factors such as shorter product life cycles and the importance of speed of products to market, the way companies approach innovation is changing. Generally, the best ideas do not always emerge from within the company's walls, prompting companies to apply open innovation techniques (Chesbrough & Crowther, 2006).

Creating a new system or innovating is not an easy thing to do. Since the entire process from inception to commercialization is filled with uncertainties, turning abstract ideas into actual business activities is very difficult. Among the many unknowns that inevitably accompany innovation are whether the original idea is technically feasible, whether the right people can be hired and retained, whether the proposed product can be developed and tested without financial and emotional exhaustion, and whether the market is ready for it, and whether new products can be produced and distributed cost-effectively. Furthermore, this uncertainty is difficult to overcome because it is usually unique to the particular conditions of the invention (Sharma, 1999).

The company uses an "Experiment & Explore" procedure based on the premise that variance is the key raw material for innovation and organizational change, allowing employees at all levels to have significant autonomy and choice to maximize the possibility of developing ideas with original potential. The freedom to experiment and explore will enable ideas to establish without being constrained by strict judgments, which would limit creativity and truly inventive thinking (Sharma, 1999). Innovation can support individuals in exploring resources before using them, planning resource use, finding aids, using resources, protecting resources, sharing and reusing resources, paying for resource use,

maximizing value creation from resources, using resources sustainably, and becoming a resource for other individuals and the environment (Pedersen, 2020).

Value Creation

Value creation for customers arises with new combinations of resources to create new products, services, or production methods. Chesbrough et al. (2018) define value as all the perceived consequences arising from the deployment of resources in a process. Customers determine perceived use value based on their view of the usefulness of the goods being sold. Customers' opinions about the value of a product are influenced by their ideas about the product, requirements, unique experiences, desires, and expectations (Urbinati et al., 2019).

Every commercial enterprise's goal is to generate or generate value for all its stakeholders. It is appropriate to state that value is created for the enterprise whenever the benefits outweigh the costs or whenever the costs outweigh the benefits. (Urbinati et al., 2019). Businesses can generate new value when they innovate or find new ways of doing things by leveraging new processes and technologies. Incremental innovation creates new value by improving something existing or changing an existing form or technology to fulfill a different function (Urbinati et al., 2019). Value creation can also be defined as a process of changing one or more objects, such as an organizational process or behavior. The purpose of this transformation is to influence public values and overcome critical social challenges. An important aspect of value creation in open innovation is that solutions rely on information from inventive external assets as well as internal expertise (Pedersen, 2020).

Building a Proposition

Product innovation is an integral part of the main supporting factors for creating value for customers (Torres de Oliveira et al., 2021). The old vertically integrated research and development strategy, used by most companies in the late 19th and early 20th centuries to create breakthrough technologies and dominate market positions, is no longer the standard. To achieve competitive advantage and create value, creative organizations in many industries are currently employing tactics that combine external resources with internal assets to accelerate innovation and bring it to market. (Chesbrough & Crowther, 2006).

We see the role of innovation in driving extensive data optimization to create value for the company's progress. In line with previous research (Cappa et al., 2021), we argue that big data may benefit a company's long-term success when it serves as a unique resource for creating and capturing value. According to research on open innovation, value generation and capture from big data depend on benefits that outweigh the costs of collecting, storing, and exploiting these resources. (Chesbrough et al., 2018).

Value creation refers to the value associated with significant data insights that contribute to developing better goods and services (Urbinati et al., 2019). Companies can generate value by collecting large amounts of data containing several types of information per observation, which can then be stored for future internal use or sold to outside companies. In addition, companies can extract value from the data they collect by devoting

significant internal resources to analyze it and correctly draw business insights and choices. (Cappa et al., 2021).

Big Data Analytics (BDA) is essential in creating a company's competitive advantage. We, therefore, suggest that BDA has the potential to influence the value creation process with its ability to turn big data into useful information for companies. In line with this argument, Chen et al. (2015) state that companies can develop information processing capabilities that enable them to interpret and combine information gathered from multiple sources and direct this synthesized information to appropriate decision makers. BDA is a revolutionary approach to sound decision-making in organizations that can generate change in transforming and supporting the circular economy (CE)(Cloud et al., 2021). Based on the arguments that have been presented, we propose:

Proposition 1: *Innovation drives extensive data optimization in value creation*

Proposition 2: *Innovation drives Big Data Analytics optimization in value creation*

CONCLUSION

Innovation in information technology has produced a helpful product, namely big data. Big data includes an extensive and complex set of data, so it requires Big Data Analytics (BDA) to be able to process data into information that is ready to use. This information can be developed to assist company executives in making decisions that are useful in creating value for the company. This information processing makes it possible for stakeholders to interpret and combine information gathered from various sources and to direct this synthesized information to appropriate decision-makers. With the proper decision-making, it is expected to provide value creation that is beneficial to the growth and performance of the company.

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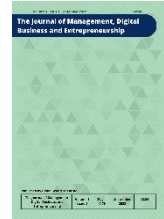
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A Study on The Development of Priority Tourism Destinations in The Bromo Tengger, Semeru Area

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted 22 August 2022 Reviewed 25 August 2022 Revision 27 August 2022 Accepted 3 February 2023 Available online on 19 February 2023</p> <p><i>Keywords:</i> Accessibility, SWOT Analysis, Analytic Hierarchy Process, Amenities, Attractions</p>	<p>One indicator of success in tourism development is the importance of considering the technical aspects of planning, namely the existence of a study of tourism potential that will be developed as a tourist area more professionally. This study refers to the GSTC criteria in Bromo Tengger Semeru National Park by analyzing internal and external factors with SWOT analysis, then formulating priorities from alternative strategies through the Analytic Hierarchy Process method. Determining the informants used purposive, snowball, and quota sampling techniques. Data were gathered through observation, interviews, and focus group discussions. Based on the study's results, implementing sustainable tourism according to the GSTC in Bromo Tengger Semeru National Park has met the criteria but has not been maximized. Based on the study's results, the implementation of sustainable tourism referring to the GSTC in Bromo Tengger Semeru National Park has met the criteria but has not been maximized because the community does not understand its potential. The SWOT analysis resulted in the weighting of IFAS and EFAS covering S-O (3.81), W-O (3.11), W-T (2.90), and S-T (2.28). S-O obtained the highest weight so that it was continued into the AHP. The order of priority of the alternative S-O strategy based on the AHP method obtained the following results: Developing attractions (33%), strengthening institutions (25%), making event calendars (15%), conservation (11%), infrastructure development (8%), optimizing supporting facilities (5%) and developing agro-tourism (3%)</p>

INTRODUCTION

With the increasing human need to explore new things and the increasing income, education, and health services today, people are more motivated to have fun activities than

in previous generations (Dewi, Mahendra, & Wiranata, 2017). Post-modern society likes to spend free time with recreational activities, going out of itself into exterior traps like tourist attractions, malls, amusement parks, clubs, and the like (Suyanto, 2013). The desire to travel that comes from within (intrinsic motivation) and pull factors (pull factors) as well as external factors (extrinsic motivation) accompanied by the quality of the destination (destination-specific attributes) encourages the trend of people to continue to travel (Pitana, 2005). Generally, the driving factors are socio-psychological (person-specific motivation), while the pull factors are destination-specific attributes (Diartha, & Pitana, 2009). With the increasing movement of people, many destinations are visited, and the tourism sector is increasingly impacting micro and macroeconomic life. This happens because tourist arrivals in a tourist destination carry out consumption activities to impact the prosperity and welfare of the local population positively—tourism is a development catalyst that accelerates the development process (Yoeti, 2008).

In line with the increasing demand, the community's ability to travel for economic diversification that is service-oriented or service-oriented also increases. In this case, foreign direct investment (FDI) in the tourism sector plays a vital role as a service provider (Sheeren, & Fauzel, 2016). Seeing this condition, the tourism sector has the potential to directly contribute to the country in the form of investment, foreign exchange earnings, central and regional income, employment, and regional development in the form of physical infrastructure development.

In Indonesia in 2018, the economic contribution of the travel industry to the national GDP by 5.25%, with a total foreign exchange of 229.50 trillion rupiahs and employment of around 12.7 million people. At that time, the number of foreign tourist visits was recorded at 15.81 million, and domestic tourists as many as 303.4 million. This figure continues to show a positive trend, wherein in 2019, the tourism sector in Indonesia contributed to Indonesia's GDP by around 15% of GDP and foreign exchange of Rp. 280 trillion, with the number of foreign tourists reaching 20 million and employment reaching 12.6 million workers (Kemenparekraf, 2020a).

Tourism as an industry does not stand alone; it provides opportunities for other sectors to move together. The data above shows that tourism has a significant multiplier effect on economic growth and job creation (UNCTD, 2010). This is also seen in the pull and push mechanism for other service economic sectors, such as accommodation or hotels, restaurants, transportation or transportation by la or air, the craft industry or the creative economy, and retail to agriculture as suppliers.

The tourism sector's contribution to national GDP continues to increase, so tourism is listed as a leading sector that ranks second as a foreign exchange contributor after the palm oil industry (Kemenparekraf, 2020b). The tourism and creative economy sectors are targeted to continue to contribute and play a strategic role through transformations focused on increasing the value of foreign exchange and the added value of tourism and the creative economy.

To encourage economic growth through the tourism sector, the Indonesian Ministry of Tourism provides directions for sustainable tourism development to focus on

ten new Balis, one of which is the Bromo Tengger Semeru National Park (TN-BTS) (Kemenpar, 2016). The ten new Bali destinations program aims to accelerate development to bring significant economic benefits to each prioritized area. The TN-BTS area is a conservation area in East Java Province which is administratively located) districts, namely Malang Regency, Pasuruan Regency, Probolinggo Regency, and Lumajang Regency. The area has a lot of tourism potential and is in great demand by tourists. Utilization and development of the TNBTS area based on nature and culture require proper management and a measurable environmental carrying capacity to positively impact the economy, both directly and indirectly, so that it has sustainable competitiveness.

Sustainable and integrated competitiveness of a tourism destination can be achieved when the three pillars of sustainable tourism development, namely economic, social, and environmental, intersect and are balanced (Tsaur, Lin, & Lin, 2006). Sustainable development in the tourism sector is mostly only able to slice into two pillars. (Lee, & Moscardo, 2005) research shows that the only link between the economic sector and the environment is through the influence of visitors on the ecotourism environment. The results show that respondents who are tourists prefer tourism trips with travel and accommodation that are more concerned with the environment. Respondents are voluntarily willing to pay more to travel with such travel and accommodation to create harmony between the accommodation sector and the environment through tourism activities. (Batoro et al., 2017) conducted ethnoecological (social and environmental) research in the Komplangan area, TNBTS. The results show that most TNBTS community still adheres to the Tengger culture, which means living in harmony with nature to meet their daily needs, thus reflecting sustainable tourism.

Sustainable tourism is the development of the concept of travel that can have a long-term impact. Whether for the environment, society, culture, economy, the present, and the future for all local communities and tourists who visit (Kemenparekraf, 2021). The Ministry of Tourism and Creative Economy has developed four focus pillars to develop sustainable tourism. Among them are sustainable management (tourism business), long-term sustainable economy (socio-economic), and cultural sustainability (sustainable culture), which must constantly be developed and maintained, as well as environmental aspects (environmental sustainability).

Since its stipulation as a national park in 1982, Bromo Tengger Semeru National Park has faced various problems related to attractions, accessibility, and amenities, which have not been optimal. The problems that are still being faced in the development and development of natural potential into an object and a tourist attraction are; (a) infrastructure and facilities/facilities as well as, as well as accessibility to various ODTW/Tourism Areas, been maximized and uneven; (b) few tourism products that are ready to sell and highly competitive, especially in facing global market competition; (c) the low interest of investors to invest in tourism objects and attractions; (d) the low quality of tourism services/facilities; (e) the ineffective implementation of tourism promotion; (f) the lack of understanding of the concept of implementing sustainable and environmentally sound tourism development as well as community-based tourism development.

The explanation above explains that the management and development of tourism in the Bromo Tengger Semeru National Park area has not been optimal, so it has not provided optimal benefits to the community's welfare. This is what underlies the research to know the implementation of the concept of sustainable tourism to formulate future priority strategies for the economic progress of the people of Bromo Tengger Semeru National Park. Many studies have been conducted to understand sustainable tourism strategies in the Bromo Tengger Semeru National Park area (Karinda et al., 2019; Wandani, 2020). Most studies are generally not integrated and have different approaches. This study refers to the results of Karinda et al.' research, which recommends a strategy based on (Porter, 2007). generic strategy theory, but in this study, the priority strategy approach for tourism destination development refers to Middleton, & Clark, (2001:122) theory, namely regarding the classification of tourism product attributes into attractions, accessibility, and amenities.

Middleton, & Clarke, (2001:122) reveal three main components of tourism products, described as follows.

1. An attraction is something that tourists can see and do while visiting a location. It can be a natural beauty, the local community's culture, the heritage of historical buildings, and artificial attractions such as games and entertainment facilities. This must be unique and different. Consumer choices broadly determine consumer choices and the motivation of potential tourists.
2. Accessibility is the means and infrastructure to get to the destination, such as roads, transportation facilities, and road signs; it is one of the product's main elements because it encourages potential markets to become fundamental markets; it includes transportation into countries, inter- and intra-regions (areas), as well as within the area, and the ease of obtaining information about destinations.
3. Amenities are all forms of supporting facilities that tourists can use to meet their needs. Amenities related to accommodation facilities, restaurants, public toilets, rest areas, souvenir shops, parking lots, places of worship, and others should be in a tourist destination.

Tourism in its activities affects various sectors, including the economic sector. Tourists, in their movement, from planning a tourist trip to their activities, will touch on financing planning. In addition, tourism service providers will make various efforts, from preparing tourist attractions and supporting facilities to achieving access to the locations of tourist attractions. This is closely related to the economic sector, where every activity has an economic value that must be considered. In addition, to maintain sustainability, negative impacts must be minimized in such a way, one of which is to involve local communities in tourism activities in a tourist destination.

RESEARCH METHODS

The subject of this research is the socio-economic community in the Bromo Tengger Semeru National Park area as an integrated and sustainable tourist destination. The research location was carried out in the Bromo Tengger Semeru National Park area, which is administratively located in four (4) regencies, namely Malang Regency, Pasuruan

Regency, and Probolinggo Regency, and Lumajang Regency, East Java Province. This type of research is qualitative and quantitative, while the data sources in this study are secondary and primary data. The qualitative data in the study consists of secondary data, which includes an overview, long-term plan, and strategic plan of the Bromo Tengger Semeru National Park, and primary data obtained from interviews with competent sources. In contrast, the types of quantitative data collected are statistical figures and data. The results of the analysis were carried out. The technique of determining resource persons in this study uses three techniques, namely:

1. Purposive Sampling is used based on the consideration that the resource persons are determined based on the main subject, which is considered the most knowledgeable and has mastered the object under study, namely the stakeholders of Bromo Tengger Semeru National Park.
2. Snowball sampling is a sampling technique with the help of key informants who help or will be able to develop based on his instructions. In this case, the researcher only reveals the criteria as a requirement to be sampled.
3. Sample quotas the number of resource person quota for the number of resource persons in this study is as many as 18. It consists of 18 tourism stakeholders.

Data collection techniques include observation, interviews, and documentation. Data analysis techniques are qualitative descriptive techniques, SWOT analysis techniques, and Analytic Hierarchy Process (AHP) techniques. Qualitative descriptive techniques describe the analysis results to obtain a research conclusion. The SWOT analysis technique is used to identify internal and external factors (opportunities and threats) owned by the Bromo Tengger Semeru National Park area. In addition, the SWOT analysis technique is used in formulating strategic recommendations that can be applied. Strategic priorities are formulated based on three main components of tourism products (Middleton & Clarke, 2001:122): amenities, accessibility, and attraction. AHP techniques are used to determine the priorities of alternative strategies formulated through SWOT analysis.

The most crucial stage in performing the AHP technique is pairwise comparisons with a scale of 1–9 on each element carried out by the subject who controls the object under study (expert). The weighted data collected was processed using the AHP method. Previously, the average geometric calculation was carried out to obtain a pairwise comparison matrix, then tested for consistency ratio (CR) values of less than 0.1, which were considered consistent. A sensitivity analysis was carried out on the priorities for selecting the existing alternative strategies (Saaty, L. Thomas 2012). The Analytic Hierarchy Process technique in this study uses Excel 17 computer software to facilitate researchers' analyzing data. The weighting of pairwise comparisons made by the expert (stakeholder) is a decision made in the interview.

RESEARCH RESULTS AND DISCUSSION

The implementation of sustainable tourism in Bromo Tengger Semeru National Park is essential. Therefore, structured environmental management, cultural preservation, and economic benefits can go hand in hand. In knowing the implementation of sustainable

tourism in Bromo Tengger Semeru National Park, the researcher refers to the Global Sustainable Tourism Council, (2019), where the primary data obtained is based on the results of in-depth interviews, and secondary data comes from previous research, and the TN-BTS Strategic Plan as follows:

Table 1. Implementation of Socio-Economic Criteria and Sustainable Tourism

Criteria	Indicator	Interpretation
Management of Sustainable Tourism Destinations	Sustainable destination strategy	Included in the Annual Work Plan TNBTS Strategic Plan 2015-2019. (Karinda, et al., 2019)
	Destination management organizations	It is stated in the statement letter of the Minister of Forestry, SK No. 278/Kpts-VI/97. (Karinda, et al., 2019)
	Monitoring	There are 12 TNBTS Resorts spread over four districts in the TNBTS area. (Karinda, et al., 2019).
	Seasonal tourism management	There is a calendar of tourism events. (Karinda, et al., 2019).
	Adaptation to climate change	The reforestation project aims to sequester CO2 through reforestation in several areas in Bromo Tengger Semeru National Park to reduce greenhouse gas emissions in the atmosphere and increase biodiversity conservation. (Karinda, et al., 2019)
	Asset inventory & tourist attractions	Included in the TNBTS TNBTS Strategic Plan 2015-2019. (Karinda, et al., 2019)
	Planning arrangement	The Decree of the Head of the Bromo Tengger Semeru National Park Center Number: SK. 47/IV-21/BT.1/2013. BTS's TNBTS Strategic Plan 2015-2019. (Karinda, et al.,2019)
	Access for all.	Access for all is contained in the Technical Guidelines for Standard Operating Procedures (SOP) through the Decree of the Head of Balai Besar No. SK.47/IV21/BT.1/2013 covering infrastructure development at the entrance. (Karinda, et al., 2019)
	Property acquisition	Bromo Tengger Semeru National Park was established through the Decree of the Minister of Forestry No.178/Menhut-II/2005 dated June 29, 2005, covering an area of 50,276.20 ha. The TNBTS zoning has been revised and determined based on the Decree of the Director General of KSDAE No SK. 381/KSDAE/SET/KSA.0/9/2016. (Karinda, et al., 2019)
	Visitor satisfaction	TNBTS has an increasing number of tourist visits. (Karinda, et al., 2019)
Sustainability	Standards Policy Direction and Strategy of TNBTS Center (RENSTRA TNBTS, 2015-2019). (Karinda, et al., 2019)	

Criteria	Indicator	Interpretation
	Safety and Security	The Bromo Tengger Semeru National Park Center has placed 12 resorts in charge of monitoring and coordinating all activities or tourist activities while in the national park area, as well as 25 forest rangers who assist the Balai Besar in monitoring all forms of activity. BASARNAS has the main task in the Regulation of the Minister of Transportation Number KM.43 of 2005 concerning the organization and work procedures of the Ministry of Transportation, National SAR Agency. (Karinda, et al., 2019)
Local Neighbourhoods	Economic monitoring	TNBTS PNBP is obtained through the sale of area entrance tickets at a rate based on PP No. 12 of 2014. (Karinda, et al., 2019)
	Job opportunities for local people	The program was explained through the Implementation of Activities (Master Plan for Ecotourism Development TNBTS) on Community Participation in the tourism sector in TNBTS in 2018. (Karinda, et al., 2019)
	Society Participation	The existence of a communication forum and the role of facilitators who can communicate effectively so that tourism development becomes better (Master Plan for Ecotourism Development TNBTS) in 2018. (Karinda, et al., 2019)
	Tourism education and awareness function	POKDARWIS in 4 buffer villages; Ngadas village, Ranu Pani village, Ngadisari village, and Tosari village Master Plan for Supporting Village Empowerment-Guidance.
	Economic benefits for the community	(1) The Jeep Society, (2) Association of Horses, (3) PKL Organization, (4) Home Stay in the Community, (5) Ojek Transportation Association, and (6) BUMDes.
Cultural preservation for the community and tourists	Tourist attraction protection	Rehabilitation and conservation of endemic plants in Ranu Pane, Ngadisari, Tosari, and Ngadas villages by controlling ecosystems and improving areas by planting and monitoring. (Karinda, et al.,2019).
	Visitor management	Visitors' management rules regulate and manage sites, such as regulating transportation paths by limiting jeeps entering the national park area, such as in the sea of sand, already making rules regarding routes that can be passed or not. (Karinda, et al., 2019)
	Cultural heritage protection	The Balai Besar provides training and empowerment to local communities regarding the planting and prohibiting the sale of endemic plants. The protection of cultural heritage carried out by Balai Besar is by providing education in every village to cultivate endemic plants. (Karinda, et al., 2019)

Criteria	Indicator	Interpretation
Environmental Conservation	Site interpretation	Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number: P.76/Menlhk-Setjen/2015 stipulated the management zone of Bromo Tengger Semeru National Park regarding zoning. (Karinda, et al., 2019)
	Environmental risk	Collaborate with the government, JICS, and local communities. Conduct training and empowerment related to conservation and tourism. (Karinda, et al., 2019)
	Wildlife protection (flora and fauna)	Tengger Semeru has various conservation statuses based on the IUCN (International Union for Conservation of Nature) and protection status based on Government Regulation No. 7 of 1999. (Karinda, et al., 2019)
	Energy conservation	The strategic policy direction is to increase the business area for using production forest for biomass to an area of 100,000 hectares, increase the use of water energy from conservation areas for 50 units of mini/micro hydropower plants, and increase the number of partnerships for the use of geothermal environmental services in conservation areas. A minimum of five units, as well as increasing the utilization of waste and B3 waste for electrical energy. Bromo Tengger Semeru National Park Strategic Plan 2015-2019. (Karinda, et al., 2019)
	Water management	Bromo Tengger Semeru National Park Strategic Plan 2015-2019& 2016 TNBTS Zoning Revision. (Karinda, et al., 2019)
	Reduce solid waste by reducing liquid waste.	The liquid waste generated from tourism activities in the Bromo Tengger Semeru National Park is only dumped in the soil directly adjacent to where the liquid waste is generated. A Study on the Carrying Capacity of the Mount Semeru Area Take action to clean up waste. Take action to care for the environment in the area. (Karinda, et al., 2019)
	Eco-friendly transportation	Horse and bicycle transportation are alternative modes of transportation used in the TNBTS area. (Karinda, et al., 2019)

Source: (Karinda, et al., 2019) & Processed data result

Furthermore, after looking at the conditions of implementing sustainable tourism and the socio-economic conditions of the people in Bromo Tengger Semeru National Park, the formulation of the research strategy starts by analyzing the strengths and weaknesses (internal) and the opportunities and threats (external) that are owned. Followed by the weighting of IFAS and EFAS in formulating alternative strategies. To simplify the discussion, the SWOT analysis of the Bromo Tengger Semeru National Park area is translated into a matrix, as shown in the table below:

Table 2. Bromo Tengger Semeru National Park, SWOT Matrix

Internal		
	Strength	Weakness
	<ol style="list-style-type: none"> 1. Abundant natural resources, both geological and ecological, in the National Park, and as one of the 10 "New Bali" destinations by the Ministry of Tourism. 2. Abundant in Tengger se culture. 3. Popular social events such as Jazz Mountain and the Bromo Marathon. 4. Have a buffer village with diverse tourism potential. 5. Have you already got a destination management organization that meets the criteria for sustainable tourism? 	<ol style="list-style-type: none"> 1. A lack of investment interest from both domestic and international investors. 2. Accessibility difficulties: National parks are at least 3 hours away by car from international airports in Surabaya, Jakarta, and Bali, to the nearest airport in Malang. 3. Road conditions to the National Park are sometimes tricky and take a long time. 4. A scarcity of human resources in the tourism industry. 5. Inadequate national park management, including (1) insufficient waste collection in popular areas and (2) insufficient toilets and signage.
External		
Opportunity	S-O Strategy	W-O Strategy
<ol style="list-style-type: none"> 1. The toll road under construction from Surabaya to Malang will shorten the travel time between the two cities from 2.5–4 hours to around 1.5 hours. 2. Plans to promote the development of cultural villages in the National Park to showcase the Tengger se people's 	<ol style="list-style-type: none"> 1. Build physical infrastructure (power supply, irrigation, roads, bridges, and others) and non-physical (economic, health, education, and digital technology). 2. Develop attractions that are not fixed on one destination to avoid overcapacity. 3. Developing agro-tourism. 4. Add and improve access points and fleets so that 	<ol style="list-style-type: none"> 1. Training and mentoring ongoing by prioritizing conservation programs, tourism awareness, hospitality, and foreign language programs. 2. Involving the community from the four buffer villages and tourists in conservation activities

<p>culture.</p> <p>3. Untapped tourism potential: there is insufficient support for the Tengger people to develop cultural villages for tourism.</p> <p>4. Technological advancements that can be used as marketing tools.</p> <p>5. Global economic growth following the pandemic.</p>	<p>travel time to tourist destinations is shorter.</p> <p>5. Build institutional cooperation/synergy between supporting villages in the form of BUMDesMa, Pokdarwis, and existing associations.</p> <p>6. Create an exciting and attractive event calendar and promote it through social media to reach local and foreign tourists.</p> <p>7. Optimizing supporting infrastructure (such as hotels, restaurants, attractions, and cleaning facilities.</p>	<p>organized by the Bromo Tengger Semeru National Park Center regularly.</p> <p>3. Create appealing tour packages for tourists.</p> <p>4. Promote local wisdom as a tourist attraction.</p> <p>5. Improving facilities and infrastructure in the four buffer villages to support tourism potential.</p> <p>6. Creating new travel routes to break down the number of tourist gathering points is.</p> <p>7. Manufacturing processed culinary goods and souvenirs.</p>
<p>Threats</p> <p>1. The threat of natural disasters.</p> <p>2. Threats to the National Park's natural environment and ecology.</p> <p>3. Global economic stability.</p> <p>4. The entry of negative culture will affect the local community due to tourism activities.</p> <p>5. False information about the actual state of Bromo Tengger Semeru National Park.</p> <p>6. The birth rate tends to be static.</p> <p>7. Workforce shortages in various industries.</p>	<p>S-T Strategy</p> <p>1. Build tourism-supporting facilities and combine them with introducing culture and inculcating cultural values in the community.</p> <p>2. Improving tourism management systems in government, the environment, and culture to anticipate natural disasters and prevent cultural shifts.</p>	<p>W-T Strategy</p> <p>1. Repair and maintain existing tourist facilities in and around the Bromo Tengger Semeru National Park.</p> <p>2. Improving the quality and quantity of human resources in tourism management to maintain the destination's image is a priority.</p> <p>3. Optimizing community empowerment programs to improve people's welfare and understanding.</p>

Source: Processed data result

From the swot analysis table above, the weighting is then carried out. The results of the IFAS (Internal Strategic Factors Analysis Summary) weighting consist of strengths and weaknesses (internal) and EFAS (External Strategic Factors Analysis Summary) (external), which are briefly seen in table 3 below:

Table 3. Summary of IFAS and EFAS Weightings

IFAS	S = 3,28	W = 2,20
EFAS		
O = 2,42	S-O = 3,81	W-O = 3,11
T = 2,33	S-T = 2,28	W-T = 2,9

Source: The result of data processing using Microsoft Excel

From the results of the weighting of IFAS and EFAS in table 3, strategic priorities are arranged based on a combination of strategies from the highest number of weighted values to the lowest weighted values as in table 4 as follows:

Table 4. SWOT Strategy Priority Result

Priorities	Strategy	Value Weight
1	Strength - Opportunities (SO)	3,81
2	Weakness - Opportunities (WO)	3,11
3	Weakness - Threat (WT)	2,90
4	Strength - Threat (ST)	2,28

Source: The result of data processing using Microsoft Excel

Based on the results of the SWOT strategy priority sequence in the table above, the Strength-Opportunities (S-O) strategy has the highest weight. By using the strengths and taking advantage of the opportunities that the Bromo Tengger Semeru National Park area has, the strategy (S-O) with the highest weight is used for further studies by determining the strategic priority of the combination of Strength Opportunity (S-O) strategies that will be processed using the Analytical Hierarchy Process (AHP) method which was agreed upon at the time of the interview with the resource persons. The SWOT analysis has resulted in several alternative S-O strategies, including:

1. Construct physical infrastructure (such as irrigation, roads, bridges, and electricity supply) and non-physical infrastructure (such as the economy, health, education, and digital technology).
2. Create attractions that are not limited to a single location to avoid overcrowding.
3. Promotion of agrotourism
4. Preserving Bromo Tengger Semeru National Park's unique natural and cultural potential.
5. Build institutional cooperation and synergy between supporting villages in the form of BUMDesMa, Pokdarwis, and existing associations.
6. Create an exciting and appealing event calendar and promote it on social media to reach local and international tourists.
7. Optimum supporting infrastructure (such as hotels, restaurants, cleaning facilities, and so on)

Furthermore, from the combination of S-O strategies that have been determined, they have been grouped into three (three) criteria, namely, according to Middleton (2014), which consists of amenities, accessibility, and attraction, and then a ranking is carried out from the priority sequence of strategies that must take precedence. The Analytic Hierarchy Process (AHP) method uses Microsoft Excel 17 computer software to facilitate analysis. The

strategy's priority is determined by the weighting of each variable by relevant resource persons with expertise in their respective fields. The stages in the Analytic Hierarchy Process method are as follows:

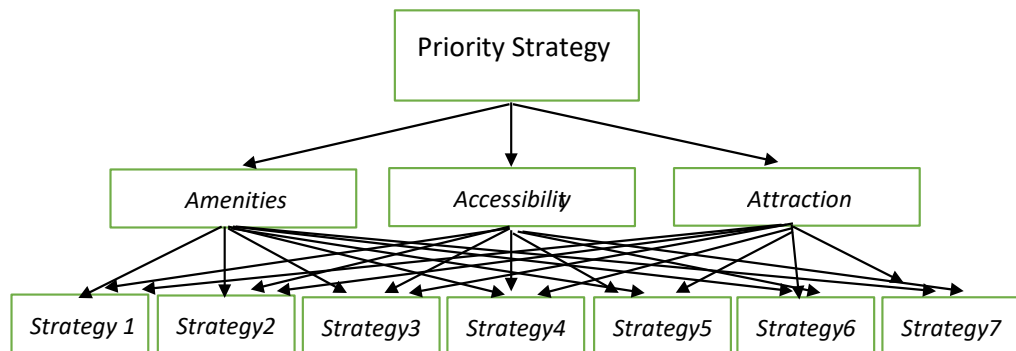


Figure 1. The result of data processing using Microsoft Excel

Pairwise Comparison Criteria for

The first stage in the AHP weighting is to weigh the criteria determined based on the opinions submitted by the respondents as criteria for determining the best strategy. The results of the pairwise comparison of criteria against strategic priorities are described in the figure below.

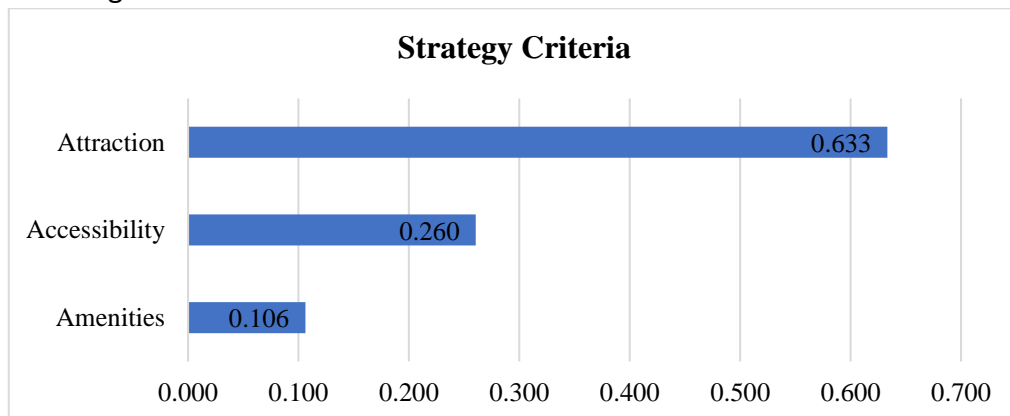


Figure 2. Results of Strategy Criteria Weighting

Based on the weighting of the criteria in the image above, the priority order of criteria is obtained with the attraction criteria as the main priority strategy criteria in determining the strategy, with a total weight of 0.633. The CR value is 0.03. The assessment is acceptable and considered consistent because it has met the requirements for the inconsistency ratio value, which is less than or equal to 0.1 (Saaty, & L. Thomas, 2012).

Attraction Criteria for Paired Comparison of Alternative Strategies

The results of the weighting of alternative strategies with attraction criteria are presented in Figure 3 below:

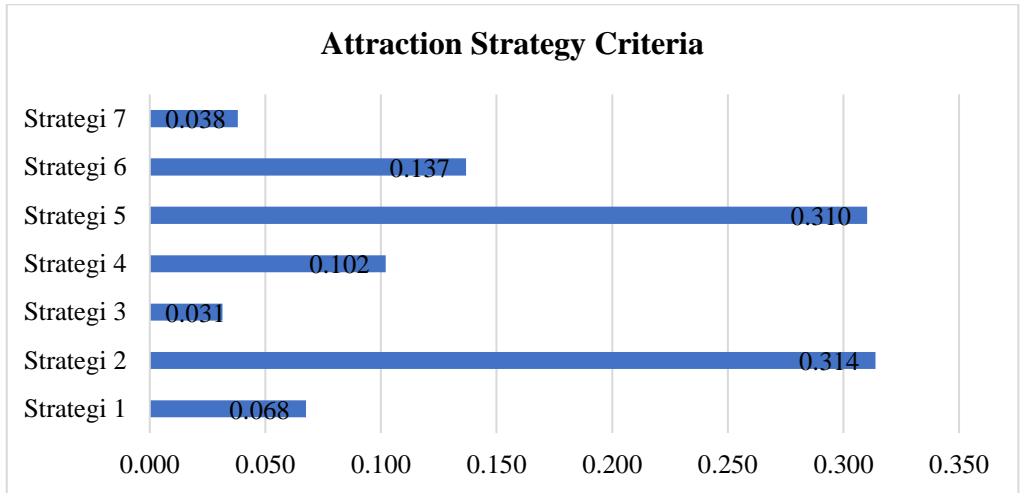


Figure 3. Results of Attraction Strategy Criteria Weighting

Based on the weighting of the attraction strategy in the image above, the priority order of the strategies on the attraction criteria is obtained with strategy two as the main priority with a total weight of 0.314. The CR value is 0.07. The assessment is acceptable and considered consistent because it has met the requirements for the inconsistency ratio value, which is less than or equal to 0.1 (Saaty, & L. Thomas, 2012).

Weighting Alternative Strategies with Accessibility Criteria

The results of the weighting of alternative strategies with differentiation criteria are presented in Figure 4 below:

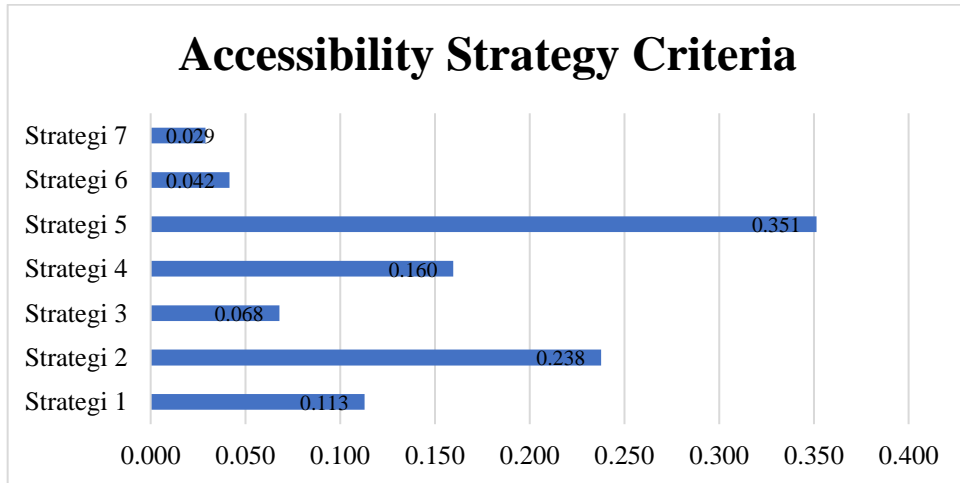


Figure 4. Results of Accessibility Strategy Criteria Weighting

Based on the weighting of the accessibility strategy in the picture above, the priority order of the strategies on the accessibility criteria is obtained with strategy five as the main priority with a total weight of 0.35. The CR value is 0.07. The assessment is acceptable and considered consistent because it has met the requirements for the inconsistency ratio value, which is less than or equal to 0.1 (Saaty, & L. Thomas, 2012).

Weighting Alternative Strategy with Amenities Criteria

The results of the weighting of alternative strategies with amenities criteria are presented in Figure 5 below:

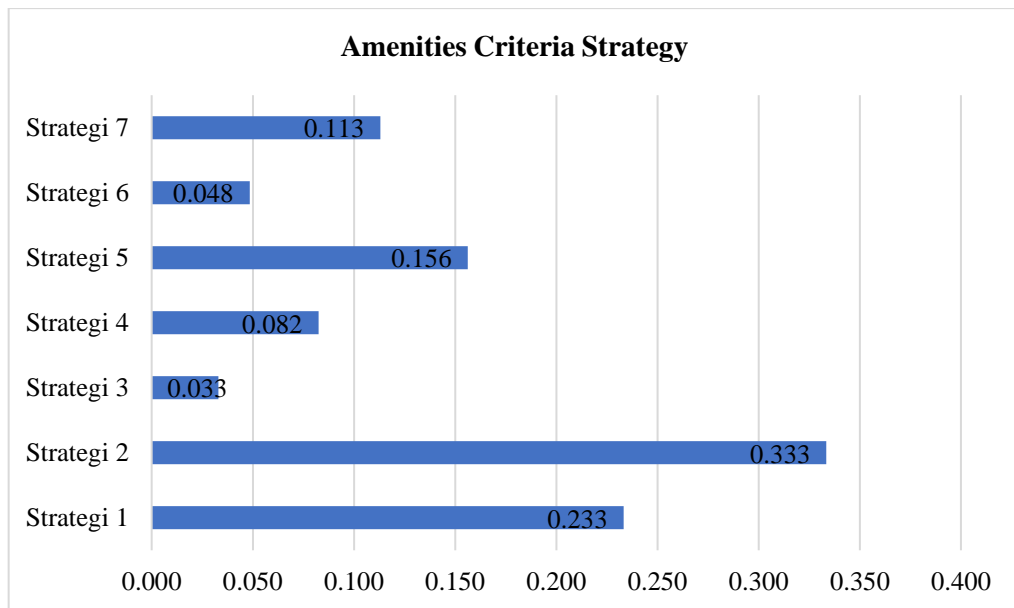


Figure 5. Results of Amenities Strategy Criteria Weighting

Based on the weighting of the amenities strategy in the picture above, the priority order of the strategies on the accessibility criteria is obtained with strategy two as the main priority with a total weight of 0.33. The CR value is 0.07. The assessment is acceptable and considered consistent because it has met the requirements for the inconsistency ratio value, which is less than or equal to 0.1 (Saaty, & L. Thomas, 2012).

Results of Strategic Priority Ranking

The results of determining the priority of the strategy are described in the dynamic sensitivity test in Figure 6 below:

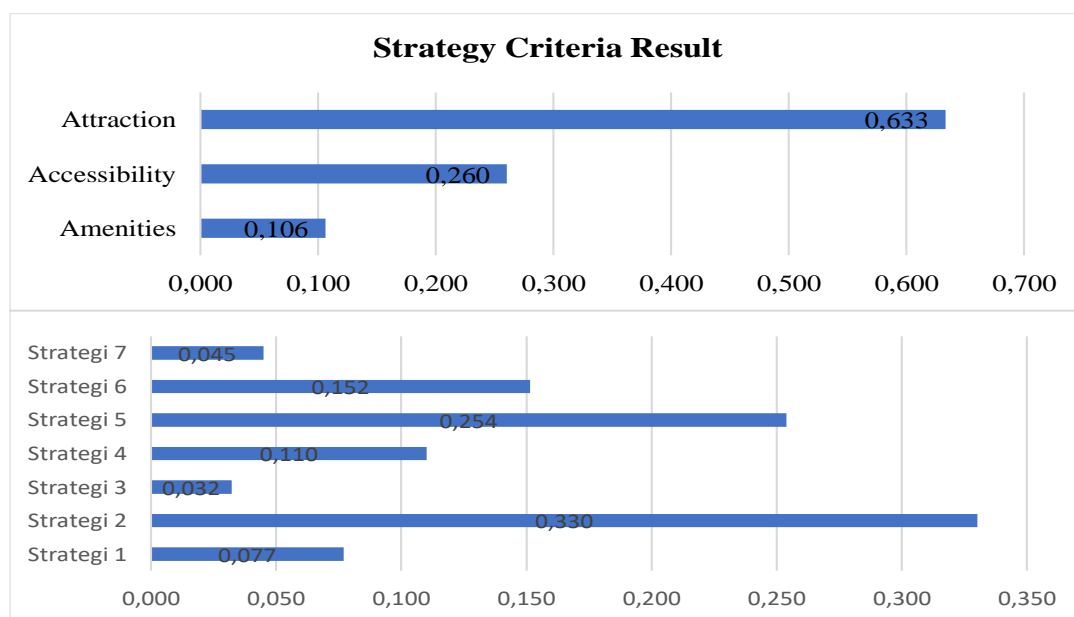


Figure 6. Results of Strategic Priority

Based on the results of determining the priority of the strategy in Figure 6, the ranking of the strategic criteria is obtained, namely the first strategy criteria, the second attraction, accessibility, and the third, the criteria for the amenities strategy, while the order of priority strategies is as follows:

- a. Strategy 2: Develop attractions that are not fixed on one destination to avoid overcapacity.
- b. Strategy 5: Build institutional cooperation and synergy between supporting villages in the form of BUMDesMa, Pokdarwis, and existing associations.
- c. Strategy 6: Create an exciting and attractive event calendar and promote it through social media to reach local and foreign tourists.
- d. Strategy 4: Preserving Bromo Tengger Semeru National Park's unique natural and cultural potential.
- e. Strategy 1: Build physical infrastructure (irrigation, roads, bridges, electricity supply, and others) and non-physical (economy, health, education, and digital technology).
- f. Strategy 7: Optimizing supporting infrastructure (such as hotels, restaurants, cleaning facilities, and so on).
- g. Strategy 3: Promote agrotourism.

As a top priority strategy that can be implemented by considering the attraction criteria as the main criteria in determining the strategy, the accessibility and amenities criteria are the last. The CR value is 0.05. The assessment is acceptable and considered consistent because it has met the requirements for the inconsistency ratio value, which is less than or equal to 0.1 (Saaty, & L. Thomas, 2012).

The priority selection of alternative strategies is influenced by the attraction criteria of 63.3%, the accessibility criteria by 26%, and the amenities criteria by 10.7%. The attraction criteria in this study aim to implement strategies oriented towards improving the community's economy through developing alternative attractions.

Strategy 2. Developing attractions that are not fixed on one destination to avoid overcapacity is a priority strategy that can be applied to support the socioeconomic progress of the community in the Bromo Tengger Semeru National Park area as a sustainable tourism destination.

This is by the results of discussions in interviews with related parties that have been carried out. Specifically, developing attractions is the main thing that must be considered in the continuity of tourism in Bromo Tengger Semeru National Park, followed by strategy 5, building institutional collaboration and synergy. Buffer villages in the form of Village Selecting Business Entities, Tourism Awareness Groups, and existing associations, Creating exciting and attractive event calendars and promoting them through social media to reach local and foreign tourists, Maintaining the unique natural and cultural potential in the area of Bromo Tengger Semeru National Park, Build physical infrastructure (such as irrigation, roads, bridges, and electricity supply) as well as non-physical infrastructure (such as the economy, health, education, and digital technology), optimize supporting infrastructure facilities (such as hotels, restaurants, and cleaning facilities), and promote agro-tourism. The combination of the strategy of strengthening attractions, developing accessibility, and amenities are expected to increase the number of visitors to improve the socio-economic community in the Bromo Tengger Semeru National Park area.

CONCLUSION

From the analysis that has been described, it can be concluded that Bromo Tengger Semeru National Park has implemented sustainable tourism by having a strategic plan for managing a good environment, empowering, and training the community, including cultural preservation and conservation, to have an impact on the socio-economic progress of the community around the area. However, in its development, several indicators are not optimal. In the future development strategy, there is a priority order of the SWOT strategy, such that the strength-opportunity strategy has the highest weight. The S-O strategy is a strategy that supports an aggressive strategy (growth-oriented strategy) by utilizing all the strengths of the Bromo Tengger Semeru National Park and taking advantage of the maximum opportunity. Based on the results of determining strategic priorities, a ranking of strategic criteria is obtained, namely the first, second, accessibility, and third criteria for the amenities strategy. Thus, the development of tourism areas should be based on careful planning so that the tourism objects that will be developed can meet the elements and needs of tourism.

The limitation of this research is that the area studied is limited to the Bromo Tengger Semeru National Park area. Then the priority strategy for destination development is based only on three main components of tourism products: attraction, accessibility, and amenities.

The academic suggestions and recommendations that researchers can give are based on the limitations of this research; namely, in developing new attractions for stakeholders (Central Government, Regional Government, Village Government, Village-Owned Enterprises, Tourism Awareness Groups, and associations of associations), there

must be more synergy so that they can realize the Bromo Tengger Semeru National Park area into a sustainable tourist attraction and provide unique benefits for the economic progress of the community around the area. Furthermore, promoting tourism by utilizing technology, such as creating attractive advertisements, tour packages, or creating digital applications based on community-based tourism, so that it can reach all levels, both local and foreign tourists, then gradually beginning to develop agro-tourism as one of the new tourism alternatives that have not yet been touched, and what needs to be emphasized is that all efforts to develop tourism by utilizing local human resources and the addition.

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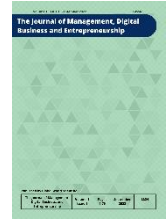
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The Influence of Online Customer Reviews, Prices, and Sales Promotions on Buying Interests in the Tokopedia Marketplace

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted 12 December 2022 Reviewed 25 December 2022 Revision 7 January 2023 Accepted 15 January 2023 Available online 19 January 2023</p> <hr/> <p><i>Keywords: online customer reviews; price; sales promotion; buying interest; marketplace</i></p>	<p>In early 2020, Indonesia was affected by the COVID-19 Pandemic; this increased the habits of Indonesian people shopping online through marketplaces such as Tokopedia, Shopee, Lazada and so on. Marketplaces are competing to provide attractive offers during the Pandemic. The value of shopping transactions at Shopee is 40%, Tokopedia is 30%, and Lazada is 16%. It is known that Shopee is the most popular marketplace for Indonesians at the peak of Harbolnas 2021 compared to Tokopedia. This study aims to determine the effect of online customer reviews, prices and sales promotions on purchase intention at Tokopedia. The population of this research is Tokopedia users in Indonesia, with a total sample of 174 respondents. The method used is quantitative, and the data is processed using SmartPLS 3.2.9 software. The results of this study indicate that the OCR variable, price and sales promotion have a positive effect on purchase intention. The independent variable that has the most dominant influence on the dependent variable of purchase intention is the online customer review factor.</p>

INTRODUCTION

Indonesia in early 2020, the COVID-19 Pandemic occurred, which had an impact on people's activities and the economy in Indonesia; this required people to follow the PSBB (Pembatasan Sosial Berskala Besar) policy, which people stopped doing activities outside the home for a while. The PSBB also had an impact on several economic sectors in Indonesia. This is because Indonesian people are active at home during the Pandemic. The long quarantine period has reduced people's

activities outside the home. The habit of online shopping started many years ago. Some people prefer going to physical stores to buy their needs; others prefer online shopping. The prohibition of leaving the house and social distancing means that people can only shop in the only way, namely online shopping. This situation forces more and more people to make online transactions through marketplaces. In Indonesia, several marketplaces exist, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, and JD-ID, among others. Marketplaces compete to provide attractive offers so that the number of visitors and users increases. Competition between marketplaces is heating up. Based on a survey conducted by Ipsos Indonesia JD.ID, and others. Marketplaces compete to provide attractive offers so that the number of visitors and users increases. Competition between marketplaces is heating up. Based on a survey conducted by Ipsos Indonesia JD.ID, and others. Marketplaces are competing to provide attractive offers so that the number of visitors and users increases. Competition between marketplaces is heating up. Based on a survey conducted by Ipsos Indonesia(Burhan, 2022), a research company from France, shows that Shopee is the most widely used e-commerce in Indonesia. The survey was conducted online or online by involving 1,000 respondents aged between 18-35 years, where the survey was conducted in tier 1, tier 2 and tier 3 cities. Ipsos Indonesia uses 4 (four) indicators in assessing it, name brand used most often (BUMO)), top of mind, consumer penetration, and transaction value. Of the four indicators, the result was that Shopee was in the first place, beating Tokopedia in second and Lazada in third. There is a top-of-mind indicator, 54% of respondents rate Shopee as the most memorable e-commerce. Then Tokopedia (27%) and Lazada (12%). For market penetration, 41% of respondents choose Shopee. Then Tokopedia (34%) and Lazada (16%). Meanwhile, for the transaction value, Shopee is 40%, Tokopedia is 30% and Lazada is 16%. Ipsos assesses that Shopee is the marketplace most in demand and used by Indonesian people at the peak of Harbolnas 2021. 60% of respondents chose Shopee during the peak day of Harbolnas. Then Tokopedia (26%) and Lazada (11%)(Burhan, 2022). The data in Figure 1 shows the average monthly Shopee website visitors from the first quarter of 2020 to the third quarter of 2021, sourced from databoxes(Jayani, 2021):



Figure 1. Average Monthly Shopee Web Visitors (Quarter I 2020 – Quarter III 2021)

Source:(Jayani, 2021)

The large and increasing number of visitors will indirectly affect the increase in transactions on the marketplace. Based on this, some factors influence consumer buying interest in shopping

online, namely prices, sales promotions, product performance expectations, customer reviews, ratings and online tracking. (Alalwan, 2020). Based on the factors influencing consumer buying interest, this research focuses on Online Customer Reviews (OCR), prices, and sales promotions. OCR is included in the Electronic Word of Mouth (E-WOM) section in the form of opinions or candid reviews from consumers who have purchased or used the product. (Dhadak and Huseynov, 2020). OCR is important when shopping online because consumers need help seeing, touching and trying the product they want to buy; this makes it difficult for them to find the right product (Daroch et al., 2021). The prices of products offered online are of great concern to consumers because there are consumers who have difficulty making transactions online, are afraid of receiving goods that do not match the order and receive products whose quality does not match the price offered. (Mesatania, 2022). Sales promotions are also important in buying interest of consumers shopping online because consumers tend to spend their time paying attention to and waiting for promotions on online shopping platforms, such as coupons, product discounts, free shipping and other vouchers that consumers can claim and use before buying the product they need (Bacay et al. 2022). Related to this, there is research conducted by Dwidienawati et al. (2020). It is known that online customer reviews have little effect on purchase intention. Other research conducted by Widiyanto and Wibowo (2021) It is known that price does not significantly affect buying interest. Based on the explanation of this background, the researcher is interested in conducting research titled "The Influence of Online Customer Reviews, Prices, and Sales Promotions on buying interest in the Tokopedia Marketplace".

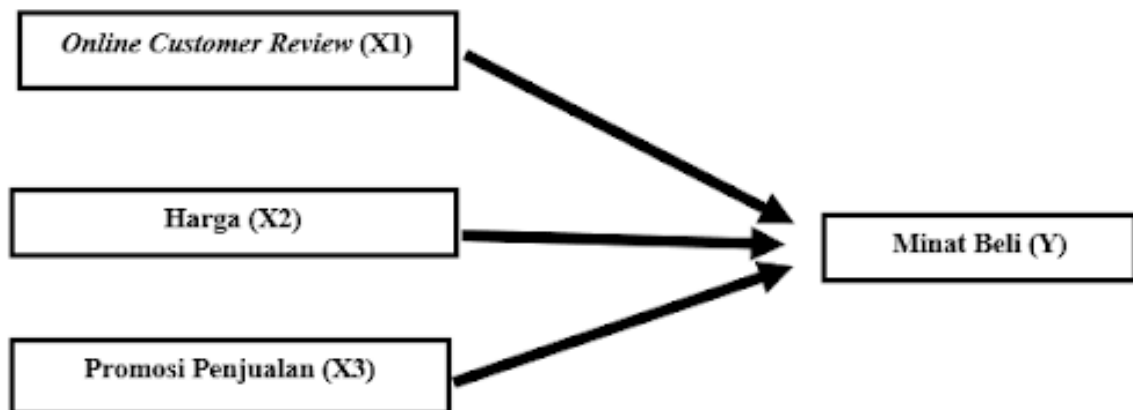


Figure 2. Research Model

Source: Primary Data Processed, 2022

Online Customer Review has a significant influence on consumer buying behaviour. It has become an essential source of information for consumers, influencing around 20-50% of online purchasing decisions (Thakur, 2018). OCR is included in the Electronic Word Of Mouth (E-wom) section in the form of opinions or candid reviews from consumers who have purchased or used the product (Dhadak & Huseynov, 2020). The dimensions of online customer review variables are Source Credibility, Review Quality, Review Quantity, and Review Valence (Sutanto & Aprianingsih, 2016).

According to Kotler and Keller (2016), In a narrow sense, price is the amount billed for a product or service; more broadly, price is the sum of all values customers provide to benefit from having or using a product or service. There are 4 (four) dimensions of the price, according to Pasharibu et al. (2018), including affordability of prices, price suitability with product quality, price suitability with benefits, and price competitiveness.

Kotler & Armstrong (2014) also describes sales promotions as short-term incentives to attract consumer attention to products and increase the purchase or sale of an item or service. Promotional activities in this sales promotion include giving coupons, sales, contests, exhibitions and others. The dimensions of the sales promotion variable are frequency, promotion quality, price discounts, and product displays (Amanah & Pelawi, 2015).

Kotler & Armstrong (2016). Consumer buying interest is the behaviour of consumers who desire to buy or have the urge to buy a product based on experience in choosing, using and consuming or even wanting a product or based on consumer references. The dimensions of the buying interest variable are transactional interest, referential interest, preferential interest, and explorative interest (Japariato & Adelia, 2020).

RESEARCH METHODS

The research population is Tokopedia marketplace users in Indonesia. This type of research is quantitative, using a Likert scale. The test equipment used is the outer model test to measure validity and reliability, the inner model, the mediation test and the hypothesis test. The sampling technique uses a purposive sampling technique with the criteria for a sample of respondents using the Tokopedia application; the sample is obtained through the Hair formula (Hair et al., 2014, p. 176) of 174 samples, with the data collection method using an online questionnaire through the Google Form. The technique used to analyze is SEM with SmartPLS version 3.2.9. (Sugiyono, 2021).

RESULTS AND DISCUSSION

Outer Model (Measurement Model)

In this model, two measurements are used: the Validity Test and the Reliability Test. Following are the results of data analysis *outperform* models *convergent validity* and *discriminant validity*, as well as both reliability tests:

Table 1. Validity Test (Convergent Validity dan Discriminant Validity)

Variable	Indicator	Outer Loadings	AVE	Information
Online Customer Review (X1)	X1.1	0,851	0,509	Valid
	X1.2	0,872		Valid
	X1.3	0,778		Valid
	X1.4	0,848		Valid
	X1.5	0,768		Valid
	X1.6	0,743		Valid
	X1.7	0,795		Valid
	X1.8	0,714		Valid
	X1.9	0,725		Valid
	X1.10	0,758		Valid
	X1.11	0,780		Valid
	X1.12	0,742		Valid
Price (X2)	X2.1	1,000	0,647	Valid
	X2.2	1,000		Valid
	X2.3	1,000		Valid
	X2.4	1,000		Valid
Sales Promotion (X3)	X3.1	1,000	0,584	Valid
	X3.2	0,885		Valid
	X3.3	0,835		Valid
	X3.4	0,784		Valid
	X3.5	0,860		Valid
	X3.6	0,845		Valid
	X3.7	1,000		Valid
Buying Interest (Y)	Y1	0,850	0,526	Valid
	Y2	0,834		Valid
	Y3	0,862		Valid
	Y4	0,881		Valid
	Y5	0,810		Valid
	Y6	0,858		Valid
	Y7	0,863		Valid
	Y8	0,884		Valid

Source: Primary Data Processed, 2022

Based on Table 1 of the validity test results, it was found that all statement items in the questionnaire were declared valid because the first validity test of convergent validity stated that the value of each outer loading was more significant than 0.70 as well as the second validity test, namely Discriminant Validity has seen from all independent variables above the Average Variance Extracted (AVE) value of greater than 0.50 so that all questionnaires are declared valid.

Table 2. Composite Reliability Test and Cronbach's Alpha

Variabel	Composite Reliability	Cronbach's Alpha	Keterangan
Online Customer Review (X1)	0.891	0.867	Reliabel
Price (X2)	0.818	0.818	Reliabel
Sales Promotion (X3)	0.880	0.907	Reliabel
Buying Interest (Y)	0.898	0.87	Reliabel

Source: Primary Data Processed, 2022

Based on Table 2, the reliability test results stated that all instruments were reliable because each variable stated that the value of composite reliability and Cronbach's alpha was above 0.70.

Inner Model (Structural Model)

inner model is used to guess the causal relationship between variables. The inner model consists of 2 (two) tests, namely the R-Square test and the hypothesis test. The following is a picture of the inner model in this study:



Figure 3. Structural Models

Source: SmartPLS version 3.2.9., 2022

Table 3. R-Square Test

Variable	R Square	R Square Adjusted
Buying Interest (Y)	0,642	0,635

Source: Primary Data Processed, 2022

The R-Square test in table 3 states that the purchase intention variable has an R-Square of 0.642 and an Adjusted R-Square of 0.635, so the X1 variable has a moderate effect.

Table 4. Hypothesis Testing

Final Result	T Statistik	P Values	Keterangan
Online Customer Reviews(X1) -> Interest to Buy (Y)	4,526	0,000	Berpengaruh Positif
Online Customer Reviews(X1) -> Source Credibility	30,578	0,000	Berpengaruh Positif
Online Customer Reviews(X1) -> Review Quality	35,790	0,000	Berpengaruh Positif
Online Customer Reviews(X1) -> Review Quantity	30,032	0,000	Berpengaruh Positif
Online Customer Reviews(X1) -> Review Valence	19,056	0,000	Berpengaruh Positif
Price (X2) -> Purchase Intention (Y)	2,224	0,027	Berpengaruh Positif
Price (X2) -> Price Affordability	23,137	0,000	Berpengaruh Positif
Price (X2) -> Price conformity with product quality	30,446	0,000	Berpengaruh Positif
Price (X2) -> Price Compatibility with Benefits	34,437	0,000	Berpengaruh Positif
Price (X2) -> Price Competitiveness	18,047	0,000	Berpengaruh Positif
Sales Promotion (X3) -> Purchase Intention (Y)	3,464	0,001	Berpengaruh Positif
Sales Promotion (X3) -> Frequency	26,433	0,000	Berpengaruh Positif
Sales Promotion (X3) -> Promotion Quality	49,459	0,000	Berpengaruh Positif
Sales Promotion (X3) -> Discounts	47,546	0,000	Berpengaruh Positif
Sales Promotion (X3) -> Product Display	21,364	0,000	Berpengaruh Positif

Source: SmartPLS version 3.2.9., 2022

Based on Table 4, it is stated that online customer reviews, prices, and sales promotions have a positive effect on purchase intention because the t-statistic value is above the t-table, and the P-values are below 0.05.

Hypothesis 1: Online customer review variable on purchase intention

It was concluded that the online customer review variable affected purchase intention, with a t count of 4.526, with the most significant dimension being review quality, 35.79%. Because the products offered on the Tokopedia marketplace are diverse and competitive, the presence of reviews provided by other consumers is an influential factor in buying interest. The most significant indicator is the reviews given to products on Tokopedia that are relevant to the search for information by respondents, with a yield of 35.9%. This shows that consumers feel that the results of information searches carried out for products on Tokopedia are relevant to the quality of reviews

given by previous consumers. This is supported by research Mulyono (2021), which states that Online Customer Reviews & Ratings influence buying interest.

Hypothesis 2: Price variable on buying interest

It was concluded that the price variable positively affected purchase intention, with a t count of 2.224, with the most significant dimension being 34.4%, namely the suitability of price and benefits. This means that consumers' buying interest in the Tokopedia marketplace is influenced by the price offered and the benefits obtained after buying a product. This is supported by research conducted by Hoang (2020), which states that price affects buying interest.

Hypothesis 3: Sales promotion variable on buying interest

concluded that the sales promotion variable also has a positive effect on purchase intention, with t count 3,464, with the most significant dimension being 49.4%, namely promotion quality. Because the promotions provided by the marketplace have a better quality which their consumers have felt themselves. In the indicators, it is stated that the most significant indicator is the quality of promotions provided by Tokopedia, meaning that the offers offered have many advantages or benefits for consumers, with a yield of 53.3%. This shows that the product received by consumers is as expected. This is supported by research conducted by Bhatti (2018), which states that sales promotion affects purchase intention.

CONCLUSION

Based on the results of this study, it was found that sales promotions influenced buying interest in the Tokopedia marketplace, so Tokopedia needed to maintain and pay attention to providing sales promotions to consumers to attract buying interest. Then, in terms of price, it is also one factor that influences consumer buying interest in making transactions on the Tokopedia marketplace because consumers feel that the price of the product offered is in accordance with the benefits to be received. Online customer reviews provided by previous consumers can assist consumers in determining buying interest. Therefore, Tokopedia needs to encourage consumers to consistently provide relevant reviews of the products they have received. The strategy that Tokopedia can implement to encourage this is by providing stimulus in the form of bonuses, such as points that consumers can use when making payments in the form of price discounts or product discounts on the next transaction. Tokopedia's main competitor, Shopee, has implemented this strategy. These suggestions can be implemented so that the ranking of Tokopedia users in Indonesia can rise to the first position. Future research can add variables likely to influence consumer buying interest in Tokopedia to increase consumer buying interest in Tokopedia further. Tokopedia's main competitor, Shopee, has implemented this strategy. Hopefully, these suggestions can be implemented so that the ranking of Tokopedia users in Indonesia can rise to the first position. Future research can add variables likely to influence consumer buying interest in Tokopedia to further increase consumer buying interest in Tokopedia. Tokopedia's main competitor, Shopee, has implemented this strategy. Hopefully, these suggestions can be implemented so that the ranking of Tokopedia users in Indonesia can rise to the first position. Future research can add variables likely to influence consumer buying interest in Tokopedia to increase consumer buying interest in Tokopedia further.

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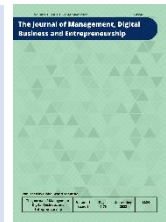
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The Influence of Store Atmosphere and Sales Promotion on Impulse Buying at Lima Rasa Café During the Covid-19 Pandemic

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted 1 December 2022 Reviewed 20 December 2022 Revision 3 January 2023 Accepted 14 January 2023 Available online 19 February 2023</p> <hr/> <p><i>Keywords: store atmosphere, sales promotion, impulse buying</i></p>	<p>This study aims to test and analyze the effect of store atmosphere and sales promotions on the impulse buying of five flavors café during the Covid-19 pandemic. Data collection in this study used a survey method with an air questionnaire built using a Likert scale. The sample of this research was 300 respondents who were selected using purposive sampling with the criteria of respondents being consumers of Café Lima Rasa in Bandung City. The research model was built and analyzed using the Structural Equation Modeling (SEM) analysis method. The research data were analyzed using Smart PLS software. Based on the hypothesis testing, it was found that store atmosphere and sales promotion did not have a positive effect on impulse buying, and sales promotion had a positive effect on impulse buying. For this reason, the researcher suggests that Cafe Lima Rasa's management increase sales promotions to increase impulse buying, especially using social media, considering that based on the results of descriptive statistics, Café Lima Rasa's consumers are mostly young people. The management of Café Lima Rasa should also design a better store atmosphere so that the cafe's appearance becomes more Instagram-able and can support sales promotions.</p>

INTRODUCTION

Based on data from the Bandung Central Bureau of Statistics (BPS), there was an increase in the number of restaurants in 2012-2020, from 625 in 2012 to 1,041 restaurants in 2020. In 2020 there was an increase in the number of restaurants by 142 compared to 2019. However, the Covid-19 pandemic since March 2020 has harmed the restaurant business in Bandung (Ashilah, 2021).

One of the efforts made by the government and business people to increase tourists to the city of Bandung is by providing comfort and safety to consumers. This was a significant challenge during the Covid-19 pandemic. Tourists feel their safety and comfort have been disturbed due to the transmission of the Covid-19 virus, so they have to follow health protocols. Business actors aim to increase consumers' comfort and safety by obtaining a CHSE certificate (Cleanliness, Health, Safety, Environment Sustainability) directly from the Ministry of Tourism and Creative Economy (CNN Indonesia, 2020). CHSE Certification Program (Cleanliness, Health, Safety &

Every company tries to create a safe and comfortable atmosphere during the Covid-19 pandemic because this is one way to build a good Store Atmosphere. Many business actors are willing to pay more to create an attractive cafe atmosphere so that visitors feel comfortable and are interested in making purchases. Store atmosphere can also be a differentiating factor between one cafe and another. Store atmosphere can significantly affect the experience consumers get when visiting a cafe.

Store Atmosphere is not the only factor that makes visitors interested; the existence of sales promotions also adds value to the café. So business people must design the right marketing mix. Sales promotion is a way for business people to influence visitors to make purchases. Consumer impulse purchases are more easily encouraged by sales promotions (Fadilata & Astuti, 2022). Impulse buying is a shopping behavior that consumers do not plan. When buying a particular product or brand, consumers do not think long and tend to make purchases immediately because of interest in the brand or product when they see the product. (Rahmana & Kurniawan, 2021).

During the pandemic, cafe and restaurant turnover dropped significantly. As a result of the decrease in turnover, some cafes have terminated their employment (PHK) to survive. This was stated by the Cafe and Restaurant Association (AKAR) and the Indonesian Hotel and Restaurant Association (PHRI) in Bandung, West Java (CNN Indonesia, 2021).

Café Lima Rasa is one of the cafes operating during the Covid-19 pandemic in Bandung. Despite feeling a negative impact during the Covid-19 pandemic, Café Lima Rasa also stated that there was a positive impact, namely Cafe Lima Rasa being able to improve itself by renovating the place by adding new spots. With this renovation, the infrastructure of the Lima Rasa café is getting better; the new spot design can maintain sales turnover during the Covid-19 pandemic. Café Lima Rasa also carries out special sales promotions through social media to attract consumers' attention to visit during the Covid-19 pandemic.

In this study, researchers wanted to test and analyze whether improving the store atmosphere and sales promotion could increase impulse buying from consumers at Café Lima Rasa. Based on the literature review, the store atmosphere, promotion, and impulse buying can be described as follows.

Store Atmosphere (store atmosphere)

Berman et al. (2018) stated that the Store Atmosphere is an atmosphere that contains the physical characteristics of a store that can create the image of a store in order to make customers feel attracted (Pratini, Maharani, & Harahap, 2022).

Promotion

According to Tjiptono (2018: 229), Promotions are various stimuli that have been arranged to be able to increase purchases of products purchased in the form of direct persuasion (Pratini, Maharani, & Harahap, 2022)

Impulse Buying

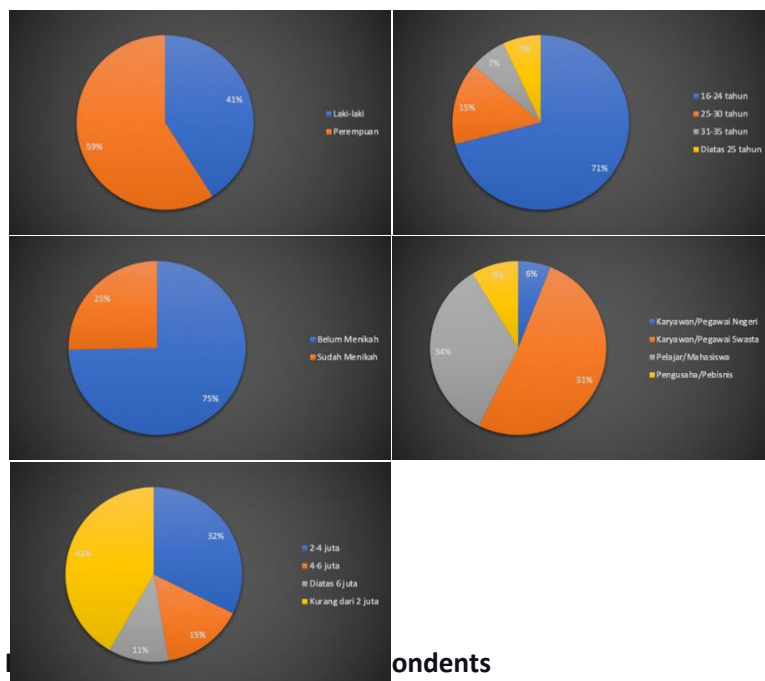
According to Kartika (2020), Learning behavior that is carried out suddenly without prior planning because it is influenced by the conditions and circumstances of the environment is referred to as impulse buying (Herlina & Widyaningrum, 2022)

This study aimed to examine and analyze the effect of Store Atmosphere and Sales Promotion on Impulse Buying at Café Lima Rasa in Bandung. Furthermore, based on the theoretical and empirical reviews that have been previously studied, the research hypothesis can be built that there is a positive influence of Store Atmosphere and Sales Promotion on Impulse Buying at Café Lima Rasa in the city of Bandung.

RESEARCH METHODS

This type of research is a quantitative research using survey methods. This research questionnaire was prepared using a Likert Scale. Respondents of this research are consumers of Café Lima Rasa in Bandung City. The number of respondents used in this study was 300 respondents. Then the data processing results will be carried out using SEM analysis with processing using SmartPLS. Ghozali and Latan (2017) state that the purpose of PLS-SEM is to develop a theory or build a theory (predictive orientation) (Indirasari & Mardiana, 2022). The test equipment used is a Measurement Test or Outer Model, Structural Model Test or Inner Model, and Hypothesis Test.

Based on the results of data processing, the results obtained related to the characteristics of the respondents are as follows.



Source: Data processed (2022)

Based on Figure 1. it can be seen that the respondents in this study were dominated by female respondents with a percentage of 59%, while 41% were male. The age range of respondents is mostly between 16-24 years, namely 71%; respondents who are not married are 75%, and 25% are married; 51% are professional respondents, namely employees or private employees, with a percentage of respondents' income ranging from less than 2 million with a percentage of 42 %. This

shows that most respondents are female, aged between 16-24 years, single, work as private employees, and earn less than 2 million monthly.

Descriptive Analysis Results

Based on the results of data processing that has been done, the results of the descriptive analysis in this study can be seen in the table below.

Table 1.
Descriptive Analysis Results

Variable	Total Score	Ideal Score	Percentage	Category
X1 (Store Atmosphere)	6606	7200	91.75%	Very good
X2 (Promotion)	11209	12000	93.41%	Very good
Y (Impulse Buying)	5607	6000	93.45%	Very good

Source: Data processed (2022)

Based on the results shown in Table 1 above, each variable in this study has a value that is in the outstanding category. Among them, variable X1, or store atmosphere, has a percentage of 91.75%, followed by variable X2, or promotion which has a percentage of 93.41%. Finally, variable Y, impulsive buying, has a percentage value of 93.45%. This indicates that the store atmosphere, promotions, and impulsive buying at Café Lima Rasa in the city of Bandung are in excellent condition. However, they must be maintained and improved because the value of each of these variables has not yet reached the maximum number on the continuum line, namely 100%.

Measurement Model Testing (Outer Model)

Indrawati (2017) states that the initial stage of data analysis from PLS is to use a measurement model test or outer model; measurement model testing is done by testing the validity and reliability of each indicator in the study. According to Indrawati (2017), indicators on latent variables are tested to measure the extent to which these indicators can explain the latent variables (Yusuf & Indrawati, 2019).

Measurements in the evaluation of reflective indicator measurement models use convergent validity, discriminant validity, and reliability (Cicing, 2022). The outer model in this study is shown in Figure 2.

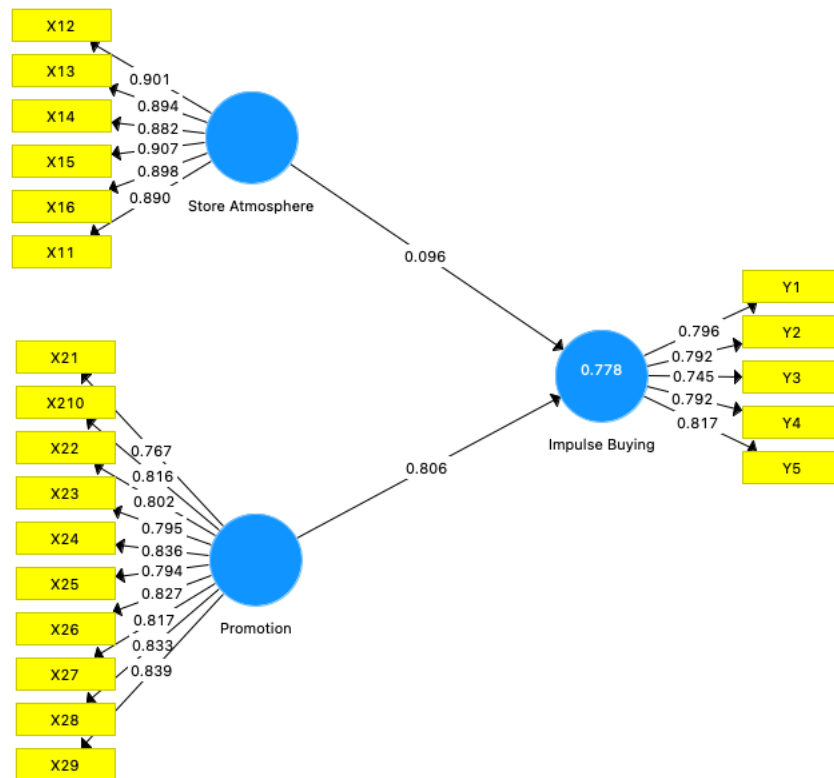


Figure 2. Outer Model

Source: Data Processed (2022)

Convergent Validity

According to Ghozali & Latan (2015), the convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the item score/indicator and the construct score. If it correlates more than 0.70 with the construct you want to measure, then the individual reflective measure is said to be high. However, in the research at the development stage, the scale is still acceptable if the loading is 0.50 to 0.60 (Mussalman & Madiawati, 2022). The following is the Outer Loading value of each item in the assessment.

Table 2.
Convergent Validity Results

Latent Variable	Indicator	Outer Loading	Information
<i>Store Atmosphere</i>	X11	0.890	Valid
	X12	0.901	Valid
	X13	0.894	Valid
	X14	0.882	Valid
	X15	0.907	Valid
	X16	0.898	Valid
<i>Promotions</i>	X21	0.767	Valid
	X22	0.802	Valid
	X23	0.795	Valid
	X24	0.836	Valid
	X25	0.794	Valid
	X26	0.827	Valid
	X27	0.817	Valid
	X28	0.833	Valid
	X29	0.839	Valid
	X210	0.816	Valid
<i>Impulse Buying</i>	Y1	0.796	Valid
	Y2	0.792	Valid
	Y3	0.745	Valid
	Y4	0.792	Valid
	Y5	0.817	Valid

Source: Data Processed (2022)

Based on the data shown in Table 2., it can be seen that all indicators in the study are valid. In addition to the Outer Loading value, the Average Variance Extracted (AVE) value can be used in convergent validity (Santosa, 2018). The next check of convergent validity is by looking at the AVE output. The construct has good convergent validity if the AVE value exceeds 0.50 (Riansyah & Andayani, 2022). In this study, the AVE (Average Variance Extracted) value for each variable is in Table 3

Table 3.
Average Variance Extracted(AVE)

Latent Variable	AVE value
X1 (Store Atmosphere)	0.802
X2 (Promotion)	0.661
Y (Impulse Buying)	0.622

Source: Data Processed (2022)

Based on the Average Variance Extracted (AVE) value, it is stated that each variable's average Variance Extracted (AVE) value is more significant than 0.5. Thus, this study has met sufficient Convergent Validity criteria.

Discriminant Validity

To ensure that each concept of each latent variable is different from other latent variables, discriminant validity can be used (Fanulene & Soediantono, 2022). According to Purwanto (2019), a model has good discriminant validity if the AVE squared value of each exogenous construct (values on the diagonal) exceeds the correlation between the construct and other constructs (values under the diagonal) (Fanulene & Soediantono, 2022). Ghazali (2018: 25) states that discriminant validity testing can be done by comparing the cross-loading values. A correlation can be said to meet convergent validity if it has a cross-loading value of <0.7 . The output shows that cross-loading gives a value above the recommended value of 0.7. So the indicators used in this study have met convergent validity (Dewi, Michel, & Puspitarini, 2022). In this study, the Cross Loading value is shown in Table 4. Discriminant Validity.

Table 4.
Cross Loading Value

Latent Variable	Store Atmosphere	Promotion	Impulse Buying
X11	0.890	0.663	0.655
X12	0.901	0.649	0.616
X13	0.894	0.669	0.640
X14	0.882	0.708	0.612
X15	0.907	0.706	0.628
X16	0.898	0.703	0.667
X21	0.630	0.767	0.673
X22	0.521	0.816	0.687
X23	0.698	0.802	0.636
X24	0.735	0.795	0.663
X25	0.778	0.836	0.604
X26	0.714	0.794	0.607
X27	0.705	0.827	0.639
X28	0.702	0.817	0.653
X29	0.738	0.833	0.582
X210	0.713	0.839	0.670
Y1	0.472	0.668	0.796
Y2	0.548	0.679	0.792
Y3	0.463	0.641	0.745
Y4	0.582	0.734	0.792
Y5	0.717	0.740	0.817

Source: Data Processed (2022)

Based on the Cross Loading value, it can be concluded that the indicators in a construct in this study have met the discriminant validity criteria because it has a Cross Loading value more significant than the Cross Loading value of the indicator to another construct.

In addition, in testing discriminant validity by looking at the cross-loading value used to review adequate constructs by comparing the square root of the Average Variance Extracted (AVE)(Sisvanka & Aziz, 2022). In this study's roots of the AVE values are shown in Table 5.

Table 5.

AVE Root Value

Latent Variable	Store Atmosphere	Promotion	Impulse Buying
Store Atmosphere	0.895		
Promotion	0.763	0.880	
Impulse Buying	0.711	0.789	0.813

Source: Data Processed (2022)

Based on the AVE root value, it is stated that the AVE root value in a construct is more significant in value than the correlation of the construct with other constructs. Thus, this study met sufficient discriminant validity criteria.

Reliability Test

Abdillah (2018) stated that the reliability of measurement shows the consistency and stability of an instrument that measures a variable. According to Hair et al. (2008), reliability is measured using Cronbach's Alpha (CA), and Composite Reliability (CR) values with the benchmark CA and CR values must be greater than 0.7. However, a value of 0.6 is still acceptable in exploratory studies (Abdillah, 2018).In this study, CA and CR values are shown in Table 4.6.

Table 6.
Reliability Test Results

Latent Variable	Cronbach Alpha(CA)	Composite Reliability (CR)
Store Atmosphere	0.950	0.960
Promotion	0.943	0.951
Impulse Buying	0.848	0.892

Source: Data Processed (2022)

Based on the Cronbach's Alpha (CA) and Composite Reliability (CR) values, it is stated that the Cronbach's Alpha and Composite Reliability values for each variable are more significant than 0.7. Thus, this study met the reliability criteria.

Structural Model Testing

Structural models in PLS are evaluated using the R2 dependent construct, path coefficient values , or T-values for each path to test the significance between constructs in the structural model. The path coefficient or inner model value indicates the significance level in hypothesis testing. Hair et al. (2008) state that the path coefficient or inner model indicated by the t-value must be above 1.96 for the two-sided hypothesis. (Abdullah, 2018). The structural model test on PLS will show the hypothesis test results with the parameters being analyzed as the T-value and the Origin Sample value (Standardized Beta). (Abdullah, 2018). In this study, the inner model is shown in Figure 3.

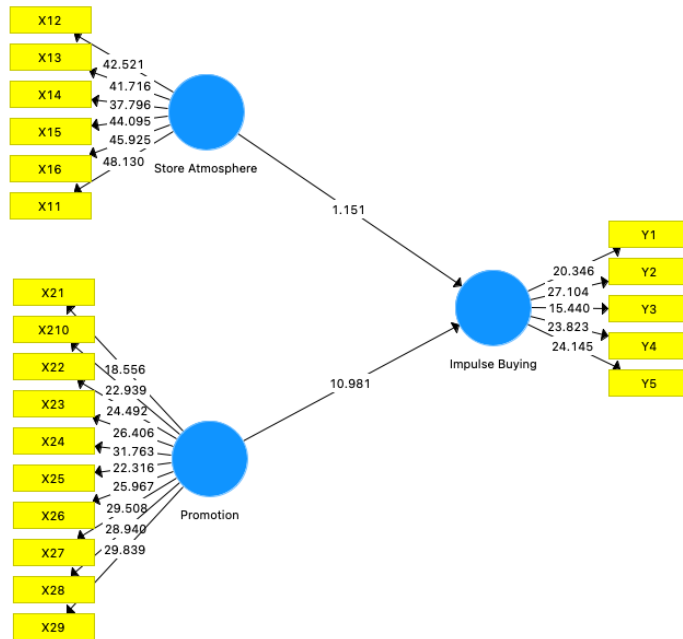


Figure 3. Inner Model

Source: Data Processed (2022)

The results of testing the structural model consisting of Standardized Beta values and T-Value values in this study are shown in Table 7.

Table 7.
t-values results

Path	T-Values	Beta Standardized	P-Values
Store Atmosphere > Impulse Buying	1.151	0.096	0.250
Promotion > Impulse Buying	10,981	0.806	0.000

Source: Data Processed (2022)

Based on the results of the path coefficient in Table 7. it can be seen that the relationship between variables has a value with a T-Value ≤ 1.95 and a T-Value ≥ 1.95 . In addition, it can be seen that there is a P-value ≤ 0.05 and a P-value ≥ 0.05 . If a T-value result gets a value ≤ 1.95 , then it can be said that no relationship occurs between these variables. If the P-value is ≥ 0.05 , it can be said that the relationship between these variables is not significant.

The coefficient of determination

The efficiency of determination is used to measure the accuracy of the regression line made from the results of the estimation of a group of observed data(Wati & Primyastanto, 2018). The greater the R square value, the more precise the regression line is formed; conversely, the smaller

the value, the more imprecise the regression line represents the observed data. The coefficient of determination is zero to one ($0 < R < 1$). The smaller the value, the closer to 0, which means that the ability of the independent variable is minimal. Based on the results of data analysis, the results of the coefficient of determination are obtained as follows.

Table 8.

Determination Coefficient Test Results

Latent Variable	R-Squared	R Adjusted Squared
Impulse Buying	0.778	0.776

Source: Data Processed (2022)

Based on the table above, the results of the coefficient of determination obtained from the calculation of $R^2 \times 100\%$, then the result $(0.778 \times 100\%) = 77.8\%$, these results show that 77.8% contributed to the influence of the independent variables (Store Atmosphere and Promotion) on the dependent variable (Impulse Buying). The remaining 22.2% contributes to the influence of variables not examined in this study.

Hypothesis testing

The following results of hypothesis testing for each hypothesis can be seen in the following table.

Table 9.

Hypothesis Test Results

Path	T-Values	Beta Standardized	P-Values	Information
Store Atmosphere > Impulse Buying	1.151	0.096	0.250	H1 Rejected
Promotion > Impulse Buying	10,981	0.806	0.000	H2 Accepted

Source: Data Processed (2022)

The following is an explanation for each hypothesis decision based on Table 9. above

1. Hypothesis 1, store atmosphere has a positive effect on impulse buying

Based on the t-value for the effect of store atmosphere on impulse buying = 1.151 < 1.96, H1 is rejected, which means that the store atmosphere variable has no positive effect on the Impulse buying variable. The store atmosphere variable has no positive effect on the impulse buying variable of 0.096.

2. Hypothesis 2, promotions have a positive effect on impulse buying

Based on the t-value for the effect of promotion on impulse buying = 10.981 > 1.96, H2 is accepted, meaning that the promotion variable positively affects the Impulse Buying variable. The Promotion variable positively affects the Impulse Buying variable of 0.806.

Based on the results of the characteristics of the respondents in this study, the average respondent is a consumer at Café Lima Rasa in the city of Bandung, who is female, aged between 16-24 years, single, graduated from high school, profession as a private employee and income of less than 2 million in a month. Likewise, the results of the descriptive analysis illustrate that the store atmosphere, promotions, and impulsive buying at the Lima Rasa Café in the city of Bandung are in excellent condition. However, they still have to be maintained and improved because the value of each of these variables has not yet reached the maximum number on the continuum line, namely 100%.

Based on the results of testing the requirements for SEM analysis using PLS, it was concluded that it met the requirements because the data in this study were valid and reliable. Based on the research results in Table 7, it can be seen that there is a relationship between variables that has a

t-value ≤ 1.95 and a t-value ≥ 1.95 . In addition, it can be seen that there is a p-value ≤ 0.05 and a p-value ≥ 0.05 . If a t-value result gets a value ≤ 1.95 , then it can be said that no relationship occurs between these variables. If the p-value ≥ 0.05 , it can be said that the relationship between these variables is not significant. It is known that the results of the coefficient of determination obtained from the calculation of $R^2 \times 100\%$, then the result $(0.778 \times 100\%) = 77.8\%$, these results show that equal to 77,

The hypothesis test results are based on the t-value for the effect of store atmosphere on impulse buying = $1.151 < 1.96$, so H1 is rejected, meaning that the store atmosphere variable has no positive and significant effect on the Impulse buying variable. The store atmosphere variable has no positive effect on the impulse buying variable of 0.096. Based on the t-value for the effect of promotion on impulse buying = $10.981 > 1.96$, H2 is accepted, meaning that the promotion variable has a positive effect on the Impulse buying variable. The promotion variable positively affects the impulse buying variable of 0.806. This is consistent with research conducted by Rahmana & Kurniawan (2021), which states that promotion affects shopping emotions, Store atmosphere affects shopping emotions.

CONCLUSION

Based on the test and analysis results, it can be seen that there is no influence between the store atmosphere on impulse buying for consumers of Café Lima Rasa in Bandung City; there is an influence between promotion variables on impulse buying decisions for consumers of Café Lima Rasa in Bandung City. 77.8% contributed to the influence of store atmosphere and promotion on impulse buying, while the remaining 22.2% contributed to the influence of variables not examined in this research model. Thus the management of Café Lima Rasa can focus on designing better promotions to increase impulse buying.

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Indexes

A

Accessibility,, 21
Amenities,, 21
Analytic Hierarchy Process,, 21
Attractions, 21

B

Big Data, iii, iv, 14, 15, 16, 18, 19, 20
Buying Interest, iii, iv, 40, 44, 45

C

Credit Risk, iii, iv, 1, 4

I

Impulse Buying, iii, iv, 50, 52, 53, 55, 56, 57,
58, 59, 61
Inovation, 14

L

Liquidity, iii, iv, 1, 3, 4, 8, 11, 12

M

Market Capitalization, iii, iv, 1, 3, 10, 11, 13
Marketplace, iii, iv, 40, 42

O

Online Customer Reviews, iii, iv, 40, 41, 46

P

Price, 3, 12, 44, 46, 48, 49, 61
Profitability, iii, iv, 1, 3, 4, 8, 11, 13

S

Sales Promotion, iii, iv, 40, 42, 44, 46, 48, 50,
52, 61
Store Atmosphere, iii, iv, 50, 51, 52, 53, 55,
56, 57, 58, 59, 61, 62
SWOT Analysis,, 21

V

Value Creation, iii, iv, 14, 17, 20

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