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ICBAE 2024

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Preface

We are delighted to introduce the proceedings of the fourth edition of the International Conference on Business Accounting and Economics (ICBAE 2024). This conference has brought researchers, developers and practitioners around the world who are leveraging and developing knowledge in the current issues in business, accounting, and economics field. The theme of 4th ICBAE was “Finance Digitalization and Sustainable Business: Shaping the Future of The Economy”.

The technical program of ICBAE 2024 consisted of 99 full papers. The tracks for paper presentation were: Track 1- Global Strategy and Organizational, Track 2- Financial Management, Economics, and Accounting, Track 3- Innovation and Operations Management, Track 4- Marketing, Track 5- Track-Sustainability Accounting and Governance, Track 6- Corporate Social Responsibility. Aside from the high quality technical paper presentations, the technical program also featured five conference speakers, and three speakers on networking session. The invited talks for conference session were presented by Prof. Mahfud Solihin, Ph.D., Ak., CA., CPA. from Central Board of Muhammadiyah (Indonesia), Iwan Fakhruddin, M.Si., Ph.D. from Universitas Muhammadiyah Purwokerto (Indonesia), Prof. Jenny Huang from National Yunlin University of Science and Technology (Taiwan), Prof. Dr. Haslinda Yusoff from Universiti Teknologi MARA (Malaysia), and also Prof. Dr. Stefan Veith from Hochschule Bremen City University of Applied Sciences (Germany). Subsequently, the networking session itself have purpose to connect and collaborate the higher education institution globally. This session aimed to understanding the criteria of international accreditation from AACSB that were delivered by Director of AACSB Dr. Geoff Perry, to gain insights into collaborative programs with some universities in Taiwan under the International Talent Circulation (INTACT) Base Indonesia-Taiwan that presented by Andre So, and also with National Yunlin University of Science and Technology Taiwan by Prof. Jenny Huang.

Coordination with the steering chairs, Dr. Naelati Tubastuvi, S.E., M.Si, Herni Justiana Astuti, S.E., M.Si., Ph.D., Hadi Pramono, S.E., M.Si., Ak, CA. was essential for the success of the conference. We sincerely appreciate their constant support and guidance. It was also a great pleasure to work with such an excellent organizing committee team for their hard work in organizing and supporting the conference. In particular, the Chairman of 4th ICBAE Annisa Ilma Hartikasari, S.E., M.Sc., Ak., CA, who have completed coordinating all process of this program. We are also grateful to Dr. Bima Cinintya Pratama, M.Sc., Ak., CA. and Dr. Wida Purwidiarti, S.E.,M.Si. and teams, the support of reviewing high-quality papers, and all the authors who submitted their papers to the ICBAE 2024 conference.

We strongly believe that ICBAE 2024 conference provides a good forum for all researchers, developers and practitioners to discuss all aspects in Business, Accounting, and Economics that are relevant in current situation. We also expect that the future ICBAE 2024 conference will be as successful and stimulating, as indicated by the contributions presented in this year.

Dr. Naelati Tubastuvi, S.E., M.Si, Herni Justiana Astuti, S.E., M.Si., Ph.D.,
Hadi Pramono, S.E., M.Si., Ak, CA

Contents

Global Strategy and Organization

Employee Performance in Islamic Organization: Islamic Leadership, Work Environment, and Job Satisfaction <i>Rana Rabbad, Herni Justiana Astuti</i>	1
Mediation of Job Satisfaction: The Influence of Leadership Style on Employee Performance at "PT. Semen Imasco Asiatic Jember" <i>Toni Herlambang, Zulfikar Mohamad Diah, Nurul Qomariah</i>	13
The Mediating Role of Entrepreneur Attitude: Unveiling the Path from Self-Efficacy to Entrepreneurial Intention <i>Ainul Mahfudh, Haris Budiawan, Ali Ali</i>	23
The Influence of Supervision on Teacher Performance Mediated by Self Efficacy in Kalinyamatan District, Jepara Regency <i>Nurul Muffidah, Syamsul Anwar, Ali Ali</i>	35
Charging the Psychological Battery of High-Intensity Knowledge Workers: Sustained Effort During Adversity <i>Alfato Yusnar Kharismasyah, Ali Akbar Anggara</i>	47
The Effect of Compensation and Work Environment on Employee Performance <i>Luthfi Zamakhsyari, Yudhistira Pradhipta Aryoko, Dwi Winarni</i>	58
Exploring the Antecedent of Healthcare Institution Employee Performance <i>Purnadi Purnadi, Yudhistira Pradhipta Aryoko</i>	67
Unravelling the Drivers of Employee Performance on Artificial Eyelash Industry: The Intervening Effect of Job Satisfaction <i>Yudhistira Pradhipta Aryoko, Alfato Yusnar Kharismasyah, Luthfi Zamakhsyari, Eva Tri Setianingrum, Khotijah Hana Luthfiana, Tri Iriani Putri</i>	80
The Impact Of Perceived Behavioral Control, Gender, Attitude, And Subjective Norm On Whistleblowing Intention <i>Putri Dika Oktafiani, Meita Larasati, Safier Ramdani, Sumardi Sumardi, Salsabila Alifiani Wasril</i>	95
Strategic Insights for JNE: Boosting Repurchase Intentions through Service and Return Management <i>Chairul Anwar, Muhammad Anas Arba'ani, Samsul Arifin</i>	106
The Mediation Role of Innovation Ambidexterity in The Influence of Dynamic Managerial Capability in Organizational Resilience to Achieve Business Sustainability in Digital Startup Companies <i>Lulu Syifa Pratama, Musoli Musoli</i>	115
Information Sharing and Customer Involvement on Organizational Performance: The Role of Performance Evaluation <i>Muhammad Ali Fikri, Eka Marcella, Tina Sulistiyani, Tyas Carin Anjellika, Aulia Della Maharani, Made Galih Wisnu</i>	130

Financial Management, Economics and Accounting

Financial Literacy on the Utilization on Digital Payment within the People of South Sulawesi, Indonesia <i>Agusdiwana Suarni, Firna Firna, Nurlina Nurlina</i>	139
The Integravite Role of Accounting and Leadership in Digital Transformation: A Case Study of Bank Syariah Indonesia <i>Salmah Patisahussiwa, Musviyanti Musviyanti, Annisa Abu Bakar Lahjie</i>	158
The Effect of Environmental Performance and Corporate Governance on the Financial Performance of LQ 45 Companies <i>Ni Nyoman Putu Martini, Nursaid Nursaid, Nailatul Ilmi Nafi'ah, Nurul Qomariah</i>	167
Theory of Management Research Methods Based on Ethical Values <i>Hamdi Agustin, Rahmat Setiawan, Luthfia Ahluljannati Hamdi, Lathifa Miftahul Jannati Hamdi</i>	180
How does ICT Drive Human Development in Indonesia? Evidence from Provincial Data <i>Muhammad Sri Wahyudi Suliswanto, Mochamad Rofik</i>	195
Ease of Use Perception, Trust, Risk and Transactions Using E-Money Intention: A Case Study on MSME In Malang Indonesia <i>Junike Widiawara Nur'aini, Widayat Widayat, Novi Puji Lestari</i>	207
Self-Efficacy, Financial Literacy, and Lifestyle Towards Risky Credit Behavior <i>Bima Cinintya Pratama, Putri Syifa Anatasya, Aldena Selavi, Murti Aseh, Nadhira Shafa Ainunnisa, Maulida Nurul Innayah</i>	220
Green Innovation Practices in Micro Small and Medium-sized Enterprises: Does It Affect Competitive Advantage and Business Performance? <i>Maulida Nurul Innayah, Bima Cinintya Pratama, Ghefira Hanifah, Melani Awalia, Dany Nofrizal Petra</i>	231
Analysis of Customer Water Meter Accuracy Results on Increasing Revenue in Public Water Tirta Perwira Purbalingga Regional Drinking Water Public Company <i>Kharismatul Fitriana Sudiro, Bima Cinintya Pratama, Siti Nur Azizah</i>	241
Effectiveness and Efficiency of Implementing The Spending Budget Plan at The Development Planning, Research, and Regional Development Agency of Banyumas District for The 2023 Budget Year <i>Oktiviarani Fitriningsih, Iwan Fakhruddin, Rina Mudjiyanti</i>	248
Building Approval Fee (PBG) Collection System at the Banyumas Regency Capital Investment and Integrated One-Stop Service Office <i>Sri Wahyu Anjani, Rina Mudjiyanti, Azmi Fitriati</i>	253
Ratios Analysis of Realization Income and Expenditure Budget as Measurement Financial Performance at Department Manpower, Cooperatives, and SMEs Banyumas Regency <i>Talitha Zafirah Eksar, Nur Isna Inayati, Rezky Pramurindra</i>	259
Procedure For Validation of Income and Expenditure of Regional Public Service Agency (RPSA) In Banyumas Regency <i>Viesta Intan Dian Saputri, Hadi Pramono, Tiara Pandansari</i>	273

The Effectiveness Of The Satria E Deposit System As A Reporting Medium For Public Roadside Parking Levy Receipts On Local Revenue At The Banyumas District Transportation Service <i>Jelita Cahya Agustin, Tiara Pandansari</i>	283
Procedures For Receiving Market Service Levy Revenue At The Industry And Trade Office Of Banyumas District <i>Cici Rahmawati, Ani Kusbandiyah, Ira Hapsari</i>	291
The Impact of Financial Literacy and Investor Behavior on Investment Decision Making in the Capital Market <i>Asri Jaya, Alfayani Haanurat, Nurlina Nurlina, Akmal Hidayah</i>	303
The Impact of Digital Financial Technology Investments on Indonesian MSMEs' Financial Performance <i>Sri Haryani, Rasmi Nur Anggraeni, Cahyaning Raheni, Sarifuddin T, Henni Mande</i>	312
Government Performance Analysis: The Impact of Re-election of Regional Heads (Incumbents) <i>Abel Nur Safitri, Muhammad Iqbal Abdullah, Andi Chairil Furqan, Megawati Megawati</i>	322
Socialization of Tax Regulation Harmonization Law to Students of SMK Al Hasra Depok <i>Dewi Pudji Rahayu, Nurrasyidin Nurrasyidin, Meti Regita Cahyani, Aqindalisa Ayu Ardani</i>	335
Analysis of Local Government Financial Administration Systems and Procedures at The Office of The Regional Financial and Asset Management Agency (BPKAD) of Palu City <i>Rozanah Arsyila Khoyrunnisa, Muhammad Iqbal</i>	340
The Influence of Accountability, Transparency, and Controlling Towards Budget Performance in The Local Bureaucracy of Magelang City <i>Melina Sapta Agustina, Seto Satriyo Bayu Aji</i>	350
Has Intellectual Capital and Sustainability Report Disclosure Affected the Profitability of Mining Sector Industries in Indonesia? <i>Mega Norsita, Abdurrahman Maulana Yusuf, Irwansyah Irwansyah, Sri Mintarti, Arliyana Revika Zulfa</i>	366
Empowering Jepara's Gig Economy Workforce: The Synergistic Effect of Financial and Entrepreneurship Literacy <i>Mustofa Faqih, Eko Sulistiono, Sisno Riyoko</i>	373
Empowering Women in Islamic Organizations: Optimizing Personal Financial Management through Digital Strategies <i>Bima Cinintya Pratama, Maulida Nurul Innayah, Yusuf Enril Fathurrohman</i>	392
Islamic Banks and Conventional Banks in Indonesia, who is more resilient towards the pandemic crisis? <i>Nawalin Nazah, Erny Rachmawati, Dwi Winarni, Rifka Utami Arofah, Fatma Bagis</i>	399
Determinant Factors Of Investment Interest Among Students <i>Wida Purwidiyanti, Apri Tari Yani, Akhmad Darmawan, Alfato Yusnar Kharismasyah</i>	407

Innovation and Operations Management

- CAATs for Audit Sample Determination and Misstatement Detection 416
Mahendra Adhi Nugroho, Minerva Yanuar Sutarjo, Budi Tiara Novitasari
- Family Business Succession (Case Study On Pinus Kenteng Vila In Kopeng, Semarang District) 421
Ketsia Imanuella Sapulette, Christantius Dwiatmadja
- Effective Operational Management for Traditional Clothes Industries in Special Region of Yogyakarta Province 443
Febri Diah Ayu Hapsari, Diah Setyawati Dewanti
- Strategic Export Practices: Enhancing Jepara Furniture Performance through Market Sensing and Exploration 454
Murtaza Gul, Samsul Arifin, Ngari Ngari
- The Impact of Thriving at Work and Creative Self-Efficacy Toward Innovative Work Behavior in Start-Up 461
Rifka Utami Arofah, Meydy Fauziridwan, Dian Widyaningtyas, Rida Rahmah Danis

Marketing

- Relationship Between Peer Conformity and Consumptive Behavior in Purchasing Skincare Products Amongst Female College Students in Yogyakarta 472
Marheni Berna Rahmawati, Annisa Warastri
- Innovative Tourism Marketing: The Impact of Virtual Reality on Travel Intentions 485
Ifta Firdausa Nuzula, Era Agustina Yamini
- The Influence of Social Media Content Quality on Social Media Engagement with Attitudes Towards Social Media Content as Mediating Variable among The Millennial Generation in Salatiga City 496
Lidia De Vega Bakar, Albert Kriestian Novi Adhi Nugraha
- The Mediating Role Of Social Media Engagement And Brand Love In The Influence Of Social Media Marketing Activites On Purchasing Decisions 521
Anes Sintya Rahmaniayati, Durrotun Nafiah, Mohamad Rifqy Roosdhani
- The Influence Of Social Media Marketing Activity On Purchase Decisions Mediated By Review Credibility In Food MSMEs Case Study On Pempek Yuk Paka 532
Miselia Campaka, Faris Amrullah, Mohamad Rifqy Roosdhani
- The Role of Brand Image in Mediating the Influence of Digital Marketing on Purchase Decisions for Agricultural Production Facilities Products at CV. Damar Batur Nusantara 546
Abadi Sanosra, Muh Mandalla Faradis, Nurul Qomariah
- The influence of E-commerce and Brand Ambassadors on purchasing decisions is mediated by brand image 557
Eko Handayanto, Iqbal Ramadhani Fuadiputra
- Efforts to Increase Customer Satisfaction Based on Products, Promotions and Prices in Car Rental Services 575
Nurul Qomariah, Diah Ayu Lestari, Eko Budi Satoto, Nursaidah Nursaidah, Nursaid Nursaid

The Effect of Instagram Influencer Endorsement on Purchasing Decisions for Cireng Sultan Products in Jepara with Online Consumer Reviews as Mediation <i>Andi Aryanto, Saifulhudin Saifulhudin, Sisno Riyoko</i>	587
Understanding Brand Switching Behavior: Transitioning from Gasoline into Electric Vehicles <i>Totok Haryanto, Mochamad Rizal</i>	594
Sustainability Accounting and Governance	
Financial Performance Analysis For Local Government at Gorontalo Province <i>Dwi Winarni, Iwan Fakhruddin, Nawalin Nazah, Ani Kusbandiyah, Luthfi Zamakhsyari, Rifka Utami Arofah</i>	606
The Role of Coercive Isomorphism in Improving Sustainability Performance <i>Hadi Pramono, Nur Isna Inayati, Ika Yustina Rahmawati</i>	619
Germanggis Tourism In Review Canvas Business Model <i>Hermin Endratno, Siti Nur Azizah, Ragil Setiyabudi</i>	625
Effect of Budgeting Models and Characteristics Local Government on Local Government Performance with Leadership Style as A Variable Moderating (Studies in Regency/City Governments in Central Java and DIY) <i>Eko Hariyanto</i>	636
Building an Entrepreneurial Spirit for The PCIA Board and Members in Malaysia <i>Elmy Nur Azizah, Diah Ayu Legowati, Meita Larasati, Subaki Subaki, Alwi Fikrah Ramdhani</i>	649
Shariah Fintech to Support Ethical and Sustainable Economic Development <i>Andi Jam'an, Asdar Asdar, Dimas Ari Nugraha</i>	655
Effectiveness of Street Lighting Tax Revenue and Contribution to Local Original Revenue (PAD) of Gowa Regency <i>Fajar Eko Purnomo Rustan, Muhammad Khaedar Sahib, Muhaimin Muhaimin</i>	665
The Impact of Green Human Resource Management on Environmental Performance among Employees of Environmentally Friendly Companies in Batam <i>Saidah Dulfi, Evi Silvana Muchsinati</i>	680
The Effect of Circular Economy and Environmental Sustainability on Economic Growth: A Bibliometric Analysis <i>Ahmad Fayaz Naziry, Happy Febrina Hariyani, Nguyen Tran Thai Ha</i>	696
The Impact of Supervision of Government Internal Control Apparatus (APIP) on The Financial Performance of Local Governments in Indonesia <i>Moh. Syaifullah, Masruddin Masruddin, Andi Chairil Furqan, Megawati Megawati</i>	711
Review of The Implementation of Tapping Box as Increasing Hotel and Restaurant Tax Revenue in Banyumas Regency <i>Fizka Ardhia Fitri, Tiara Pandansari, Sri Wahyuni</i>	725
Climate Change and Food Security: The Coping Strategies <i>Dini Yuniarti, Yunastiti Purwaningsih, AM Soesilo, Agustinus Suryantoro</i>	735

Corporate Social Responsibility

- Green Accounting and Corporate Social Responsibility Disclosure in Family Company: Future Directions of a Research Field 747
Rezky Pramurindra, Pretisila Kartika Putri, Irawan Randikaparsa, Yudhistira Pradhipta Aryoko
- The Influence of Green Banking and Environmental Performance Disclosure on Firm Value In The Banking Sector Listed on The Indonesian Stock Exchange In 2015-2022 764
Aditia Wulandari, Ummu Salma Al-Azizah, Elmy Nur Azizah