

# **Proceedings of the 5th Business Innovation Sustainability and Technology International Conference**

30th July 2025, Malang, Indonesia

*BISTIC 2025*

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## Preface

**Assalamualaikum warahmatullahi wabarakatuh.**

Good morning, Ladies and Gentlemen.

The 5th Business Innovation, Sustainability, and Technology International Conference (BISTIC 2025) was successfully organized by the Department of Management, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia. The conference served as an international forum for researchers, academicians, practitioners, and students to share knowledge, research findings, and innovations in the fields of business, management, education, and technology.

With the theme “*The Future of Business and Management: Strategies for Digital Transformation and Economic Resilience in Emerging Markets*,” BISTIC 2025 provided a platform to discuss current trends, challenges, and solutions in building resilient, inclusive, and sustainable systems amid rapid technological and economic changes. The conference also emphasized the critical role of education in shaping entrepreneurial mindsets, digital competencies, and sustainable innovation for future generations.

All papers included in this proceeding were carefully reviewed by experts in their respective fields to ensure academic rigor, originality, and relevance to the conference theme. The Organizing Committee sincerely appreciates the valuable contributions of all authors, the constructive feedback from reviewers, and the inspiring insights of the keynote and invited speakers.

It is our hope that this proceeding will serve as a valuable reference for future research and foster continued collaboration among scholars and practitioners in the areas of business, management, education, and technology.

**Malang, Indonesia, October 2025**  
On behalf of the Organizing Committee,  
**Muhammad Fuad, S.E., M.Sc.**

# Contents

## Digital Transformation and Innovation

- Entrepreneurial Attitude as a Mediator in the Influence of Digital Competencies and Project-Based Learning on Students' Entrepreneurial Interest 1  
*Refira Audisti, Ika Zutiasari, Arlindo do Ceu Fatima*
- Strategy to Improve Diskominfo's Employee Performance In Digital Transformation 19  
*Aulia Lidia Nofita Nila Santika, Yanti Pujiastuti*
- Exploring Entrepreneurship Learning Through the Perspective of Students' Knowledge and Skill Mastery: A Descriptive Study 35  
*Agus Hermawan, Mohammad Arief, Rahmad Hidayat, Muhammad Rosyihuddin*
- From Benefits to Engagement: An Analysis of the Influence of Perceived Usefulness, Attitude, and Satisfaction on Digital Bank User Retention 48  
*Rinwantin Rinwantin*
- Learning Worksheet Innovation in Vocational High School to Increase Students' Learning Engagement and Critical Thinking 61  
*Chantyka Abelva Azzahra, Madziatul Churiyah*
- Adversity Quotient as a Mediator: The Effect of Locus of Control and Self-Efficacy on Student Work Readiness 78  
*Dinda Rosalina Dzulhijjah, Heri Pratikto*
- Cross-border Knowledge Search in Fostering Indonesian Batik Innovation: The Sequential Mediation of Knowledge Absorptive Capacity and Organizational Agility 94  
*Widiya Dewi Anjaningrum, Widi Dewi Ruspitasari, Risa Santoso, Alma Pia G. Reyes, Khriz N. Fernandez*
- Social, Environmental, and Economic Balance: The Role of CEO Masculinity in Presenting Quality Sustainability Reports 107  
*Afin Maulana Hidayat, Nurika Restuningdiah*
- The Fast Fashion Phenomenon in Indonesia: Do FOMO and Interactivity in Shopee Live Commerce Trigger the Trend of Impulsive Buying Among Generation Z? 119  
*Sabrina Silmi Zanuba, Afwan Hariri Agus Prohimi, Dediek Tri Kurniawan*
- Digital Transformation in Education: Efforts to Improve Teacher Professionalism Through Innovative Learning 139  
*Andy Wati Prasetyo, Jefry Aulia Martha, Choirul Anam, Rachmad Hidayat, Lucky Aji Prayoga, Siti Nurun Chumairoh*
- The Role of Digital Literacy, Adversity Quotient, and Mastery Experience as Readiness Factors to Become a Teacher in the Era of Society 5.0 151  
*Chetrin Vionita Tri Windyka, Mohammad Arief*

## Sustainability and Corporate Social Responsibility (CSR)

- The Role of Brand Image and Corporate Image in Mediating the Influence of 166

Corporate Social Responsibility on Repurchase Intention <i>Sekar Kamulyan, Ita Prihatining Wilujeng, Shafa' Annisa Puspasari</i>	
Sustainable Gastronomy: A Bibliometric Analysis within the Circular Economy Framework <i>Fansuri Munawar, Didi Tarmidi, Bambang Widjajanta, Aditya Yudanegara</i>	182
The Impact of Corporate Reputation on Firm Value Moderated by Corporate Social Responsibility and Capital Structure <i>Suci Atiningsih</i>	195
<b>Entrepreneurship and Digital Business Models</b>	
Internalization of Entrepreneurship Education: A Phenomenological Study in Mentaraman Cultural Arts Village <i>Maret Tika Wulandari, Jefry Aulia Martha, Agung Winarno, Dede Rusmana</i>	202
The Influence of Entrepreneurship Education and Self-Efficacy on Students' Green Entrepreneurial Intention Through Green Entrepreneur Orientation <i>Eka Purwati, Dede Rusmana, Heri Pratikto, Rachmat Hidayat</i>	213
Determinants of SME Financial Performance: A Contingency Theory Perspective <i>Farah Navira Arwidya, Lulu Nurul Istanti, Trisetia Wijijayanti, Yuli Agustina</i>	227
<b>Business Education and Digital Learning</b>	
Enhancing Entrepreneurial Intentions: The Role of Entrepreneurship Education, Entrepreneurial Skills, and Entrepreneurial Opportunity Recognition <i>Akbar Putra Prayogo, Raisa Fitri</i>	239
Building Students' Entrepreneurial Readiness: The Role of Entrepreneurial Education, Work Practices, and Entrepreneurial Motivation on Entrepreneurial Readiness through Self-Efficacy <i>Amalia Alfi Kartika, Rachmad Hidayat, Wening Patmi Rahayu, Andy Prasetyo Wati</i>	253
The Communication Skills of Students: Implementing Public Speaking Training in the Ready for Work Program <i>Suci Wulandari, Della Rulita Nurfaizana</i>	271
<b>Leadership and Organizational Strategies</b>	
Fostering Innovation at Work: The Influence of Transformational Leadership Through Psychological Empowerment and Organizational Culture <i>Vitradesie Noekent, Safira Amalia Putri, Siti Ridloah</i>	281
<b>Financial Technologies (FinTech) and Digital Economy (UKC)</b>	
Behind the Scan QRIS Usage: Financial Literacy, Perceived Ease of Use, Perceived Risk and Lifestyle <i>Rifky Alif Fadillah, Lulu Nurul Istanti, F. Danardana Murwani, Trisetia Wijijayanti, Casimiro Soares</i>	293
Unlocking MSME Growth in Semarang: The Interplay of Financial Literacy, Financial Technology, and Financial Inclusion <i>Siti Ridloah, Weni Triani, Vitradesie Noekent</i>	307

The Influence of Psychological Bias on Investment Decisions of Generation Z in Semarang City Moderated by Financial Literacy <i>Andhi Wijayanto, Achmad Riyadin</i>	322
Sustainability and Capital Costs: The Impact of ESG Performance, Efficiency, and Firm Characteristics on WACC <i>Muhammad Fuad, Della Kristi Noviyandra, Subagyo Subagyo, Yuli Soesetio, Cipriano B. da Silava</i>	340
Financial Factors Determinant to MSME Performance Evident from City and Tegal Regency <i>Amran Andromeda, Sri Wahyuni, Naelati Tubastuvi, Suryo Budi Santoso</i>	352