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UNISMU**



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“Business and Economics Talent in the AI Era: Skills, Careers, and Opportunities”

UNIVERSITAS ISLAM DR. KHEZ MUTTAQIEN

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KATA PENGANTAR

Puji dan syukur kami panjatkan ke hadirat Tuhan Yang Maha Esa atas tersusunnya Book of Abstract dengan tema “***Business and Economics Talent in the AI Era: Skills, Careers, and Opportunities.***” Buku ini merupakan wadah akademik yang menghimpun berbagai gagasan, hasil penelitian, serta pemikiran inovatif dari para akademisi, peneliti, dan praktisi dalam merespons transformasi dunia bisnis dan ekonomi di era kecerdasan buatan.

Perkembangan *Artificial Intelligence* (AI) telah membawa perubahan signifikan dalam berbagai sektor, mulai dari sistem keuangan, pemasaran digital, manajemen sumber daya manusia, hingga pengambilan keputusan strategis berbasis data. Era ini menuntut talenta bisnis dan ekonomi untuk tidak hanya memiliki kompetensi konseptual yang kuat, tetapi juga keterampilan adaptif, literasi digital, kemampuan analitis, serta pemahaman etika teknologi.

Melalui buku ini, kami berharap kumpulan abstrak yang disajikan dapat memberikan kontribusi ilmiah, memperkaya wawasan, serta menjadi referensi bagi pengembangan kompetensi dan arah karier generasi masa depan. Tema yang diangkat juga diharapkan mampu mendorong diskusi konstruktif mengenai peluang dan tantangan yang dihadapi talenta bisnis dan ekonomi dalam memanfaatkan AI secara produktif dan bertanggung jawab.

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SELF-EFFICACY PADA KARYAWAN GENERASI Z: SYSTEMATIC LITERATURE REVIEW

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Abstract

The entry of Generation Z into the workforce presents new challenges for companies, particularly in terms of mental preparedness and confidence in facing the demands of a changing workplace. One psychological element that is very important in supporting the performance of Generation Z employees is self-efficacy. This study aims to explore the concept of self-efficacy and identify the dimensions and indicators of self-efficacy in Generation Z employees based on a literature review. The methodology applied is a Systematic Literature Review (SLR) using the PRISMA approach through searching for academic journals on Google Scholar and Garuda. Of the 100 journals found, 11 journals were considered relevant for further study. The results of the analysis show that self-efficacy is defined as a person's belief in their ability to plan and carry out actions to achieve certain goals. Self-efficacy has a significant impact on shaping positive work attitudes, resilience, flexibility, and the performance of Generation Z employees. In addition, self-efficacy consists of three main dimensions, namely magnitude (level of task difficulty), generality (scope of self-confidence application), and strength (core of that confidence). These findings underscore the importance of the role of organizations and human resource management in developing self-efficacy among Generation Z employees to improve organizational performance and sustainability.

Keywords: Self-Efficacy, Gen Z, Systematic Literature Review.

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STUDY LITERATURE REVIEW : LOYALITAS KONSUMEN PADA PRODUK AIR MINUM KEMASAN

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Abstract

Consumer loyalty is a key factor in maintaining company sustainability and competitiveness, particularly in the highly competitive bottled water (AMDK) industry. This literature review aims to comprehensively examine the concept, influencing factors, and implications of consumer loyalty to bottled water products, based on previous research findings. The method used was a literature review of relevant national and international journal articles published between 2023 and 2025. The study results indicate that consumer loyalty to bottled water products is influenced by various key factors, including brand image, product quality, consumer trust, price, customer satisfaction, and promotional strategies. Furthermore, perceptions of water safety and quality are also important determinants in shaping loyal consumer attitudes and behaviors. This literature review confirms that consumer loyalty is reflected not only in repeat purchases but also in positive recommendations to others. The findings of this study are expected to provide a conceptual basis for further research and serve as a reference for bottled

Keywords: consumer loyalty, literature review study, AMDK

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PURCHASE INTENTION: STUDI LITERATURE REVIEW PADA PRODUK KOSMETIK

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Abstract

Purchase intention is a crucial indicator in understanding consumer behavior, particularly in the highly competitive and rapidly evolving cosmetics industry. This study aims to analyze in-depth the various factors influencing purchase intention for cosmetic products, based on previous research. The method employed was a literature review, examining relevant national and international journals published within a specific time period that met the inclusion criteria. The study's findings indicate that purchase intention is influenced by various factors, including brand image, quality, price, electronic word of mouth (e-WOM), consumer trust, and the role of influencers. Furthermore, consumer perceptions of product safety and halal certification are increasingly important factors. This study is expected to provide theoretical contributions to the development of marketing studies related to purchase intention and offer practical implications for cosmetics industry players in developing effective marketing strategies.

Keywords: purchase intention, cosmetic products, SLR (Studi Literature Review)

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SYSTEMATIC LITERATURE REVIEW: FAKTOR-FAKTOR YANG MEMPENGARUHI IMPULSIVE BUYING PADA GENERASI Z DI ERA DIGITAL

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Abstract

This systematic literature review examines the factors influencing impulsive buying behavior among Generation Z in the digital era. The research problem addresses the increasing tendency of Generation Z to engage in unplanned purchases through ecommerce platforms, driven by various digital marketing strategies and psychological factors. This study employs a systematic literature review methodology, analyzing 20 relevant research articles published between 2023- 2025 from national and international journals. The review identifies key factors affecting Generation Z's impulsive buying, including digital marketing elements (live streaming, affiliate marketing, social media advertising), brand-related factors (brand image, celebrity endorsers, influencer credibility), promotional strategies (sales promotion, discount vouchers, flash sales), psychological factors (FOMO, hedonic motivation, scarcity), and technological innovations (AI recommendations, payment methods). The findings reveal that live streaming and social media advertising have the most significant impact on impulsive buying behavior, while brand image and digital marketing strategies collectively create a powerful influence on Generation Z's purchasing decisions. This research contributes to understanding the complex interplay between digital marketing tactics and consumer psychology in shaping impulsive buying patterns among the digital-native generation.

Keywords: digital era, generation z, impulsive buying,

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FAKTOR-FAKTOR YANG MEMENGARUHI WORK–LIFE BALANCE KARYAWAN: TINJAUAN SISTEMATIS LITERATUR

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Abstrak

Tujuan dari penelitian ini adalah untuk melakukan studi Tinjauan Literatur Sistematis (SLR) untuk menemukan bagaimana faktor-faktor dapat mempengaruhi keseimbangan kerja-hidup (WLB) karyawan. Untuk melakukan tinjauan yang sistematis dan transparan, pencarian dan literatur untuk penelitian ini dihubungkan dengan kerangka kerja PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). Data diperoleh dari basis data Google Scholar, Garuda, dan Indeks Teknologi (SINTA), dengan periode publikasi dari tahun 2021 hingga 2025. Sebanyak 20 kasus empiris terkait dimasukkan untuk analisis. Temuan menunjukkan bahwa keseimbangan kerja-hidup adalah konsep yang multi-faset dan mencerminkan banyak pengaruh yang mempengaruhi hasilnya seperti karakteristik individu, organisasi, sosial, dan keluarga. Kekhawatiran di tempat kerja (dukungan dari manajer dan organisasi, fleksibilitas kerja, gaya kepemimpinan, beban kerja, dan manajemen jadwal kerja) memiliki dampak terbesar pada WLB. Sebaliknya, faktor-faktor yang bersifat pribadi seperti stres kerja, konflik peran, efikasi diri, dan motivasi kerja, serta dukungan sosial dan keluarga, juga menunjukkan efek yang signifikan namun tidak monoton. Untuk penelitian ini, diharapkan dapat memberikan wawasan tentang faktor-faktor keseimbangan kerja-hidup dan dapat dieksplorasi sebagai panduan untuk pengembangan kebijakan kerja dan organisasi yang berkelanjutan untuk mendukung kesejahteraan/kinerja pribadi di organisasi.

Keywords: work–life balance, faktor individu, faktor organisasional, systematic literature review

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GAYA HIDUP SEHAT DALAM MEMBENTUK KEPUTUSAN PEMBELIAN KONSUMEN: SEBUAH KAJIAN LITERATUR

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Abstract

This study seeks to systematically examine the influence of a healthy lifestyle on consumer purchasing decisions. The research employs a Systematic Literature Review (SLR) methodology by analyzing 15 national and international peer-reviewed scientific journals. The selected studies consist of quantitative research published between 2021 and 2025, which are subsequently summarized and synthesized to identify overarching patterns regarding the relationship between a healthy lifestyle and consumer purchasing behavior. The findings indicate that, in the majority of prior studies, a healthy lifestyle exerts a positive and significant influence, particularly on products directly associated with health and environmentally friendly attributes. However, several studies report that this influence is not consistently significant, especially for products that prioritize functionality or aesthetic appeal over health-related aspects. These results suggest that while a healthy lifestyle enhances consumers' interest and propensity to make purchasing decisions for certain products, it does not uniformly function as the primary determinant in the absence of supportive product attributes and complementary marketing strategies. Overall, the findings demonstrate that the impact of a healthy lifestyle is context-dependent and should be strategically integrated into marketing efforts, particularly for health-oriented and sustainability-focused products, while maintaining an appropriate balance with functional considerations to ensure alignment with consumer needs

Keywords: Healthy Lifestyle, Purchase Decision.

JEL : Systematic Literature Review (SLR)

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PERAN *FEAR OF MISSING OUT* DALAM MENINGKATKAN *CUSTOMER ENGAGEMENT*

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Abstrak

Penelitian ini bertujuan untuk meninjau dan mensintesis literatur ilmiah yang membahas peran *Fear of Missing Out (FOMO)* dalam meningkatkan *customer engagement* pada konteks pemasaran digital, khususnya di media sosial. Metode penelitian yang digunakan adalah *literature review* dengan menganalisis artikel jurnal nasional dan internasional yang relevan dan dipublikasikan dalam lima tahun terakhir. Proses penelusuran literatur dilakukan melalui basis data ilmiah dengan menggunakan kata kunci yang berkaitan dengan *FOMO*, *customer engagement*, dan media sosial. Artikel yang diperoleh kemudian diseleksi berdasarkan kriteria relevansi topik, kontribusi teoretis, dan kualitas sumber untuk memastikan kelayakan data yang dianalisis. Analisis dilakukan melalui pendekatan sintesis tematik guna mengidentifikasi pola hubungan dan temuan utama antarvariabel. Hasil tinjauan literatur menunjukkan bahwa *FOMO* berperan sebagai pemicu psikologis internal yang mendorong peningkatan atensi, partisipasi, dan interaksi konsumen terhadap konten serta merek di media sosial. Selain itu, *FOMO* juga berkontribusi dalam membentuk keterlibatan emosional dan kognitif konsumen, yang memperkuat intensitas *customer engagement* secara berkelanjutan. Temuan ini menunjukkan bahwa *FOMO* tidak hanya berkaitan dengan perilaku konsumsi, tetapi juga memiliki peran penting sebagai antecedent dalam membangun keterlibatan konsumen di lingkungan digital.

Kata kunci: *customer engagement, fear of missing out, media sosial*

JEL: *Literatur Review*

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STORE ATMOSPHERE DALAM REPURCHASE INTENTION

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Abstract

The purpose of this article is to examine store atmosphere and repurchase intention from several accessed journals. Increasing competition in the retail business requires business actors to create a comfortable and attractive store atmosphere for consumers to encourage repurchase intention. Various studies have examined store atmosphere and repurchase intention, but discussions that specifically focus on store atmosphere as a trigger for repurchase intention are still limited. The research method used is a systematic literature review by analyzing 20 research journals published from 2021-2025 regarding store atmosphere and repurchase intention. Based on the results obtained from the 20 journals that have been analyzed, namely (1) previous research states that 5 journals regarding store atmosphere and repurchase intention have results that have a positive and significant effect (2) previous research stated that 7 store atmosphere journals in repurchase intention had positive results (3) previous research stated that 5 store atmosphere journals in repurchase intention had significant results (4) previous research stated that 3 store atmosphere journals in repurchase intention had positive but not significant results. This study concludes that store atmosphere has an important role in encouraging repurchase intention, so it needs to be a primary concern in retail businesses in an effort to retain consumers.

Keyword: *Repurchase Intention, Store Atmosphere*

JEL: *Systematic Literature Review*

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FEAR OF MISSING OUT DALAM COMPULSIVE BUYING

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Abstract

This article aims to examine the concepts, determinants, and relationship patterns between Fear of Missing Out (FoMO) and compulsive buying behavior based on prior empirical studies. The research method employed is a systematic literature review by analyzing 20 scientific articles, consisting of 13 national journals and 7 international journals published between 2020 and 2025 and relevant to the topics of FoMO and compulsive buying. Based on the literature review, several key findings were identified: (1) a total of 12 studies indicate that FoMO has a positive and significant effect on compulsive buying behavior; (2) 4 studies report that FoMO positively influences compulsive buying but with insignificant results; (3) 5 studies reveal that the effect of FoMO on compulsive buying is mediated by psychological variables such as materialism, brand passion, social anxiety, and impulsive buying; (4) 4 studies identify moderating variables, including mindfulness, green consumer values, age, and narcissism, which influence the strength of the relationship between FoMO and compulsive buying; and (5) 15 studies emphasize that digital environments—particularly social media and e-commerce platforms—intensify FoMO and subsequently encourage consumptive and compulsive purchasing behavior. The findings indicate that FoMO is a crucial psychological factor in explaining compulsive buying behavior, especially among young consumers in the digital era. Therefore, future research is recommended to further explore mediating and moderating variables and to develop more comprehensive consumer behavior models related to FoMO and compulsive buying.

Keywords: Compulsive Buying, Fear of Missing Out

JEL: Systematic Literature Review

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PERAN *FLASH SALE* DALAM MENDORONG *IMPLUSIVE BUYING* : *SYSTEMATIC LITERATURE REVIEW*

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Abstrak

Studi literatur ini mengkaji dampak flash sale pada perilaku belanja impulsif, diambil dari temuan berbagai artikel ilmiah. Kami pakai Systematic Literature Review (SLR) untuk teliti 20 jurnal lokal soal flash sale dan belanja spontan konsumen. Sumbernya Google Scholar plus Garuda, tahun 2020-2024. Kebanyakan dari jurnal nasional SINTA 2-4, ditambah yang relevan secara akademis. Temuan utama: flash sale dorong belanja impulsif secara positif. Konsumen kepancing diskon gede, promo waktu singkat, dan rasa buru-buru. Ada yang pengaruhnya signifikan, ada juga positif tapi nggak terlalu kuat. Ringkasan SLR kami susun tabel IMRAD biar gampang bandingin hasilnya. Pokoknya, flash sale ampuh picu pembelian spontan di kalangan konsumen. Studi literatur ini mengkaji dampak flash sale pada perilaku belanja impulsif, diambil dari temuan berbagai artikel ilmiah. Kami pakai Systematic Literature Review (SLR) untuk teliti 20 jurnal lokal soal flash sale dan belanja spontan konsumen. Sumbernya Google Scholar plus Garuda, tahun 2020-2024. Kebanyakan dari jurnal nasional SINTA 2-4, ditambah yang relevan secara akademis. Temuan utama: flash sale dorong belanja impulsif secara positif. Konsumen kepancing diskon gede, promo waktu singkat, dan rasa buru-buru. Ada yang pengaruhnya signifikan, ada juga positif tapi nggak terlalu kuat. Ringkasan SLR kami susun tabel IMRAD biar gampang bandingin hasilnya. Pokoknya, flash sale ampuh picu pembelian spontan di kalangan konsumen.

Keywords: Flash Sale, Pembelian Implusif

JEL: Sytematic Literature Review

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BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN

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Abstrak

Keputusan pembelian adalah bagian penting dari kajian perilaku konsumen karena salah satu proses konsumen dalam mengevaluasi dan menentukan pilihan terhadap suatu produk atau jasa. Tujuan dari penelitian ini adalah untuk mengkaji dan mensintesis peran *brand image* terhadap keputusan pembelian konsumen berdasarkan hasil penelitian terdahulu. Metode dalam penelitian ini *Systematic Literature Review* (SLR) dengan pendekatan Data diperoleh dari 20 artikel ilmiah yang relevan dan dipublikasikan pada periode 2019–2025 melalui Google Scholar. Prosedur pemilihan literatur dilakukan secara sistematis dengan tahapan identifikasi, penyaringan, penilaian kelayakan, serta inklusi untuk memastikan kualitas dan relevansi sumber yang digunakan. Kajian ini menunjukkan bahwa *brand image* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen pada berbagai jenis produk dan sektor industri. *Brand image* umumnya diukur melalui indikator citra pembuat, citra produk, dan citra pemakai, yang berperan dalam membentuk persepsi, kepercayaan, dan keyakinan konsumen terhadap suatu merek. Sementara itu, keputusan pembelian paling sering diukur menggunakan indeks pencarian informasi, penilaian alternatif, dan pengenalan kebutuhan, keputusan membeli, dan perilaku setelah pembelian. Beberapa penelitian juga menambahkan indikator seperti pembelian ulang, loyalitas, dan rekomendasi kepada orang lain sebagai bentuk penguatan keputusan pembelian. Secara praktis, pemahaman yang komprehensif mengenai peran *brand image* dapat membantu bisnis dalam menciptakan rencana pemasaran yang lebih sukses dan berorientasi pada konsumen. Diharapkan studi ini akan menjadi referensi untuk penelitian di masa mendatang dalam pengembangan kajian pilihan pembelian.

Kata Kunci: *Brand Image*, Keputusan Pembelian, Perilaku Konsumen, Systematic Literature Review.

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PERILAKU IMPULSIVE BUYING KONSUMEN DALAM PERSPEKTIF PEMASARAN DIGITAL: SYSTEMATIC LITERATURE REVIEW

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Abstract

This study aims to systematically examine and synthesize the factors influencing consumers' impulsive buying behavior in digital marketing. A Systematic Literature Review (SLR) was conducted following the PRISMA guidelines by reviewing academic publications indexed in Google Scholar. The selection process was based on predefined inclusion and exclusion criteria, resulting in 20 relevant articles published between 2021 and 2025. The findings indicate that impulsive buying behavior in digital marketing is influenced by three main clusters: psychological factors, digital promotional strategies, and social media and digital communities. Psychological factors, particularly hedonic shopping motivation and fear of missing out (FoMO), were identified as the most dominant and consistently significant determinants of impulsive buying, while digital promotions and social media activities function as external stimuli that reinforce such behavior. These findings provide direction for future empirical research by positioning impulsive buying as a dependent variable and selecting one or more dominant factors as independent variables, either in direct relationships or within simplified research models. Furthermore, the synthesized factors can serve as a conceptual foundation for developing research models that are aligned with specific digital platforms and respondent characteristics, thereby strengthening the theoretical relevance of subsequent empirical studies.

Keywords: consumer behavior, digital marketing, impulsive buying, social media

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PERCEIVED ORGANIZATIONAL SUPPORT SEBAGAI FAKTOR PEMBENTUK ORGANIZATIONAL COMMITMENT: SYSTEMATIC LITERATURE REVIEW

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Abstract

This literature study aims to systematically analyze the effect of Perceived Organizational Support (POS) on Organizational Commitment (OC) in response to the issue of low employee loyalty and attachment in various organizations. The study's background stems from the curcial role of organizational support in shaping sustainable employee attitude ad work behaviors. The novelty of this study lies in presenting a comprehensive synthesis based on a Systematic Literature Review (SLR) that specifically maps the relationship pattern between POS and OC. The method used is an SLR by searching scientific articles through the Garuda database using the keywords "Perceived Orgaizatioal Support" and "Organizatioal Commitmet." The selection process was conducted through inclusion and exclusion criteria, resulting in 15 relevant articles published between 2021 and 2025. The data were analyzed through coding, variable classification, and narrative synthesis of the research findings. The results show that POS consistently has a positive and significant effect on OC, both directly and indirectly through mediating variables such as job satisfaction, performance, and work engagement. This study concludes that strengthening employees' perceptions of organizational support is a crucial strategy for increasing organizational commitment and employee loyalty, and these findings can serve as a strong empirical foundation for future research and managerial decision-making in the field of human resource management.

Keywords: Perceived Organizational Support, Organizational commitment

JEL: Systematic Literature Review

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MEMBANGUN KEPUTUSAN PEMBELIAN KONSUMEN MELALUI KUALITAS PRODUK DAN STRATEGI PROMOSI : SEBUAH KAJIAN LITERATUR

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ABSTRACT

This study seeks to examine and explore the role of product quality and promotional strategies in influencing consumer purchasing decisions amid increasingly intense business competition. The research adopts a literature review method with a quantitative descriptive approach. Research data were obtained from a range of relevant national and international journal articles published between 2021 and 2025 and accessed through Google Scholar. A total of fifteen articles that met the inclusion criteria were systematically reviewed to identify recurring patterns and similarities in previous research findings. The results indicate that product quality plays a meaningful role in shaping consumer purchasing decisions through the development of perceived value, satisfaction, and trust. In addition, promotional strategies function as marketing communication tools that contribute to consumer awareness, interest, and confidence in a product. The findings also reveal that promotional effectiveness is influenced by the suitability of the message, the media channels employed, and the credibility of the information conveyed to consumers. Overall, the literature review demonstrates that consumer purchasing decisions are not determined by a single factor, but rather by the synergy between strong product quality and the implementation of effective promotional strategies. Therefore, improving product quality accompanied by appropriate promotional efforts is essential for companies seeking to encourage sustainable

consumer purchasing decisions. This study is expected to provide theoretical contributions to marketing research as well as practical implications for business practitioners in designing more effective marketing strategies..

Keywords: *product quality, promotional strategy, purchasing decisions.*

JEL: *Literature Review.*

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PENGUKURAN KUALITAS PRODUK DI BERBAGAI SEKTOR INDUSTRI MANUFAKTUR SEBUAH TINJAUAN LITERATUR

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Abstract

Penelitian ini bertujuan untuk meninjau pengukuran kualitas produk di berbagai industri dalam sektor manufaktur melalui tinjauan literatur. Pendekatan yang diambil adalah melakukan Tinjauan Literatur Sistematis (SLR) dari 20 artikel ilmiah yang menyajikan indikator kualitas produk yang dapat diukur. Analisis ini akan membahas metodologi yang diterapkan untuk proses pengendalian atau peningkatan kualitas, dimulai dari Lean Six Sigma, di mana kerangka kerja yang paling banyak diterapkan menggunakan tahapan DMAIC (Define, Measure, Analyze, Improve, Control). Hasil sintesis mengungkapkan bahwa pengukuran kualitas produk dalam literatur terutama dilakukan dengan indikator tingkat cacat, Defects Per Million Opportunities (DPMO), dan tingkat sigma. Berbagai studi juga menunjukkan bahwa alat pendukung termasuk Analisis Mode dan Efek Kegagalan (FMEA) dan Kaizen dapat digunakan untuk mengendalikan variasi proses dan mengurangi tingkat cacat produk.

Keywords: Lean Six Sigma; Kualitas Produk; DMAIC; Tingkat Kecacatan

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diatas pelaksanaan konstruksi gedung bertingkat membutuhkan manajemen yang sangat baik bagus . Hal ini akhirnya dapat mempengaruhi kinerja waktu . Menurut data BCI Konstruksi yang dilakukan untuk memenuhi kebutuhan rumah . Pada tahun 2020 menunjukkan telah terjadi penurunan konstruksi yang sangat drastis akibat pandemi Covid 19 yang mencapai Rp proyek-proyek yang sebelumnya tertunda , Gedung Faktor yang mempengaruhi kinerja kualitas adalah keterlambatan waktu proyek , oleh karena itu perlu dilakukan pembangunan sarana dan prasarana agar tidak terjadi pemborosan Perencanaan suatu bangunan pada umumnya diperhitungkan dengan memperhatikan baku Berdasarkan faktor penyebab rendahnya kualitas kinerja yang. 14, 73–82.

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KEPERCAYAAN KONSUMEN TERHADAP SUATU PRODUK DALAM SEBUAH PERUSAHAAN

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Abstract

This study aims to examine and identify signs of consumer trust using the Systematic Literature Review (SLR) method. This approach is implemented by examining various relevant articles to thoroughly understand the various factors that shape customer trust. The research findings show that customer trust is a crucial part of the relationship between a company and its customers, which is formed based on the customer's perspective on their actions and the company's capabilities. Various guidelines for customer trust frequently found in previous research are integrity, goodwill, and excellence. Integrity means honesty and consistency in treatment towards the company, goodwill demonstrates the company's concern for the customer's interests, while excellence reflects the company's ability to provide products or services according to their desired expectations. It is hoped that the results of this study can be used as a reference in further research and provide practical benefits for companies in building and enhancing customer trust.

Keywords: kepercayaan konsumen, indikator kepercayaan konsumen

JEL: Literature Review

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KONTEN VIDEO PENDEK DAN CITRA PENJUAL: KAJIAN LITERATUR

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Abstract

Artikel ini bertujuan untuk mengkaji indikator konten video pendek serta citra penjual dalam konteks pemasaran digital UMKM. Penelitian dilakukan melalui metode *Systematic Literature Review (SLR)* dengan menelaah tiga puluh jurnal empiris yang dipublikasikan pada rentang tahun 2019–2025, menggunakan alur seleksi PRISMA untuk memastikan ketelitian, transparansi, dan konsistensi proses kajian. Hasil kajian menunjukkan bahwa pengukuran konten video pendek umumnya mencakup durasi video (15–60 detik), intensitas unggahan, tipe konten (hiburan, edukasi, dan promosi), serta kualitas visual. Sementara itu, citra penjual dievaluasi melalui lima dimensi utama, yaitu kepercayaan (*trustworthiness*), keahlian (*expertise*), keaslian (*authenticity*), daya tarik personal, dan kredibilitas. Temuan ini tidak hanya memperkuat dasar teoretis dari kedua konstruk tersebut, tetapi juga memberikan peluang untuk pengembangan instrumen pengukuran yang valid serta menjadi acuan praktis dalam penyusunan pelatihan pemasaran digital berbasis bukti bagi pelaku UMKM.

Keywords: Citra penjual, konten video pendek, keterbatasan sumber daya, pemasaran digital, UMKM

JEL: Studi Literatur

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EKSPLORASI KEPUASAN PELANGGAN: SEBUAH TINJAUAN LITERATUR REVIEW

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi serta mensintesis faktor-faktor utama yang memengaruhi kepuasan pelanggan beserta indikator yang digunakan dalam pengukurannya berdasarkan penelitian terdahulu. Kepuasan pelanggan adalah faktor strategis yang sangat penting untuk keberhasilan bisnis, terutama pada kondisi bisnis yang semakin sulit dan tidak stabil. Tingkat kepuasan pelanggan menunjukkan sejauh mana bisnis mampu memenuhi harapan pelanggan terhadap barang atau jasa yang ditawarkan. Tingkat kepuasan pelanggan berdampak pada perilaku lanjutan, seperti pembelian ulang dan ketersediaan untuk menyarankan orang lain membeli barang atau jasa lainnya. Oleh karena itu, memahami secara menyeluruh mengenai hal-hal yang memengaruhi kepuasan pelanggan merupakan bagian penting dari membuat rencana bisnis yang berorientasi pada pelanggan. Penelitian ini menggunakan pendekatan *Systematic Literature Review* dengan metode PRISMA (*Preferred Reporting Items for Systematic Reviews and Meta-Analyses*). Analisis dilakukan terhadap 20 artikel ilmiah terkait kepuasan pelanggan yang dipublikasikan pada periode 2020–2025. Sumber literatur diperoleh melalui Google Scholar dan ResearchGate dengan menggunakan kata kunci yang relevan dengan topik penelitian. Hasil kajian menunjukkan bahwa kepuasan pelanggan dipengaruhi oleh berbagai faktor, dengan kualitas pelayanan sebagai determinan paling dominan, diikuti oleh harga, kualitas produk, kualitas sistem, citra merek, promosi, kualitas sistem dan kemudahan penggunaan. Indikator kepuasan pelanggan yang paling sering digunakan meliputi kesesuaian harapan, minat pembelian

ulang, serta kesediaan pelanggan untuk merekomendasikan produk atau layanan. Temuan ini menegaskan bahwa kepuasan pelanggan merupakan konstruk multidimensi yang terbentuk dari evaluasi antara harapan pelanggan dengan kinerja yang dirasakan.

Kata Kunci: Kepuasan Pelanggan, Kesesuaian Harapan, Kualitas Pelayanan

JEL: *Systematic Literature Review*

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PERAN PERCEIVED SUPERVISOR SUPPORT DALAM MEMBENTUK ORGANIZATIONAL CITIZENSHIP BEHAVIOR: SYSTEMATIC LITERATURE REVIEW

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ABSTRAK

Lingkungan kerja yang dinamis menuntut organisasi untuk mendorong perilaku karyawan yang melampaui tugas formal, yaitu *Organizational Citizenship Behavior* (OCB), yang memiliki kontribusi signifikan dalam mendukung efektivitas organisasi. Penelitian ini bertujuan untuk menganalisis hubungan antara *Perceived Supervisor Support* (PSS) dan *Organizational Citizenship Behavior* (OCB). Meskipun berbagai studi telah mengidentifikasi faktor-faktor yang mempengaruhi OCB, pemahaman komprehensif mengenai peran PSS dalam konteks yang beragam masih terbatas dan tersebar dalam berbagai literatur. Kebaruan penelitian ini terletak pada pendekatan sistematis untuk mensintesis temuan-temuan terdahulu guna memberikan pemahaman menyeluruh mengenai mekanisme hubungan PSS dan OCB. Metode penelitian yang digunakan adalah *Systematic Literature Review* yang disusun berdasarkan pedoman PRISMA melalui tahapan identifikasi, penyaringan, kelayakan, dan inklusi artikel ilmiah yang relevan. Hasil kajian menunjukkan bahwa PSS berhubungan secara positif dan signifikan dengan OCB, baik melalui pengaruh langsung maupun variable mediasi seperti kepuasan kerja, *work engagement*, dan *psychological empowerment*. Indikator PSS yang konsisten meliputi appreciation, concern for well-being, instrumental support, guidance, dan fair treatment, sedangkan indikator OCB mencakup altruism, conscientiousness, courtesy, sportsmanship, dan civic virtue. Penelitian ini menyimpulkan bahwa peningkatan PSS dapat menjadi strategi efektif bagi organisasi dalam memperkuat perilaku kerja positif karyawan dan meningkatkan efektivitas organisasi secara keseluruhan.

Kata Kunci: *Organizational Citizenship Behavior, Perceived Supervisor Support*

JEL: *Systematic Literature Review*

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CUSTOMER EXPERIENCE DALAM MEMBANGUN REPURCHASE INTENTION: SYSTEMATIC LITERATUR REVIEW

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Abstract

This literature study aims to examine the role of customer experience in influencing repurchase intention based on previous research findings. The focus of this literature study is motivated by increasingly fierce business competition, which requires businesses to not only focus on products and prices, but also pay attention to the experiences of consumers when interacting with the company. The method used is a Systematic Literature Review (SLR) by identifying and analyzing 20 relevant scientific articles published in the period 2021-2025 and indexed in Sinta 1-5. The data sources were obtained through the Google Scholar and Scopus databases using keywords related to customer experience and repurchase intention. The results of the study show that customer experience consistently influences repurchase intention. This influence is demonstrated in the form of a direct, positive, and significant effect, as well as simultaneously when combined with other variables such as customer satisfaction, service quality, trust, and promotion. These findings indicate that positive consumer experiences can shape consumer perceptions of value, satisfaction, and decisions, which ultimately encourage repeat purchases. The implications of this literature study show that effective customer experience management can be used as a customer-oriented marketing strategy to maintain customer loyalty, increase business competitiveness, and support

long-term business sustainability. The results of this study are expected to serve as a reference for future researchers regarding consumer repurchase behavior.

Keywords: *Customer Experience, Repurchase Intention*

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FAKTOR-FAKTOR PENENTU *HAPPINESS AT WORK* KARYAWAN: TINJAUAN LITERATUR SISTEMATIS MENGUNAKAN PRISMA

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Abstrak

Systematic Literatur ini bertujuan untuk mengidentifikasi serta mengkategorikan faktor – faktor happiness at work karyawan berdasarkan penelitian – penelitian terdahulu. Kebaruan penelitian terletak pada pengelompokan faktor – faktor tersebut menjadi tema agregat yang sistematis guna memberikan pemahaman yang lebih menyeluruh dengan metode yang digunakan systematic literatur review (SLR) dengan pendekatan PRISMA terhadap artikel dari basis data Google Scholar dan Garuda Jurnal yang diterbitkan sejak tahun 2021, sehingga dipilih 15 artikel untuk dianalisis. Hasil penelitian menunjukan bahwa faktor – faktor happiness at work dapat diklasifikasikan ke dalam empat kategori utama, yaitu faktor pekerjaan, faktor psikologis individu, faktor kepemimpinan, dan faktor organisasi. Penelitian ini menyimpulkan bahwa happiness at work karyawan dipengaruhi oleh berbagai faktor internal maupun eksternal, sehingga organisasi perlu memperhatikan faktor – faktor tersebut guna menciptakan lingkungan kerja yang mendukung kebahagiaan karyawan.

Kata kunci : Karyawan, Kebahagiaan di Tempat Kerja, PRISMA

JEL: *Systematic Literatur Review*

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RETENSI PELANGGAN: SEBUAH TINJAUAN LITERATUR

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi dan merangkum indikator-indikator yang digunakan dalam mengukur retensi pelanggan berdasarkan hasil penelitian terdahulu. Metode penelitian yang digunakan adalah Systematic Literature Review (SLR) dengan pendekatan PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) untuk memastikan proses penelusuran, penyaringan, dan pemilihan artikel dilakukan secara sistematis dan transparan. Pengumpulan data dilakukan melalui penelusuran Google Scholar menggunakan kata kunci yang berkaitan dengan retensi pelanggan, kemudian artikel diseleksi berdasarkan kesesuaian topik, tahun publikasi, dan kelengkapan informasi penelitian. Dari proses seleksi tersebut, diperoleh sebanyak 20 artikel ilmiah yang dipublikasikan pada periode 2020 hingga 2025 untuk dianalisis secara sistematis. Hasil kajian literatur menunjukkan bahwa terdapat sejumlah indikator utama yang paling sering digunakan dalam mengukur retensi pelanggan. Indikator tersebut meliputi kepercayaan, kepuasan, dan komitmen pelanggan sebagai indikator sikap, serta indikator kuantitatif berupa raw customer retention rate, sales-adjusted retention rate, dan profit-adjusted retention rate. Indikator-indikator tersebut digunakan untuk menggambarkan kemampuan perusahaan dalam mempertahankan pelanggan dari berbagai sudut pandang, baik dari sisi hubungan jangka panjang dengan pelanggan maupun dari sisi kontribusi ekonomi pelanggan terhadap kinerja dan keberlanjutan perusahaan. Temuan penelitian ini memperkaya kajian akademik mengenai retensi pelanggan dengan merangkum indikator-indikator utama yang digunakan dalam penelitian terdahulu serta dapat menjadi acuan dalam pengukuran retensi pelanggan di berbagai sektor industri.

Kata kunci: Kepuasan, Komitmen, Retensi Pelanggan

JEL: Systematic Literature Review

DAFTAR PUSTAKA

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KUALITAS PELAYANAN DALAM LOYALITAS PELANGGAN: TINJAUAN LITERATUR SISTEMATIS

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Abstract

Study Literature aims to examine the effect of service quality on customer loyalty using a systematic literature review (SLR) methodology. Customer loyalty is a crucial element in maintaining organizational sustainability and competitive advantage, particularly in the service sector facing increasingly intense competition. Previous studies have emphasized the important role of service quality in shaping customer loyalty, yet the findings remain scattered and require systematic integration. Therefore, Study Literature focuses on reviewing and mapping research findings related to the relationship between service quality and customer loyalty. The novelty of Study Literature lies in the application of the SLR method to comprehensively summarize, evaluate, and integrate empirical evidence, thereby providing a more structured understanding of the consistency and patterns in the relationship between the two variables. The methodology involved selecting relevant articles from leading national and international journals through the stages of identification, screening, eligibility, and inclusion in accordance with SLR procedures. The selected articles were qualitatively analyzed to identify the direction of influence, industry context, and research approaches used. The results indicate that service quality consistently has a positive effect on customer loyalty across various industry sectors. Improvements in service quality have been shown to encourage repeat purchases, positive recommendations, and customer commitment to the company. Thus, service quality serves as the primary driver in forming customer loyalty. Study Literature contributes theoretically to the development of marketing management literature and

provides practical implications for companies in formulating service quality improvement strategies to achieve sustainable customer loyalty.

Keywords: *Service Quality, Customer Loyalty*

JEL: *Literatur Review*

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PERAN KUALITAS DALAM MEMBENTUK KEPUASAN KONSUMEN

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Abstract

Customer satisfaction plays a strategic role in determining business sustainability. Service quality is widely recognized as a key determinant shaping customer satisfaction, yet prior studies often report inconsistent findings across service dimensions and industry contexts. This study aims to synthesize and critically analyze the role of service quality in shaping customer satisfaction through a Systematic Literature Review (SLR). Using a structured search strategy, 15 national journal articles published between 2019–2025 were selected and analyzed. The findings indicate that service quality significantly influences customer satisfaction across sectors, with reliability and responsiveness emerging as dominant dimensions in time-sensitive services, while empathy and assurance are more influential in interaction-intensive services. This study contributes theoretically by providing a contextualized synthesis of SERVQUAL dimensions and methodologically by presenting a transparent SLR procedure.

Keywords: Service Quality, Customer Satisfaction, SERVQUAL, Systematic Literature

JEL: Study Literatur

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EMPLOYEE WELL-BEING DALAM ORGANISASI : SYSTEMATIC LITERATUR REVIEW

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Abstract

The increasingly dynamic work environment requires organizations to focus not only on performance achievement but also on the sustainability of human resources. High job demands, psychological pressure, and changes in work systems highlight the need for approaches that support a healthy and productive workplace. In this context, this study aims to systematically examine the concept of employee well-being within organizational settings.

This study employs a Systematic Literature Review (SLR) using the PRISMA guidelines. Data were collected from 20 national and international journal articles relevant to the topic and analyzed using content analysis techniques. The findings indicate that employee well-being is a multidimensional construct encompassing psychological, physical, social, and organizational aspects. Psychological dimensions, particularly mental health and work-related stress, are the most frequently discussed, followed by work-life balance and organizational support. These findings emphasize the importance of a holistic and integrated approach to employee well-being in fostering a healthy and sustainable work environment.

Keywords: *employee well-being, human resources, organization, systematic literature review*

literature review

JEL: J28, M12

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PEMASARAN MEDIA SOSIAL DALAM MENINGKATKAN MINAT BERKUNJUNG WISATA : *SYSTEMATIC LITERATURE REVIEW*

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Abstract

This study aims to understand and determine the influence of Social Media Marketing in increasing tourist interest in visiting a destination, using a literature review approach. The rapid development of digital technology and the increasing use of social media have made Social Media Marketing one of the marketing strategies used by the tourism sector to reach tourists more widely, quickly, and interactively. The results of the study show that Social Media Marketing is a successful marketing approach in attracting people to visit tourist attractions. It has a significant impact on increasing tourist interest in visiting, particularly in terms of content quality, posting frequency, user interaction, and the use of attractive visual content and narratives. Additionally, Social Media Marketing also plays a role in shaping a positive destination image, thereby strengthening tourists' interest and decision to visit. Therefore, it can be concluded that the implementation of well-planned, consistent, and creative Social Media Marketing is an effective strategy in increasing tourists' interest in visiting tourist destinations.

Keywords: *Social Media Marketing, Interest in Visiting, Digital Marketing, Tourist Destinations*

Type of literature: *Literature Review Study*

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KINERJA KARYAWAN: SEBUAH STUDI LITERATUR

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Abstrak

Penelitian ini bertujuan untuk melakukan systematic literature review terhadap faktor-faktor yang memengaruhi kinerja karyawan dalam organisasi modern, khususnya pada era transformasi digital dan pascapandemi. Permasalahan utama yang melatarbelakangi penelitian ini adalah masih ditemukannya ketidakkonsistenan hasil penelitian terdahulu terkait pengaruh kepemimpinan, motivasi kerja, lingkungan kerja, serta pemanfaatan teknologi digital terhadap kinerja karyawan. Metode penelitian yang digunakan adalah *Systematic Literature Review (SLR)* dengan pendekatan *PRISMA* melalui penelusuran database Google Scholar, Garuda, dan jurnal internasional bereputasi. Sebanyak 20 artikel jurnal nasional dan internasional yang diterbitkan pada rentang tahun 2017–2025 direview secara komprehensif. Hasil kajian menunjukkan bahwa kinerja karyawan tidak hanya dipengaruhi oleh faktor individual seperti kompetensi, motivasi, dan kepuasan kerja, tetapi juga oleh faktor organisasi seperti gaya kepemimpinan, budaya organisasi, lingkungan kerja, serta dukungan teknologi informasi. Selain itu, kepuasan kerja dan employee engagement terbukti berperan sebagai variabel mediasi yang memperkuat hubungan antara praktik manajemen sumber daya manusia dan kinerja karyawan. Temuan ini menegaskan pentingnya penerapan sistem manajemen kinerja berbasis digital yang terintegrasi untuk meningkatkan efektivitas, efisiensi, dan daya saing organisasi. Kebaruan penelitian ini terletak pada sintesis literatur yang mengaitkan kinerja karyawan dengan fleksibilitas kerja, sistem kerja hybrid, serta dukungan teknologi digital dalam konteks organisasi modern, sehingga dapat menjadi rujukan konseptual bagi penelitian selanjutnya serta dasar pengambilan keputusan manajerial.

Kata Kunci: Kinerja Karyawan, Kepemimpinan, Motivasi Kerja

Jenis Penelitian: *Systematic Literature Review (SLR)*

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CUSTOMER RELATIONSHIP MANAGEMENT: A SYSTEMATIC LITERATURE REVIEW

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Abstrak

Tujuan studi ini adalah untuk meninjau dan mensintesis berbagai konsep, pandangan, dan indikasi manajemen hubungan pelanggan yang telah diidentifikasi dalam penelitian sebelumnya. *Customer Relationship Management* (CRM) merupakan strategis yang berfokus pada pembentukan atau pemeliharaan hubungan jangka Panjang terhadap pelanggan, terutama di dalam persaingan pasar yang begitu ketat. Perusahaan bisa membangun nilai yang berkelanjutan dengan memahami lebih dalam kebutuhan ataupun perilaku konsumen melalui penerapan *Customer Relationship Management* Kerangka kerja *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) menjadi landasan metodologi *Systematic Literature Review* (SLR) dalam studi ini. 20 penulis ilmiah dalam tahun 2020 hingga 2025 yang ada pada *Google Scholar*, *ResearchGate*, dan jurnal internasional MDPI digunakan sebagai sumber data. Melalui tahap identifikasi, penyaringan, penilaian kelayakan, dan pengambilan keputusan mengenai artikel yang sesuai untuk dimasukkan, setiap artikel ditinjau secara sistematis. Temuan analisis tedahulu menunjukkan bahwa sebagian besar penelitian menunjukkan bahwa *Customer Relationship Management* meningkatkan perilaku pelanggan, termasuk komitmen, loyalitas, kepuasan, dan kepercayaan, baik di industri manufaktur maupun jasa. Penggunaan teknologi, kompetensi sumber daya manusia, efektivitas proses bisnis, pemahaman pelanggan, komunikasi, kualitas layanan, dan kemampuan perusahaan dalam mengelola keluhan banyak digunakan sebagai indikator *Customer Relationship Management*. Namun, di sisi lain beberapa penelitian juga banyak dampak terkait *Customer Relationship Management* yang tidak selalu segera terasa dan dapat dipengaruhi oleh lingkungan organisasi serta kualitas implementasinya.

Kata kunci: *Customer Relationship Management, Loyalitas Pelanggan, Systematic Literature Review*

JEL: *Systematic Literature Review*

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FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI ONLINE PADA GEN-Z: TINJAUAN LITERATUR SISTEMATIS

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Abstract

This study aims to synthesize the latest literature on factors influencing online purchase intent among Gen-Z. This study applies the Systematic Literature Review (SLR) method. The analysis was conducted on 20 selected journal articles obtained from leading databases, focusing on the digital consumer behavior of Gen-Z. The review results show that Gen-Z's online purchase intention is significantly influenced by the credibility of Electronic Word-of-Mouth (e-WOM), the authenticity of User-Generated Content (UGC), and the effectiveness of short video marketing. Brand trust is identified as the most crucial mediating variable. In addition to technological factors, personal value dimensions such as religious and environmental considerations have emerged as significant new drivers. However, perceived risk remains a major barrier in the purchase decision-making process. This article presents an integrative model that combines technological, informational, and personal value dimensions specific to Gen-Z consumer behavior. In addition, this study provides a systematic summary of the latest findings in the literature published in 2024 and 2025.

Keywords: Gen-Z, Online Shopping, Purchase Intention, Social Media.

JEL: M31, M37, L81

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SOSIAL MEDIA MARKETING TIKTOK DALAM IMPULSIVE BUYING

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Abstract

The purpose of writing this article is to examine TikTok social media marketing in driving impulsive buying behavior. The development of social media has transformed marketing strategies from simply conveying information to creating emotional consumer experiences that influence attitudes and purchasing decisions. TikTok, as a short-video-based social media application, has evolved into a social commerce platform thru the TikTok Shop feature, which integrates entertainment, social interaction, and transaction convenience within a single digital ecosystem. This condition creates a marketing environment that allows consumers to be exposed to promotional content intensely and repeatedly. Various studies have examined the influence of social media on impulsive buying, but discussions specifically focusing on the role of TikTok social media marketing as a trigger for impulsive buying are still limited. This research uses the Systematic Literature Review method by analyzing 20 scientific journal articles obtained from Google Scholar and published between 2021 and 2025. The study results indicate that TikTok's social media marketing activities influence impulsive buying behavior thru the presentation of engaging video content, persuasive promotional messages, limited-time promotions, and continuous content exposure. This strategy influences consumers' emotional responses and accelerates the purchase decision-making process without careful planning. This study concludes that TikTok social media marketing serves as an effective marketing stimulus in shaping impulsive buying behavior, making it a relevant digital marketing strategy within the social commerce ecosystem.

Keywords: Impulsive Buying, Social Media Marketing, Tiktok Shop

JEL: Systematic Literature Review

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STUDI LITERATUR TENTANG DETERMINAN KEPUTUSAN PEMBELIAN HIJAU KONSUMEN

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Abstract

This study aims to identify and synthesize the determinants of consumers' green purchase decisions through a Systematic Literature Review (SLR) approach. The research data were drawn from 20 national and international journal articles relevant to green purchasing issues and published between 2021 and 2025. The analysis employed a qualitative descriptive approach through a synthesis of research findings. The results indicate that consumers' green purchase decisions are influenced by nine main determinants, namely psychological, cognitive, social, socio-cultural, consumption value, product, price, trust, and ethical-institutional determinants. Among these, psychological determinants emerge as the most dominant and consistently reported factors in prior studies, particularly reflected through consumers' environmental attitudes and awareness. In addition, product-related and cognitive determinants are also frequently identified as important factors, highlighting the role of green product characteristics and consumers' level of knowledge in shaping green purchase decisions. Other determinants, such as consumption values, social influences, trust, and price, function as supporting factors that may either strengthen or hinder green purchase decisions depending on individual and social contexts. This study also confirms the existence of the attitude-behavior gap, a condition in which positive environmental attitudes and awareness do not always translate into actual purchasing behavior. Theoretically, this study clarifies the patterns and hierarchy of determinants influencing green purchase decisions, while practically providing implications for businesses to focus sustainability strategies on strengthening consumers' psychological aspects, improving green product quality, enhancing environmental education, and increasing transparency in environmental claims.

Keywords: *Determinants, Green Purchase Decisions, Consumer Behavior.*

JEL: M31, Q01, D12

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FAKTOR YANG MEMENGARUHI *INTENTION TO STAY* KARYAWAN PADA SUATU ORGANISASI : SYSTEMATIC LITERATURE REVIEW

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Abstract

Through a systematic literature review (SLR), this study seeks to identify and synthesize factors impacting employee retention. Twenty pertinent national and international scientific papers were found after the search was carried out in accordance with PRISMA criteria, which include the processes of identification, screening, appropriateness evaluation, and inclusion. The findings demonstrate that a variety of factors, which fall into three primary categories individual, organizational, and work environment factors have an impact on employee retention. Job satisfaction, motivation at work, self-worth, stress at work, good feelings, and burnout are examples of individual aspects. Organizational factors comprise career development, organizational culture, leadership style, organizational commitment, person–organization fit, perceived organizational support, human resource management practices, sustainable HRM practices, performance appraisal, compensation, and talent development. Meanwhile, work environment factors encompass work-life balance, work engagement, organizational climate, workplace spirituality, workload, and external working conditions. Overall, the results confirm that intention to stay is a multidimensional construct shaped by the interaction of various factors, both directly and indirectly through intervening variables, and is highly dependent on organizational context. The findings imply that job satisfaction, organizational commitment, human resource management practices, and work-life balance are the most consistently examined and influential factors, making

them suitable as key independent variables for future empirical research on employee retention.

Keywords: employee retention, human resource management, intention to stay, systematic literature review

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PERAN CUSTOMER EXPERIENCE DALAM LOYALITAS PELANGGAN: TINJAUAN LITERATUR SISTEMATIS

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Abstract

This study aims to synthesize the role of customer experience in shaping customer loyalty based on findings from previous studies. In increasingly intense business competition and dynamic changes in consumer behavior, companies are required not only to focus on sales outcomes but also to create customer experiences that support long-term relationships. Customer experience is considered a strategic factor because customers' experiences during interactions with products or services influence satisfaction and trust, which subsequently encourage repeat purchases and willingness to recommend to others. However, previous research has reported mixed findings. Several studies indicate that customer experience has a direct effect on customer loyalty, while other studies show that its influence occurs indirectly through mediating variables. This inconsistency highlights the need for a study that systematically integrates prior research findings to obtain a more comprehensive understanding of the relationship between customer experience and customer loyalty. This study employs a Systematic Literature Review approach using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method. The review analyzes 20 scientific articles published between 2021 and 2025 and retrieved from the Google Scholar database. The analyzed articles consist of both national and international journals, differentiated based on publication language and journal characteristics. The synthesis results indicate that customer experience plays a positive role in shaping customer loyalty, either directly or indirectly through mediating variables such as customer satisfaction, customer engagement, and emotional bonding. These findings emphasize that consistent management of customer experience is an important strategy for building sustainable customer loyalty.

Keywords: Customer experience, Customer loyalty,

JEL: Systematic literature review

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KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN PADA TOKO SEMBAKO

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ABSTRACT

This study aims to systematically examine the effect of service quality on customer loyalty in grocery stores. The research method used was a Systematic Literature Review (SLR) by collecting and analyzing relevant scientific articles. The literature search was conducted online through Google Scholar using the keywords "service quality" and "customer loyalty." The inclusion criteria for this study included articles accredited with at least SINTA 5, published between 2020 and 2025, and discussing the effect of service quality on customer loyalty. A total of 15 selected articles were analyzed descriptively to obtain a comprehensive picture of the relationship between the two variables. The results of the study indicate that service quality has a positive and significant effect on customer loyalty. Of the 15 articles analyzed, 13 concluded that improving service quality can increase customer loyalty, while the other two articles showed insignificant results or were influenced by other variables. These findings indicate that service quality is a crucial factor in building and maintaining customer loyalty in grocery stores. Therefore, grocery store owners are advised to continuously improve service quality to create sustainable customer satisfaction and loyalty.

Keywords - Service Quality, Customer Loyalty.

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IMPULSIVE BUYING : STUDY LITERATURE REVIEW PADA KONSUMEN PRODUK ROTI O

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ABSTRACT

This abstract aims to systematically examine the factors influencing impulsive buying behavior among Roti O consumers as a widely available grab-and-go product in public areas. The background of this study is based on the increasing competition in Indonesia's modern bakery industry, where consumer purchasing decisions are often spontaneous and influenced by situational stimuli such as aroma, product visuals, promotions, and store atmosphere. The novelty of this study lies in its specific focus on the literature review that links impulsive buying behavior with the characteristics of Roti O consumers in Indonesia, an area that remains limited in previous research. The research method employed is a systematic literature review (SLR) by analyzing national and international scholarly articles published between 2022 and 2025, obtained from reputable databases such as Google Scholar and Scopus, using inclusion criteria relevant to impulsive buying variables and fast-moving consumer food products. The findings indicate that impulsive buying among Roti O consumers is predominantly influenced by emotional factors, store atmosphere, sensory product quality (aroma and visual appeal), affordable pricing, and direct sales promotions. In addition, lifestyle factors and urban consumption habits further strengthen the tendency toward impulsive purchasing. In conclusion, Roti O's marketing strategy, which emphasizes sensory experience and accessibility, is proven to be effective in encouraging impulsive buying behavior and can serve as a reference for developing consumer behavior-based marketing strategies in the retail food industry.

Keywords: *impulsive buying, systematic literature review ,consumer behavior, Roti O, marketing strategy*

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KREDIBILITAS INFLUENCER DALAM MEMBENTUK NIAT BELI KONSUMEN: SEBUAH TINJAUAN LITERATUR

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ABSTRAK

Tujuan artikel ini untuk mengenali berbagai dimensi dalam kredibilitas influencer dan niat beli konsumen yang bersumber pada penelitian sebelumnya. Artikel ini tidak hanya berfokus pada berbagai dimensi yang digunakan, melainkan juga tentang bagaimana rancangan kredibilitas influencer mampu dipahami dan diterapkan dalam pemasaran digital, di mana influencer berperan penting sebagai perantara konsumen dan merek. Metode yang digunakan adalah Systematic Literature Review (SLR), yang didasarkan dengan panduan Preferred Reporting Items for Systematic Reviews and Meta-Analyses atau dapat disingkat dengan PRISMA. Pengamatan terhadap sumber bacaannya dilakukan menggunakan data dari Google Scholar dan beberapa artikel terbuka lainnya tentang artikel nasional dan internasional yang diterbitkan antara tahun 2020 dan 2025. Berdasarkan penelaahan awal, pengamatan, dan penilaian artikel, dapat diperoleh sekitar 21 artikel jurnal yang memenuhi ketentuan untuk pengamatan lebih lanjut. Perolehan pengamatan tersebut telah memperlihatkan adanya tiga dimensi utama kredibilitas influencer yaitu, *trustworthiness*, *expertise*, dan *attractiveness*. Di antara ketiga dimensi tersebut, *trustworthiness* merupakan salah satu dimensi yang paling sering digunakan dalam berbagai penelitian karena erat kaitannya dengan tingkat kepercayaan konsumen terhadap integritas dan pengaruh influencer saat mengenalkan sebuah produk. Terdapat tiga dimensi utama mengenai niat beli konsumen yaitu, *intention to buy*, *willingness to buy*, dan *likelihood of purchase*. Dimensi tersebut memperlihatkan sebuah kecenderungan dan kesiapan pelanggan untuk melakukan pembelian setelah terpengaruh oleh konten influencer mengenai produk yang dipromosikan.

Kata Kunci: kredibilitas inflencer, niat beli konsumen, pemasaran digital

JEL: systematic literature review

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EXPERIENTIAL MARKETING DALAM MENDORONG REVISIT INTENTION: STUDY LITERATURE REVIEW

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Abstract

The increasingly competitive tourism industry requires managers to move beyond reliance on physical attractions and focus on creating memorable experiences in order to encourage revisit intention. This study aims to identify the indicators of experiential marketing and revisit intention through a Study Literature Review (SLR) approach. The study employs an Study Literature Review method guided by the PRISMA framework, reviewing 20 national and international academic articles published between 2020 and 2025 and retrieved from Google Scholar. The findings indicate that experiential marketing is represented by five main indicators, namely sense, feel, think, act, and relate, which collectively shape consumers' experiences in an integrated manner. Meanwhile, revisit intention is identified through indicators including intention to revisit, willingness to recommend, sustained preference, and relationship commitment. The literature also reveals that the relationship between experiential marketing and revisit intention is influenced by mediating variables such as satisfaction, customer experience, consumption emotions, engagement, and loyalty. Several studies further emphasize that the effect of experience on revisit intention operates through psychological mechanisms such as arousal, memory, and satisfaction. This study concludes that understanding the indicators of experiential marketing serves as an important foundation in building revisit intention.

Keywords: *experiential marketing, revisit intention, customer experience*

JEL: M31, Z32, L83

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**PENGARUH PERPUTARAN PIUTANG BPJS
KETENAGAKERJAAN TERHADAP RISIKO PIUTANG DI RSU
ABDUL RADJAK PURWAKARTA**

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Abstract

This study was conducted with the aim of analyzing the turnover of accounts receivable for BPJS Ketenagakerjaan patients and its influence on receivable risk at Abdul Radjak General Hospital, Purwakarta. The background of this study is based on the increasing cooperation between hospitals and BPJS Ketenagakerjaan, effective receivable management has a very important role in maintaining liquidity and financial stability of hospitals while supporting quality healthcare. The main problem faced by the hospital is the hospital's ability to manage receivable turnover and the ability in the BPJS Ketenagakerjaan receivable collection process. This study was conducted using a quantitative approach method by utilizing primary financial data from Abdul Radjak General Hospital, Purwakarta for the period 2023–2024. Data analysis was carried out through quantitative descriptive analysis with financial ratio measurement techniques, specifically using the Average Collection Period (ACP) method and the calculation of average receivables, the purpose of which is to describe the condition and effectiveness of hospital receivables management. The study successfully identified that the level of receivables turnover affects the liquidity and sustainability of hospital operations. The conclusion of this study confirms that receivables risk needs to be managed optimally through effective receivables control so that financial risks can be minimized without reducing the level of hospital profitability.

Keywords: Average Collection Period (ACP), BPJS Employment, Accounts Receivable Turnover, Accounts Receivable Risk

Type of literature: Literature Study

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PERAN BEBAN KERJA DAN STRES KERJA DALAM *TURNOVER INTENTION* KARYAWAN

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Abstrak

Penelitian ini bertujuan untuk mengkaji secara sistematis pengaruh beban kerja dan stres kerja terhadap *turnover intention* karyawan pada berbagai sektor industri di Indonesia. Kontribusi kebaruan penelitian ini terletak pada penerapan pendekatan meta-sintesis terhadap 20 studi empiris yang diterbitkan dalam rentang tahun 2022–2025, yang mencakup sektor perbankan, perusahaan rintisan berbasis teknologi, ritel, serta perkebunan, guna mengidentifikasi pola umum terkait retensi karyawan lintas sektor. Metode yang digunakan adalah studi literatur deskriptif dengan teknik analisis isi. Temuan penelitian menunjukkan bahwa beban kerja berperan signifikan sebagai faktor pemicu meningkatnya stres kerja, sementara stres kerja berfungsi sebagai mediator psikologis yang mempercepat terbentuknya *turnover intention* karyawan. Meskipun demikian, kondisi lingkungan kerja yang mendukung serta penerapan sistem kompensasi yang kompetitif terbukti mampu mereduksi kecenderungan niat berpindah kerja tersebut.

Kata kunci: Beban Kerja, Stres Kerja, *Turnover intention*

Klasifikasi JEL: M12, M54, O15

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FASILITAS DALAM KEPUASAN PENGUNJUNG: TINJAUAN LITERATUR SISTEMATIS

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Abstrak

Studi literatur ini bertujuan untuk mengeksplorasi dan merangkum pengaruh fasilitas terhadap kepuasan pengunjung dengan merujuk pada hasil penelitian sebelumnya dalam sektor pariwisata dan layanan rekreasi. Penelitian-penelitian sebelumnya biasanya hanya meneliti pengaruh fasilitas secara terpisah dan kontekstual, sehingga masih kurang mampu memberikan pemahaman menyeluruh tentang bagaimana fasilitas memengaruhi kepuasan pengunjung. Maka dari itu, penelitian ini menerapkan metode *Systematic Literature Review (SLR)* dengan mengumpulkan data dari Google Scholar dan artikel jurnal nasional yang terakreditasi pada SINTA 2, SINTA 3, dan SINTA 4. Sebanyak 17 artikel yang terpilih dianalisis dengan pendekatan deskriptif-kualitatif menggunakan kerangka IMRAD. Hasil analisis menunjukkan bahwa fasilitas memiliki dampak positif dan signifikan terhadap kepuasan pengunjung, terutama dalam hal kelengkapan, kebersihan, keamanan, perawatan, dan kemudahan akses. Selain dampak langsung, fasilitas juga berinteraksi dengan variabel lain dan melalui jalur perantara. Temuan ini menegaskan kontribusi utama penelitian dalam memetakan pengaruh fasilitas terhadap kepuasan pengunjung secara menyeluruh di berbagai konteks destinasi, sekaligus menawarkan implikasi praktis bagi pengelola destinasi wisata.

Kata Kunci: Fasilitas, Kepuasan Pengunjung

JEL: Studi Literatur

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GAYA HIDUP GEN Z DAN KEPUTUSAN PENGGUNAAN PEMBAYARAN DIGITAL: SEBUAH KAJIAN LITERATUR

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Abstract

Artikel ini bertujuan untuk mengidentifikasi indikator gaya hidup Gen Z dan indikator keputusan penggunaan pembayaran digital berdasarkan kajian literatur terdahulu. Metode yang digunakan dalam penelitian ini adalah systematic literature review dengan menelaah jurnal dan artikel ilmiah yang relevan dan dipublikasikan dalam beberapa tahun terakhir. Hasil telaah literatur mengungkapkan bahwa gaya hidup Gen Z memiliki kontribusi signifikan dalam membentuk preferensi serta keputusan penggunaan pembayaran digital, terutama yang berkaitan dengan aspek kemudahan, kepraktisan, efisiensi, dan kecepatan bertransaksi. Kedekatan Gen Z dengan teknologi juga mendorong meningkatnya kecenderungan penggunaan pembayaran digital dalam aktivitas sehari-hari. Temuan tersebut mengindikasikan bahwa keputusan penggunaan pembayaran digital tidak hanya berkaitan dengan faktor teknologi, tetapi juga selaras dengan gaya hidup dan kebiasaan yang terbentuk pada Gen Z. Melalui sintesis berbagai hasil penelitian terdahulu, artikel ini mampu memberikan pemahaman yang komprehensif serta menjadi rujukan bagi akademisi dan praktisi dalam mengkaji perilaku penggunaan pembayaran digital pada Gen Z.

Keywords: Gen Z; Gaya Hidup; Keputusan Penggunaan; Pembayaran Digital

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TOURISM MOTIVATION AND TOURISTS' BEHAVIORAL INTENTION: KAJIAN LITERATUR

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Abstract

Artikel ini bertujuan untuk mengidentifikasi dan merangkum indikator-indikator utama yang digunakan This study aims to identify and synthesize the key indicators used to explain the role of tourism motivation in shaping tourists' behavioral intention. A Systematic Literature Review (SLR) approach was employed following the PRISMA guidelines to ensure a systematic and transparent article selection process. The data were collected from journal articles indexed in Google Scholar, limited to publications from 2020–2025. Based on the screening and eligibility process, 25 relevant articles were analyzed in depth. The findings reveal that tourism motivation is commonly represented by eight main indicators: physical, cultural, social, psychological, fantasy, entertainment, status and prestige, and push motivation. These motivational factors significantly influence tourists' behavioral intention, including visit intention, visit decision, revisit intention, and destination loyalty. Behavioral intention is further reflected in actual tourist behavior, such as the use of tourism services, consumption activities, and willingness to recommend destinations. The review also indicates that external factors, such as tourists' attitudes toward destinations and social influence, strengthen the relationship between motivation and actual behavior. This study contributes theoretically by organizing diverse motivational indicators into a clearer conceptual structure and highlighting the mediating role of behavioral intention. Practically, the findings offer guidance for destination managers in designing marketing and service strategies aligned with tourists' motivational needs.

Keywords: Tourism Motivation, Tourists' Behavioral Intention, Tourist Behavior, Visit Intention, Destination Tourism

JEL: Systematic Literature Review

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HUBUNGAN KONTROL DIRI DENGAN PERILAKU KONSUMTIF PENGUNA E-COMMERCE

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ABSTRACT

The purpose of this study was to determine the relationship between self-control and consumer behavior among e-commerce users. The method used was a literature review, analyzing ten national journals published in the last five years and obtained through Google Scholar. The results indicate that self-control plays a significant role in suppressing consumer behavior among e-commerce users. Dimensions of self-control, including self-discipline, healthy habits, work ethic, and reliability, have been shown to be negatively associated with consumer behaviors such as impulsive buying, excessive buying, irrational or prestige-based buying, ongoing dissatisfaction, and the tendency to prioritize wants over needs. Individuals with high levels of self-control tend to be more rational, able to delay gratification, and consistent in financial management, thus avoiding excessive consumer behavior. The practical implication of this study is the importance of strengthening self-control among e-commerce users, particularly students, through financial literacy education and the instilling of healthy shopping habits. The originality of this study lies in mapping the dimensions of self-control and consumer behavior based on journal findings from the last five years in the context of e-commerce use in the digital era.

Keywords: *Self-Control, Consumer Behavior, E-Commerce, Literature Review*

JEL: *D12, D91*

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IMPULSE BUYING KONSUMEN INDONESIA PADA PLATFORM E-COMMERCE: TINJAUAN LITERATUR

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Abstract

The purpose of this study is to examine and analyze the research findings related to Indonesian consumers' impulsive purchases on e-commerce platforms through a review of the literature. The method used is a systematic literature review that is based on data from journals by analyzing 20 journals from recent research conducted between 2021 and 2025 and is based on data from Google Scholar. The results show that impulse buying in Indonesian e-commerce is influenced by a number of factors, including promotions, price reductions, flash sales, website quality, ease of use of applications, consumer trust, electronic word-of-mouth (e-WOM), positive emotions, and individual consumer characteristics. In addition, situational factors like shopping time and e-commerce usage intensity also play a role in preventing impulsive purchases. This indicates that effective digital marketing strategies can increase consumers' propensity for impulsive purchases. It is hoped that this article will serve as a reference for academics in future research as well as for e-commerce practitioners in developing effective and timely marketing strategies.

Keywords: *Consumer Behavior, E-Commerce, Impulse Buying*

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PERAN E-COMMERCE DALAM MENINGKATKAN PENJUALAN UMKM DI PURWAKARTA

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Abstract

The development of digital technology has brought significant changes to marketing patterns and transaction processes among micro, small, and medium enterprises (MSMEs). This study aims to analyze the role of e-commerce in increasing MSME sales in Purwakarta Regency, as well as to identify the factors that encourage and hinder the utilization of digital platforms by MSME actors. The research employed a descriptive quantitative method supported by qualitative data obtained through interviews and observations. The research sample consisted of 100 MSME actors registered with the Purwakarta Office of Cooperatives and MSMEs who actively conduct marketing through e-commerce platforms such as marketplaces, social media, and mobile applications.

The results indicate that e-commerce plays a significant role in expanding the market reach of MSMEs in Purwakarta, increasing sales volume by up to 45% over the past two years, and improving operational efficiency, particularly in order management and product promotion. The findings also show that most MSME actors experienced increased brand awareness and gained customers from outside the Purwakarta region after implementing digital marketing strategies. However, the study also reveals several challenges, including limited technological literacy, uneven internet access, and increasingly intense price competition among sellers on digital platforms.

Based on the analysis, it can be concluded that e-commerce is not merely an additional marketing tool but has become an essential component of MSME growth strategies. To optimize the role of e-commerce, support in the form of digital marketing training, improvements in information technology infrastructure, and collaboration among local governments, MSME communities, and digital platform providers is required. The findings of this study are expected to provide input for policymakers in formulating strategies for MSME empowerment in the digital economy era.

Keywords: e-commerce, MSMEs, sales, digital marketing, Purwakarta.

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PERAN FEAR OF MISSING OUT DALAM MENDORONG PERILAKU IMPULSE BUYING

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Abstract

The rapid advancement of digital technology and the growth of e-commerce have significantly transformed consumer behavior, particularly by increasing impulsive buying tendencies. One psychological factor that plays a crucial role in this phenomenon is Fear of Missing Out (FoMO), defined as individuals' anxiety about missing experiences, information, or social recognition enjoyed by others. This study aims to systematically examine the role of FoMO in driving impulsive buying behavior in digital consumption contexts. This research employs a Systematic Literature Review (SLR) using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach. Literature searches were conducted across national and international journal databases using relevant keywords. From an initial pool of 2,845 articles, a rigorous screening and eligibility process resulted in 20 empirical studies published between 2020 and 2025, which were analyzed through narrative synthesis. The findings indicate that FoMO consistently has a positive influence on impulsive buying, particularly within e-commerce and social media environments. FoMO weakens consumers' cognitive control and intensifies emotional responses, leading to spontaneous and unplanned purchasing decisions. FoMO is commonly measured through fear of missing experience, fear of missing information, and social comparison, while impulsive buying is typically assessed through spontaneity, urgency, and emotional buying. Although some studies report context-dependent effects, overall evidence confirms FoMO as a key psychological driver of impulsive buying.

Keywords: *Fear of Missing Out, Impulsive Buying, Consumer Behavior, E-commerce.*
JEL: *M31, D91, L81*

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PERAN *INFLUENCER* MARKETING DALAM MEMPENGARUHI MINAT BELI

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Abstract

The rapid growth of social media has encouraged the use of influencer marketing as an effective marketing communication strategy to influence consumers' purchase intention. However, the effectiveness of this strategy largely depends on influencer characteristics such as credibility, attractiveness, and trustworthiness. This study aims to analyze the role of influencer marketing in enhancing consumers' purchase intention based on findings from previous empirical studies. The research method employed is a Systematic Literature Review (SLR) by analyzing 15 relevant national academic journals related to influencer marketing and consumer behavior. The results of the literature review indicate that influencers who are perceived as credible, authentic, and well-matched with the promoted products are able to increase consumer engagement, build emotional connections, and strengthen trust, which ultimately leads to higher purchase intention. This study concludes that influencer marketing is an effective marketing strategy when implemented appropriately, selectively, and strategically, thereby generating a positive impact on consumers' purchase decisions.

Keywords: *[Influencer, Purchase Intention]*

JEL: *[Study Literatur Review]*

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“REVIEWER KREATOR TIK TOK PADA MINAT BELI : SEBUAH KAJIAN LITERATUR”

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Abstract

Perkembangan media sosial, khususnya TikTok, telah mengubah pola komunikasi pemasaran dan perilaku konsumen. Salah satu fenomena yang menonjol adalah peran reviewer kreator TikTok dalam memengaruhi minat beli konsumen melalui konten ulasan produk yang bersifat informatif, persuasif, dan visual. Penelitian ini bertujuan untuk mengkaji secara sistematis pengaruh reviewer kreator TikTok terhadap minat beli konsumen berdasarkan temuan penelitian terdahulu. Metode yang digunakan adalah kajian literatur dengan menelaah artikel ilmiah nasional dan internasional yang relevan dalam kurun waktu lima tahun terakhir. Hasil kajian menunjukkan bahwa kredibilitas reviewer, daya tarik konten, keaslian ulasan, serta tingkat kepercayaan konsumen merupakan faktor utama yang memediasi pengaruh reviewer TikTok terhadap minat beli. Selain itu, interaksi sosial berupa jumlah *likes*, komentar, dan *shares* turut memperkuat persepsi positif konsumen terhadap produk yang diulas. Kajian ini menyimpulkan bahwa reviewer kreator TikTok memiliki peran signifikan dalam membentuk minat beli konsumen dan berpotensi dimanfaatkan sebagai strategi pemasaran digital yang efektif. Penelitian ini diharapkan dapat menjadi referensi bagi akademisi dan praktisi dalam pengembangan strategi pemasaran berbasis media sosial.

Kata kunci: Reviewer TikTok, Kreator Konten, Minat Beli, Media Sosial, Kajian Literatur

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PERAN KUALITAS PELAYANAN DALAM KEPUASAN PELANGGAN

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Abstract

This abstract aims to comprehensively examine the role of service quality in shaping customer satisfaction based on the results of previous research. The background of this research is based on the increasing importance of service quality as a key factor in creating customer satisfaction, especially amidst increasingly fierce competition in the service sector that demands companies to offer not only products, but also superior service experiences. Although many studies have discussed the relationship between service quality and customer satisfaction, these results are still scattered across various service contexts and have not been presented in a structured synthesis study. The novelty of this research lies in the presentation of a systematic synthesis of empirical findings that discuss the relationship between service quality and customer satisfaction from various service sectors, thereby providing a more complete and comprehensive picture. The research method used is a Systematic Literature Review by reviewing and analyzing relevant national and international scientific articles published in reputable journals. The results of the study indicate that service quality has a significant and consistent influence on customer satisfaction, especially through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, which directly affect customer perceptions and experiences. The conclusion of this study confirms that service quality is a strategic element that needs to be managed sustainably by companies in order to be able to create, improve, and maintain customer satisfaction in the long term.

Keywords: *customer satisfaction , service quality, SERVQUAL*

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USER-GENERATED CONTENT DAN REPUTASI MEREK: SEBUAH KAJIAN LITERATUR

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Abstract

In the Web 2.0 era, consumers play an active role in creating and distributing content through various social media platforms. This phenomenon has given rise to user-generated content (UGC), which refers to content created by consumers who share their experiences with specific products or services, thereby influencing public opinion toward brands. Brand reputation management has also evolved to adapt to new demands, enabling brands to survive and grow within the dynamics of contemporary social media. As social media continues to develop, research on user-generated content and brand reputation has grown rapidly, however discussions of these two concepts remain fragmented and are often examined through diverse dimensions. This article aims to identify and synthesize the key dimensions of user-generated content and brand reputation. The method employed is a Systematic Literature Review (SLR) using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. Data were obtained from Google Scholar through a staged selection process, resulting in 20 relevant scholarly articles published between 2021 and 2025. The findings indicate that the dimensions of user-generated content—namely authenticity, relevance, and credibility—serve as the primary mechanisms for optimizing user-generated content. Platform selection, content characteristics, and content quality are additional supporting factors in maximizing the effectiveness of user-generated content. Meanwhile, the dimensions of brand reputation include brand reliability, brand awareness, and a positive brand identity, which play a crucial role in building a positive and sustainable brand reputation.

Keywords: Digital Marketing, User-Generated Content, Brand Reputation, Social Media Marketing

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PERAN RATING DAN ULASAN KONSUMEN DALAM KEPUTUSAN PEMBELIAN

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ABSTRACT

The rapid development of digital technology has significantly accelerated the growth of e-commerce in Indonesia, leading to substantial changes in consumer purchasing behavior. Consumers are no longer solely dependent on information provided by sellers, but increasingly rely on information shared by other consumers, particularly through ratings and online consumer reviews. Ratings and reviews are part of electronic word of mouth (e-WOM) that play a crucial role in helping consumers evaluate product quality and reduce perceived risks in online transactions. This study aims to analyze the influence of consumer ratings and reviews on purchase decisions based on existing empirical evidence. The research employs a Systematic Literature Review (SLR) method by examining relevant national and international journal articles that discuss the relationship between ratings, consumer reviews, and purchase decisions in e-commerce platforms. The SLR process was conducted through systematic stages of identification, selection, evaluation, and synthesis of the literature to ensure a comprehensive and structured analysis. The findings indicate that consumer ratings function as an initial signal of product quality, while online consumer reviews provide more detailed and experiential information regarding product performance. The combination of high ratings and positive reviews has been consistently shown to enhance consumer trust, reduce perceived risk, and strengthen confidence in purchase decision-making. Furthermore, most previous studies conclude that consumer ratings and reviews have a positive and significant effect on purchase decisions, both partially and simultaneously. This study is expected to contribute academically to the development of digital marketing literature, particularly in understanding online consumer behavior, and practically to assist e-commerce practitioners in managing rating and review systems to improve consumer trust and purchasing decisions.

Keywords: Consumer Reviews, Purchase Decision, Rating

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EMOTIONAL CUSTOMER VALUE DAN BRAND LOVE: SEBUAH KAJIAN LITERATUR

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Abstract

This article aims to identify and summarize key indicators in emotional customer value and brand love. In an era of intense business competition, a deep understanding of how to enhance customers' emotional value is crucial for brand success. The methodology employed is a Systematic Literature Review (SLR), sourcing data from journals published between 2021 and 2025 on Google Scholar. The data is analyzed to uncover relevant marketing indicators for creating customer value and strengthening emotional bonds with brands (brand love).

The literature review reveals that customer value, particularly emotional value and brand love, is built through several indicators in emotional customer value, such as positive feelings encompassing happiness and satisfaction, social value related to social status and connections with others, quality performance value emphasizing product or service quality, and value for money involving perceptions of worth relative to price paid. Indicators of brand love include passion reflecting deep enthusiasm, attachment to the brand mirroring strong emotional bonds, and passion for a brand driving long-term loyalty.

The article emphasizes that marketing strategies must be selectively designed based on these customer value-building indicators to enhance brand love, benefiting both academics and marketing practitioners. By integrating various marketing studies, it produces an integrated framework of indicators that can serve as a strategic guide for creating customer value and strengthening brand love among consumers. Overall, this article contributes to marketing literature by providing practical and theoretical insights that can drive innovation in building emotional relationships between brands and consumers.

Keywords: *Emotional Value, Brand Love, Marketing Indicator*

JEL: *[Study Literature Review]*

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BRAND EXPOSURE DALAM BRAND AWARENESS: SYSTEMATIC LITERATURE REVIEW (SLR)

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Abstract

Brand exposure is a key strategy for increasing brand awareness in the increasingly competitive digital marketing era. This study aims to comprehensively analyze the effect of brand exposure on brand awareness through a Systematic Literature Review (SLR) approach using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) model for 20 national and international journals published between 2020 and 2025. The literature review process involved identifying, selecting, screening, and evaluating articles based on predetermined inclusion and exclusion criteria.

The analysis revealed that the majority of the reviewed journals, 14 articles, concluded a positive and partially significant effect between brand exposure and brand awareness, particularly for social media, digital advertising, sponsorship, product placement, and live streaming activities. Furthermore, three journals revealed a simultaneous significant effect of brand exposure, although this did not show partial significance when analyzed alongside other variables, such as customer engagement, influencer marketing, and sales promotions. Meanwhile, three other articles found that brand exposure did not have a significant partial effect, as other variables, such as content marketing, taglines, product innovation, and brand experience, were deemed more dominant.

These findings vary depending on industry characteristics, respondents, promotional media, and brand exposure intensity. Overall, the SLR results indicate that brand exposure has the potential to increase brand awareness, but its effectiveness depends heavily on synergy with other marketing strategies. Therefore, brand exposure planning needs to be carried out systematically and integrated to support the development of sustainable brand awareness.

Keywords: brand exposure, brand awareness, digital marketing, systematic literature review

JEL: M31, M37, L81

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PERAN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) DALAM KEPUASAN PELANGGAN: SYSTEMATIC LITERATURE REVIEW (SLR)

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Abstract

Customer Relationship Management (CRM) is the main strategy in building long-term relationships with customers and improving service satisfaction. This study aims to analyze the role of CRM in customer satisfaction through the Systematic Literature Review (SLR) approach. The SLR model used refers to the stages of PRISMA, including identification, screening, eligibility, and inclusion to ensure the selection of relevant and quality articles. Based on this process, as many as 20 journals were successfully identified and analyzed.

The results of the synthesis show that 19 out of 20 journals stated that CRM has a positive and significant effect on customer satisfaction. The most consistently significant dimension of CRM is People or human resources, which includes competence, interpersonal skills, and responsibility in handling customer complaints. In addition, Continuity Marketing and One-to-One Marketing are also often reported to be significant in improving customer satisfaction through continuous communication and personalization of services. However, one journal showed that CRM did not have a statistically significant effect on customer satisfaction, although the People and Strategy factors were significant. The main obstacles that cause this insignificance are the lack of digital HR training and an integration system that is not yet optimal.

Overall, this article concludes that customer satisfaction tends to increase when CRM is implemented holistically, especially through the quality of human relationships, customer data management, and the use of digital-based customer contact systems such as e-CRM or responsive Cloud Call Centers. These findings confirm that CRM plays an important

and effective role in improving customer satisfaction, with success rates highly dependent on the quality of implementation of each dimension.

Keywords: Customer Relationship Management, Customer Satisfaction, Systematic Literature Review

JEL: M15, M31, L86

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LOYALITAS KONSUMEN : SEBUAH KAJIAN LITERATUR

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Abstract

Consumer loyalty is a critical issue in marketing studies as it reflects the sustainability of the relationship between consumers and companies across various industrial contexts. Increasing business competition and changes in consumer behavior highlight the need for a deeper conceptual examination of how consumer loyalty has been defined and measured in previous studies. This study aims to identify the theories applied and the main indicators of consumer loyalty based on recent literature. The research employs a Systematic Literature Review (SLR) method following the PRISMA stages. Data were collected from 15 journal articles published between 2020 and 2025 and accessed through the Google Scholar database. The selection process involved identification, screening, eligibility assessment, and inclusion in accordance with the research focus. The findings indicate that consumer loyalty in the literature is positioned as a multidimensional construct that not only represents repeat purchase behavior but also encompasses attitudinal and commitment-related aspects. The marketing theories commonly used emphasize the role of satisfaction, trust, and consumer experience in shaping long-term loyalty. The most frequently identified indicators of consumer loyalty include repeat purchases, brand preference, positive attitudes toward products or companies, willingness to recommend to others, and resistance to competitors' promotional influences. Therefore, this study confirms that despite variations in research contexts and objects, the theories and indicators of consumer loyalty used in the literature remain relatively consistent and can serve as a conceptual foundation for future research.

Keywords: *Consumer Loyalty, Marketing, Customer Satisfaction, Trust, Systematic Literature Review*

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GRIT, PERCEIVED ORGANIZATIONAL SUPPORT (POS) SEBAGAI FAKTOR DETERMINAN JOB HOPPING PADA KARYAWAN MUDA: TINJAUAN LITERATUR

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Abstract

This study literature critically examine the roles of Grit and Perceived Organizational Support (POS) as key determinants of job hopping among young employees. The main contribution of this article lies in synthesizing previously fragmented empirical findings by integrating internal psychological factors and external organizational factors into a unified conceptual framework. The study employs a Systematic Literature Review (SLR) of ten scientific articles indexed in SINTA, published between 2021 and 2025, which focus on job hopping among young workers. The results indicate that Grit and Perceived Organizational Support (POS) consistently exert a negative influence on both job hopping intentions and actual job hopping behavior. Grit functions as an internal psychological resource that enhances individuals' persistence and consistency in dealing with work-related demands, while Perceived Organizational Support (POS) strengthens employees' emotional attachment and loyalty to the organization. Several studies also reveal that job satisfaction acts as a mediating variable that reinforces the relationship between these factors and job hopping. Accordingly, this study concludes that job hopping among young employees is a multidimensional phenomenon shaped by the interaction between individual and organizational factors, suggesting that effective retention strategies should be designed holistically by balancing psychological resource development and organizational support.

Keywords: *Grit, Perceived Organizational Support, Job Hopping*

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KEPERCAYAAN KONSUMEN : SEBUAH KAJIAN LITERATUR

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Abstract

Consumer trust is a crucial factor in building long-term relationships between companies and customers, particularly in the digital era characterized by the widespread use of online platforms and easy access to information. Changes in consumer behavior in searching for information, conducting transactions, and evaluating products and services have made trust a strategic element in modern marketing. This study aims to identify the concept, indicators, and factors influencing consumer trust through a systematic literature review. The research applies the Systematic Literature Review (SLR) method based on the PRISMA approach, selecting scientific articles published between 2020 and 2025 through Google Scholar, resulting in 15 relevant articles as the main sources of analysis. The findings indicate that consumer trust is multidimensional and commonly measured through indicators such as ability, integrity, benevolence, transaction security, product or service reliability, and information credibility. In the context of digital marketing and e-commerce, factors including service quality, system security, consumer reviews, influencer marketing, and brand reputation play significant roles in shaping trust. The results also reveal that positive consumer experiences and company consistency in fulfilling promises are the primary foundations for building trust. Overall, consumer trust contributes to reducing perceived risk, increasing purchase intention, encouraging repeat purchases, and strengthening customer loyalty. Therefore, consumer trust should be managed as a strategic asset in facing increasingly competitive business environments.

Keywords : consumer trust, digital marketing, e-commerce, service quality

JEL : M31, M15, D83

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DAYA TARIK VISUAL TATA CAHAYA TERHADAP STAY DURATION [STUDI LITERATURE REVIEW]

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Abstrak

The influence of visual appeal generated by a store's lighting system on customer stay duration in a retail environment. In an era of increasingly fierce business competition, store atmosphere has transformed into a crucial strategic element in influencing consumer behavior psychologically and emotionally. Lighting is no longer viewed merely as a functional lighting tool, but rather as a sensory marketing instrument capable of shaping customers' perceptions, moods, and visual comfort. Visual appeal explores various dimensions of lighting, including light intensity (brightness), color temperature, and contrast and placement (accent lighting). This phenomenon triggers a positive affective response, where customers feel relaxed and comfortable. The visual appeal of lighting is a determinant factor in strengthening customer retention in stores. These practical implications provide guidance for retail managers and interior designers to optimize lighting schemes to increase store competitiveness and maximize the overall customer shopping experience.

Kata Kunci : Daya Tarik Visual, Tata Cahaya Gerai, Stay Duration, Perilaku Konsumen.

JEL : { Studi Literature Review }

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DIGITAL MARKETING DAN BRAND IMAGE SEBAGAI FAKTOR PENENTU KEPUTUSAN PEMBELIAN: TINJAUAN LITERATUR

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Abstract

The aim of this study is to examine the role of digital marketing and brand-related factors in influencing consumer purchasing decisions amidst the rapid development of digital technology that has increased the intensity of information received by consumers through various online platforms. The novelty of this study lies in affirming the position of digital marketing and brand image as key elements in strengthening consumer perception and trust. This study uses a systematic literature review (SLR) method by analyzing scientific articles relevant to digital marketing, brand image, and purchasing decisions. Findings from previous studies indicate that digital marketing has a positive and significant influence on purchasing decisions, while brand image serves as a reinforcing factor that increases this influence. The conclusion confirms that the success of modern marketing is determined by the effectiveness of digital marketing strategies supported by a positive brand image that can effectively improve consumer purchasing decisions.

Keyword: Digital Marketing, Brand Image, Purchase Decision

JEL: M31, M37, D12

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PERAN *INFLUENCER* DALAM MENINGKATKAN *BRAND AWARENESS* MELALUI *INSTAGRAM STORIES*

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Abstrack

One feature that is often used to strengthen brand awareness is Instagram

Stories, because this feature makes it easy to deliver content quickly, attractively, and interactively. This article attempts to examine the role of influencers in helping to increase brand awareness using the Instagram Stories feature. The research method used is a quantitative approach with a survey technique targeting Instagram users who follow specific influencer accounts. The data is analyzed to determine the impact of influencer credibility, content appeal, content posting frequency, and user interaction levels on brand awareness enhancement. This study shows that the level of trust and the extent to which influencers are compatible with products have a significant impact on increasing brand awareness. Therefore, influencers play an important role as a communication channel between brands and buyers in effectively increasing brand awareness through Instagram Stories. Consequently, companies must choose the right influencers and develop creative and appropriate content strategies so that digital marketing campaigns can deliver maximum results.

Kata kunci: *Influencer, Brand Awareness, Instagram Story*

JEL: *M31,M37,L83,D83*

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PENGARUH KOMPETENSI DIGITAL TERHADAP PELAYANAN PUBLIK

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Abstract

In this context, digital competence of public sector employees has emerged as a critical determinant of successful public service digitalization. However, empirical findings related to the extent and mechanisms through which digital competence influences public service performance remain fragmented and varied. This study aims to systematically examine the influence of digital competence on public service quality through a comprehensive review of existing literature. This research employs a Systematic Literature Review (SLR) method using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. Data were collected from reputable national and international journal databases, including Google Scholar, Garuda, ScienceDirect, and Taylor & Francis. A total of 185 articles published between 2020 and 2025 were initially identified. After applying inclusion and exclusion criteria, 15 relevant journal articles were selected for in-depth analysis. The reviewed studies focus on digital competence dimensions, public service delivery, e-government implementation, and efficiency of public sector performance. The findings indicate that digital competence has a significant and positive influence on public service quality. Public servants with higher levels of digital competence are better able to operate digital service systems, manage information accurately, and respond to public demands more efficiently.

Keywords: Digital Competence, E-Government, Public Service Quality, Type of research : Systematic Literature Review

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CUSTOMER EXPERIENCE SEBAGAI FAKTOR PENENTU LOYALITAS PELANGGAN: SYSTEMATIC LITERATURE REVIEW

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Abstract

This literature study aims to examine the role of customer experience as a determinant of customer loyalty amid increasing business competition and the acceleration of digital transformation, addressing inconsistencies in previous research findings regarding the mechanisms through which customer experience influences loyalty across different industry contexts and supporting variables. This study applies Systematic Literature Review (SLR) as its method to gain comprehensive, structured insights into customer experience and loyalty relationships. Data collection involved structured searches on Google Scholar, targeting relevant national and international articles from 2021–2025, yielding 20 selected studies. The collected data were analyzed using a descriptive qualitative approach through narrative and thematic synthesis to identify relationship patterns, dominant dimensions of customer experience, and cross-sectoral research trends. The results indicate that customer experience has a positive and significant effect on customer loyalty across various industries, either directly or indirectly through mediating variables such as customer satisfaction and trust, with functional, interactive, and digital experiences emerging as the most consistent dimensions. These findings underscore that consistent, holistic customer experience management forms a strategic

foundation for fostering long-term customer loyalty and bolstering firms' competitive advantage.

Keywords: customer experience, customer loyalty

JEL : Literature study

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PERCEIVED USEFULNESS DAN CONTINUANCE INTENTION DALAM PENGGUNAAN LAYANAN DIGITAL: SEBUAH SYSTEMATIC LITERATURE REVIEW

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Abstrack

The purpose of this article is to identify and synthesize the main indicators used to measure Perceived Usefulness and Continuance Intention in the context of digital service use based on previous literature findings. The approach used by the researcher is a Systematic Literature Review with reference to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. Various data sources were obtained from 30 national and international journal articles published between 2021 and 2026 and analyzed using narrative synthesis to map the measurement patterns of both constructs. The synthesis results show that Perceived Usefulness is consistently represented through indicators of system benefits, time and transaction efficiency, effectiveness of use, increased productivity, and system support for user activities. On the other hand, Continuance Intention is generally operationalized through indicators of reuse intention, continued use intention, commitment to the system, and the tendency to maintain the service in the long term. Other findings also reveal that perceived usefulness functions as a primary cognitive evaluation that shapes users' decisions to continue using digital services continuously. Theoretically, this article presents a mapping of dominant indicators that clarifies the measurement constructs of Perceived Usefulness and Continuance Intention in digital service studies. Practically, the results of this synthesis can be used as a basis for developing more standardized measurement instruments and as a reference for digital service providers in designing strategies to improve the sustainability of system use based on perceived user value.

Keywords: Continuance Intention, Digital Services, Perceived Usefulness, Systematic Literature Review

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EXPERIENTIAL VALUE DAN CO – CREATION: KAJIAN LITERATUR

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Abstract

Fokus penelitian ini bertujuan untuk mengidentifikasi dan menyintesis indikator kunci yang digunakan dalam mengkaji experiential value dan co-creation berdasarkan penelitian-penelitian terdahulu. Metode yang digunakan adalah Systematic Literature Review (SLR) dengan mengacu pada protokol Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). Data diperoleh dari jurnal ilmiah yang diakses melalui Google Scholar dengan hasil penelusuran awal sebanyak 6.270 artikel, yang kemudian diseleksi berdasarkan kriteria relevansi dan periode publikasi 2019–2025 hingga diperoleh 30 jurnal yang memenuhi kriteria inklusi. Artikel-artikel terpilih dianalisis secara deskriptif kualitatif melalui proses pengelompokan, pengkodean, dan sintesis indikator. Hasil kajian menunjukkan bahwa experiential value dikonseptualisasikan sebagai konstruk multidimensional yang terdiri dari 26 indikator unik yang mencakup dimensi emosional, hedonik, kognitif, sosial, fungsional, estetika, serta aspek kontekstual dan transformatif. Sementara itu, co-creation disintesis menjadi 36 indikator unik yang merepresentasikan partisipasi, interaksi, keterlibatan konsumen, kolaborasi, berbagi pengetahuan, serta integrasi sumber daya yang sering kali didukung oleh teknologi digital. Temuan kajian menegaskan bahwa co-creation berperan sebagai mekanisme utama dalam pembentukan experiential value dan secara konsisten berhubungan dengan berbagai outcome perilaku konsumen, seperti loyalitas, brand equity, dan niat berperilaku. Dengan mengintegrasikan temuan-temuan penelitian sebelumnya, kajian ini menghasilkan suatu kerangka konseptual yang lebih sistematis mengenai experiential value dan co-creation, yang dapat digunakan sebagai dasar bagi pengembangan penelitian akademik dan sebagai acuan praktis dalam merancang strategi penciptaan nilai berbasis pengalaman yang berkelanjutan.

Keywords: *Customer Experience; Co-Creation; Experiential Value*

JEL: *[Systematic Literature Review]*

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STUDY LITERATURE REVIEW : BRAND EVANGELISM SEBAGAI STRATEGIS PEMASARAN BRAND FASHION LOKAL

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Abstract

This literature review study examines brand evangelism as a marketing strategy for local fashion brands in facing increasingly intense and digitalized market competition. The background of this study is based on the limited marketing resources typically possessed by local fashion brands, which necessitates the adoption of effective, efficient, and sustainable marketing strategies to enhance brand visibility, consumer loyalty, and long-term competitiveness. Brand evangelism emerges as a relevant concept because it emphasizes the role of consumers in voluntarily advocating for brands, building emotional attachment, and spreading positive word-of-mouth. The novelty of this study lies in synthesizing empirical findings from previous research to position brand evangelism not merely as an outcome of consumer behavior, but as a marketing strategy that can be systematically designed and implemented by local fashion brands. The research method employed is a systematic literature review, analyzing 20 reputable journal articles indexed in SINTA and Scopus that discuss brand evangelism and its supporting factors, such as brand trust, brand identification, brand passion, brand experience, brand symbolism, and influencer-based marketing. The findings indicate that brand evangelism in the context of local fashion brands is more strongly influenced by emotional and symbolic attachment, including value congruence, brand passion, ethical perceptions, and brand experience, rather than by functional product attributes alone. In addition, digital platforms and influencer engagement play a significant role in strengthening consumer advocacy. The conclusion of this study confirms that brand evangelism can function as an effective and sustainable marketing strategy for local fashion brands by transforming loyal consumers into active brand advocates, thereby reinforcing market presence and long-term brand equity.

Keywords: *brand evangelism, local fashion brands, marketing strategy, consumer behaviour*

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KEPERCAYAAN PELANGGAN DAN KEUNGGULAN LAYANAN DALAM EKOSISTEM DIGITAL

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Abstract

This research aims to identify and summarize the key indicators used to measure the relationship between customer trust and service excellence in the digital age. The method used is the Systematic Literature Review (SLR) approach, sourced from journal data by analyzing 10 recent research articles published around 2020–2024 and sourced from Google Scholar. A literature review reveals six key indicators consistently used in evaluating customer trust and digital service excellence: Data Security, Transparency, Brand Reputation, Quality of Digital Experience, Service Responsiveness, and Personalization. These six core indicators most frequently appear in the literature as determinants of customer loyalty and company competitiveness. This research states that the success of organizations in the digital age is determined by their ability to build technology-based trust and deliver superior and consistent service experiences. Business practitioners can utilize these indicators as guidelines in designing effective and sustainable digital service strategies. By consolidating various studies on trust and digital services, this paper produces a unified framework that can serve as a reference for academics and practitioners in developing customer relationship strategies in the digital age.

Keywords: customer trust, service excellence, digital era, customer loyalty, digital Experience

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PERAN ELECTRONIC WORD OF MOUTH DALAM MINAT BELI KONSUMEN

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Abstract

This literature study aims to examine how electronic word of mouth (e-WOM) can influence consumer purchasing intentions. This study uses a literature study method by reviewing and analyzing articles from both national and international journals related to e-WOM and purchasing intentions. The data used are taken from leading scientific journals published in databases such as Google Scholar and indexed journals. The journals reviewed discuss the impact of e-WOM on purchasing intentions in various product contexts and digital platforms. The findings of this study indicate that e-WOM has a positive impact on consumer purchasing intentions through information credibility, user experience, and the creation of trust in the product or brand. It is hoped that the results of this study can serve as an academic reference and provide conceptual insight for practitioners who want to manage e-WOM.

Keywords: E-WOM, Purchase Intention

JEL: Study Literature

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PERAN CUSTOMER EXPERIENCE DALAM LOYALITAS KONSUMEN (STUDI LITERATURE REVIEW)

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Abstract

Changes in the business landscape, marked by intense competition, advances in digital technology, and rising consumer expectations, are driving companies to focus on creating superior customer experiences. Customer experience is no longer understood as a single interaction, but rather as the accumulation of consumer experiences throughout the customer journey, involving cognitive, affective, sensory, and behavioral dimensions. The purpose of this study is to systematically examine the role of customer experience in shaping consumer loyalty through a literature review approach. The method used is a search and critical analysis of reputable national and international scientific articles relevant to the topics of customer experience, brand trust, relationship marketing, and consumer loyalty. The results show that customer experience has a significant effect on consumer loyalty, both directly and indirectly through mediating variables such as satisfaction, brand trust, and other emotional states. These findings emphasize the importance of a consistent and integrated customer experience management strategy as a source of sustainable competitive advantage. This study contributes context by summarizing recent empirical models and findings and provides managerial implications for marketing practitioners.

Keywords : Customer Experience, Brand Loyalty, Brand Trust, Relationship Marketing, Consumer Behavior

JEL: (Marketing), (Other Marketing)

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FAKTOR YANG MEMENGARUHI *WORK ENGAGEMENT* KARYAWAN GENERASI Z PADA PERUSAHAAN STARTUP DIGITAL: SYSTEMATIC LITERATURE REVIEW

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Abstract

This study aims to identify and synthesize the factors influencing employee work engagement through a Systematic Literature Review (SLR) approach. The research was conducted in accordance with the PRISMA guidelines, encompassing the stages of identification, screening, eligibility assessment, and inclusion of 20 relevant national and international scientific articles. The results indicate that work engagement is influenced by various factors that can be categorized into three main groups: individual factors, organizational factors, and work environment factors. Individual factors include psychological well-being, self-efficacy, learning agility, job satisfaction, self-determination, organizational commitment, psychological empowerment, and work-family conflict. Organizational factors encompass perceived organizational support, supervisor support, leadership styles (transformational and inclusive), work-life balance, reward systems, training, structural empowerment, and Green HRM. Meanwhile, work environment factors include workplace well-being, organizational climate, learning culture, job resources, job design, interpersonal communication, work relations, and technostress. The findings confirm that work engagement is a multidimensional construct formed by the dynamic interaction between employees' internal conditions and external support. The implications of this study suggest that self-efficacy, organizational support, leadership style, and psychological well-being are the most consistently studied and significantly influential factors; therefore, they are recommended as primary variables for future empirical research.

Keywords: *work engagement, human resource management, organizational behavior, systematic literature review, employee well-being*

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PERAN DISPLAY PRODUK DALAM IMPULSIF BUYING

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Abstract

The rapid development of modern retail has intensified competition among retailers. This has encouraged companies to implement in-store marketing strategies that can influence consumer behavior. One frequently used strategy is product display. This display serves as a visual stimulus that attracts attention and encourages unplanned purchases. This study aims to systematically examine the influence of product displays on consumer impulsive buying behavior based on previous research. The method used was a systematic literature review with an article selection process referring to the PRISMA guidelines. Articles were obtained through Google Scholar with relevant keywords and published between 2021 and 2025. A total of 20 articles that met the inclusion criteria were analyzed, consisting of 15 national journals and 5 international journals. The study results indicate that product displays have a significant impact on impulsive buying. This occurs through increased visual appeal, positive emotions, and perceived product value during shopping. The most dominant display dimensions include neatness of arrangement, visual appeal, lighting, and strategic product grouping. However, the extent of the influence of product displays varies depending on contextual factors such as store atmosphere, promotional programs, and consumer characteristics. These findings provide implications for retail practitioners in optimizing display strategies to increase consumer impulsive buying.

Keywords: *Display Product, Impulsive Buying.*

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PERSEPI KUALITAS PRODUK DALAM KEPUTUSAN PERPINDAHAN MERK

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Abstract

Penelitian ini bertujuan untuk menganalisis hubungan antara kualitas produk dan keputusan perpindahan merek melalui pendekatan Systematic Literature Review terhadap 15 jurnal nasional dan internasional yang relevan. Berdasarkan hasil kajian, ditemukan konsistensi temuan bahwa kualitas produk merupakan salah satu determinan utama dalam memengaruhi keputusan konsumen untuk berpindah merek. Konsumen cenderung melakukan perpindahan ketika produk yang digunakan tidak lagi memenuhi standar kualitas yang diharapkan, baik dari segi daya tahan, spesifikasi teknis, fitur, inovasi, maupun stabilitas kinerja. Penurunan kualitas ataupun ketidaksesuaian antara ekspektasi dan realitas produk seringkali menjadi pemicu kuat bagi konsumen untuk mencari alternatif merek lain yang dianggap lebih mampu memenuhi kebutuhan mereka. Analisis lebih lanjut menunjukkan bahwa dimensi kualitas produk seperti keandalan (reliability), fitur pendukung, estetika, kesesuaian penggunaan, serta tingkat inovasi memiliki peran signifikan dalam membentuk persepsi konsumen. Semakin tinggi persepsi kualitas, semakin rendah kecenderungan perpindahan merek; sebaliknya, semakin buruk kualitas produk, semakin besar potensi konsumen beralih ke merek pesaing. Selain itu, sejumlah jurnal juga mengungkapkan bahwa hubungan antara kualitas produk dan keputusan perpindahan merek tidak selalu berdiri sendiri, tetapi dapat dipengaruhi oleh variabel moderasi lain seperti kepuasan konsumen, loyalitas merek, strategi promosi pesaing, pengalaman penggunaan sebelumnya, hingga perbedaan harga produk substitusi. Faktor-faktor eksternal seperti tren pasar, teknologi baru, dan perubahan preferensi konsumen juga dapat memperkuat keputusan perpindahan merek. Kajian ini turut menemukan bahwa sebagian besar penelitian terdahulu hanya berfokus pada industri tertentu seperti elektronik, kosmetik, dan layanan telekomunikasi, sehingga masih terdapat peluang untuk memperluas model penelitian ke sektor lain. Dengan demikian, studi lanjutan dapat memberikan pemahaman yang lebih komprehensif

mengenai dinamika kualitas produk dan perpindahan merek dalam konteks yang lebih beragam.

Keywords: Kualitas Produk, Keputusan Perpindahan Merek,

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- MANAGEMENT (For students in the city of Lausanne) Universitas Islam Negeri Raden Intan Lampung ; habibi@radenintan.ac.id Universitas Islam Negeri Raden Intan Lampung ; gustikanurmalia@radenintan.ac.id Perkembangan teknologi digital telah mengubah pola konsumsi dan perilaku smartphone Indonesia , merek Android Top Brand Smartphone Tahun 2023 Top Brand Index / TBI (%). 13(1).
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ANALISIS KEPUTUSAN PEMBELIAN KONSUMEN REMAJA PADA PRODUK SKINCARE DAN MAKEUP WARDAH

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Abstrak

Penelitian ini bertujuan untuk menganalisis pilihan pembelian yang diambil oleh konsumen remaja terkait produk skincare dan makeup dari merek Wardah. Metode penelitian yang diterapkan adalah Tinjauan Pustaka Sistematis (Systematic Literature Review/SLR) dengan menganalisis 20 artikel ilmiah baik dari dalam negeri maupun luar negeri dalam rentang waktu 2020–2025 yang berkaitan dengan tema keputusan pembelian oleh remaja terhadap produk Wardah. Hasil penelitian mengindikasikan bahwa remaja sebagai konsumen menunjukkan tingkat pengambilan keputusan yang signifikan terkait produk perawatan kulit dan kosmetik Wardah. Hal ini tampak pada tahap pengenalan kebutuhan, pencarian informasi, evaluasi pilihan, pengambilan keputusan untuk membeli, dan tindakan setelah pembelian. Hasil penelitian juga menunjukkan bahwa remaja sebagai konsumen memiliki tingkat keputusan pembelian yang tinggi terhadap produk skincare dan makeup Wardah, terutama pada fase pengenalan kebutuhan serta pengambilan keputusan pembelian. Ini menunjukkan bahwa Wardah telah berhasil menjadikan produknya sebagai pilihan utama di kalangan anak muda. Penelitian ini diharapkan mampu memberikan sumbangan bagi pengembangan studi tentang perilaku konsumen dan menjadi referensi bagi perusahaan dalam merancang strategi pemasaran yang sesuai.

Kata Kunci: Konsumen Remaja, Skincare, Makeup, Wardah, Systematic Literature Review (SLR)

JEL Classification: Literature Review

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PURCHASE INTENTION: STUDI LITERATURE REVIEW PADA PRODUK SMARTPHONE

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Abstract

The smartphone industry in Indonesia is a highly competitive field that requires a deep understanding of consumer behavior. This study aims to collect, analyze, and summarize various research results related to the intention to purchase mobile phones and test their relevance to the Theory of Planned Behavior (TPB). The method used in this study is descriptive quantitative with a Systematic Literature Review (SLR) approach. Secondary data were taken from national and international scientific journal articles listed in databases such as Google Scholar. The article selection process, using inclusion and exclusion criteria, resulted in ten journal articles that were analyzed in depth using content analysis techniques. The results of the analysis show that consumers' purchase intentions for mobile phones are significantly influenced by three main factors in TPB, namely attitude toward the behavior, subjective norm, and perceived behavioral control. In addition, it was also revealed that factors such as brand image, online reviews, and product knowledge play an important role in shaping purchase intention in the digital context. This study provides structured guidance to marketing practitioners for designing more efficient strategies in the ever-changing mobile phone market.

Keywords: Purchase intention, smartphone products, Consumer Behavior, Smartphone Marketing

Type of literature: Literature Review Study

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PEMETAAN FAKTOR-FAKTOR PEMBENTUK KEPERCAYAAN KONSUMEN DIGITAL: SYSTEMATIC LITERATURE REVIEW (2020–2026)

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Abstract

Consumer trust has become a critical determinant of business success in the digital era, particularly within e-commerce, social media, and technology-based platforms. High levels of uncertainty, online transaction risks, and information asymmetry position trust as a fundamental element in establishing long-term relationships between consumers and firms. In response to these challenges, this study aims to map and synthesize the key factors influencing digital consumer trust based on empirical evidence from prior research. This study adopts a Systematic Literature Review (SLR) approach guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework. Through a rigorous selection process, 20 national and international journal articles published between 2020 and 2026 were identified as relevant to the topic of digital consumer trust. The findings reveal that digital consumer trust is consistently shaped by several dominant factors, including product and service quality, brand image and reputation, customer satisfaction, perceived risk, data security and privacy, digital platform UI/UX quality, online reviews and testimonials, as well as influencer credibility. These results underscore that consumer trust is not formed through a single mechanism, but rather emerges from a combination of rational evaluations, emotional experiences, and digital cues encountered throughout the consumer–brand interaction process. Accordingly, this study is expected to serve as a conceptual reference for both researchers and practitioners in designing digital marketing strategies that emphasize the strengthening of consumer trust in a sustainable manner.

Keywords: Digital Consumer Trust, Digital Branding, E-commerce.

JEL: Systematic Literature Review

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PEMBELIAN IMPULSIF DALAM ERA DIGITAL: STUDI LITERATUR PERILAKU KONSUMEN ONLINE

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ABSTRACT

*The rapid development of e-commerce in Indonesia has significantly changed consumer shopping behavior, especially in terms of impulsive buying. Online shopping platforms provide various digital stimuli such as discounts, flash sales, free shipping, pay-later features, and attractive visual displays that encourage consumers to make spontaneous purchase decisions. This study aims to examine the factors that influence impulsive buying behavior in e-commerce based on previous empirical findings. This research applies a **literature review** approach by analyzing **ten national journal articles published between 2021 and 2024** related to impulsive buying. The articles were collected through Google Scholar and systematically reviewed to identify key variables, research methods, and findings. The results show that impulsive buying is mainly influenced by **sales promotion, hedonic motivation, lifestyle, financial literacy, self-control, and digital shopping stimuli**. Promotional factors and emotional enjoyment tend to increase impulsive buying, while financial literacy and self-control play a significant role in reducing it. This study highlights that impulsive buying is not merely driven by marketing strategies but also by the psychological and financial capability of consumers. Therefore, improving consumer awareness and financial literacy is crucial to prevent excessive and unhealthy consumption behavior in the digital era.*

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DEFINISI, DIMENSI DAN INDIKATOR PADA DIGITAL WORK ENVIRONMENT: SYSTEMATIC LITERATUR REVIEW

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Abstrack

The development of digital technology has transformed the way organizations design, manage, and implement work environments. The concept of the Digital Work Environment (DWE) emerged in response to changing work patterns, the use of digital technology, and the increasing flexibility and virtualization of work. However, studies on DWE still show a diversity of definitions and conceptual frameworks, necessitating a systematic literature synthesis. This study aims to examine and formulate the definition, dimensions, and indicators of the Digital Work Environment through a Systematic Literature Review (SLR) approach. The SLR process was conducted by reviewing scientific articles published within the last five years (2021–2025) from reputable national and international journals. Literature selection was conducted based on PRISMA guidelines, considering topic relevance, methodological quality, and conceptual contribution. The study results indicate that the Digital Work Environment can be understood as a work environment that integrates digital technology, work processes, and social interactions to support employee effectiveness, productivity, and work experience. Furthermore, this study identified five key dimensions of the Digital Work Environment (DWE): digital technology and systems, digital competency and literacy, work culture and experience, work flexibility and design, and occupational well-being and health. These findings provide a theoretical contribution in clarifying the concept of the Digital Work Environment and provide a conceptual foundation for the development of research models and measurement instruments in subsequent empirical studies.

Keywords: Digital Work Environment, Digital Workplace, Systematic Literature Review, Digital Transformation.

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EMPLOYEE EXPERIENCE DALAM RETENSI KARYAWAN: SYSTEMATIC LITERATURE REVIEW (2020–2025)

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Abstract

Retensi karyawan menjadi isu strategis dalam pengelolaan sumber daya manusia di tengah dinamika dunia kerja yang semakin kompetitif dan perubahan ekspektasi tenaga kerja. Tingginya tingkat turnover tidak hanya berdampak pada peningkatan biaya organisasi, tetapi juga mengganggu keberlanjutan kinerja dan stabilitas organisasi. Salah satu pendekatan yang semakin mendapat perhatian dalam kajian manajemen sumber daya manusia adalah employee experience, yaitu pengalaman holistik yang dirasakan karyawan sepanjang siklus kerja mereka di dalam organisasi. Penelitian ini bertujuan untuk menganalisis peran employee experience dalam meningkatkan retensi karyawan berdasarkan sintesis hasil penelitian terdahulu. Metode penelitian yang digunakan adalah studi literatur sistematis dengan menelaah 20 artikel ilmiah yang terdiri atas 15 jurnal nasional dan 5 jurnal internasional yang dipublikasikan dalam rentang lima tahun terakhir. Analisis dilakukan dengan mengkaji hubungan employee experience dengan retensi karyawan serta variabel terkait, seperti employee engagement, kepuasan kerja, keseimbangan kehidupan kerja, dan efisiensi kerja. Hasil kajian menunjukkan bahwa employee experience berpengaruh signifikan terhadap retensi karyawan, baik secara langsung maupun tidak langsung melalui peningkatan keterikatan kerja, kepuasan kerja, dan efisiensi kerja karyawan. Organisasi yang mampu merancang pengalaman kerja yang positif, adil, dan berkelanjutan cenderung memiliki tingkat turnover yang lebih rendah serta komitmen karyawan yang lebih kuat. Penelitian ini menyimpulkan bahwa employee experience merupakan strategi manajemen sumber daya manusia yang efektif dan berkelanjutan dalam memperkuat retensi karyawan.

Keywords: *employee engagement, employee experience, retensi karyawan*

Type of research: *Systematic Literature Review*

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PENGUKURAN CITRA MEREK : TINJAUAN LITERATUR SISTEMATIS

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Abstrak

Konsep citra merek sangat penting dalam pemasaran karena memengaruhi cara konsumen melihat dan bertindak terhadap merek. Dalam persaingan bisnis yang semakin ketat, perusahaan harus memahami bagaimana citra merek diukur secara akurat untuk memperkuat posisi merek dan meningkatkan daya saing di pasar. Namun, penelitian sebelumnya menunjukkan bahwa pemahaman yang berbeda tentang konsep, dimensi, dan indikator yang digunakan untuk mengevaluasi citra merek dapat memengaruhi hasil penelitian. Dengan menggunakan literatur yang relevan, penelitian ini bertujuan untuk mempelajari dan membahas konsep dan pengukuran citra merek. Penelitian ini menemukan bahwa literatur terkait definisi, dimensi, dan indikator citra merek yang paling sering digunakan dalam penelitian pemasaran baru-baru ini. Metode yang digunakan adalah peninjauan literatur, yang terdiri dari pemeriksaan lima belas jurnal yang diterbitkan dalam penelitian tentang citra merek dalam waktu yang paling baru. Kajian menunjukkan bahwa dimensi asosiasi, kekuatan, dan keunikan merek biasanya digunakan untuk mengukur citra merek. Selain itu, penelitian menunjukkan bahwa merek sangat memengaruhi kepercayaan, kesetiaan, dan keputusan konsumen untuk membeli barang. Oleh karena itu, untuk memastikan bahwa strategi pemasaran dan pengembangan merek berhasil, citra merek harus diukur secara rutin dan menyeluruh.

Kata Kunci: Pengukuran Citra Merek, Dimensi Citra Merek, Tinjauan Literatur Sistematis

JEL: M31, M30

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PERAN MEDIA SOSIAL INSTAGRAM @URANGPURWAKARTA.ID DALAM MENINGKATKAN DAYA TARIK MINAT BERKUNJUNG

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Abstract

Perkembangan media sosial telah menjadi faktor penting dalam transformasi strategi promosi pariwisata, khususnya melalui platform berbasis visual seperti Instagram. Instagram memungkinkan penyampaian informasi destinasi wisata secara cepat, luas, dan menarik melalui konten foto, video, serta fitur interaktif yang mampu membentuk persepsi dan ketertarikan audiens. Akun Instagram lokal @urangpurwakarta.id berperan sebagai media promosi digital yang menampilkan potensi wisata, budaya, dan kearifan lokal Kabupaten Purwakarta secara konsisten dan autentik. Penelitian ini bertujuan untuk mengkaji peran media sosial Instagram @urangpurwakarta.id dalam meningkatkan daya tarik minat berkunjung wisatawan. Metode yang digunakan adalah studi literatur review dengan menelaah jurnal nasional dan internasional yang relevan dalam rentang tahun 2021–2025. Hasil kajian menunjukkan bahwa kualitas konten visual, konsistensi unggahan, penggunaan narasi lokal, serta tingkat interaksi dengan pengikut berkontribusi signifikan dalam membentuk citra destinasi yang positif dan mendorong minat berkunjung wisatawan. Instagram tidak hanya berfungsi sebagai media penyebaran informasi, tetapi juga sebagai sarana pembentukan emosi, imajinasi, dan pengalaman pra-kunjungan wisatawan. Selain itu, pendekatan promosi berbasis komunitas yang dilakukan oleh akun lokal mampu meningkatkan kepercayaan audiens terhadap informasi yang disampaikan. Penelitian ini menyimpulkan bahwa Instagram @urangpurwakarta.id memiliki peran strategis dalam meningkatkan minat berkunjung wisatawan dan dapat dijadikan sebagai instrumen promosi pariwisata digital yang berkelanjutan di tingkat daerah.

Keywords: Instagram, media sosial, minat berkunjung, pariwisata

Type of research: Systematic Literature Review

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DAMPAK ORGANIZATIONAL CITIZENSHIP BEHAVIOR DAN BEBAN KERJA TERHADAP KINERJA PERAWAT RUMAH SAKIT

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Abstract

This study aims to analyze and synthesize the impact of Organizational Citizenship Behavior (OCB) and workload on nurse performance in hospitals through a review of 15 scientific journals published between 2020 and 2025. The findings indicate that OCB has a positive and significant effect on nurse performance, as voluntary extra-role behaviors effectively enhance the quality of nursing care. Conversely, workload was found to have a negative and significant influence on performance due to physical fatigue and work stress that reduce clinical accuracy. This synthesis concludes that the stability of nursing performance relies heavily on the ability of hospital management to balance operational workloads with the development of an organizational culture that supports pro-social behavior.

Keywords: Organizational Citizenship Behavior, Workload, Nurse Performance, Hospital, Job Stress

JEL: I11, M12, M54

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PENGARUH KESEJAHTERAAN MENTAL DAN PSYCHOLOGICAL SAFETY TERHADAP PRODUKTIVITAS

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ABSTRACT

The changing dynamics of the modern workplace in 2025 are characterized by increasing performance demands, accelerated digitalization, and increasingly complex psychological pressures, making mental well-being and Psychological safety crucial factors in enhancing work productivity. This study aims to analyze the influence of mental well-being and Psychological safety on work productivity through a Systematic Literature Review (SLR) approach. The review systematically examines recent and relevant national and international scholarly articles to develop a comprehensive understanding of the relationships among these variables. The findings of the literature synthesis indicate that mental well-being has a positive and significant effect on work productivity, as employees with healthy mental conditions tend to demonstrate better concentration, greater resilience to work-related stress, and higher intrinsic motivation, enabling them to achieve optimal and sustainable performance. Furthermore, Psychological safety plays an important role in fostering a work environment that supports openness, collaboration, learning, and innovation, which directly and indirectly enhances individual and team productivity. The results also suggest a mutually reinforcing relationship between mental well-being and Psychological safety and highlight Psychological safety as a contextual condition that strengthens the effect of mental well-being on work productivity. This study concludes that sustainable work productivity is not solely determined by technical factors and work systems but is strongly influenced by employees' psychological conditions and the quality of the organizational climate. Therefore, organizations are encouraged to integrate mental well-being and Psychological safety policies as core strategies in human resource management to improve long-term productivity and organizational competitiveness.

Keywords: Mental well-being, Psychological safety, Work productivity

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ANALISIS STRATEGI PEMASARAN UNTUK MENINGKATKAN DAYA SAING DI COFFEE SHOP PURWAKARTA: SEBUAH STUDY LITERATURE REVIEW

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Abstract

This article aims to identify effective marketing strategies to improve the competitiveness of coffee shops in Indonesia, particularly in Purwakarta Regency, based on previous literature reviews. The method used in this study is a systematic literature review by examining relevant scientific journals and articles published in recent years. The results of the literature review show that product quality, business concept uniqueness, and optimal use of social media have a significant contribution to improving the competitiveness of coffee shops. In addition, the application of integrated marketing strategies through marketing mix and SWOT analysis can create strong customer value and encourage brand evangelism. These findings indicate that the competitiveness of coffee shops is not only determined by product aspects, but also by the ability to build emotional relationships with customers. Through a synthesis of various previous research results, this article is expected to provide a comprehensive understanding and serve as a reference for academics and practitioners in designing sustainable coffee shop marketing strategies.

Keywords: *marketing strategy, competitiveness, coffee shop, Purwakarta*

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PERAN ELECTRONIC WORD OF MOUTH DALAM MENINGKATKAN KEPUASAN PELANGGAN: TINJAUAN LITERATUR SISTEMATIS

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Abstract

Penelitian ini bertujuan untuk menyelidiki dan mengevaluasi secara sistematis dampak dari Electronic Word of Mouth terhadap kepuasan konsumen, menggunakan pendekatan tinjauan literatur sistematis (SLR). Studi ini didorong oleh semakin pentingnya ulasan dan rekomendasi digital sebagai sumber utama informasi bagi konsumen mengenai produk dan layanan. Tahapan Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) dikonsultasikan selama proses tinjauan, seperti identifikasi, penyaringan, penilaian kelayakan, dan sintesis literatur. Dari tahun 2021–2025, sebanyak 20 artikel jurnal nasional dan internasional yang relevan dianalisis secara sistematis. Temuan Penelitian E-WOM secara signifikan dan positif memengaruhi tingkat kepuasan pelanggan. di berbagai sektor, seperti e-commerce, layanan digital, pariwisata, dan industri kuliner. Namun, beberapa studi menemukan hasil yang tidak signifikan karena perbedaan dalam konteks industri, karakteristik konsumen, dan keberadaan variabel pendukung seperti kualitas layanan, harga, dan citra merek. Hasil penelitian menegaskan bahwa E-WOM adalah mekanisme strategis untuk membentuk dan meningkatkan kepuasan konsumen, tetapi efektivitasnya sangat bergantung pada konteks dan dimensi dominan dari E-WOM.

Keywords: *Electronic Word of Mouth, Kepuasan Konsumen*

Klasifikasi JEL: M31, D83

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STUDI LITERATURE REVIEW: FAKTOR FAKTOR YANG MENINGKATKAN KINERJA KARYAWAN

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Abstract

Employee performance is a cornerstone of organizational success, particularly amid increasingly complex and competitive work environments. This study aims to identify, analyze, and synthesize the factors empirically proven to enhance employee performance through a Systematic Literature Review (SLR). Following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, the research reviewed 68 peer-reviewed journal articles published between 2015 and 2025 from Scopus, Web of Science, and ScienceDirect databases. The synthesis reveals eight key factors consistently contributing to improved employee performance: (1) work motivation (particularly intrinsic), (2) transformational leadership, (3) positive organizational climate, (4) professional training and development, (5) work-life balance, (6) social support, (7) person-organization fit, and (8) compensation and incentive systems—though the latter demonstrates a more contextual and not always statistically significant impact. These findings reinforce the integration of Self-Determination Theory, the Job Demands-Resources (JD-R) Model, and Transformational Leadership Theory as a holistic foundation for understanding modern employee performance. Practical implications highlight the need for a human-centered, evidence-based, and psychologically responsive human resource management approach. This study provides a comprehensive foundation for academics, practitioners, and policymakers in designing sustainable and adaptive performance enhancement strategies.

Keywords: *employee performance, systematic literature review, work motivation, transformational leadership, organizational climate, work-life balance, human resource management*

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DETERMINASI NILAI PERUSAHAAN: BUKTI EMPIRIS PROFITABILITAS DALAM STUDI SYSTEMATIC LITERATURE REVIEW

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Abstrack

Firm value is a key indicator that reflects investor perceptions of a company's performance and prospects, with profitability being the most frequently studied determinant. However, empirical inconsistencies exist in the relationship between profitability and firm value, particularly during economic crises and across certain industry sectors. This study aims to identify and analyze the effect of profitability on firm value through a systematic literature review. The novelty of this research lies in the Systematic Literature Review (SLR) approach that synthesizes findings from various empirical studies to identify both consistent patterns and inconsistencies in the relationship between profitability and firm value. The method employed is SLR by reviewing 20 scientific articles published in the last five years from Google Scholar and Scopus accredited national journal portals. Inclusion criteria comprise articles discussing firm value with profitability as an independent variable, published in reputable journals, and using firm value proxies Tobin's Q. The research findings indicate that profitability has a positive and significant effect on firm value in the majority of studies, although variations in results exist based on industry sector, research period, and economic conditions. The study concludes that firm value is a multidimensional concept not solely determined by profitability, but also influenced by other factors such as capital structure, firm size, liquidity, and dividend policy, with industry context and economic conditions serving as important moderators.

Keywords: Firm Value, profitability, Tobin's Q, systematic literature review

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ANALISIS KEAKURATAN NILAI PERSEDIAAN A SYSTEMATIC LITERATUR REVIEW

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Abstract, Penelitian ini bertujuan untuk mengevaluasi kembali efektivitas pengendalian internal dalam menjaga keakuratan nilai persediaan di tengah meningkatnya kompleksitas sistem pergudangan dan digitalisasi industri di Indonesia. Persediaan merupakan aset lancar yang memiliki tingkat materialitas tinggi dan berpengaruh langsung terhadap efisiensi operasional serta keandalan laporan keuangan, namun masih sering terjadi Inventory Record Inaccuracy (IRI) akibat lemahnya pengendalian internal, ketidakkonsistenan prosedur verifikasi, serta ketidaksesuaian antara data sistem dan kondisi fisik gudang. Keterbaruan penelitian ini terletak pada integrasi menyeluruh kerangka pengendalian internal COSO dengan prosedur verifikasi fisik dan teknologi digital (ERP dan Warehouse Management System), serta penempatan IRI sebagai variabel hasil utama yang dianalisis secara sistematis dalam konteks industri Indonesia. Metode yang digunakan adalah Systematic Literature Review (SLR) dengan pendekatan PRISMA terhadap 20 penelitian empiris berkualitas yang diterbitkan pada periode 2021–2025 dan bersumber dari jurnal terindeks SINTA serta jurnal internasional bereputasi (Q1–Q2). Hasil kajian menunjukkan bahwa pengendalian internal yang kuat, khususnya pada dimensi aktivitas pengendalian dan pemantauan, berpengaruh signifikan dalam meningkatkan keakuratan nilai persediaan. Prosedur verifikasi seperti cycle counting, stock opname berkala, dan audit internal terbukti efektif dalam menurunkan tingkat IRI, sementara penerapan ERP dan WMS mampu mengurangi kesalahan manusia melalui integrasi data real-time. Namun demikian, efektivitas teknologi sangat bergantung pada disiplin, integritas, dan efisiensi operasional sumber daya manusia. Penelitian ini menyimpulkan bahwa kombinasi otomatisasi digital dan pengawasan manusia yang disiplin merupakan strategi perlindungan ganda yang paling efektif untuk meminimalkan ketidakakuratan catatan persediaan dan meningkatkan kredibilitas laporan keuangan perusahaan.

Keywords: Internal Control, Inventory Accuracy, COSO Framework, Systematic Literature Review, Warehouse Management.

JEL Classification: M41, M40, L21

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MAKROEKONOMI SEBAGAI DETERMINAN RETURN SAHAM: SYSTEMATIC LITERATURE REVIEW

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Abstract

This study aims to synthesize empirical findings regarding the role of macroeconomic variables in determining stock returns. Many studies have examined exchange rates, interest rates, inflation, and commodity prices, yielding inconsistent conclusions that often depend on the sector. Using a Systematic Literature Review (SLR) approach with the PRISMA procedure, this study evaluates 20 articles published between 2021 and 2025. The synthesis shows that exchange rates appear to be the most consistent determinant, primarily exhibiting a negative relationship with stock returns. Meanwhile, the effects of interest rates, inflation, and commodity prices vary depending on industry exposure, market expectations, and the observation period. These results suggest that macroeconomic transmission to stock performance is contextual and not universal. This study contributes by clarifying patterns across sectors and highlighting sources of inconsistencies in previous findings. Future research is encouraged to incorporate broader databases and quantitative meta-analyses.

Keywords: Macroeconomics, Stock Returns, Exchange rates, Systematic Literature Review

JEL: G11, G12, G14

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FIRM VALUE: A SYSTEMATIC LITERATURE REVIEW

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Abstract

This study employs a Systematic Literature Review (SLR) to examine the determinants of firm value based on empirical research published in SINTA-indexed journals during the 2021–2025 period, using the PRISMA framework to ensure a systematic and transparent process of literature identification, selection, and synthesis, with data sourced from Google Scholar and official SINTA-indexed journal websites. The review identifies 20 relevant articles analyzing various determinants of firm value, including profitability, leverage, liquidity, firm size, capital structure, dividend policy, corporate governance, Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) performance, and sustainability-related factors. Methodologically, 19 studies apply quantitative regression-based approaches—such as multiple linear regression, panel data regression, and moderated regression analysis—while one study employs Structural Equation Modeling (SEM-PLS). The findings indicate that profitability is the most consistently positive determinant of firm value, whereas leverage, liquidity, firm size, and dividend policy yield mixed and inconsistent results. Furthermore, sustainability-related variables, particularly CSR and ESG, have received increasing scholarly attention, although their effects on firm value remain inconclusive. This study contributes by providing a comprehensive overview of the development of firm value research in Indonesia and integrating financial and non-financial factors within a single review framework to offer a more holistic understanding of firm value determinants.

Keywords: Firm Value, Systematic Literature Review, Metode Prisma

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ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI *PRICE EARNING RATIO*: SYSTEMATIC LITERATURE REVIEW

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Abstract

The purpose of this Systematic Literature Review (SLR) is to identify and analyze various variables that affect the Price-Earnings Ratio (PER), one of the market ratio indicators that investors frequently use to make investing decisions. The background is predicated on the fact that there are gaps in study results due to variations in empirical findings among studies pertaining to PER factors that are impacted by sector characteristics, observation periods, and market situations. The conceptual framework of PER determinants employing a Systematic Literature Review (SLR) approach and a research technique that follows PRISMA recommendations are what make this study novel. Reputable indexed scientific publications from Google Scholar that were published between 2021 and 2025 serve as the data source. Twenty pertinent papers were found for study after the selection procedure. The findings demonstrate that PER is impacted by a number of key business elements, particularly Return on Equity (ROE), Return on Assets (ROA), and Net Profit Margin, which are used to gauge profitability. One measure of liquidity is the current ratio (CR). Solvency is assessed using the Debt to Equity Ratio (DER). PER variance was also found to be influenced by other factors, such as the size of the company and the dividend payout ratio. The study's result affirms that PER is a multifaceted market indicator impacted by both investor perception and financial performance. The results of this study are intended to provide a conceptual framework for more empirical investigation and a helpful manual for investors in evaluating stocks.

Keywords: *Liquidity, Price Earning Ratio, Profitability, Solvency*

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PEMETAAN PENELITIAN *RETURN ON ASSETS* (ROA) : LITERATUR REVIEW DAN ANALISIS BIBLIOMETRIK *VOSVIEWER*

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Abstrak

Penelitian ini dilatarbelakangi oleh dinamika ekonomi global yang menuntut efisiensi pengelolaan sumber daya perusahaan untuk menjaga stabilitas kinerja dan menarik minat investor. *Return on Assets* (ROA) menjadi indikator utama efektifitas manajemen dalam mengoptimalkan aset dan memitigasi risiko operasional. Masalah utama dalam literatur saat ini adalah adanya inkonsistensi faktor dominan yang memengaruhi ROA serta temuan penelitian terdahulu yang sering kali kontradiktif. Kebaruan penelitian ini terletak pada integrasi tinjauan literatur sistematis dengan analisis bibliometrik menggunakan *VOSviewer* untuk memetakan tren perkembangan ROA di tahun 2025 secara objektif. Metode penelitian yang digunakan adalah pendekatan melalui tinjauan literatur dan melalui analisis bibliometrik terhadap 24 artikel jurnal terakreditasi Sinta tahun 2025 yang diperoleh melalui software Publish or Perish. Temuan penelitian melalui visualisasi *VOSviewer* mengidentifikasi 8 kluster utama, di mana variabel *Debt to Equity Ratio* (DER), *Total Asset Turnover* (TATO), dan *Current Ratio* (CR) terbukti menjadi determinan dominan yang berpengaruh positif terhadap ROA. Selain itu, muncul tren kontemporer berupa *green accounting* dan *sustainability report* sebagai faktor baru yang mulai terintegrasi dengan profitabilitas aset. Simpulan penelitian ini menegaskan bahwa studi ROA telah bertransformasi menjadi multidimensi dan memperkuat relevansi teori sinyal dalam menilai efisiensi manajerial. Hal ini memberikan implikasi bagi manajer untuk mengadopsi strategi pengelolaan aset yang terintegrasi dan berbasis keberlanjutan demi menjaga kepercayaan investor jangka panjang. Selain itu, penelitian ini memperkuat relevansi teori agensi dengan memproksikan ROA sebagai indikator kritical untuk mengevaluasi kemampuan agen dalam menekan biaya agensi,

menyelaraskan kepentingan dengan principal, serta mengoptimalkan pemanfaatan seluruh aset perusahaan guna memenuhi ekspektasi profitabilitas pemilik.

Keywords: Current Ratio, Debt to Equity Ratio, Return on Assets, Total Asset Turnover

JEL : C32, G30, M41

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SYSTEMATIC LITERATURE REVIEW (SLR) : DAMPAK TRANSFORMASI DIGITAL TERHADAP KINERJA KEUANGAN PERBANKAN

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Abstract

Transformasi digital telah menjadi salah satu tren dalam industri perbankan global, di mana teknologi seperti mobile banking, fintech, dan atm semakin mengubah cara bank beroperasi dan berinteraksi dengan nasabah. Penelitian ini bertujuan untuk mengkaji Dampak transformasi digital terhadap kinerja keuangan sektor perbankan dengan menggunakan pendekatan Systematic Literature Review (SLR) proses penelaah literatur dilakukan secara sistematis dengan mengacu pada kerangka PRISMA. untuk menjawab pertanyaan mengenai bagaimana transformasi digital secara konsisten memengaruhi kinerja keuangan perbankan dan faktor-faktor apa saja yang menjadi penentu keberhasilannya. Proses identifikasi dilakukan melalui database bereputasi seperti Google Scholar dengan rentang waktu publikasi 2021 – 2025 melalui tahapan identifikasi, penyaringan, penilaian kelayakan, dan inklusi final . Terdapat 15 jurnal nasional terakreditasi Shinta 2-3 dan 5 jurnal internasional yang telah diseleksi dalam penelitian ini. Hasil analisis menunjukkan transformasi digital secara umum berkontribusi positif terhadap kinerja keuangan perbankan seperti **Return on Assets (ROA)** dan **Return on Equity (ROE)** meskipun tantangan terkait keamanan siber dan kesiapan infrastruktur tetap signifikan. Hasil dari SLR ini diharapkan dapat menjadi panduan strategis bagi pembuat kebijakan dan manajemen perbankan dalam mengoptimalkan investasi teknologi demi keberlanjutan finansial, Studi ini memperkaya literatur dengan sintesis empiris terbaru dan rekomendasi penelitian masa depan.

Kata kunci: Kinerja Keuangan Perbankan, Mobile Banking, Systematic Literature Review, Transformasi Digital

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PERAN INFLASI PADA PERUSAHAAN FARMASI: TINJAUAN LITERATUR SISTEMATIS

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Abstract

Inflation is a macroeconomic indicator that influences production costs, drug prices, and the financial performance of pharmaceutical companies. Dependence on imported raw materials, drug price regulations, and capital market dynamics make pharmaceutical companies highly sensitive to changes in inflation. This study aims to identify the role of inflation in pharmaceutical companies and understand its impact on financial performance, drug prices, and company sustainability. The novelty of this study lies in combining analyses of inflation, market performance, drug prices, and the role of the Inflation Reduction Act (IRA) policy in a comprehensive literature review of the pharmaceutical sector. The method used was a Systematic Literature Review (SLR) with the PRISMA protocol, analyzing articles published between 2021 and 2025 from national and international databases. The results show that the effect of inflation on prices and stock returns of pharmaceutical companies tends to be inconsistent and relatively weak, while internal company factors have a more dominant influence. Inflation has a clear impact on drug price increases and healthcare affordability. The IRA policy reduces the burden of drug costs on the public but has the potential to affect incentives for research and development investment. In conclusion, inflation acts as an external pressure that influences the cost structure and prices of drugs, while the sustainability of the pharmaceutical industry is more determined by the company's internal performance and the response to price control policies.

Keywords : [drug prices, financial performance, inflation, Inflation Reduction Act (IRA), pharmaceutical companies]

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IMPLEMENTASI IFRS 17 KONTRAK ASURANSI: TINJAUAN LITERATUR SISTEMATIS

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Abstract

This study aims to analyze the implementation of International Financial Reporting Standard (IFRS) 17 in the context of financial reporting, risk management and company performance and implementation readiness. The background of this study is characterized by the limitations of IFRS 4, which results in a high error rate in the recognition and valuation of insurance contracts, resulting in low transparency and accountability in financial reporting. The approach used in this study is a Systematic Literature Review (SLR) following the PRISMA protocol for scientific articles from 2021 to 2025, retrieved from Google Scholar and journals indexed both nationally and internationally. The findings of this study indicate that the implementation of IFRS 17 continuously improves the quality standards of financial reporting through the measurement of liabilities based on future cash flows, the gradual recognition of profits through the Contractual Service Margin (CSM), and the disclosure of more comprehensive and measurable risks. Furthermore, IFRS 17 encourages the continuity of more transparent and objective risk management, which ultimately has a positive impact on performance and investor confidence. However, this literature review also identified significant challenges, such as accounting complexity, the requirements for the information technology systems being handled, the need for high data quality, and increasing costs and the need for human resource expertise. This study concludes that IFRS 17 represents a fundamental change in reporting and risk management in insurance companies, requiring comprehensive organizational readiness to achieve long-term benefits.

Keywords: *Financial Reporting, IFRS 17, Insurance Company Performance, Risk Adjustment*

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NILAI PERUSAHAAN PADA PERUSAHAAN STARTUP DIBIDANG DIGITAL : KAJIAN LITERATUR SISTEMATIS

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Abstract

The rapid development of digital technology has driven the emergence of digital startups, which play a significant role in economic growth, but also carry a relatively high level of business risk. Unlike conventional companies, digital startups generally lack stable profitability, making company value assessment more complex and dependent on more than just financial indicators. This study aims to systematically examine the factors influencing company value in digital startups and identify a company value assessment model that aligns with the characteristics of digital businesses. The novelty of this research lies in a comprehensive synthesis of recent research findings that integrates financial and non-financial factors in assessing the value of digital startups. The method used was a Systematic Literature Review (SLR) with reference to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol. The articles reviewed were from national and international journals from 2022–2025, obtained through Google Scholar, SINTA, and Science Direct databases, and analyzed using a qualitative descriptive approach. The results indicate that the value of digital startups is influenced by financial factors such as profitability, capital structure, growth, and market share, particularly for startups entering the growth stage. However, non-financial factors such as digital transformation, innovation, management team quality, market potential, and digital disclosure play a more dominant role in the early stages. This study concludes that assessing the value of digital startups requires a comprehensive valuation approach that combines financial and non-financial indicators in a balanced manner.

Keywords: [firm value, digital startup, startup company]

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SISTEMATISASI PENERAPAN MACHINE LEARNING DALAM PREDIKSI FINANCIAL DISTRESS PERUSAHAAN: SYSTEMATIC LITERATURE REVIEW

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Abstract

Financial distress is a condition indicating a decline in a company's financial health that occurs prior to bankruptcy and is characterized by a weakening ability to meet financial obligations. This condition generally does not arise suddenly, but is preceded by a deterioration in financial performance that can be observed in earlier periods. This study aims to review and synthesize findings from previous research on financial distress prediction using machine learning approaches. The research method employed is a Systematic Literature Review (SLR) based on the PRISMA protocol. The analyzed articles consist of national and international journals published between 2021 and 2025. The results of the review indicate that machine learning methods generally achieve higher accuracy than conventional approaches and are effective as early warning systems. Nevertheless, model performance is highly influenced by data quality, algorithm selection, and the financial indicators used, indicating that no single model is universally superior across all corporate conditions. This study is expected to contribute conceptually to the development of financial distress research and to serve as a reference for management, investors, and regulators in financial decision-making.

Keywords: *financial distress, machine learning, systematic literature review.*

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ANALISIS DINAMIKA DAN TREN PENELITIAN SUSTAINABLE GROWTH RATE DI INDONESIA PERIODE 2021-2025 SYSTEMATIC LITERATURE REVIEW

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ABSTRAK

During times of competitive economic expansion, organizations must maximize operational efficiency to ensure business viability in uncertain environments. 1 Introduction This work is a Systematic Literature Review (SLR) based study, which intends to map the development of research studies on SGR in Indonesia with a special focus on dynamics and trends, following the PRISMA method. This research found, analyzed, and wrote 24 scientific papers from the journals in Sinta-accredited journals (S2-S5) for publications in 2021 to 2025. Research results show the publication trend reached its peak in 2025 (n = 12) and that quantitative methods based multiple linear regression analysis and panel data studies are most dominant. The industrial sector was identified as the main target for research due to its specific nature, which is consistent with a growth model combining expansion and self-financing. Apart from classic financial ratios such as profitability or gearing, Research trends are growing on Intellectual Capital and ESG factors as drivers of growth. The field graphs of the data-analysis results are supposed to give new ideas for SGR studies in future.

Keyword: Sustainable Growth Rate (SGR), PRISMA, Systematic Literature Review, Intellectual Capital, Manufacturing Sector.

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TREN PENELITIAN FINANCIAL DISTRESS: LITERATUR REVIEW DAN ANALISIS BIBLIOMETRIK VOSVIEWER

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Abstrak

Penelitian ini bertujuan menganalisis perkembangan peneitian sebelumnya mengenai faktor-faktor yang paling dominan mempengaruhi financial distress. Latar belakang penelitian ini didasarkan pada fenomena dimana deteksi dini terhadap indikator yang dapat menyebabkan financial distress sangat krusial untuk menghindari risiko kebangkrutan yang dapat mengancam keberlangsungan usaha. Kebaruan penelitian terletak pada kombinasi pendekatan lieratur review dengan analisis bibliometrik menggunakan software VOSviewer. Metode penelitian dilakukan melalui software Publish or Perish dengan kata kunci "financial distress". Pengaturan pencarian melalui database Google Scholer dengan membatasi maksimum result sebanyak 200 artikel dan hanya artikel yang dipublikasikan pada tahun 2025. Proses penyaringan menunjukkan bahwa hanya 34 artikel yang memenuhi kriteria yang kemudian dilakukan pengorganisasian metadata dan kata kunci melalui Mendeley Dekstop. Hasil visualisasi analisis bibliometrik menunjukkan terdapat 9 klaster dengan 52 item indikator yang menghubungkan dengan financial distress. Kesimpulan menegaskan bahwa adanya publikasi yang signifikan dimana Return on Asset (ROA), Debt to Equity Ratio (DER) dan Current Ratio (CR) merupakan indikator yang paling dominan dan memiliki kekuatan tertinggi yang digunakan untuk menjelaskan kondisi financial distress perusahaan. Ini memperkuat relevansi agency theory dan signaling theory dalam menjelaskan bagaimana transparansi tata kelola perusahaan dengan informasi perusahaan disampaikan melalui laopran keuangan dapat menjadi sinyal bagi pemangku kepentingan untuk menilai kondisi keuangan perusahaan.

Keywords: *Current Ratio; Debt to Equity Ratio; Financial Distress; Return on Asset*

JEL: *G32; G33; M41*

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RETURN ON ASSETS (ROA) SEBAGAI INDIKATOR KINERJA KEUANGAN PERUSAHAAN : TINJAUAN LITERATUR SISTEMATIS

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Abstract

This study examines the role of Return on Assets (ROA) as an indicator of corporate financial performance using a Systematic Literature Review (SLR). This study is motivated by the volatility of corporate financial performance, particularly in capital-intensive sectors such as real estate, and the inconsistency of empirical findings regarding the significance of ROA in explaining financial performance, firm value, and stock prices. The novelty of this study lies in the use of recent literature from 2022 to 2025 and a structured synthesis of reputable national and international journals listed in the SINTA 1-3 index. This provides a comprehensive overview of the significance of ROA in contemporary financial research. The research methodology is based on a qualitative SLR approach in accordance with the PRISMA 2020 guidelines and includes the phases of publication identification, screening, qualification, and inclusion. Sixteen academic articles were systematically analyzed based on predetermined inclusion criteria. The results indicate that Return on Assets (ROA) generally plays a significant role in explaining financial performance, firm value, and stock prices, although the direction and level of significance vary depending on the industry and research model. Furthermore, ROA often acts as a mediator between capital structure, liquidity, asset efficiency, and firm value. This study concludes that although ROA is a strategic indicator of financial performance, its application must be comprehensive and contextual, taking into account industry characteristics as well as a combination of other financial metrics.

Keywords: *Profitability, Return on Assets, financial performance*

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LITERATUR REVIEW : FAKTOR-FAKTOR DER, ITO, CR YANG DAPAT MEMPENGARUHI NET PROFIT MARGIN

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Abstrak

Penelitian ini merupakan desain dengan kajian literatur yang bertujuan untuk menyintesis temuan yang di dapat dari 20 jurnal terdaftar di dalam Sinta, guna memahami kontribusi Debt to Equity Ratio (DER), Inventory Turnover (ITO), dan Current Ratio (CR) terhadap Net Profit Margin (NPM) pada perusahaan. Melalui analisis sistematis ini bisa menjadi langkah awal terhadap artikel-artikel ilmiah, penelitian ini di rancang untuk mengidentifikasi pola pengaruh yang beragam dan sering kali kontradiktif terhadap variabel-variabel tersebut. Hasil sintesis menunjukkan bahwa DER memiliki pengaruh positif yang sangat signifikan dalam sebagian besar studi. namun dapat menjadi beban jika tidak dikelola dengan baik. ITO menunjukkan hasil variatif, dengan pengaruh yang positif pada efisiensi operasional tetapi risiko penurunan margin dapat terjadi jika perputaran terlalu agresif. Sementara itu, CR seringkali tidak signifikan dan menunjukkan bahwa likuiditas tinggi tidak selalu berkorelasi secara langsung dengan profitabilitas. Maka dari itu penulis menganalisis secara keseluruhan dan mengkaji secara teoritis sehingga bisa disimpulkan bahwa penelitian ini menegaskan terkait pengelolaan terintegrasi dan bisa menjadi krusial untuk menjaga stabilitas NPM, dengan implikasi bagi manajemen risiko finansial dan operasional perusahaan di pasar modal yang dinamis. Selain itu penelitian ini juga bisa memberikan landasan empiris untuk penelitian lanjutan dalam konteks industri manufaktur Indonesia.

Kata kunci: Net Profit Margin, Debt to Equity Ratio, Inventory Turnover, Current Ratio

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PROFITABILITAS PADA BANK UMUM SYARIAH: TINJAUAN LITERATUR SYISTEMATIC

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Abstrak:

Studi ini bertujuan untuk menganalisis secara sistematis peran Profitabilitas pada bank umum syariah menjelaskan (ROA) pada bank umum syariah. Studi ini mengkaji peran Profitabilitas pada Bank Syariah dengan fokus pada penggunaan Return on Assets (ROA) sebagai indikator utama. Melalui Systematic Literature Review (SLR) terhadap 15 jurnal terkini, diungkapkan bahwa profitabilitas bank syariah dipengaruhi oleh faktor internal dan eksternal. Faktor internal yang signifikan meliputi efisiensi operasional, kualitas pembiayaan, dan kecukupan modal, sedangkan faktor eksternal yang mencakup kondisi makroekonomi dan inflasi. Hasil analisis menunjukkan bahwa meskipun ROA mengalami fluktuasi, proyeksi menunjukkan peningkatan signifikan dalam profitabilitas bank syariah. Jurnal yang dikaji mengidentifikasi adanya hubungan antara pembiayaan dari dana pihak ketiga dan Non-Performing Financing (NPF) dengan profitabilitas, di mana peningkatan NPF berdampak negatif pada ROA. Terdapat pula petunjuk bahwa pengelolaan dana dan risiko kredit yang efektif sangat penting untuk menjaga kinerja keuangan yang berkelanjutan. Inovasi dalam penelitian ini terletak pada pemetaan serta sintesis artikel ilmiah terkini yang terindeks SINTA 3-5 dan juga di Google Scholar, yang diterbitkan pada tahun 2020-2025 dengan kriteria open access/full text. Hal ini bertujuan untuk memberikan gambaran mengenai tren penelitian, dengan variabel-variabel yang dominan, serta metode yang diterapkan dalam profitabilitas di bank umum syariah. Metode yang diterapkan dalam penelitian ini adalah Systematic Literature Review (SLR) dengan pendekatan kuantitatif yang mengikuti pedoman PRISMA, melalui tahap identifikasi, penyaringan, dan evaluasi artikel menggunakan kata kunci profitabilitas dan Return on Assets (ROA). Temuan dari kajian literatur ini memberikan gambaran

menyeluruh mengenai tren penelitian dan variabel utama yang mempengaruhi profitabilitas bank syariah selama periode 2020-2025.

Kata kunci: *Profitabilitas, Return on Assets, Bank Syariah*

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KAJIAN ANALISIS MINAT INVESTASI GENERASI MILENIAL DAN GEN Z: TINJAUAN LITERATUR REVIEW

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Abstract

Penelitian ini bertujuan mengidentifikasi faktor-faktor utama yang memengaruhi minat investasi generasi milenial dan Gen Z di Indonesia melalui Systematic Literature Review (SLR) dari penelitian empiris jurnal terakreditasi. Di tengah bonus demografi Indonesia dengan 140 juta pemuda yang mendominasi 20,36 juta investor tunggal (OJK, 2025), terdapat inkonsistensi temuan antar studi mengenai pengaruh literasi keuangan, adopsi fintech, pengaruh sosial melalui TikTok/influencer, serta disparitas regional antar provinsi di luar Jawa. Novelty penelitian ini terletak pada integrasi pertama framework komprehensif TPB+TAM+Fintech+Syariah untuk memetakan secara holistik perilaku investasi digital native Indonesia yang belum pernah dilakukan sebelumnya dalam satu kajian SLR. Metode penelitian menggunakan protokol PRISMA 2020 yang sistematis melalui tiga database utama Google Scholar, SINTA, dan Garuda, menyaring 156 artikel menjadi 20 studi empiris berkualitas tinggi dari jurnal SINTA 1-3 dan Scimago Q1-Q2 periode 2021-2026 yang open access. Hasil sintesis menunjukkan literasi keuangan sebagai prediktor terkuat (15/20 studi), diikuti teknologi digital/fintech (12/20 studi), sikap dan norma subjektif TPB (10 studi), pengaruh sosial FOMO (9 studi), persepsi risiko (8 studi), dan tingkat pendapatan/side hustle (7 studi), dengan metodologi dominan SEM dan regresi linier berganda. Kesenjangan penelitian utama meliputi minimnya studi investasi syariah meskipun potensi pasar muslim 230 juta jiwa, bias sampel Jawa 90%, absennya analisis longitudinal perilaku investasi Gen Z jangka panjang, serta inkonsistensi dampak fintech antar studi regional. Penelitian ini memberikan pemetaan komprehensif evolusi riset minat investasi generasi muda Indonesia dan menjadi landasan strategis bagi penelitian empiris lanjutan serta kebijakan OJK/BEI dalam mengintegrasikan literasi digital, perilaku keuangan behavioral, dan inovasi fintech secara lebih terarah dan berkelanjutan.

Keywords: Financial Literacy, Gen Z, Investment Interest, Literature Review, Pasar Modal

JEL: D14, G41, O16

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CORPORATE RISK DAN KINERJA KEUANGAN PERUSAHAAN: “SEBUAH SYSTEMATIC LITERATURE REVIEW”

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Abstract

Corporate risk is a critical issue because it has the potential to impact a company's ability to generate profits and create value. This study aims to systematically examine corporate risk and financial performance using a Systematic Literature Review (SLR) approach. This study reviewed 20 scientific journal articles published between 2021 and 2025 obtained from the Google Scholar database. The analysis focuses on three main aspects: first, examining corporate risk, including its definition, influencing factors, and measurement indicators; second, analyzing financial performance, including its definition, influencing factors, and measurement indicators; and third, evaluating the relationship between corporate risk and financial performance based on a synthesis of empirical findings. The study results show that corporate risk is measured using various approaches, with the Degree of Operating Leverage (DOL) as the most dominant indicator, followed by leverage, ROA volatility, and total risk. Meanwhile, financial performance is mostly measured using Return on Assets (ROA), followed by Tobin's Q, Return on Equity (ROE), and other profitability indicators. Regarding the relationship between variables, most studies indicate that corporate risk tends to negatively impact financial performance due to increased operational uncertainty and cost burden. However, some studies find no significant effect, suggesting that this relationship is highly dependent on risk management effectiveness, company context, and industry sector. A small number of studies even find a U-shaped relationship, suggesting that measured risk-taking can improve performance up to a certain optimal level. These studies conclude that corporate risk is an important factor in explaining variations in corporate financial performance.

Kata kunci: *Corporate Risk, Bussines Risk, Risiko Perusahaan, Kinerja Keuangan*

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SUSTAINABLE PROFITABILITY ANALYSIS STUDY LITERATURE REVIEW

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Abstract

Penelitian ini bertujuan untuk mengkaji dan mensintesis perkembangan penelitian mengenai sustainable profitability berdasarkan hasil penelitian empiris yang dipublikasikan dalam lima tahun terakhir. Metode yang digunakan adalah Systematic Literature Review (SLR) dengan pendekatan PRISMA guna memastikan proses identifikasi, seleksi, dan analisis literatur dilakukan secara sistematis dan transparan. sumber data adalah artikel ilmiah bereputasi yang diterbitkan periode 2021-2025 yang diperoleh melalui google scholar. Hasil kajian menunjukkan bahwa pengukuran sustainable profitability masih didominasi oleh indikator profitabilitas keuangan konvensional, khususnya Return on Assets (ROA) dan Return on Equity (ROE). Namun demikian, penelitian terkini menunjukkan adanya kecenderungan pengembangan pengukuran profitabilitas yang terintegrasi dengan indikator keberlanjutan, seperti Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) performance, sustainability disclosure, dan green innovation. Temuan penelitian juga mengindikasikan bahwa praktik keberlanjutan berpotensi memperkuat stabilitas laba perusahaan dalam jangka panjang, meskipun pengaruhnya terhadap profitabilitas masih menunjukkan hasil yang belum konsisten, terutama dalam konteks negara berkembang. Penelitian ini menyimpulkan bahwa sustainable profitability merupakan konsep multidimensional yang menuntut integrasi antara kinerja keuangan dan praktik keberlanjutan perusahaan. Implikasi penelitian ini menekankan pentingnya pengembangan standar pengukuran sustainable profitability yang lebih komprehensif serta perlunya penelitian empiris lanjutan untuk menguji hubungan kausal antara profitabilitas dan keberlanjutan secara lebih mendalam.

Keywords: Sustainable Profitability, ESG, Sustainability Disclosure, Systematic Literature Review

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DETERMINASI PROFITABILITAS PERUSAHAAN SEKTOR FOOD AND BEVERAGE: STUDI SYSTEMATIC LITERATURE REVIEW BERBASIS PRISMA

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Abstract

This scholarly investigation seeks to meticulously identify and synthesize the core determinants of profitability within companies operating in the food and beverage (F&B) sector by employing a Systematic Literature Review (SLR) strictly based on the PRISMA framework. The research comprehensively analyzes 20 peer-reviewed journal articles, consisting of 15 SINTA-indexed national journals and 5 Scopus-indexed international journals published between the years 2022 and 2025. The scope focuses on key profitability indicators, specifically Return on Assets (ROA), Return on Equity (ROE), and Net Profit Margin (NPM), while examining a wide range of explanatory variables such as liquidity, solvency, leverage, and working capital management. Furthermore, the study explores the influence of additional factors including sales growth, firm size, activity ratios, innovation, and digital transformation on corporate performance. By adhering to the PRISMA protocol, the study ensures a high degree of methodological transparency and rigor throughout its identification, screening, eligibility, and inclusion phases. Empirical evidence from national journals consistently demonstrates that liquidity ratios, working capital efficiency, and sales expansion significantly impact the profitability of F&B firms. In contrast, international studies complement these findings by highlighting innovation capabilities, supply chain integration, and digital sales channels as critical strategic drivers, particularly during the post-pandemic period. Overall, the results indicate that profitability in the F&B industry is shaped by a synergy of financial structure efficiency and strategic operational decisions, providing a robust, integrated reference for academics, investors, and industry practitioners.

Keywords: *Profitability; Food and Beverage Industry; Financial Ratios*

JEL Classification: *G30, G32, L66*

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SISTEM INFORMASI AKUNTANSI PADA RUMAH SAKIT: SUATU TINJAUAN LITERATUR SISTEMATIS BERBASIS PRISMA

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Abstrak

This research provides a thorough investigation into the implementation and function of Accounting Information Systems (AIS) within medical facilities by employing a Systematic Literature Review (SLR) guided by the PRISMA protocol. A total of 20 empirical investigations from the 2022–2025 period were evaluated, comprising 15 local articles from SINTA-rated journals (SINTA 2–5) alongside 5 global publications indexed in reputable Scopus databases (Q2–Q4). This review integrates data regarding primary facets of AIS deployment in healthcare environments, such as internal oversight effectiveness, operational productivity, financial data integrity, pharmaceutical stock management, salary systems, and service-based monetary workflows. The results consistently demonstrate that adopting AIS reinforces internal supervision throughout essential financial cycles—specifically in revenue tracking, cash management, inventory auditing, and payroll processing—by decreasing manual dependency, curtailing recording inaccuracies, and obstructing fraudulent activities via better authorization, functional separation, and verifiable audit paths. Furthermore, data from Scopus-indexed international research emphasizes that AIS efficiency, technical quality, and architectural integration are pivotal in aiding managerial choices and boosting institutional output by delivering punctual, precise, and pertinent financial metrics for budgeting and strategic foresight. This analysis further indicates that prosperous AIS integration in clinical settings is not merely a technological achievement but is heavily contingent upon operator proficiency, accounting expertise, and executive-level dedication. Overall, this inquiry offers an exhaustive synthesis of regional and global AIS literature while providing valuable insights for future studies and practical improvements in healthcare financial management.

Keywords: Accounting Information System; Hospital; Internal Control

JEL: M41; M15; I11

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IMPLEMENTASI STOCK OPNAME DALAM PENGENDALIAN PERSEDIAAN PERUSAHAAN

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Abstract

Stock opname is a critical activity in inventory management that aims to ensure the accuracy between physical inventory and accounting records. This study examines the implementation of stock opname in companies and its role in supporting internal control and managerial decision-making. The background of this research is the frequent occurrence of inventory discrepancies, which can lead to financial losses, inefficiencies, and weakened internal control systems. The novelty of this study lies in its comprehensive discussion of stock opname procedures combined with internal control perspectives. This research employs a qualitative descriptive method using literature review and case illustration approach. Data were collected from company documents, previous research, and accounting standards related to inventory management. The results show that effective stock opname implementation can minimize inventory discrepancies, enhance data reliability, and strengthen internal control. However, the effectiveness of stock opname depends on management commitment, employee competence, and the use of information systems. The study concludes that stock opname is not merely a routine administrative activity but a strategic tool to support inventory control and financial reporting quality. Companies are encouraged to conduct stock opname periodically and integrate it with digital inventory systems to improve efficiency and accuracy.

Keywords: internal control, inventory, stock opname

JEL: M41, M42, M49

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PENGARUH PENDAPATAN ASLI DAERAH (PAD) TERHADAP PERTUMBUHAN EKONOMI MENGGUNAKAN METODE SYSTEMATIC LITERATURE REVIEW (SLR)

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Abstract

This study aims to analyze the relationship between Local Own-Source Revenue (PAD) and regional economic growth through a synthesis of empirical findings from previous studies. The background of this research is based on economic growth disparities between regions and differences in research findings regarding the effectiveness of PAD in driving growth in Regional Domestic Product (PDRB). A number of studies show that PAD has a positive and significant effect on economic growth, while other studies find a weak or insignificant effect, thus indicating a research gap. This study offers novelty through a Systematic Literature Review (SLR) approach that synthesizes empirical findings on the effect of PAD on regional economic growth by integrating the quality of PAD management, inclusive economic growth, and PAD optimization factors. This approach provides a more comprehensive analytical framework in explaining the variation in the effect of PAD between regions. The research method uses SLR with the PRISMA framework, in which literature is obtained through structured searches on Google Scholar and analyzed thematically in a systematic and transparent manner. The results show that PAD has a positive impact on regional economic growth when supported by effective fiscal management and productive expenditure allocation. This study concludes that the optimization of PAD is determined by the quality of its management and utilization, so that regional fiscal policies need to be directed towards productive and pro-community spending to encourage sustainable and inclusive national economic growth with equity.

Keywords: economic growth, local own-source revenue, regional finance, systematic literature review

JEL: H71, O40, R11

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DAMPAK GREEN ACCOUNTING PADA NILAI PERUSAHAAN DENGAN METODE SYSTEMATIC LITERATURE REVIEW (SLR)

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Abstract

This research systematically examines the role of green accounting in influencing company value amidst increasing demands for sustainability and environmental accountability in modern business practices. In this context, the company's performance is no longer understood solely from the financial aspect, but also from the social and environmental responsibilities it carries out. This study was motivated by inconsistencies in the results of previous studies, which showed that there were positive, insignificant, even negative impacts between green accounting and company value. The novelty of the research lies in trying to compile a comprehensive synthesis through the Systematic Literature Review (SLR) approach, so that existing findings can be systematically integrated to identify patterns, differences in results, and certain conditions in which green accounting actually contributes to increasing company value. The research method used a PRISMA framework-based SLR of 20 reputable empirical articles published in the 2023–2025 period and selected from Google Scholar based on quality and relevance criteria. The results of the study show that green accounting does not always have a direct impact on company value, but tends to have a positive impact when its implementation is in line with profitability levels, business strategy, corporate governance, and the quality of environmental disclosure. In addition, this article highlights the differences in findings in various sector contexts and discusses the implications for banking management and public policy formulation. Overall, the study enriched the literature by presenting a recent empirical synthesis as well as providing direction for subsequent research.

Keywords: *[firm value, green accounting, systematic literature review (SLR)]*

JEL: [M21, Q51, B41.]

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SYSTEMATIC LITERATURE REVIEW: KINERJA KEUANGAN DAN PERTUMBUHAN PERUSAHAAN TERHADAP NILAI PERUSAHAAN

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Abstract

This study aims to obtain a comprehensive understanding of the effect of financial performance and firm growth on firm value based on findings from previous studies. The method employed in this study is a Systematic Literature Review (SLR) approach using the PRISMA framework. A total of 20 journal articles were analyzed, which were obtained using Publish or Perish software as a supporting tool and Google Scholar as the search engine, covering the publication period 2021–2025. The analysis was conducted descriptively to identify patterns of relationships among variables and the consistency of results from prior studies. The findings indicate that financial performance, particularly profitability proxied by Return on Assets (ROA) and Return on Equity (ROE), predominantly has a positive effect on firm value, which is commonly measured using Price to Book Value (PBV) and Tobin's Q. Meanwhile, firm growth shows inconsistent results, where several studies report a significant effect on firm value, while other studies find no effect. This study concludes that financial performance is the main factor in enhancing firm value, whereas the effect of firm growth depends on the conditions and characteristics of each firm.

Keywords: Financial Performance, Firm Growth, Firm Value

JEL: G30

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MANAJEMEN LABA: SYSTEMATIC LITERATURE REVIEW (SLR) DENGAN METODE PRISMA

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Abstrak

Earnings management remains a major issue in financial accounting because it reduces the quality of earnings information used for economic decision-making. Despite continued strengthening of accounting standards and oversight mechanisms, this practice persists in various companies. The purpose of this study is to systematically collect and organize empirical findings related to earnings management practices, identify research result patterns, methodological trends, and identify remaining research gaps. This research is motivated by the inconsistency of previous research findings regarding the determinants of earnings management, both financial and non-financial. The novelty of this study lies in the use of a Systematic Literature Review approach based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses guidelines, so that the analysis is not limited to a specific sector. The research stages include identification, screening, due diligence, and inclusion of articles indexed by Sinta 1 to Sinta 4 for the period 2021 to 2025. Based on the selection criteria, 20 articles were selected for in-depth analysis. The results show that earnings management is influenced by a combination of financial ratios, profitability, firm size, financial risk, governance, audit quality, and income smoothing practices. The direction and strength of the influence vary due to differences in research context and methods used. The findings confirm that earnings management is complex and requires a comprehensive research approach to improve the quality of financial reporting and the accuracy of economic decision-making.

Keywords: [Earning Management, Good Corporate Goavernance, Income Smoothing,]

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“BIAYA LINGKUNGAN DAN NILAI PERUSAHAAN PADA SEKTOR PERTAMBANGAN: SEBUAH SYSTEMATIC LITERATURE REVIEW”

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Abstract

The mining industry plays a vital role in the national economy, but its operations can have adverse environmental impacts. This situation encourages companies to allocate environmental costs as part of their responsibility for business sustainability. This study aims to systematically examine the relationship between environmental costs and company value in the mining sector. The background of this study is based on findings from previous research on the effect of environmental costs on company value, with some studies showing a positive effect and others reporting insignificant results. The novelty of this study lies in the effort to compile a comprehensive and structured literature review using the Systematic Literature Review (SLR) approach based on the PRISMA 2020 guidelines, which focuses on national journals within the last five years. The research method was carried out by selecting 20 national journal articles obtained through Google Scholar, through the stages of identification, screening, feasibility evaluation, and determining studies that meet the inclusion criteria. The synthesis results show that the majority of studies conclude that environmental costs tend to have a positive effect on company value, especially if the company is able to manage and disclose environmental information transparently, thereby increasing investor confidence. However, several studies have also shown that environmental costs have not yet had a significant impact because they are still perceived as a burden that depresses short-term financial performance. The conclusion of this study confirms that environmental costs have the potential to be a strategic factor in building the value of mining companies, provided they are supported by consistent and comprehensive environmental management and reporting.

Keywords: Environmental accounting, Environmental costs, Company value, Mining, Systematic literature review

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TRANSPARANSI LAPORAN KEUANGAN BERBASIS SYARIAH: TINJAUAN SISTEMATIS LITERATUR

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Abstract

This study aims to identify, analyze, and synthesize research findings related to transparency in sharia-based financial reporting using a Systematic Literature Review (SLR) approach with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method. Transparency in financial reporting is a fundamental principle in sharia accounting as it is closely related to the values of justice (al-'adl), trust (amanah), and accountability to stakeholders. The data were collected from scholarly articles indexed and accessible through Google Scholar, published between 2020 and 2025. The literature selection process was conducted systematically through the stages of identification, screening, eligibility, and inclusion in accordance with PRISMA guidelines. From the initial search results, a number of articles were filtered, resulting in 10 relevant studies that met the inclusion criteria. The findings indicate that transparency in sharia financial reporting is influenced by several key factors, including compliance with sharia accounting standards, Islamic corporate governance, disclosure quality, the role of the sharia supervisory board, and the use of digital technology in financial reporting. This study contributes theoretically by mapping the key indicators of sharia financial reporting transparency and provides practical implications for Islamic financial institutions in enhancing accountability and public trust.

Keywords: transparency, sharia financial reporting, sharia accounting, SLR, PRISMA

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PENGARUH IMPLEMENTASI PSAK 109 TERHADAP KEPERCAYAAN MUZAKKI

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Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh penerapan Pernyataan Standar Akuntansi Keuangan (PSAK) 109 terhadap tingkat kepercayaan muzakki pada lembaga pengelola zakat. PSAK 109 merupakan standar akuntansi yang mengatur proses pengakuan, pengukuran, penyajian, serta pengungkapan dana zakat, infak, dan sedekah, yang diharapkan dapat meningkatkan kualitas pengelolaan keuangan lembaga zakat secara lebih profesional, transparan, dan akuntabel.

Kepercayaan muzakki menjadi aspek penting dalam keberlangsungan lembaga zakat karena berhubungan langsung dengan keputusan muzakki dalam menyalurkan dana zakat melalui lembaga resmi.

Penelitian ini menggunakan pendekatan Systematic Literature Review (SLR) dengan menganalisis 15 artikel jurnal nasional dan internasional yang diterbitkan pada rentang tahun 2020 hingga 2025. Sumber data diperoleh melalui Google Scholar, Garuda, Sinta, dan Neliti dengan menggunakan kata kunci yang berkaitan dengan PSAK 109, akuntansi zakat, serta kepercayaan muzakki. Artikel yang digunakan dalam penelitian ini dipilih berdasarkan kesesuaian topik, relevansi variabel penelitian, serta kelengkapan metodologi yang digunakan.

Hasil kajian menunjukkan bahwa implementasi PSAK 109 memiliki hubungan yang positif terhadap tingkat kepercayaan muzakki. Penerapan standar akuntansi zakat secara konsisten, khususnya dalam aspek pengakuan, pengukuran, penyajian, dan pengungkapan laporan keuangan, terbukti mampu meningkatkan transparansi, akuntabilitas, serta profesionalisme lembaga zakat. Dengan demikian, semakin optimal penerapan PSAK 109, maka semakin besar pula tingkat kepercayaan muzakki terhadap lembaga pengelola zakat.

Kata kunci: PSAK 109, kepercayaan muzakki, akuntansi zakat, lembaga amil zakat.

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LITERATUR REVIEW : PENGARUH PENGHINDARAN PAJAK TERHADAP NILAI PERUSAHAAN

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Abstrak

Penelitian ini bertujuan untuk mengkaji dan mensintesis secara sistematis pengaruh penghindaran pajak (*tax avoidance*) terhadap nilai perusahaan berdasarkan temuan penelitian terdahulu. Latar belakang penelitian ini didasari oleh adanya ketidakkonsistenan hasil penelitian sebelumnya yang menunjukkan bahwa praktik penghindaran pajak dapat berdampak positif, negatif, maupun tidak signifikan terhadap nilai perusahaan. Kondisi tersebut menimbulkan ketidakpastian bagi investor dalam menilai implikasi kebijakan pajak perusahaan terhadap prospek dan risiko perusahaan. Kebaruan penelitian ini terletak pada penggunaan pendekatan *Systematic Literature Review* (SLR) dengan pedoman *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) terhadap artikel-artikel terkini periode 2021–2025, sehingga mampu memberikan gambaran komprehensif dan mutakhir mengenai hubungan *tax avoidance* dan nilai perusahaan. Metode penelitian menggunakan pendekatan kualitatif-deskriptif dengan menganalisis artikel yang diperoleh dari basis data jurnal nasional dan internasional melalui proses identifikasi, penyaringan, dan sintesis hasil penelitian. Hasil kajian menunjukkan bahwa pengaruh *tax avoidance* terhadap nilai perusahaan bersifat kontekstual dan tidak linier. Praktik penghindaran pajak yang agresif cenderung dipersepsikan negatif oleh pasar karena meningkatkan risiko kepatuhan dan reputasi, sedangkan *tax avoidance* yang dilakukan secara moderat dan sesuai regulasi dapat dipandang sebagai strategi efisiensi yang tidak menurunkan nilai perusahaan. Kesimpulan penelitian ini menegaskan bahwa respons pasar terhadap *tax avoidance* sangat dipengaruhi oleh tingkat agresivitas praktik, tata kelola perusahaan, serta persepsi investor terhadap risiko jangka panjang perusahaan.

Keywords: *penghindaran pajak, nilai perusahaan*

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AKUNTABILITAS PENGELOLAAN DANA: SYSTEMATIC LITERATURE REVIEW MENGGUNAKAN PENDEKATAN PRISMA

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Abstrak

Akuntabilitas pengelolaan dana merupakan elemen fundamental dalam tata kelola keuangan sektor publik dan organisasi, karena mencerminkan tingkat pertanggungjawaban pengelola dana terhadap pemangku kepentingan. Berbagai studi empiris telah mengkaji faktor-faktor yang memengaruhi akuntabilitas pengelolaan dana, seperti kompetensi sumber daya manusia, sistem pengendalian internal, pemanfaatan teknologi informasi, komitmen organisasi, transparansi, dan partisipasi pemangku kepentingan. Namun demikian, hasil penelitian terdahulu menunjukkan variasi temuan dan perbedaan penekanan variabel, sehingga diperlukan kajian yang komprehensif untuk merangkum dan mensintesis bukti empiris yang ada. Penelitian ini bertujuan untuk melakukan Systematic Literature Review (SLR) dengan pendekatan PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guna mengidentifikasi pola temuan, kesenjangan penelitian, serta arah pengembangan riset akuntabilitas pengelolaan dana. Literatur yang dikaji merupakan artikel empiris kuantitatif yang dipublikasikan pada periode 2022–2025. Hasil kajian menunjukkan bahwa akuntabilitas pengelolaan dana dipengaruhi secara signifikan oleh integrasi faktor internal organisasi dan mekanisme kontrol sistemik, baik melalui pengendalian internal maupun pemanfaatan teknologi informasi. Studi ini memberikan kontribusi teoretis dan praktis dalam pengembangan model akuntabilitas pengelolaan dana yang bersifat holistik.

Kata kunci: Akuntabilitas, Pengelolaan Dana, Sistem Pengendalian Internal, Teknologi Informasi

JEL Classification: H83, M41, M48

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PENGARUH KINERJA KEUANGAN TERHADAP NILAI PERUSAHAAN

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Abstract

This study is motivated by the importance of firm value as a key indicator for investors in assessing company performance and future prospects in the capital market. Firm value reflects market perceptions of management's ability to manage financial resources efficiently and generate sustainable returns. Previous empirical studies examining the relationship between financial performance and firm value—particularly profitability, liquidity, and capital structure—have produced inconsistent findings, especially in the context of companies listed on the Indonesia Stock Exchange. This inconsistency indicates a research gap that requires a more systematic and comprehensive synthesis of existing evidence.

*Therefore, this study aims to analyze the effect of financial performance on firm value through a **Systematic Literature Review (SLR)** approach. Financial performance is proxied by profitability, liquidity, and capital structure, while firm value is generally measured using Price to Book Value (PBV) and Tobin's Q. The SLR process involved 20 nationally accredited scientific articles published between 2020 and 2025, obtained from Google Scholar and selected using the PRISMA method based on predefined inclusion and exclusion criteria.*

The results show that profitability is the most consistently proven variable to have a positive and significant effect on firm value, whereas liquidity and capital structure exhibit mixed and inconsistent results across studies. From a theoretical perspective, signaling theory is the dominant framework used to explain the relationship between financial performance and firm value.

*The **novelty of this study** lies in its comprehensive synthesis of recent empirical findings using the SLR approach and its emphasis on the limited use of Tobin's Q as a proxy for firm value compared to the dominant use of PBV. By highlighting this gap, the study provides a broader perspective on firm value measurement and contributes to strengthening the theoretical and empirical understanding of financial performance determinants in the Indonesian capital market. This study is expected to serve as a reference for future research and as a consideration for practitioners and investors in evaluating firm value.*

Keywords: *Financial Performance, Firm Value, Profitability, Systematic Literature Review*

JEL Classification: *G30, G32*

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ANALISIS PROFITABILITAS DENGAN RETURN ON ASSETS (ROA) PADA PERUSAHAAN SEKTOR PROPERTI DAN REAL ESTATE: TINJAUAN LITERATUR SISTEMATIS

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Abstract

Profitability is an essential indicator in assessing corporate performance because it reflects the firm's ability to generate earnings from the assets it controls. Within the property and real estate industry, Return on Assets (ROA) serves as an indicator of profitability, given that firms in this sector rely on large-scale and long-term asset investments. This research seeks to examine and integrate the determinants affecting profitability among property and real estate firms through a Systematic Literature Review (SLR) framework. The research design adopts the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) standards to enhance rigor and transparency. The dataset was obtained from peer-reviewed articles published between 2021 and 2026 via Google Scholar and ScienceDirect. Following a systematic selection procedure, 20 articles were included, comprising 18 nationally reputable journals indexed in SINTA levels 1-5 and 2 internationally reputable journal classified in the Q2 category. The selected studies were examined using qualitative descriptive analysis. The findings reveal that ROA-based profitability is predominantly affected by internal firm-specific factors, including liquidity, operational efficiency, working capital turnover, corporate governance, leverage, capital structure, firm size, and sales growth. Conversely, macroeconomic indicators including inflation and interest rates exhibit inconsistent and weak influences on ROA. These outcomes support Agency Theory and Signaling Theory, emphasizing efficient asset utilization and ROA as a performance signal. This research offers theoretical and managerial implications for managers, investors, and future scholars in the property and real estate industry.

Keywords : [Profitability, Return on Assets (ROA), Property and Real Estate Sector, Systematic Literature Review]

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PROFITABILITAS: TINJAUAN LITERATUR SISTEMATIS

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Abstrak

Profitability has become a more important measure in assessing company performance and financial sustainability, and investor confidence, due to the increasing complexity of business competition. Because profitability measures a company's ability to generate profits effectively, this topic has become a major discussion among academics and managers. However, due to differences in industry context, measurement indicators, and research methodology, empirical studies on profits in Indonesia remain scattered and yield inconsistent results. Futhermore, new factors such as environmental performance and corporate responsibility have not been systematic literature (SLR) integrated into the available data. The purpose of this study is to map methodological trends in studies published between 2021 - 2025, identify key factors affecting corporate profitability in Indonesia, and analyze commonly used profitability indicators. This study synthesizes the latest empirical findings from Indonesia by combining non-financial and financial determinants into a single analytical framework. Twenty relevant articles from SINTA and Garuda-indexed journals were analyzed qualitatively using a systematic literature review (SLR) following PRISMA guidelines. The findings show that the most frequently used profitability proxies are ROA, ROE, and NPM, as well as liquidity and capital structure. Sales growth and operational efficiency are the main factors affecting profitability. Non-financial factors such as company size, corporate social responsibility, and environmental practices have varying impacts. This study concludes that evaluating profitability requires a multifaceted strategy that combines financial and non-financial indicators

Kata Kunci : *[Financial Factors, Profitability, Systematic Literature Review]*

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STRUKTUR MODAL : SISTEMATIS LITERATUR REVIEW

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Abstract

Capital structure is a strategic financial decision that determines the balance between internal and external financing to support the performance and sustainability of capital-intensive, high-risk, and long-cycle property and real estate firms. Empirical findings reveal inconsistencies between capital structure theories and corporate practices, particularly where increased profitability is not always followed by higher debt usage, raising questions about the effectiveness and optimality of capital structures in this sector. This study examines internal and external factors influencing capital structure, evaluates its effectiveness, and identifies the characteristics of an optimal capital structure for Indonesian property and real estate companies. Using a PRISMA-based systematic literature review of SINTA-indexed journals (2021–2025), 20 articles were selected and analyzed descriptively and comparatively. The results indicate that capital structure is shaped by a combination of internal factors with varying directions and significance. Profitability generally has a positive effect on leverage as a signal of debt capacity and corporate credibility, but under certain conditions shows a negative effect due to preferences for internal financing. Asset structure emerges as the most consistent determinant in increasing leverage through the collateral role of tangible assets. Liquidity and firm size show mixed effects, while business risk tends to reduce debt usage. External factors, particularly macroeconomic conditions, reinforce corporate prudence. An optimal capital structure in this sector emphasizes a balance among profitability, asset characteristics, cash flow stability, and financial risk control.

Keywords: Capital Structure, Profitability, Systematic Literature Review

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ANALISIS KONSEPTUAL PERBANDINGAN KINERJA KEUANGAN PERUSAHAAN DENGAN SUMBER PENDANAAN INTERNAL DAN EKSTERNAL : TINJAUAN LITERATUR

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Abstract

Struktur pendanaan merupakan salah satu keputusan keuangan penting yang dapat memengaruhi kinerja keuangan perusahaan. Perusahaan dapat menggunakan sumber pembiayaan internal yang berasal dari laba ditahan maupun sumber pembiayaan eksternal seperti utang dan penerbitan saham. Perbedaan sumber pembiayaan tersebut berpotensi menimbulkan perbedaan kinerja keuangan perusahaan. Penelitian ini bertujuan untuk mengkaji dan menganalisis perbedaan kinerja keuangan perusahaan berdasarkan sumber pembiayaannya, yaitu pembiayaan yang bersumber dari internal perusahaan maupun dari pihak eksternal.

Metode penelitian yang digunakan adalah studi literatur dengan menelaah jurnal nasional dan internasional yang relevan dengan topik pembiayaan perusahaan dan kinerja keuangan yang terdaftar di Bursa Efek Indonesia (BEI) periode 2022–2024. Data diperoleh melalui teknik dokumentasi dari publikasi ilmiah yang telah terakreditasi dan bereputasi. Analisis data dilakukan dengan cara sintesis dan analisis isi terhadap temuan penelitian terdahulu.

Hasil kajian menunjukkan bahwa perusahaan yang lebih dominan menggunakan pembiayaan internal cenderung memiliki tingkat profitabilitas dan stabilitas keuangan yang lebih baik, sedangkan penggunaan pembiayaan eksternal yang tinggi berpotensi meningkatkan risiko keuangan meskipun dapat mempercepat pertumbuhan perusahaan. Penelitian ini diharapkan dapat memberikan kontribusi konseptual bagi pengembangan literatur keuangan serta menjadi referensi bagi manajemen perusahaan dalam menentukan kebijakan struktur pendanaan perusahaan.

Kata kunci: pembiayaan internal, pembiayaan eksternal, kinerja keuangan, studi literatur

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