



ISSN 2632-9476  
VOLUME 5 / NUMBER 4 / 2022

# International Journal of Business, Economics & Management



Published by :  
Scientific & Literature Open Access Publishing  
London, UK

**IJBEM**

<i><b>EDITOR-IN-CHIEF</b></i>	<i><b>EDITORIAL ASSISTANT</b></i>
<b>Anthony Anyibuofu Kifordu</b> (Ph.D) Management, Leadership, Entrepreneurship & Human Resource Management Delta State University Anwai Campus Asaba, Anwai, <b>Nigeria</b>	<b>Kevin Livingstone</b> (Prof.) London School of Economics and Political Science, London, <b>United Kingdom</b>

---

### ***A S S O C I A T E E D I T O R S***

---

<b>Zephania N. Fogwe</b> (Prof. Ph.D.) The University of Bamenda, Cameroon	<b>Roslan Abdul-Hakim</b> (Prof. Ph.D.) Universiti Utara Malaysia, Malaysia	<b>Grether L. R. Perez</b> (Ph.D.) Universidad Técnica de Manabí, South America
<b>Samwel Auya</b> (Professor Dr.) Maasai Mara University, Kenya	<b>Krishantha Wisenthige</b> (Ph.D.) Wuhan University of Technology, China	<b>Yatin Jog</b> (Dr.) Symbiosis International University, India
<b>A. A. Kifordu</b> (Ph.D) Edo University Iyamho, Nigeria	<b>Mohamed A. M. Fowsar</b> (Ph.D.) South Eastern University of Sri Lanka, Sri Lanka	<b>Shazida Jan Mohd Khan's</b> (Ph.D) Universiti Utara Malaysia, Malaysia
<b>Dac-Nhuong Le</b> (Ph.D) Haiphong University, Vietnam	<b>Karthikeyan Chinnusamy</b> (Ph.D.) Veritas Tech & International Technological University, USA	<b>Hakeem Ullah</b> (Ph.D) Abdul Wali Khan University Mardan, Pakistan

---

### ***C O P Y E D I T O R S***

---

<b>Anna Chan</b> IJBEM Copyeditor	<b>Sarah Pike</b> IJBEM Copyeditor
--------------------------------------	---------------------------------------

---

### ***I N T E R N A T I O N A L A D V I S O R Y B O A R D***

---

<b>Mohd Zuri Ghani</b> (Professor Dr.) Universiti Sains Malaysia, Malaysia	<b>Samwel Auya</b> (Professor Dr.) Maasai Mara University, Kenya	<b>Dhananjaya Reddy</b> (Dr.) Govt. Degree College, India
<b>Jeffin Joseph</b> (Dr.) St. Berchmans College, India	<b>Patricia Bachiller</b> (Dr.) University of Zaragoza, Spain	<b>Sheng-Lung Peng</b> (Ph.D.) National Dong Hwa University, Taiwan
<b>Emel Esen</b> (Ph.D.) Yildiz Technical University, Turkey	<b>Dai Zhen</b> (Ph.D.) University of International Business and Economics, China	<b>Makarand Upadhyaya</b> (Ph.D.) University of Bahrain, Bahrain

---

### ***P R O D U C T I O N E D I T O R S***

---

<b>Ruby Sarkar</b> IJBEM Editorial Production, London, United Kingdom	<b>Wang Fallon</b> IJBEM Editorial Production, London, United Kingdom
---	---

---

## M A N A G E M E N T C O M M I T T E E

---

**Tamar Shiukashvili** (A/Prof.)  
Telavi State University,  
Georgia

**Oscar Frost** (Prof.)  
Imperial College London,  
United Kingdom

**Helen Jerry** (Prof.)  
University of London,  
United Kingdom

**Tihnov Koldoris** (Prof.)  
Queen Mary University of London,  
United Kingdom

**Liu Xiao** (Prof.)  
Brunel University London,  
United Kingdom

**Bryony Karen** (Prof.)  
University of Roehampton,  
United Kingdom

**Andrew May** (Prof.)  
Royal Veterinary College,  
United Kingdom

**Kevin Livingstone** (Prof.)  
London School of Economics and  
Political Science, United Kingdom

**Ted F.L. Jing** (A/Prof.)  
Shanghai International Studies  
University, China

**Paul Dohler** (Prof.)  
King's College London,  
United Kingdom

**Suman Rajest** (A/Prof.)  
Vels Institute of Science,  
India

---

## W E B M A S T E R

---

**Vedran Vucic**  
PKP Developer,  
Belgrade

---

## C O P Y R I G H T A N D C O P Y I N G ( I N A N Y F O R M A T )

---

Articles published in the *International Journal of Business, Economics & Management (IJBEM)* are available under *Creative Commons Attribution Non-Commercial No Derivatives Licence (CC BY-NC-ND 4.0)*. Authors retain copyright in their work and grant **IJBEM** right of first publication under CC BY-NC-ND 4.0. Users have the right to read, download, copy, distribute, print, search, or link to the full texts of articles in this journal, and to use them for any other lawful purpose. Articles published in **IJBEM** can be copied, communicated and shared in their published form for non-commercial purposes provided full attribution is given to the author and the journal. Authors are able to enter into separate, additional contractual arrangements for the non-exclusive distribution of the journal's published version of the work (e.g., *post it to an institutional repository or publish it in a book*), with an acknowledgment of its initial publication in this journal.

---

## D I S C L A I M E R

---

The Publisher and Editors cannot be held responsible for errors or any consequences arising from the use of information contained in this journal; the views and opinions expressed do not necessarily reflect those of the Publisher and Editors, neither does the publication of advertisements constitute any endorsement by the Publisher and Editors of the products advertised.

For submission instructions, subscription and all other information visit: <https://sloap.org/journal/index.php/ijbem>

---

# International Journal of Business, Economics & Management

---

Research Articles	Pages
<b>Strategic management of higher college in improving the quality of education STIKES Health Darussalam Lhokseumawe Aceh</b> <i>Muhammad Deni</i>	<b>246</b>
<b>The role of entrepreneurship intention as a mediation between productive Zakat and Mustahiq's welfare in Bekasi</b> <i>Ellyana Amran</i>	<b>253</b>
<b>Influence e-word of mouth and brand awareness to loyalty brand on era pandemic year 2020: Study case on consumers of wedding organizer services in Palembang</b> <i>Indah Nursantie, Zakaria Wahab, Isnurhadi, Aslamia Rosa</i>	<b>263</b>
<b>Effect of capital structure on profitability and its implications on financial performance PT BRI Sharia TBK</b> <i>Andi Surya, M. Renandi Ekatama</i>	<b>270</b>



<b>Does cash flow optimize financial performance of cooperative?</b> <i>Enji Azizi, Mira Nurhikmat, Yulaikah, Noerma Kurnia Fajarwati</i>	<b>280</b>
<b>The influence of organizational culture and work environment toward lecturer performance with intrinsic motivation as intervening variables</b> <i>Djaka Adiwinata, Irawan, Suhroji Adha, Hero Wirasmara Kusuma</i>	<b>287</b>
<b>Regional economy management</b> What technologies evidence tell, prospects and challenge for Indonesia <i>Benny Rojeston Marnaek Nainggolan, Gairah Sinulingga, Nurdin I. Muhammad, Diana Hayati, Sunarmie</i>	<b>297</b>
<b>Factors impact in tax avoidance practices before and during the COVID-19 pandemic</b> <i>Ni Luh Ratna Pradnya Maitriyadewi, I Ketut Yadnyana</i>	<b>305</b>
<b>Identification of economic management best practices to improve national financial development for developing countries</b> <i>Bayu Prabowo Sutjiatmo, Aji Kresno Murti, Anung Widodo, Muhammad Sani Kurniawan, Titin Endrawati</i>	<b>316</b>
<b>The role of cross-cultural adaptability to mediate the effect of cultural intelligence on knowledge sharing of workers of expatriates in Bali</b> <i>Jayanto, Made Surya Putra</i>	<b>328</b>
<b>The effect of macroeconomics, capital, and asset growth on financial risk, earning and Islamic corporate social responsibility disclosure with corporate governance (GCG) as a moderating variable in Indonesian Islamic banking companies</b> <i>Lu'lu' Il Maknuun, Mulyanto Nugroho, Slamet Riyadi</i>	<b>340</b>
<b>The role of innovation in mediate the effect of market orientation and technology orientation on marketing performance</b> <i>Nyoman Rahina Putra, Putu Yudi Setiawan</i>	<b>354</b>
<b>Examining people's shopping behavior in society 5.0 era</b> <i>Ni Made Rahayu Agustini Mertanti, I Gede Sanica</i>	<b>367</b>

<b>The effect of experiential marketing on consumer satisfaction and behavioral intentions</b>	<b>388</b>
<i>I Gusti Ngurah Sanjaya, Luh Putu Inten Rumini, Ni Ketut Lasmini, I Made Sarjana, Lily Marheni</i>	
<b>Understanding the basics of content-based marketing and promotion on social media in the technological innovation</b>	<b>393</b>
<i>Dedi Herdiansyah, Meizi Fahrizal, Januardi M. Diah</i>	
<b>Instagram Geotag: Examining consumer satisfaction on instagram social media</b>	<b>403</b>
<i>Ni Luh Desy Purnama Dewi, I Gede Sanica, Gede Sri Darma, Ni Putu Nina Eka Lestari</i>	
<b>Understanding the challenges of the Company's HR strengthening strategy in marketing products and services during the global financial crisis</b>	<b>413</b>
<i>Utin Nina Hermina, Liliyana</i>	
<b>Development of the basic principles of management economics</b>	<b>423</b>
<i>Renny Kurniawati, Fie Khaeriyah, Ni Nyoman Suarniki, Dini Rusqiati, Pamungkur</i>	
<b>Employee motivation mediate the effect of work-family conflict on employee performance</b>	<b>432</b>
<i>Komang Alit Bagus Putra Pratame, I Wayan Gede Supartha</i>	
<b>The influence of net working capital and capital structure on profitability in manufacturing companies in the consumer goods industry sector listed on the Indonesia stock exchange</b>	<b>446</b>
<i>Dessy Rachma Putri, Isnurhadi, Marlina Widiyanti, Mohamad Adam</i>	
<b>Good corporate governance moderates the effect of corporate social responsibility disclosure, financial distress and managerial ability on earnings management with variable</b>	<b>453</b>
<i>Ni Putu Anindya Sarasija Prameswari, I Gusti Agung Ngurah Suaryana, I Ketut Sujana, Ni Ketut Rasmini</i>	

<b>The effect of return on assets, debt to equity ratio, and corporate social responsibility policies on company values in PT Semen Baturaja (Persero) Tbk.</b>	<b>463</b>
<i>Ahmad Royhaan, Isnurhadi, Marlina Widiyanti, Mohamad Adam</i>	
<b>Autonomy in higher education in Vietnam</b>	<b>470</b>
<i>Nguyen Tai Hoa</i>	
<b>The influence of motivational placement and work environment on employee performance at PT PLN (Persero) South Sumatra generation main unit</b>	<b>478</b>
<i>Reco Rambang Putra Negsagis, Zunaidah, Marlina Widiyanti, Mohamad Adam</i>	
<b>How can context and information content of advertising increase sales of advertising products on social media?: Evidence from journal marketing publications</b>	<b>488</b>
<i>Nurmala</i>	
<b>Supply chain management performance on laying chicken farm</b>	<b>496</b>
<i>Riska Windrawati, Ketut Budi Susrusa, I Gusti Agung Ayu Ambarawati</i>	
<b>Understanding financial strategy and management efforts to improve business operational efficiency in the era of multi-financial crisis</b>	<b>504</b>
<i>Urai Muhani, Nurmala</i>	



**Scientific & Literature Open Access Publishing**

Homepage: <https://sloap.org/journal/index.php/ijbem/>