

ISSN: 2395-7492

Vol. 7 No. 3 May 2020

International Research Journal of Management, IT and Social Sciences



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

International Research Journal of Management, IT and Social sciences

EDITOR-IN-CHIEF

Rajest, S. Suman Vels Institute of Science, Technology & Advanced Studies. **India**

ASSOCIATE EDITORS

Ye, Rena

Fuzhou University,

China

Bachiller, Patricia

University of Zaragoza,

Spain

Syamsudin, Oom Rohmah,

University of Indonesia,

Indonesia

Adetunji, Adeniyi *Bowen University*,

Nigeria

Ghani, Mohd Zuri

Universiti Sains Malaysia,

Malaysia

Esen, Emel

Yildiz Technical University,

Turkey

Auva, Samwel

Maasai Mara University,

Kenya

Abbas, Muhammad

University of Sargodha,

Pakistan

Jog, Yatin

Symbiosis International University, **India**

Rashidin, Salamun

University of International Business and Economics, China

Singh, Dharmendra

Houston Methodist Research

Institute, USA

EDITORIAL BOARD MEMBERS

Masterson, Robert

The City University of New

York, USA

Kannan, Ramani

Universiti Teknologi Petronas,

Malaysia

Lingming-Chen

Hunan University of Science and

Technology, China

Kumar, Tribhuwan

Prince Sattam Bin Abdulaziz University, **Kingdom of Saudi**

Arabia

Mishra, Geetanjali Joshi

Amity University,

India

Fogwe, Zephania N.

The University of Bamenda,

Cameroon

Masih, Jolly

Erasmus School of Economics,

Rotterdam, Netherlands

Fiaz, Muhammad

University of Engineering and

Technology, Pakistan

Das, Subhankar

Duy Tan University,

Vietnam

Kifordu, A.A.

Edo University Iyamho,

Nigeria

Fowsar, Mohamed Anifa Mohamed

South Eastern University of Sri

Lanka, Sri Lanka

Auva, Samwel

Maasai Mara University,

Kenya

Rajkumar, Rajasekaran

Vellore Institute of Technology,

India

Kalaiselvi, K.

Vels University (VISTAS),

India

Dhawan, Rajnish

University of the Fraser

Valley, Canada

Khan, Shazida Jan Mohd

Universiti Utara Malaysia,

Malaysia

Studdard, Melissa

Lone Star College System,

USA

Wisenthige, Krishantha

Wuhan University of

Technology, China

Tuswadi

 ${\it Hiroshima~University},$

Japan

Upadhyaya, Makarand

University of Bahrain,

Bahrain

Chinnusamy, Karthikeyan

Veritas Tech & International Technological University, USA

Hewamanage, Wimal

University of Colombo,

Sri Lanka

Klymenko, Olga

University of Seychelles,

Seychelles

Elena, Berezhneva

Moscow State University of International Relations, Russia

Priscila, Silvia S.

Mohamed Sathak Arts and Science

College, India

Zubitashvili, Tamar

Telavi Technical College,

Georgia

Abdul-Hakim, Roslan

Universiti Utara Malaysia,

Malaysia

Peng, Sheng-Lung

National Dong Hwa University,

Taiwan

Ullah, Hakeem,

Abdul Wali Khan University Mardan,

Pakistan

Liu, Bin

 ${\it University~of~International~Business}$

and Economics, China

Sobhy, Maha

Cairo University,

Egypt

Hameed. Asaad Shakir

Universiti Teknikal Malaysia Melaka,

Malaysia

Santhappan, Jayasri

University of Houston,

USA

Zhen. Dai

University of International Business and Economics, China

Le, Dac-Nhuong

Haiphong University,

Vietnam

Omrane, Amina

Institute of Higher Commercial

Studies of Sfax, Tunisia

Sarzhanova, Galiya

Karaganda State University,

Kazakhstan

Ullah, Hakeem

Aga Khan University,

Pakistan

Jian, Wang

University of International

Business and Economics, China

Gadicha, Ajay B, P.R.

Patil College Of Engineering &

Technology, India

C O P Y E D I T O R S

Owhard Kins

IRJMIS copyeditor, London, United Kingdom George Hord

IRJMIS copyeditor, London,

United Kingdom

PRODUCTION EDITOR

Gord Cornverhen

IRJMIS editorial production, London, United Kingdom

Chrown Drawner

IRJMIS editorial production, London, United Kingdom

W E B M A S T E R

Vedran Vucic

PKP Developer, Belgrade

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

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

Georgia

Tihnov Koldoris (*Prof.*)

Queen Mary University of London,

United Kingdom

Andrew May (Prof.) Royal Veterinary College,

United Kingdom

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

United Kingdom

United Kingdom

Oscar Frost (Prof.)

Liu Xiao (Prof.) Brunel University London,

Imperial College London,

United Kingdom

Kevin Livingstone (*Prof.*)

London School of Economics and Political Science, United Kingdom

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

India

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

Bryony Karen (*Prof.*)

University of Roehampton,

United Kingdom

Ted F.L. Jing (A/Prof.)

Shanghai International Studies

University, China

COPYRIGHT AND COPYING (IN A N Y FORMAT)

Articles published in the International Research Journal of Management, IT and Social sciences (IRJMIS) 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 IRJMIS 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 IRJMIS can be copied, communicated and shared in their published form for noncommercial 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. This copyright notice applies to articles published in **IRJMIS** volumes 7 onwards. Please read about the copyright notices for previous volumes under Journal History.

DISCLAIMER

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/journals/index.php/irjmis/

International	
Research	
Journal of	
Management	
IT and	
Social sciences	

Research Articles	Pages
The pinar del río geography and connected photovoltaic systems to grid Liudmila Fuente Pomares, Antonio Vázquez Pérez, María Rodríguez Gámez	1
The effect of experiential marketing, social media marketing, and brand trust on repurchase intention in Ovo applications Nyoman Sri Subawa, Ni Wayan Widhiasthini, Ni Putu Meiliana Wulan Sari Suastika	11
Level of characterization development reached by Santiago badmintonists in decision making Amaya Castillo Caurel	22
Influence of the quality of human resources, communication information technology, and product mounting requirements on product performance Putu Eka Juliana Jaya, Made Suyana Utama, I G.W. Murjana Yasa, Ni Nyoman Yuliarmi	29
The role of purchase intention in mediating the effect of perceived price and perceived quality on purchase decision	38

Kadek Aria Satriawan, Putu Yudi Setiawan



Contemporaneous theory in education María Gabriela Bravo Vélez, Elsa María Figueroa Sandoval	50
Digital marketing strategy on travel tourism businesses in marketing 4.0 era	58
Ni Putu Rekha Chandra Dewi	
Energy efficiency: training for baccalaureate students Ciaddy Gina Rodriguez Borges, Gino Joaquín Mieles Mieles, Alcira Magdalena Vélez Quiroz, Antonio Vázquez Pérez	65
The role of leadership and academic atmosphere in private universities in improving the quality of lecturers: Study at Warmadewa University KM. Ada Gelgel Suryawan, Abdul Juli Andi Gani, Imam Hanafi	72
The effect of brand image and country of origin on consumer buying interest: case study on Yamaha NMAX motorcycle in Denpasar city Ni Nyoman Rusmiati, I Gusti Ayu Sugiati, A.A. Sri Purnami, I Made Suniastha Amerta	83
Community participation in Blangsinga tourism village development Ni Ketut Ayu Martini	91
Development of culture village through service quality analysis to customer satisfaction Ade Ruly Sumartini, Ida Ayu Agung Idawati	98
Mobile payment transaction on MSMEs Putu Oka Kusuma, Gede Sri Darma	104
Characterization of former athletes with gonarthrotic of Santiago de Cuba province	110
Lisbey Naranjo Abad, Viviana Romero Vidal, Hilda Rosa Rabilero Sabatés	
The effect of earning management, managerial ownership and firm size in the return of acquisition companies in Indonesia Stock Exchange 2011-2017 period Ni Luh Andini, I Made Sukartha	116

The effect of auditor rotation, time pressure, and audit tenure on audit quality with auditor specialization as moderation variable	
(empirical study of manufacturing companies listed on the Indonesia stock exchange in 2014-2018)	
I Gusti Ayu Monika Intan Kirana, I Wayan Ramantha	
Safe haven investment during turbulent conditions in Indonesia and	137

Philippines capital market

A.A. Gde Ari Widhiasmana Pemayun, Gerianta Wirawan Yasa

101



Scientific & Literature Open Access Publishing

Homepage: https://sloap.org/journals/index.php/irjmis/