



# Empowering Communities and Economies: Insights from The 1st International Seminar on Entrepreneurship, Economics, and Management

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Faculty of Entrepreneurship and Business,  
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# **Empowering Communities and Economies: Insights from The 1st International Seminar on Entrepreneurship, Economics, and Management**

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Siti Zamanira Binti Mat Zaib**



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## PREFACE

The 1st International Seminar on Entrepreneurship, Economics, and Management (ISEEM 2024), held at Universiti Malaysia Kelantan, brought together academics, policymakers, industry leaders, and researchers to explore the intersections of innovation, public policy, governance, and economic development. The seminar provided a dynamic platform for exchanging ideas, showcasing research, and addressing some of the most pressing global challenges related to sustainable economic growth.

This book, *empowering Communities and Economies: Insights from The 1st International Seminar on Entrepreneurship, Economics, and Management* is a collection of the most significant insights, discussions, and research presented during the seminar. It highlights critical themes such as public policy and government, consumer behavior, organizational behavior, financial management and accounting, human resource, marketing, business management, and management. It is our hope that this book serves as a valuable resource for policymakers, scholars, and practitioners who are committed to driving sustainable development and fostering innovation in the global economy.

We extend our heartfelt gratitude to all the contributors, participants, and organizing committee members who made ISEEM 2024 a success. May the ideas and strategies shared in this book inspire future advancements in entrepreneurship, economics, and management, contributing to a more equitable and prosperous world.

Editors  
ISEEM 2024  
Universiti Malaysia Kelantan  
September 2024





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# CHAPTER 1

# PUBLIC POLICY & GOVERNANCE



# THE ROLE OF PUBLIC SERVICES AND TECHNOLOGICAL INNOVATION IN IMPROVING THE WELFARE OF FISHERMEN IN EAST LUWU REGENCY WITH COMMUNITY EMPOWERMENT MEDIATION

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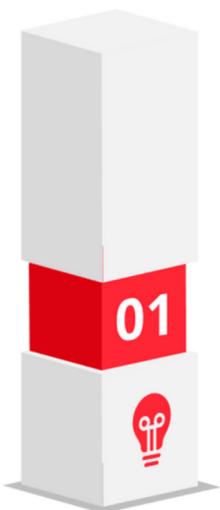
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## SUMMARY OF STUDY

The article explores the role of public services and technological innovation in improving the welfare of fishermen in East Luwu Regency, with a focus on community empowerment as a mediating factor. The study finds that while public services significantly enhance the welfare of fishermen, both directly and through community empowerment, technological innovation does not have a direct or significant impact on fishermen's welfare or empowerment. The research emphasizes the importance of strengthening public services and community empowerment programs to support fishermen, suggesting that technological innovations alone may not be effective without adequate support and integration.

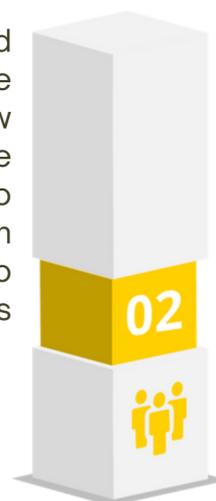
### Issue of Study

The research addresses the challenges faced by fishermen in East Luwu Regency, where limited access to public services and low adoption of technological innovations have hindered their welfare. The study seeks to understand how these factors, along with community empowerment, contribute to improving the economic and social conditions of fishermen in the region.



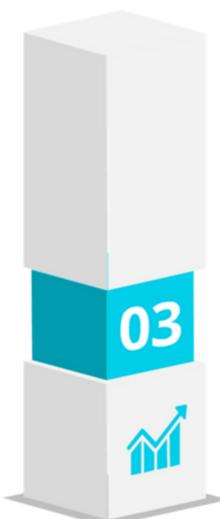
### Research objective

The study aims to analyze the role of public services and technological innovation in enhancing the welfare of fishermen in East Luwu Regency, with community empowerment serving as an intervening variable.



### Methodology

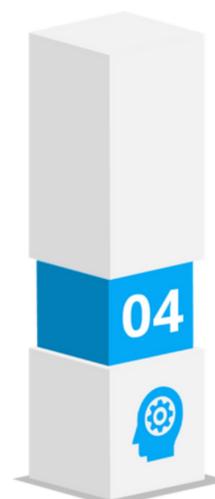
The study uses a quantitative research approach with Structural Equation Modeling (SEM) to analyze the relationships between public services, technological innovation, community empowerment, and fishermen's welfare. Data were collected from 100 respondents using a questionnaire, and the analysis was conducted using the Smart PLS 3 application.



### Key Finding

The study's key findings are:

- Significantly improve the welfare of fishermen both directly and through community empowerment.
- Does not have a significant direct impact on fishermen's welfare or community empowerment.
- Positively influences fishermen's welfare and mediates the relationship between public services and welfare.
- The findings suggest that technological innovations face challenges in the fisheries sector, possibly due to low digital literacy and limited access to adequate technology among fishermen.
- The study recommends that the government focus on improving public services and community empowerment programs, alongside efforts to enhance the accessibility and adoption of technology, to better support fishermen's welfare.



# THE INFLUENCE OF GOVERNMENT POLICY IN THE AGRITOURISM SECTOR ON THE ENHANCEMENT OF GRAPE FARMERS' SALES PROMOTION WITH INFRASTRUCTURE AS A MODERATING VARIABLE

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## SUMMARY OF STUDY

The study explores how government policies in the agritourism sector impact the sales promotion of grape farmers in Luwu Regency, Indonesia. It specifically examines the roles of budgeting, regulation, and services, and investigates whether infrastructure moderates these effects. The research finds that while government regulation significantly enhances farmers' sales promotion, budget and service policies do not have a significant impact. Moreover, infrastructure significantly moderates the relationship between budget policies and sales promotion, but not between regulation or service policies and sales promotion.

### Issue of Study

01

The research addresses the challenge of improving sales promotion for grape farmers in the context of agritourism. The study seeks to determine how various government policies impact sales promotion and whether infrastructure can amplify these effects. The research is motivated by the need to enhance the effectiveness of government interventions in the agricultural sector, particularly in regions where tourism and agriculture intersect.

### Research objective

02

The objective of the study is to analyze the influence of government policies, including budgeting, regulation, and services, on the sales promotion of grape farmers in the agritourism sector. Additionally, the study aims to assess the moderating effect of infrastructure on these relationships to understand how infrastructure might enhance the effectiveness of these policies.

### Methodology

03

The study employs a quantitative research design using a survey method to collect data from grape farmers in Padang Kamburi Village, Luwu Regency. A total of 120 grape farmers participated in the survey. Data was analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach to test the relationships between government policies, infrastructure, and sales promotion.

### Key Finding

04

- The study finds that government regulation significantly positively affects the sales promotion of grape farmers. This suggests that effective regulations can create a supportive environment that boosts farmers' marketing efforts.
- Contrary to expectations, the study finds that government budgeting and service policies do not significantly impact sales promotion. This indicates that these policies may not be adequately targeted or effectively implemented to drive sales improvements.
- Infrastructure significantly moderates the relationship between government budgeting policies and sales promotion, meaning that good infrastructure can enhance the positive effects of budget allocations on sales. However, infrastructure does not significantly moderate the effects of regulation or service policies on sales promotion.
- The study concludes that while government regulations are crucial for enhancing grape farmers' sales promotion, infrastructure plays a key role in maximizing the benefits of budget policies. The findings suggest that more targeted and well-implemented government interventions, combined with adequate infrastructure, are essential for improving the agritourism sector's effectiveness in supporting farmers.

# EFFECTIVENESS OF GOVERNMENT INTERVENTION IN INCREASING VASECTOMY ACCEPTANCE IN EAST LUWU DISTRICT

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## SUMMARY OF STUDY

The study examines the effectiveness of government interventions aimed at increasing vasectomy acceptance among men in East Luwu District. Despite the efforts, including educational campaigns, counseling, and financial incentives, vasectomy acceptance remains low. The study identifies key factors influencing this outcome, such as knowledge about vasectomies, attitudes towards contraception, and social stigma. The findings indicate that while knowledge and social stigma have a significant impact on vasectomy acceptance, attitudes towards contraception do not significantly affect the decision to undergo the procedure.

1

### Issue of Study

The research addresses the issue of low male participation in vasectomy procedures despite various government interventions. The study explores the barriers to vasectomy acceptance, including lack of knowledge, negative attitudes, and social stigma, which hinder the success of family planning programs that rely on male participation.

2

### Research objective

The objective of the study is to assess the effectiveness of government interventions in increasing male participation in vasectomies and to identify the factors that support or hinder vasectomy acceptance in East Luwu District.

3

### Methodology

The study uses a quantitative approach, employing a survey method to collect data from men aged 25-50 years who are married. The sample size was determined using the MoE formula, resulting in 100 respondents. Data was analyzed using descriptive and inferential statistics with the SmartPLS statistical tool. The analysis focused on the relationships between knowledge, attitudes, social stigma, and vasectomy acceptance.

4

### Key Finding

- Knowledge about vasectomies has a positive and significant impact on vasectomy acceptance. Educating men about the procedure, its benefits, and risks can increase acceptance.
- Attitudes towards contraception have a positive but not significant impact on vasectomy acceptance, indicating that positive attitudes alone are insufficient to drive acceptance.
- Social stigma has a significant positive effect on vasectomy acceptance, suggesting that addressing stigma through education and community support can enhance acceptance rates.
- The study concludes that more effective strategies are required to overcome the barriers to vasectomy acceptance, including targeted education and efforts to reduce social stigma associated with the procedure.

# CHAPTER 2

# CONSUMER BEHAVIOUR

# CUSTOMER REVISIT DECISION AND SATISFACTION AS A CONSEQUENCE OF MARKETING MIX AND SERVICE QUALITY

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## SUMMARY OF STUDY

The study investigates the impact of the marketing mix and service quality on customer satisfaction and their decision to revisit hotels in Malili, East Luwu Regency. The research shows that both the marketing mix and service quality have significant positive effects on customer satisfaction, which in turn influences their decision to revisit. However, while service quality directly impacts customer satisfaction, it does not significantly affect the decision to revisit without the mediation of satisfaction.

1

### Issue of Study

The research addresses the challenge of maintaining high levels of customer satisfaction and ensuring repeat visits in a competitive hotel industry. The study focuses on how the components of the marketing mix (product, price, place, promotion) and service quality can be optimized to improve customer satisfaction and, subsequently, the likelihood of customers revisiting the hotel.

2

### Research objective

The objective of the study is to determine how the marketing mix and service quality influence customers' decisions to revisit hotels, with customer satisfaction acting as an intervening variable. The study aims to provide insights that can help hotel managers in Malili, East Luwu Regency, enhance customer satisfaction and loyalty.

3

### Methodology

The study uses a quantitative research approach, collecting data through questionnaires distributed to 100 respondents who have stayed in hotels in Malili, East Luwu Regency. The data were analyzed using the SmartPLS statistical tool, with tests for validity, reliability, and hypothesis testing conducted to examine the relationships between the marketing mix, service quality, customer satisfaction, and revisit decisions.

4

### Key Finding

- The marketing mix has a direct positive and significant impact on both customer satisfaction and the decision to revisit. Elements such as product quality, pricing strategies, strategic location, and effective promotions contribute to higher satisfaction and increased likelihood of repeat visits.
- Service quality significantly influences customer satisfaction, but its direct impact on the decision to revisit is not significant. This suggests that while high service quality enhances satisfaction, other factors may play a more critical role in influencing customers' decisions to return.
- Customer satisfaction positively influences the decision to revisit, serving as a crucial mediator between the marketing mix, service quality, and revisit decisions. Satisfied customers are more likely to return to the same hotel.
- The study concludes that hotel managers should focus on improving both the marketing mix and service quality to enhance customer satisfaction, which in turn will increase the likelihood of repeat visits. This approach is essential for building long-term customer loyalty and improving the competitiveness of hotels in the region.



# THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

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## SUMMARY OF STUDY

The article examines the impact of service quality on customer loyalty, with customer satisfaction acting as a mediating factor, specifically in the context of the Memet Las and Dico Workshop in Palopo City. The study finds that high service quality significantly enhances customer satisfaction, which in turn strengthens customer loyalty. The research emphasizes the importance of consistently delivering quality service to maintain customer satisfaction and foster long-term loyalty.

### Issue of Study

01

The research addresses the challenge of maintaining and increasing customer loyalty in a competitive market, where service quality is critical. Despite providing good service, the Memet Las and Dico Workshop still faces customer complaints, suggesting a gap between service delivery and customer expectations. The study investigates whether improving service quality can bridge this gap by increasing customer satisfaction and, consequently, customer loyalty.

### Research objective

02

The study aims to analyze how service quality influences customer loyalty through the mediating role of customer satisfaction at the Memet Las and Dico Workshop in Palopo City.

### Methodology

03

The study uses a quantitative descriptive method, utilizing a survey approach. Data were collected through questionnaires distributed to 96 customers of the Memet Las and Dico Workshop. The research employed SmartPLS for statistical analysis to test the hypotheses concerning the relationships between service quality, customer satisfaction, and customer loyalty.

### Key Finding

04

The study's key findings are:

- Service Quality has a positive and significant effect on customer satisfaction. The better the perceived service quality, the more likely customers are to be satisfied.
- Customer Satisfaction has a directly influences customer loyalty. Satisfied customers are more likely to return and recommend the service to others.
- Customer satisfaction acts as a crucial mediator between service quality and customer loyalty. High service quality enhances satisfaction, which then promotes loyalty.
- The study suggests that to enhance customer loyalty, the workshop should focus on consistently improving service quality across various dimensions, such as reliability, responsiveness, and empathy.

# ONLINE PURCHASE DECISIONS AND CONSUMER TRUST AS THE IMPACT OF SOCIAL MEDIA PROMOTIONS AND ELECTRONIC SERVICE QUALITY

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## SUMMARY OF STUDY

The study examines the influence of social media promotions and electronic service quality on online purchasing decisions, with consumer trust acting as a mediating variable. The research finds that both social media promotions and electronic service quality positively impact consumer trust, which in turn significantly influences online purchasing decisions. The study highlights the importance of effective social media strategies and high-quality e-services in building consumer trust and driving online sales.

1

### Issue of Study

The study addresses the challenge of understanding the factors that drive online purchasing decisions in the rapidly evolving e-commerce industry. With the growing importance of social media and electronic services in influencing consumer behavior, the research investigates how these elements impact consumer trust and, subsequently, their purchasing decisions. The study is motivated by the need to optimize digital marketing strategies and enhance service quality to improve customer satisfaction and sales outcomes.

2

### Research objective

The objective of the study is to analyze how social media promotions and electronic service quality affect online purchasing decisions, focusing on the mediating role of consumer trust. The research aims to provide insights into the mechanisms through which these factors influence consumer behavior in the e-commerce sector.

3

### Methodology

The study employs a quantitative research approach, utilizing a survey method to collect data from 100 active e-commerce users in Malili, East Luwu Regency. Data was analyzed using multiple linear regression and path analysis to test both direct and indirect relationships between the variables. The analysis was conducted using SmartPLS software, focusing on the effects of social media promotions and electronic service quality on consumer trust and online purchasing decisions.

4

### Key Finding

- The study finds that social media promotions have a positive and significant impact on consumer trust and online purchasing decisions. Engaging and well-crafted promotional content on social media platforms helps build consumer trust, leading to increased likelihood of purchase.
- Electronic service quality also has a positive and significant influence on consumer trust, which in turn affects online purchasing decisions. However, the direct impact of electronic service quality on purchasing decisions is less significant, indicating that its primary role is in building trust rather than directly driving sales.
- Consumer trust is a critical mediator in the relationship between both social media promotions and electronic service quality with online purchasing decisions. Trust increases consumers' confidence in the e-commerce platforms, making them more likely to complete a purchase.



# THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

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## SUMMARY OF STUDY

The article examines the impact of service quality on customer loyalty, with customer satisfaction acting as a mediating factor, specifically in the context of the Memet Las and Dico Workshop in Palopo City. The study finds that high service quality significantly enhances customer satisfaction, which in turn strengthens customer loyalty. The research emphasizes the importance of consistently delivering quality service to maintain customer satisfaction and foster long-term loyalty.

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### Research objective

02

The study aims to analyze how service quality influences customer loyalty through the mediating role of customer satisfaction at the Memet Las and Dico Workshop in Palopo City.

### Methodology

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The study uses a quantitative descriptive method, utilizing a survey approach. Data were collected through questionnaires distributed to 96 customers of the Memet Las and Dico Workshop. The research employed SmartPLS for statistical analysis to test the hypotheses concerning the relationships between service quality, customer satisfaction, and customer loyalty.

### Key Finding

04

The study's key findings are:

- Service Quality has a positive and significant effect on customer satisfaction. The better the perceived service quality, the more likely customers are to be satisfied.
- Customer Satisfaction has a directly influences customer loyalty. Satisfied customers are more likely to return and recommend the service to others.
- Customer satisfaction acts as a crucial mediator between service quality and customer loyalty. High service quality enhances satisfaction, which then promotes loyalty.
- The study suggests that to enhance customer loyalty, the workshop should focus on consistently improving service quality across various dimensions, such as reliability, responsiveness, and empathy.

# BRAND IMAGE, BRAND TRUST, INTIMACY AND CONSUMER COMMITMENT IN CULINARY TOURS RELATIONSHIP

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## SUMMARY OF STUDY

The study focuses on analyzing the impact of brand image and brand trust on consumer commitment in the context of North Luwu culinary tourism. It also examines how intimacy acts as a mediator between brand image, brand trust, and consumer commitment. The study surveyed 107 consumers and used SEM analysis through Smart PLS 3.0 software. The findings indicate that both brand image and brand trust positively influence intimacy, which in turn strengthens consumer commitment. Intimacy serves as a significant mediator between brand trust and consumer commitment, but not between brand image and consumer commitment.

1

### Issue of Study

The research issue addressed the growing competition in culinary tourism and the challenge for business owners to retain consumer commitment. The study focused on understanding how brand image, brand trust, and intimacy contribute to consumer loyalty and repeated visits, which are essential for sustaining growth in the culinary tourism industry.

2

### Research objective

The objective of this study was to analyze the effect of brand image and brand trust on consumer commitment and to explore the mediating role of intimacy in these relationships within the North Luwu culinary tourism context.

3

### Methodology

The study used Structural Equation Modeling (SEM) with the help of Smart PLS 3.0 software to analyze the relationships between brand image, brand trust, intimacy, and consumer commitment. A sample of 107 respondents, who had visited North Luwu culinary tours, was selected using purposive sampling. Data collection was done through an online survey. Validity, reliability, and model fit tests were conducted to ensure the robustness of the findings.

4

### Key Finding

- Brand image and brand trust have significant and positive effects on intimacy.
- Intimacy positively influences consumer commitment.
- Intimacy significantly mediates the relationship between brand trust and consumer commitment, but not between brand image and consumer commitment.
- Brand trust plays a crucial role in fostering intimacy, which enhances consumer loyalty and commitment to culinary tourism in North Luwu.

# THE INFLUENCE OF PROMOTION AND PRODUCT QUALITY ON CUSTOMER LOYALTY THROUGH PURCHASING DECISIONS AS AN INTERVENING VARIABLE

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## SUMMARY OF STUDY

This article investigates the relationship between personnel management information systems (PMIS), human resource (HR) competence, and system user satisfaction, focusing on how promotion service quality acts as a mediating factor. It explores how effective implementation of PMIS and HR competency impacts user satisfaction through the quality of promotion services. The study highlights the importance of integrating technology with HR practices to enhance employee performance and organizational efficiency.

1

### Issue of Study

The research addresses the issue of how well personnel management information systems and HR competencies can impact system user satisfaction in an organization. Specifically, it explores the challenges of ensuring that the implementation of such systems and HR practices translates into improved service quality and user satisfaction, which are critical for the success of organizational operations.

2

### Research objective

The study aims to analyze the influence of PMIS and HR competence on system user satisfaction, with promotion service quality as an intervening variable. The primary goal is to determine how these factors contribute to improving overall organizational performance by enhancing the satisfaction of system users.

3

### Methodology

The study adopts a quantitative research methodology. Data was collected via questionnaires distributed to respondents who use the personnel management information systems within their organizations. The study employed statistical methods to analyze the data, assessing the relationships between PMIS, HR competence, promotion service quality, and user satisfaction.

4

### Key Finding

The study found that both PMIS and HR competence significantly influence system user satisfaction, but their impact is mediated by the quality of promotion services. This means that while technology and HR skills are important, their effectiveness in improving user satisfaction depends on the quality of the services provided during promotions. Organizations need to focus on both system implementation and service quality to enhance user satisfaction and overall performance.

# BRAND IMAGE, BRAND TRUST, INTIMACY AND CONSUMER COMMITMENT IN CULINARY TOURS RELATIONSHIP

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## SUMMARY OF STUDY

The article investigates the relationships between brand image, brand trust, intimacy, and consumer commitment within the context of culinary tourism in North Luwu. The study highlights how brand image and trust influence consumer commitment, with intimacy acting as a mediating factor. The research findings suggest that both brand image and trust have a significant positive impact on consumer commitment, and intimacy strengthens this relationship.

### Issue of Study

01

The research addresses the challenge of sustaining consumer commitment in the highly competitive culinary tourism sector. The study explores whether brand image and brand trust alone can secure consumer commitment or if intimacy, representing emotional closeness and personal connection, plays a crucial role in reinforcing consumer loyalty and commitment.

### Research objective

02

The objective of the study is to analyze the effect of brand image and brand trust on consumer commitment and to examine the mediating effect of intimacy in the relationship between brand image, brand trust, and consumer commitment in the context of culinary tourism in North Luwu.

### Methodology

03

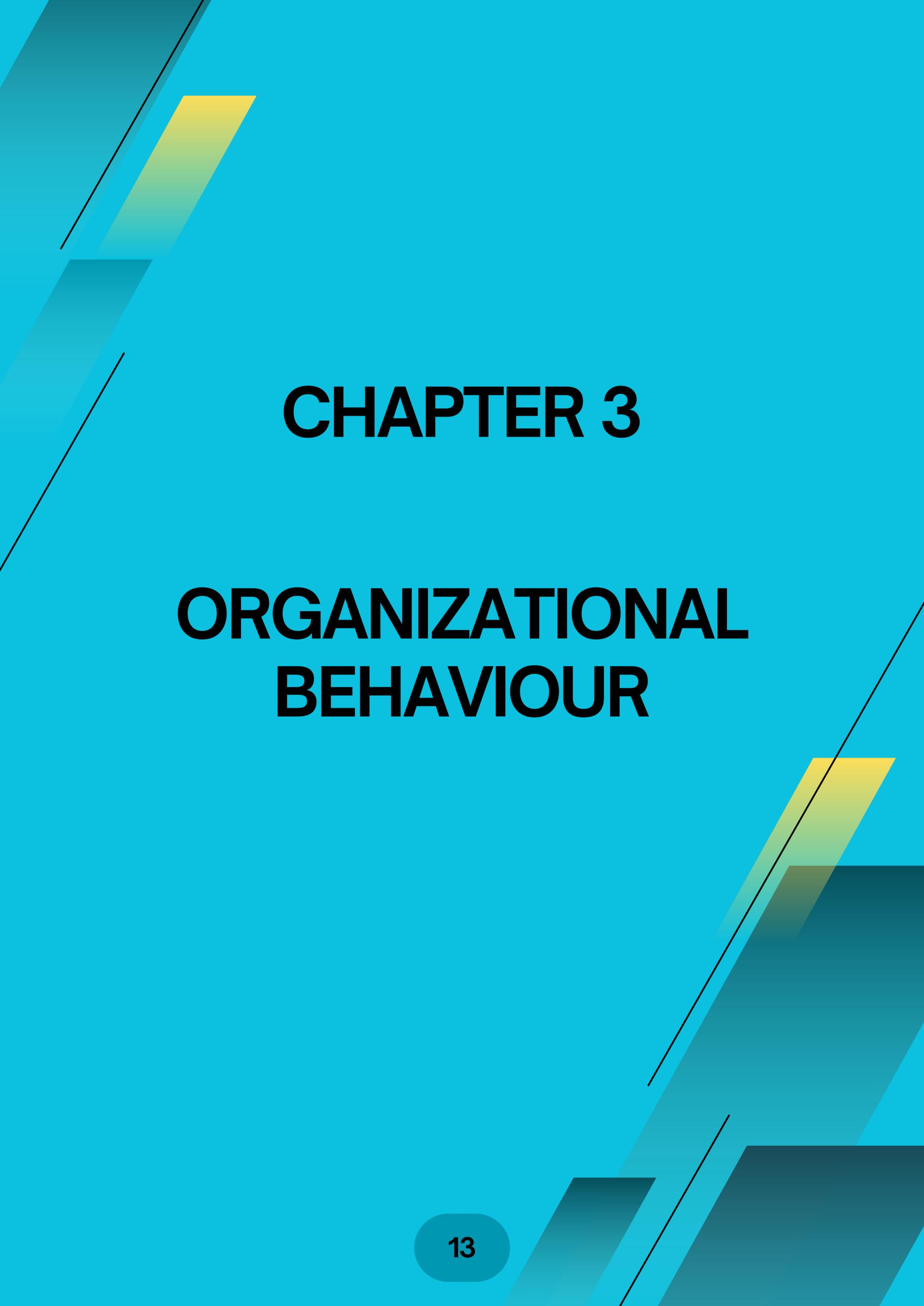
The study uses a quantitative approach with the Structural Equation Modeling (SEM) method, analyzed through Smart PLS 3.0 software. The population comprises consumers who have visited culinary tours in North Luwu, with a sample size of 107 respondents. The respondents were selected using purposive sampling, targeting those with prior experience and multiple visits to the culinary sites. Data was collected through an online survey.

### Key Finding

04

The study's key findings are:

- Brand Image has a significant and positive influence on intimacy, which in turn positively affects consumer commitment.
- Brand Trust also positively influences intimacy and consumer commitment, with intimacy acting as a mediator in this relationship.
- Intimacy significantly enhances consumer commitment, making it a crucial factor in maintaining long-term relationships with consumers.
- However, the indirect effect of brand image on consumer commitment through intimacy was not significant, suggesting that while intimacy strengthens the relationship, its impact may vary depending on the context.



# **CHAPTER 3**

# **ORGANIZATIONAL BEHAVIOUR**



# THE ROLE OF LEADERSHIP, TRAINING AND SURVEILLANCE ON EMPLOYEES' JOB PERFORMANCE

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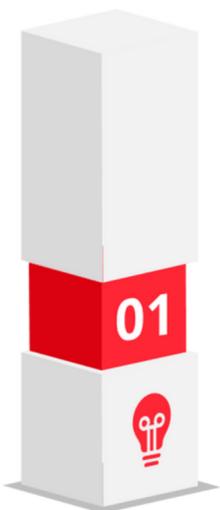
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## SUMMARY OF STUDY

The article examines the impact of leadership training and surveillance on the job performance of the State Civil Apparatus (ASN) working in the general financial department of Luwu Timur district, South Sulawesi, Indonesia. The study highlights the importance of effective leadership and continuous surveillance in enhancing the commitment and performance of employees. The findings suggest that both leadership training and surveillance positively influence job performance, thereby improving the overall efficiency of public service delivery.

### Issue of Study

The research addresses the challenge of improving the job performance of ASNs, which is crucial for effective public service delivery. The study explores how leadership training and surveillance can be utilized to enhance the commitment, discipline, and overall performance of ASNs, which is essential for achieving good governance.



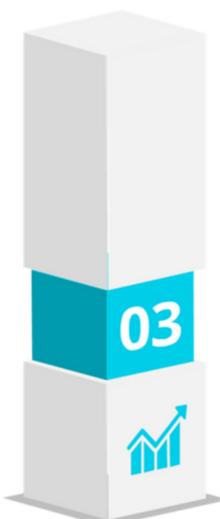
### Research objective

The study aims to identify the impact of leadership training and surveillance on the performance of the State Civil Apparatus (ASN), focusing on those working in the general financial department.



### Methodology

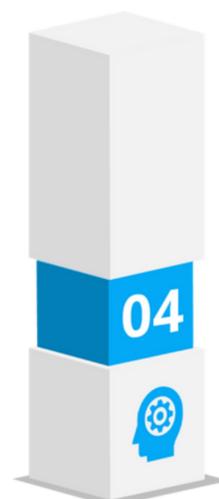
The study employs a descriptive analysis approach using quantitative methods. The sample consists of 211 ASN employees from the general financial department of Luwu Timur district. Data were collected through surveys, and Structural Equation Modeling (SEM) was used to test the research hypotheses and analyze the relationships between leadership training, surveillance, and job performance.



### Key Finding

The study's key findings are:

- Leadership Training has a positive and significant effect on employees' organizational surveillance, indicating that well-trained leaders contribute to more effective monitoring and management of employees.
- Surveillance significantly impacts employees' job performance, suggesting that continuous monitoring and adherence to established procedures enhance job performance.
- The combination of leadership training and effective surveillance leads to improved job performance among ASNs, supporting the idea that leadership development and accountability mechanisms are critical for enhancing public service efficiency.



# THE INFLUENCE OF SELF-EFFICACY AND JOB SATISFACTION ON CAREER DEVELOPMENT THROUGH ORGANIZATIONAL CITIZENSHIP BEHAVIOR

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## SUMMARY OF STUDY

The study explores how self-efficacy and job satisfaction influence career development, with a particular focus on the mediating role of Organizational Citizenship Behavior (OCB). Conducted among employees of the East Luwu Regency Regional Government, the research finds that while self-efficacy positively affects OCB, it does not directly influence career development. Job satisfaction, on the other hand, significantly impacts both OCB and career development. The study highlights that OCB acts as a critical mediator in the relationship between these factors and career development.

### Issue of Study

01

The research addresses the challenge of understanding the factors that contribute to career development within the public sector. Specifically, it investigates how self-efficacy and job satisfaction drive OCB, which in turn influences career development. The study is motivated by the need to enhance employee performance and satisfaction, thereby improving overall organizational effectiveness.

### Research objective

02

The objective of the study is to determine the extent to which self-efficacy and job satisfaction influence career development, with Organizational Citizenship Behavior (OCB) serving as a mediating variable. The research aims to provide insights into how these factors interplay to affect the career trajectories of employees within the public sector.

### Methodology

03

The study uses a quantitative approach, employing a survey method to collect data from 100 employees in the East Luwu Regency Regional Government. The data was analyzed using Structural Equation Modeling (SEM) to test the direct and indirect relationships between the variables. The validity and reliability of the constructs were verified using Confirmatory Factor Analysis (CFA).

### Key Finding

04

- Self-efficacy has a positive and significant effect on OCB but does not significantly impact career development directly. This suggests that while confidence in one's abilities enhances pro-social behaviors in the workplace, it may not directly translate into career advancement
- Job satisfaction significantly influences both OCB and career development. Employees who are satisfied with their jobs are more likely to engage in behaviors that benefit the organization and experience career growth.
- OCB positively impacts career development, serving as a mediator between self-efficacy, job satisfaction, and career growth. Employees who exhibit high levels of OCB are more likely to advance in their careers.



# THE INFLUENCED OF WORK DISCIPLINE, REWARDS, AND EMPLOYEE COMPETENCE ON EMPLOYEE PERFORMANCE: A STUDY AT THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION OF EAST LUWU REGENCY

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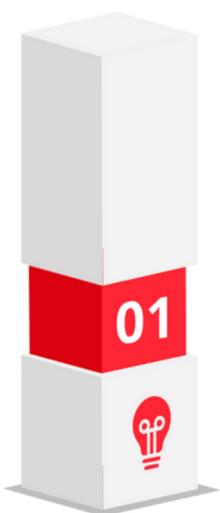
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## SUMMARY OF STUDY

The study investigates the impact of work discipline, rewards, and employee competence on employee performance at the Department of Population and Civil Registration in East Luwu Regency. The research finds that work discipline and rewards have a significant positive impact on employee performance, while employee competence does not show a significant effect. This highlights the importance of maintaining discipline and providing appropriate rewards to enhance employee performance in government institutions.

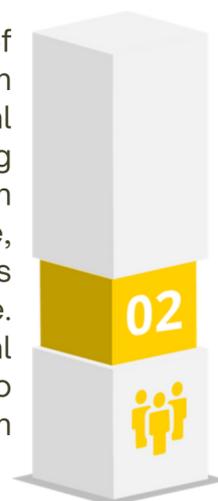
### Issue of Study

The research addresses the challenge of improving employee performance in government organizations. Given the critical role of human resources in achieving organizational goals, the study focuses on how factors such as work discipline, employee competence, and rewards influence employee performance. Understanding these relationships is essential for developing effective strategies to enhance productivity and service delivery in government institutions.



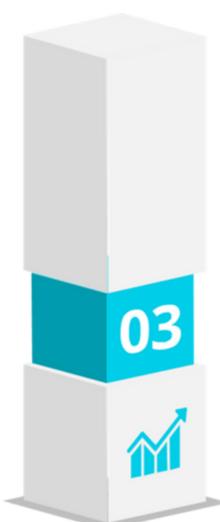
### Research objective

The objective of the study is to determine whether work discipline, employee competence, and rewards have a positive and significant impact on employee performance at the Population and Civil Registration Office of East Luwu Regency.



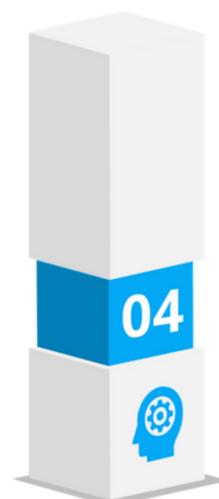
### Methodology

The study uses a quantitative research approach, employing a survey method with a sample of 73 employees from the Department of Population and Civil Registration of East Luwu Regency. Data was collected through questionnaires, and the analysis was conducted using variance-based Structural Equation Modeling (VB-SEM) with the SmartPLS software. The study assessed the validity and reliability of the measurement model before testing the hypotheses.



### Key Finding

- The study finds that work discipline has a significant positive impact on employee performance. Employees who adhere to organizational rules and standards tend to perform better, contributing positively to overall organizational effectiveness.
- Rewards also have a significant positive effect on employee performance. Recognizing and rewarding employees for their achievements motivates them to maintain or improve their performance.
- Unlike the other two variables, employee competence does not have a significant impact on performance in this study. This suggests that while competence is necessary, it may not be sufficient on its own to drive performance improvements.
- The combined influence of work discipline, rewards, and competence accounts for 67% of the variation in employee performance, indicating that these factors together play a substantial role in determining performance outcomes.



# DEVELOPMENT THE FUTURE OF MSMES: TECHNOPRENEURSHIP STRATEGIES FOR INNOVATION AND COMPETITIVE ADVANTAGE

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## SUMMARY OF STUDY

The study focuses on how technopreneurship, or technology-based entrepreneurship, can drive innovation and enhance the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The study explores how technology adoption can improve operational efficiency, market reach, and sustainability for MSMEs, while also addressing the challenges of limited access to technology, lack of digital skills, and the need for sustainable business practices.

### Issue of Study

01

The study addresses the issue of MSMEs facing challenges such as limited access to technology, capital, and markets, which hinder their growth and sustainability. The research seeks to understand how technopreneurship can provide a solution to these challenges by integrating technology into business processes and strategies, promoting long-term sustainability.

### Research objective

02

The objective of the study is to analyze the implementation of technopreneurship as a strategy for the development of MSMEs, aiming to enhance their innovation, competitiveness, and sustainability in the global market. The study also aims to explore the challenges MSMEs face in adopting technology and to identify effective strategies to overcome these challenges.

### Methodology

03

The study employs a qualitative approach, using case studies of MSMEs in Palopo, Indonesia. Data were collected through in-depth interviews with MSME practitioners, field observations, and document analysis. The study also includes a literature review on the concepts of technopreneurship, MSMEs, and sustainable business practices.

### Key Finding

04

- MSMEs that adopt technopreneurship strategies can innovate in products, services, and processes, improving operational efficiency and expanding market reach.
- MSMEs face barriers such as limited access to technology, insufficient digital skills, and financial constraints.
- The adoption of technopreneurship can drive more sustainable business practices, helping MSMEs reduce environmental impacts and improve social responsibility.
- Successful implementation of technopreneurship depends on government support, access to technology, and building entrepreneurial capacity

# INFLUENCE OF ORGANIZATIONAL CULTURE, EMPLOYEE DEVELOPMENT, AND COMMUNICATION ON RETENTION VIA JOB SATISFACTION

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## SUMMARY OF STUDY

The study investigates how organizational culture, employee development, and internal communication influence employee retention, with job satisfaction serving as a mediating variable. The findings indicate that organizational culture significantly impacts job satisfaction, which in turn positively affects employee retention. However, the direct effects of employee development and internal communication on job satisfaction and retention are not statistically significant. Job satisfaction mediates the relationship between organizational culture and employee retention, highlighting its importance in fostering employee loyalty.

### Issue of Study

01

The research addresses the challenge of employee retention in organizations, particularly in the manufacturing sector. Employee turnover is a critical issue that affects organizational performance and continuity. The study seeks to understand how elements such as organizational culture, development initiatives, and communication practices influence employees' decisions to stay with their current employers, and how job satisfaction plays a role in this process.

### Research objective

02

The objective of the study is to analyze the impact of organizational culture, employee development, and internal communication on employee retention, with a specific focus on the mediating role of job satisfaction. The research aims to provide insights into how these factors contribute to retaining talent within organizations.

### Methodology

03

The study uses a quantitative research approach, collecting data through structured questionnaires from 300 employees in the manufacturing sector in Indonesia. The analysis was conducted using multiple regression and path analysis to explore the relationships between the variables. Validity and reliability tests were performed to ensure the accuracy and consistency of the data.

### Key Finding

04

- The study finds that organizational culture has a significant positive effect on job satisfaction, which in turn enhances employee retention. This indicates that a strong, positive culture within an organization is crucial for keeping employees satisfied and committed.
- While employee development shows a positive relationship with job satisfaction, the effect is not statistically significant. This suggests that development programs alone may not be sufficient to directly influence job satisfaction or retention.
- The impact of internal communication on job satisfaction and retention is minimal and not statistically significant, indicating that other factors may play a more significant role in influencing these outcomes.
- Job satisfaction is a key factor that positively influences employee retention. The study confirms that job satisfaction mediates the relationship between organizational culture and employee retention, emphasizing its importance in retaining employees.
- The study concludes that to improve employee retention, organizations should focus on cultivating a strong organizational culture that enhances job satisfaction. While development programs and communication are important, their direct impact on retention may be limited without the presence of job satisfaction. Therefore, efforts to retain employees should prioritize strategies that boost satisfaction within the workplace.

# THE EFFECT OF INCOME, CAREER DEVELOPMENT, AND LOCATION OF DUTY PLACE ON CIVIL SERVANT ENTRY MUTATION IN GOVERNMENT AGENCIES EAST LUWU REGENCY

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## SUMMARY OF STUDY

The study explores how income, career development, and the location of duty influence the entry mutations (job transfers) of civil servants in East Luwu Regency government agencies. The findings show that all three factors—income, career development, and location of duty—significantly impact the decision of civil servants to request a job transfer. The study emphasizes the importance of these factors in managing employee retention and organizational stability.

### Issue of Study

The research addresses the challenge of maintaining a stable workforce in government agencies, particularly in the context of civil servant mutations. Mutations, or job transfers, can disrupt organizational stability, increase costs, and affect team morale. The study seeks to understand how income levels, career development opportunities, and the location of duty sites influence civil servants' decisions to request transfers, thereby providing a basis for developing strategies to reduce unwanted mutations.

### Research objective

The objective of the study is to analyze the influence of income, career development, and the location of duty on the entry mutations of civil servants within East Luwu Regency government agencies. The research aims to provide insights into how these factors affect the likelihood of civil servants requesting job transfers and how organizations can better manage and retain their workforce.

### Methodology

The study uses a quantitative research approach, with data collected from 71 civil servants who applied for entry mutations to the East Luwu Regency Government between 2022 and 2024. Data was gathered through questionnaires that were tested for validity and reliability. The analysis was conducted using the variation-based Structural Equation Model (VB-SEM) with the help of SmartPLS software to examine the relationships between income, career development, location of duty, and mutation decisions.

### Key Finding

- The study finds that income has a significant positive effect on civil servant mutations. Civil servants who perceive their income as inadequate are more likely to request job transfers in search of better compensation.
- Career development also has a significant positive impact on mutations. Civil servants who see limited opportunities for career advancement in their current roles are more likely to seek transfers to positions that offer better growth prospects.
- The location of duty is another significant factor influencing mutations. Civil servants who are assigned to less favorable or remote locations are more likely to request transfers to more accessible or desirable locations.
- The study concludes that effective management of these factors is essential for reducing unwanted mutations and retaining a stable workforce in government agencies. Recommendations include ensuring competitive compensation, providing clear career development paths, and considering the location preferences of employees when making assignments.

# THE ROLE OF LEADERSHIP ON EMPLOYEES' JOB PERFORMANCE

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## SUMMARY OF STUDY

The article explores the influence of leadership styles on the job performance of the State Civil Apparatus (ASN) in Luwu East district, South Sulawesi, Indonesia. It highlights how effective leadership, work discipline, and motivation significantly impact employee performance, particularly in government sectors. The study emphasizes that leadership plays a crucial role in enhancing both the motivation and discipline of employees, which in turn improves their overall performance.

### Issue of Study

01

The research addresses the issue of suboptimal performance among ASN employees due to inadequate leadership, lack of motivation, and poor work discipline. The study investigates whether different leadership styles can enhance employee motivation and discipline, ultimately leading to better job performance in the public sector.

### Research objective

02

The study aims to identify the impact of leadership styles, work discipline, and work motivation on the performance of State Civil Apparatus (ASN) employees, focusing on those working in Luwu East district.

### Methodology

03

The study uses a descriptive analysis approach with quantitative methods. The sample consists of 211 ASN employees from the Luwu East district. Data were collected through surveys, and Structural Equation Modeling (SEM) was used to analyze the relationships between leadership styles, work discipline, motivation, and job performance.

### Key Finding

04

The study's key findings are:

- Leadership Style has a positive and significant impact on employee motivation, indicating that effective leadership can boost employees' drive to perform well.
- Work Discipline also positively affects job performance, showing that disciplined employees tend to perform better in their roles.
- Employee Motivation is significantly linked to job performance, highlighting the importance of maintaining high motivation levels among employees to achieve optimal performance.
- The study concludes that a combination of effective leadership, strong work discipline, and high motivation leads to improved job performance among ASN employees.

# FACTORS AFFECTING EMPLOYEE PERFORMANCE IN EAST LUWU REGENCY: WORK MOTIVATION AND JOB TRAINING, THROUGH ORGANIZATIONAL COMMITMENT

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## SUMMARY OF STUDY

The study explores the factors that influence employee performance in East Luwu Regency, focusing on work motivation, job training, and organizational commitment. The research finds that while organizational commitment has a significant positive impact on employee performance, work motivation and job training alone do not significantly affect performance. However, organizational commitment mediates the relationship between job training and performance, enhancing the overall impact of training on performance.

### Issue of Study

01

The study addresses the challenge of improving employee performance in government organizations. Employee performance is critical for achieving organizational goals and delivering quality public services. The research seeks to understand how work motivation, job training, and organizational commitment contribute to employee performance, particularly in the context of public sector organizations in East Luwu Regency.

### Research objective

02

The objective of the study is to analyze the influence of work motivation and job training on employee performance, with organizational commitment serving as a mediating variable. The research aims to provide insights into how these factors interact to improve employee performance in government agencies within East Luwu Regency.

### Methodology

03

The study employs a quantitative research design using a survey approach. Data was collected from 60 employees in government agencies within East Luwu Regency through structured questionnaires. The analysis was conducted using Structural Equation Modeling (SEM) to assess the relationships between work motivation, job training, organizational commitment, and employee performance. Validity and reliability tests were performed to ensure the robustness of the data.

### Key Finding

04

- The study finds that work motivation does not have a significant direct impact on employee performance. This result suggests that other factors may be more influential in determining performance outcomes.
- Similar to work motivation, job training alone does not have a significant direct impact on employee performance. This indicates that training programs may need to be more targeted or better integrated with organizational goals to be effective.
- Organizational commitment significantly influences employee performance, highlighting its critical role in enhancing productivity and work quality. Employees with strong commitment to their organization tend to perform better.
- Organizational commitment mediates the relationship between job training and employee performance, suggesting that the effectiveness of training is enhanced when employees are committed to their organization. However, it does not mediate the relationship between work motivation and performance.



# INFLUENCE OF CAPITAL STRUCTURE AND COMPANY SIZE ON THE COMPANY'S GROWTH IN PT. EMPRESS SIAM GROUP

Rahmayani, Salju, Rahmawati , Goso

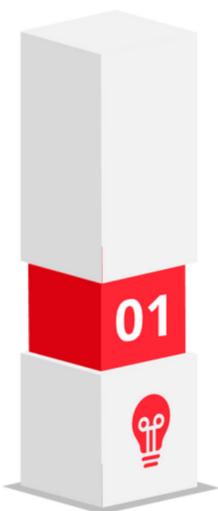
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## SUMMARY OF STUDY

The article examines the impact of capital structure and company size on the growth of PT. Maharani Syam Group, a company in the security services industry. Using quantitative analysis, the study explores how capital structure (e.g., debt and equity) and company size (e.g., number of employees) influence the company's growth. The study finds that both capital structure and company size significantly and positively affect company growth, providing insights into strategic financial management for businesses in the service sector.

### Issue of Study

The study addresses the challenge of ensuring company growth in a competitive business environment, particularly in the service sector. The research focuses on how capital structure and company size impact growth, emphasizing the need for businesses to strategically manage their financial resources and operational capacity to sustain long-term growth.



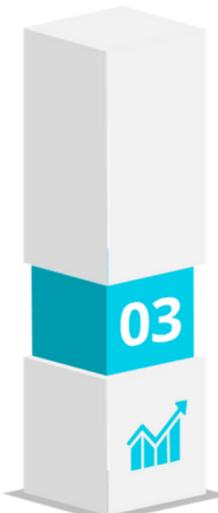
### Research objective

The objective of this study is to analyze the relationship and influence of capital structure and company size on the growth of PT. Maharani Syam Group within the service sector, particularly the security services industry.



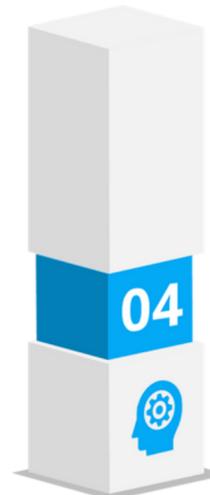
### Methodology

The research uses a quantitative methodology with an associative approach. Data is collected from the company's financial records, including equity, liabilities, and assets from 2021-2023. The study employs Partial Least Squares (PLS) regression analysis using SmartPLS software to assess the relationships between capital structure, company size, and company growth. Validity and reliability tests are conducted to ensure the robustness of the data.



### Key Finding

- Both capital structure and company size have a significant positive influence on the growth of PT. Maharani Syam Group.
- The study demonstrates that businesses with a well-optimized capital structure and larger size are more likely to experience robust growth and profitability.
- The capital structure shows a stronger effect on company growth than company size.
- The study provides empirical evidence supporting the importance of strategic financial management for sustaining growth in the service sector.



# CHAPTER 4

# FINANCIAL MANAGEMENT & ACCOUNTING

# THE IMPACT OF INTELLECTUAL CAPITAL AND INTERNAL CONTROL SYSTEMS ON THE QUALITY OF FINANCIAL REPORTING IN PUBLIC SECTOR ORGANIZATIONS: EAST LUWU REGENCY BKAD CASE STUDY

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## SUMMARY OF STUDY

The study examines the influence of intellectual capital and internal control systems on the quality of financial reporting within the East Luwu Regency's Regional Financial and Asset Management Agency (BKAD). The research finds that while both intellectual capital and internal control systems positively impact the quality of financial reports, their effects are weak and not statistically significant. The study emphasizes the need for continued investment in intellectual capital and the strengthening of internal control systems to improve the quality of financial reporting.

1

### Issue of Study

The research addresses the challenge of ensuring high-quality financial reporting in public sector organizations. Financial reports in the public sector must meet various qualitative characteristics such as relevance, reliability, and comparability. The study investigates how intellectual capital—comprising the knowledge, skills, and experience of employees—and internal control systems contribute to achieving these standards, particularly in the context of regional financial management bodies like BKAD.

2

### Research objective

The objective of the study is to analyze the impact of intellectual capital and internal control systems on the quality of financial reports in public sector organizations, with a focus on the East Luwu Regency BKAD. The study seeks to determine the extent to which these factors influence financial reporting quality and to provide recommendations for enhancing financial governance in public institutions.

3

### Methodology

The study utilizes a quantitative research design, with data collected from secondary sources, including existing records and quarterly reports from BKAD East Luwu Regency. The data was analyzed using SmartPLS software, focusing on validity and reliability tests, discriminant validity, and the direct influence of the variables on the quality of financial reports. The analysis included regression and structural model assessments to evaluate the relationships between intellectual capital, internal control systems, and financial reporting quality.

4

### Key Finding

- The study finds that intellectual capital has a positive but weak influence on the quality of financial reports, with a path coefficient of 0.348 and a P-value of 0.264, indicating that its impact is not statistically significant in this context.
- Similarly, internal control systems have a positive but weak influence on financial reporting quality, with a path coefficient of 0.043 and a P-value of 0.897, also indicating an insignificant effect.
- The combined influence of intellectual capital and internal control systems on financial report quality is weak, as indicated by the R-square value of 0.123. The study suggests that while these factors are important, their current implementation at BKAD East Luwu Regency may require further enhancement to significantly improve financial reporting quality.



# ANALYSIS OF THE IMPLEMENTATION OF ACCOUNTING POLICIES AND RECORDING OF FIXED ASSETS QUALITY OF FINANCIAL REPORTS IN THE EAST LUWU REGIONAL GOVERNMENT

Rachmawaty , Sallju , Rahmawati , Goso

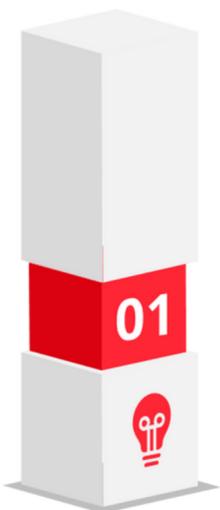
Postgraduate Department, Universitas Muhammadiyah Palopo, Indonesia

## SUMMARY OF STUDY

This study examines the implementation of accounting policies and asset recording practices in the East Luwu Regional Government and their impact on the quality of financial reports. The research identifies issues in classifying expenditures, specifically in differentiating between goods and services expenditures and capital expenditures, which can affect the accuracy of fixed asset recording in financial statements. The study highlights the importance of adherence to Government Accounting Standards (SAP) and accounting policies to ensure the reliability of regional financial reports.

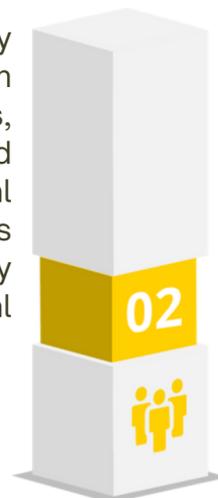
### Issue of Study

The research addresses challenges faced by the East Luwu Regional Government in accurately classifying expenditures, particularly distinguishing between goods and services expenditures and capital expenditures. This misclassification affects the recording of fixed assets and ultimately impacts the quality and fairness of financial reports.



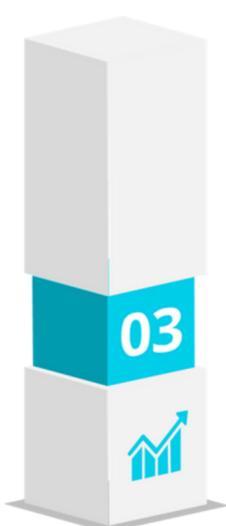
### Research objective

The objective of the study is to analyze how the implementation of accounting policies and asset recording practices influence the quality of financial reports in the East Luwu Regional Government, with a focus on ensuring compliance with Government Accounting Standards (SAP) and improving financial management.



### Methodology

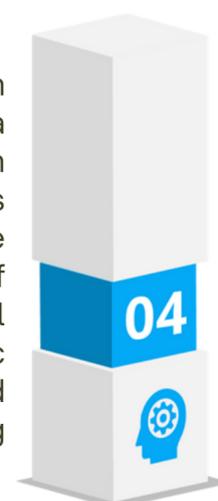
The study uses a qualitative research approach with a descriptive method. Data collection was conducted through observations, interviews with key informants such as the Head of Accounting and the Head of Regional Assets, and analysis of financial reports from the regional government. The study follows a systematic process of data gathering, analysis, and presentation of findings related to accounting policies and asset recording practices.



### Key Finding

The study's key findings are:

- There are issues with the classification of expenditures within the East Luwu Regional Government, leading to errors in fixed asset recording.
- Expenditures for office building maintenance and additional electrical power were misclassified under goods and services instead of capital expenditures, which affected the accuracy of the financial reports.
- The study emphasizes the importance of adhering to Government Accounting Standards (SAP) and regional accounting policies to improve the quality of financial reports and ensure that asset recording practices are accurate and compliant



# ANALYSIS OF THE INFLUENCE OF FINANCIAL LITERACY, FINANCIAL INCLUSION, AND LIFESTYLE ON THE FINANCIAL BEHAVIOR OF GENERATION Z

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## SUMMARY OF STUDY

The article explores how financial literacy, financial inclusion, and lifestyle factors influence the financial behavior of Generation Z in Luwu Raya. Using a quantitative research design and survey methodology, the study finds that all three factors significantly affect the financial behavior of this generation. The research emphasizes the importance of enhancing financial literacy, expanding financial inclusion, and promoting balanced lifestyles for better financial management among Generation Z.

### Issue of Study

01

The study addresses the issue of Generation Z's financial behavior, particularly focusing on their challenges in managing personal finances. The research highlights that a lack of financial literacy, limited financial inclusion, and an unsuitable lifestyle can negatively impact their financial stability. The study investigates how these three variables influence financial behavior, with the goal of identifying ways to improve financial management for this generation.

### Research objective

02

The objective of this study is to analyze the impact of financial literacy, financial inclusion, and lifestyle on the financial behavior of Generation Z. The study aims to understand how these factors contribute to financial decision-making and management among this demographic.

### Methodology

03

The research uses a quantitative approach with a survey method. Data were collected from 200 Generation Z respondents in Luwu Raya through online questionnaires. The study applied multiple linear regression analysis to determine the influence of financial literacy, financial inclusion, and lifestyle on financial behavior. The research utilized statistical tools to analyze the relationship between the independent variables (financial literacy, financial inclusion, and lifestyle) and the dependent variable (financial behavior).

### Key Finding

04

The study's key findings are:

- **Financial Literacy:** Financial literacy has a positive and significant influence on the financial behavior of Generation Z.
- **Financial Inclusion:** Financial inclusion positively impacts financial behavior, indicating that greater access to financial services improves financial management.
- **Lifestyle:** Lifestyle significantly affects financial behavior, with a disciplined lifestyle contributing to better financial management. The research concludes that improving financial literacy, expanding financial inclusion, and promoting balanced lifestyles are essential for fostering better financial behavior among Generation Z.



# DIGITAL FINANCE AND FINANCIAL LITERACY: KEY DRIVERS OF MSME SUCCESS IN EMERGING ECONOMIES

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## SUMMARY OF STUDY

This study examines the impact of Financial Technology (Fintech) and Financial Literacy on the financial performance of Micro, Small, and Medium Enterprises (MSMEs) in Palopo City, Indonesia. The research highlights that both fintech and financial literacy are critical in enhancing MSME financial performance, collectively explaining 79.1% of the variance. The adoption of fintech enables efficient financial management, while financial literacy empowers MSME owners to make informed financial decisions, manage resources effectively, and separate personal and business finances. The study suggests that the synergy between fintech and financial literacy is essential for improving MSME sustainability and growth in emerging economies, offering actionable insights for policymakers and practitioners aiming to support MSME development in the digital era.

### Issue of Study

The study addresses the critical issue of improving the financial performance of Micro, Small, and Medium Enterprises (MSMEs) in Palopo City, Indonesia. Despite the growing adoption of Financial Technology (Fintech) and the recognized importance of financial literacy, many MSMEs still struggle to achieve sustainable financial growth. The study seeks to investigate whether and how fintech and financial literacy contribute to MSMEs' financial success. It highlights the challenge of understanding the specific impacts of these factors on MSMEs' financial performance, particularly in the context of emerging economies where resources and access to digital tools may be limited. The research aims to provide insights into overcoming these challenges by exploring the synergistic effects of fintech and financial literacy on MSMEs.

### Research objective

The primary objective of this study is to examine the influence of Financial Technology (Fintech) and Financial Literacy on the financial performance of Micro, Small, and Medium Enterprises (MSMEs) in Palopo City, Indonesia.

### Methodology

The research employs a quantitative descriptive analysis method and multiple linear regression to analyze data from 60 MSMEs utilizing fintech solutions. This study uses multiple linear regression analysis. This analysis is used to measure the strength of the relationship between two or more independent variables and dependent variables and show the direction of the relationship.

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

Where Y represents MSME Financial Performance, X1 is Financial Technology, X2 is Financial Literacy, and e is the error term.

### Key Finding

**Fintech:** The adoption of fintech significantly enhances MSME financial performance by facilitating seamless transactions, accurate financial record-keeping, and improved access to financial resources.

**Financial Literacy:** Adequate financial literacy enables MSME owners to make informed financial decisions, manage resources effectively, and separate personal and business finances.

**Combined Influence:** The study highlights the synergistic effect of fintech and financial literacy, showing that their combined implementation significantly improves MSME financial performance.

Overall, the research underscores the importance of integrating fintech with financial literacy to foster sustainable growth and success for MSMEs in emerging economies.

# THE INFLUENCE OF FINANCIAL LITERACY AND FINANCIAL CAPABILITY ON FINANCIAL WELLBEING OF SMES IN MALAYSIA

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## SUMMARY OF STUDY

The article investigates how financial literacy (FL) and financial capability (FC) impact the financial well-being (FWB) of small and medium-sized enterprises (SMEs) in Malaysia. The study employs the Stimulus-Organism-Response (SOR) theory to model these relationships. The findings suggest that both FL and FC significantly influence the FWB of SMEs, with FC acting as a moderator in the relationship between FL and FWB. The research underscores the importance of financial literacy and capability in improving the financial health of SME owners, ultimately contributing to the growth and sustainability of their businesses.

### Issue of Study

01

The research focuses on the financial challenges faced by SMEs in Malaysia, particularly in the context of their financial well-being. SMEs are crucial to Malaysia's economy, yet many struggle with financial issues that affect their sustainability. The study investigates how enhancing financial literacy and capability can help SMEs manage financial stress, make better financial decisions, and improve their overall financial health, contributing to their growth and resilience.

### Research objective

02

The objective of this study is to examine the influence of financial literacy (FL) and financial capability (FC) on the financial well-being (FWB) of SMEs in Malaysia. The study also aims to explore the moderating role of FC in the relationship between FL and FWB.

### Methodology

03

The study uses quantitative research methods, with data collected from 231 SME owners in Malaysia. The participants were surveyed using questionnaires that assessed financial literacy, financial capability, and financial well-being. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships between the variables. The measurement model was evaluated for reliability, validity, and discriminant validity before the structural model was assessed.

### Key Finding

04

The study's key findings are:

- Financial literacy (FL) and financial capability (FC) have a significant positive effect on the financial well-being (FWB) of SMEs.
- Financial capability acts as a moderator, strengthening the relationship between financial literacy and financial well-being.
- Among the components of FL, financial attitude and financial knowledge had the strongest impact on FWB, while financial behavior had a weaker effect.
- The study highlights the importance of improving financial literacy and capability among SME owners to enhance their financial health and support the growth and sustainability of their businesses in Malaysia.

# THE INFLUENCE OF BUDGET PLANNING ON FINANCIAL MANAGEMENT AND FINANCIAL PERFORMANCE

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## SUMMARY OF STUDY

The article investigates the impact of budget planning on financial management and financial performance in the context of regional financial management. It focuses on the Regional Finance and Assets Agency of East Luwu Regency, analyzing the relationship between budget planning, financial management, and financial performance. The study highlights the importance of coherent budget strategies and their execution in achieving effective financial management and optimal financial performance.

### Issue of Study

01

The research addresses the challenge of achieving effective financial management and performance in regional financial agencies. Despite the existence of budget planning processes, discrepancies often arise between planned budgets and actual implementation, leading to questions about the effectiveness of these plans. The study seeks to understand how budget planning impacts financial management and performance, particularly in the presence of budget disparities.

### Research objective

02

The objective of the study is to explore the influence of budget planning on financial management and financial performance within the Regional Finance and Assets Agency of East Luwu Regency. The research aims to identify the significance of budget planning in improving financial management practices and enhancing overall financial performance.

### Methodology

03

The study employs a quantitative research methodology, using Partial Least Squares (PLS) analysis to examine the relationship between budget planning, financial management, and financial performance. The analysis is conducted on data from 2021-2023, encompassing four programs and 14 activities within the Regional Finance and Assets Agency. The research uses the Priority of the Parallel Budget Ceiling (PPAS), Budget Disclosure Document (DPA), and Budget Realization Report (LRA) as key indicators for assessing budget planning, financial management, and performance.

### Key Finding

04

The study's key findings are:

- Budget planning positively influences both financial management and financial performance, but the impact on financial management is more pronounced.
- The study reveals significant budget disparities between the planned budget (PPAS) and the actual budget implementation (DPA and LRA).
- The results suggest that while budget planning is crucial, other factors may moderate its effectiveness in achieving desired financial outcomes.
- The research highlights the importance of aligning budget planning with actual financial management practices to enhance overall financial performance.

# ANALYSIS OF THE INFLUENCE OF FINANCIAL LITERACY AND FINANCIAL INCLUSION ON IMPROVING THE PERFORMANCE OF MSMEs IN INDONESIA

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## SUMMARY OF STUDY

This study explores the relationship between financial literacy, financial inclusion, and the performance of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. Using a quantitative approach, data were collected from 380 MSMEs to assess how financial literacy and financial inclusion impact business performance. The results indicate that both factors have a positive and significant influence on MSME performance, with a combined effect that further enhances business outcomes. The study emphasizes the need for integrated policies to improve both financial literacy and financial inclusion to support the growth and sustainability of MSMEs.

1

### Issue of Study

The research addresses the challenges faced by MSMEs in Indonesia, particularly the lack of financial literacy and limited access to financial services. These limitations hinder MSMEs from effectively managing their finances, accessing capital, and growing their businesses. The study investigates how improving financial literacy and inclusion can help overcome these challenges and improve business performance.

2

### Research objective

The study aims to analyze the influence of financial literacy and financial inclusion on the performance of MSMEs in Indonesia, with the goal of identifying strategies to improve these areas to enhance MSME performance and contribute to economic growth.

3

### Methodology

The study uses a quantitative research design with a cross-sectional survey approach. Data were collected from 380 MSMEs through structured questionnaires. Financial literacy and financial inclusion were measured using 5-point Likert scales, and data were analyzed using descriptive analysis, Pearson correlation, and multiple regression analysis. The study also conducted reliability and validity tests to ensure the accuracy of the findings.

4

### Key Finding

- The study found that financial literacy has a positive and significant impact on MSME performance. MSMEs with better financial literacy are more capable of managing finances, making informed decisions, and planning strategically.
- Financial inclusion also positively influences MSME performance by providing access to necessary financial services, capital, and risk management tools.
- The combination of financial literacy and financial inclusion has a synergistic effect on MSME performance, highlighting the importance of a holistic approach in improving both areas simultaneously.

# INTEGRATING FRAMEWORK OF FINANCIAL WELL-BEING AMONG MICRO-ENTREPRENEURS

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## SUMMARY OF STUDY

This study focuses on understanding the financial well-being (FWB) of micro-entrepreneurs in Malaysia, particularly in the post-COVID-19 context. It identifies major factors affecting FWB such as psychological factors, financial literacy, and financial management practices, and explores how these factors influence overall well-being and business outcomes. The study proposes a framework integrating these determinants and consequences to guide future research and policymaking.

1

### Issue of Study

Micro-entrepreneurs in Malaysia are particularly vulnerable in terms of financial security, exacerbated by the post-pandemic economic environment and rising living costs. Limited financial resources, high competition due to digital business adoption, and inflation have compounded the financial strain on these entrepreneurs, making it crucial to address their financial well-being for their survival and growth.

2

### Research objective

The main objectives are to:

- Identify current trends, issues, and factors contributing to the financial well-being of micro-entrepreneurs (MEs) in Malaysia by reviewing recent literature.
- Propose a framework that includes predictors and consequences of FWB in the context of MEs.

3

### Methodology

The study conducted a literature review using secondary data from journal articles published between 2020 and 2024. Databases such as Scopus and Google Scholar were employed to gather relevant research on financial well-being among micro-entrepreneurs in Malaysia. The study focused on both objective and subjective assessments of FWB.

4

### Key Finding

The research found that key determinants of FWB include psychological factors, financial literacy, and financial management practices. The consequences of improved FWB include better well-being, business performance, and survival. The study highlighted the fragility of micro-entrepreneurs and emphasized the need for future research and support mechanisms to improve their financial well-being, particularly in developing countries like Malaysia.

# THE INFLUENCE OF TEACHER COMPETENCE, PRINCIPAL LEADERSHIP AND TEACHER WORK MOTIVATION ON TEACHER PERFORMANCE

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## SUMMARY OF STUDY

The study investigates the relationship between green product innovation (GPI) and firm performance (FP), and whether competitive advantage (CA) mediates this relationship. It focuses on manufacturing companies listed on the IDX (Indonesian Stock Exchange) between 2019 and 2021. The study finds that GPI does not significantly impact either FP or CA, and that CA does not mediate the effect of GPI on FP. The findings suggest that green product innovation in these companies is not yet fully optimized.

### Issue of Study

01

Green product innovation is becoming essential for firms as environmental concerns rise. However, it is unclear whether adopting GPI improves firm performance or creates a competitive advantage in the short term. The study examines this issue, given conflicting results in previous research, especially in Indonesia, where GPI adoption is still limited.

### Research objective

02

The study aims to test whether green product innovation affects firm performance either directly or indirectly through competitive advantage in the context of Indonesian manufacturing companies.

### Methodology

03

The study uses financial and non-financial data from the annual reports of 31 manufacturing companies listed on the IDX. Green product innovation was measured by its presence in the companies (binary: 1 for adoption, 0 for non-adoption), while competitive advantage was measured through cost of sales. Firm performance was assessed using return on assets (ROA). Data were analyzed using Partial Least Squares (PLS).

### Key Finding

04

- Green product innovation has no significant effect on competitive advantage or firm performance.
- Competitive advantage does not significantly affect firm performance.
- Competitive advantage does not mediate the relationship between green product innovation and firm performance.
- The findings suggest that green product innovation is not widely adopted or optimized in Indonesian manufacturing companies, limiting its potential impact on performance

# THE INFLUENCE OF EDUCATION, EXPERIENCE, AND TRAINING ON AUDIT QUALITY THROUGH PROFESSIONAL COMPETENCE

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## SUMMARY OF STUDY

The article examines how education, work experience, and training impact audit quality, specifically through the lens of professional competence. The study focuses on auditors at the East Luwu Regency Inspectorate, exploring the relationship between these variables using Structural Equation Modelling (SEM) with the help of SmartPLS software.

### Issue of Study

01

The research issue centers around whether auditors' education, experience, and training contribute to improved audit quality. It also questions how professional competence mediates these relationships. This research is particularly relevant for the East Luwu Regency Inspectorate, where audit quality is crucial for effective governance.

### Research objective

02

The primary objective of the study is to investigate the influence of education, experience, and training on the quality of audits. It also aims to explore the role of professional competence as a mediating variable between education, experience, training, and audit quality.

### Methodology

03

The study employs a quantitative approach using a questionnaire distributed to 82 employees of the East Luwu Regency Inspectorate. The data collected were analyzed using variance-based Structural Equation Modelling (SEM) with the SmartPLS application. Hypothesis testing was done using T-statistics and P-values to determine the significance of relationships between variables.

### Key Finding

04

The study's key findings are:

- Education, experience, and training have a significant and positive effect on professional competence.
- Education, experience, and training also have a direct positive impact on audit quality.
- Professional competence serves as an intervening variable, significantly mediating the relationship between education, experience, training, and audit quality.

# THE ROLE OF RELIGIOSITY AND ETHICS ON ISLAMIC BANK CONSUMERS' BEHAVIOR: A MAQASID SHARIAH PERSPECTIVE

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## SUMMARY OF STUDY

The article explores how religiosity and ethics influence the behavior of Islamic bank consumers, particularly within the framework of Maqasid Shariah, which emphasizes the preservation of religion, life, intellect, progeny, and wealth. The study finds that religiosity significantly impacts consumer ethics, which in turn influences their attitudes and commitment to using Islamic banking services. The research provides insights into how Islamic banks can better align their products with religious values to strengthen consumer loyalty.

### Issue of Study

01

The research addresses the gap between the large Muslim population in Indonesia and the relatively low market share of Islamic banks. Despite the religious inclination of the population, the adoption of Islamic banking services has been limited. The study seeks to understand the role of religiosity and ethics in influencing consumer behavior, which could explain the discrepancy and help Islamic banks develop strategies to increase their market share.

### Research objective

02

The objective of the study is to examine the relationship between religiosity, ethics, and consumer behavior in the context of Islamic banking, using the Maqasid Shariah framework. The study aims to identify how these factors influence Muslim consumers' commitment to Islamic banks and their attitudes toward Shariah-compliant financial products.

### Methodology

03

The study uses a quantitative research approach with Structural Equation Modeling (SEM) to analyze the relationships between religiosity, ethics, consumer attitudes, and commitment. The sample consists of 392 Muslim consumers of Islamic banks in Indonesia. The research employs confirmatory factor analysis (CFA) and common method variance (CMV) to validate the findings, using AMOS 22 and SPSS 22 software for data analysis.

### Key Finding

04

The study's key findings are:

- Religiosity positively and significantly influences consumer ethics, indicating that religious beliefs are a strong driver of ethical behavior in financial decisions.
- Consumer Ethics significantly affects both consumer attitudes and commitment to Islamic banking, highlighting the importance of aligning banking practices with ethical and religious values.
- The study confirms that religiosity and ethics are critical factors in maintaining consumer loyalty and encouraging the adoption of Islamic banking services.
- The research suggests that Islamic banks need to emphasize their alignment with Shariah principles, not only in product offerings but also in their marketing and customer engagement strategies, to better resonate with their target market.

# THE INFLUENCE OF FINANCIAL ADMINISTRATION AND ACCOUNTING INFORMATION SYSTEMSON THE QUALITY OF REPORTS REGIONAL FINANCE

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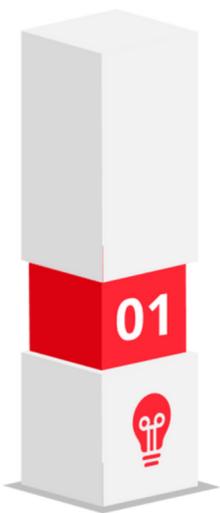
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## SUMMARY OF STUDY

The study examines the impact of financial administration and accounting information systems on the quality of financial reports within the East Luwu Regional Government. The research finds that both financial administration and accounting information systems significantly influence the quality of financial reports. The study highlights the importance of effective financial administration and robust accounting information systems in ensuring the accuracy, reliability, and transparency of financial reporting in government institutions.

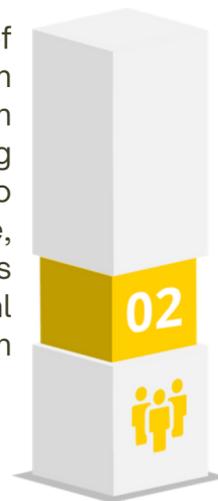
### Issue of Study

The research addresses the challenge of ensuring the quality of financial reports in regional government institutions. It focuses on how financial administration and accounting information systems can be optimized to produce financial reports that are accurate, reliable, and transparent. The study is motivated by the need to improve financial accountability and transparency in government financial management.



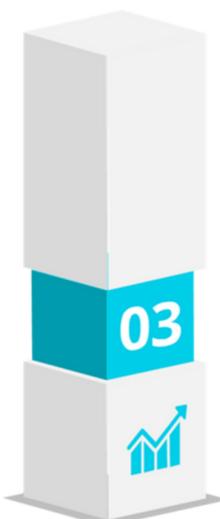
### Research objective

The objective of the study is to analyze the relationship between financial administration practices and the effectiveness of accounting information systems in improving the quality of financial reports in the East Luwu Regional Government. The study aims to identify the key factors that contribute to high-quality financial reporting in government settings.



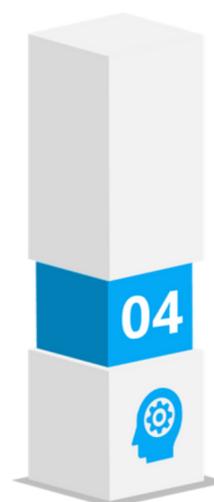
### Methodology

The study employs a quantitative research approach, utilizing secondary data and literature review. Data was analyzed using the SmartPLS software, which allows for the examination of relationships between variables. The research sample consists of resources within the East Luwu Regional Government's financial administration and accounting departments. The methodology includes validity and reliability tests, as well as structural model analysis to determine the direct and indirect effects of the variables.



### Key Finding

- The study finds that financial administration has a significant and positive effect on the quality of financial reports. Effective financial administration practices, including accurate bookkeeping and reporting, contribute to the production of high-quality financial reports.
- The accounting information systems also have a significant positive impact on the quality of financial reports. A robust accounting information system ensures that financial data is accurately processed and reported, which enhances the overall quality of financial reporting.
- The study concludes that both financial administration and accounting information systems are critical to improving the quality of financial reports in government institutions. The findings suggest that these two factors should be prioritized to ensure transparency and accountability in regional financial management.



# UNDERSTANDING THE MOTIVATION BEHIND TAKAFUL PURCHASES AMONG MUSLIMS IN MALAYSIA: A STUDY OF CURRENT TAKAFUL PARTICIPANTS

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## SUMMARY OF STUDY

The article investigates the motivations behind the purchase of Takaful, an Islamic insurance product, among Muslims in Malaysia. The study identifies key factors such as religiosity, knowledge, and subjective norms that influence the decision to choose Takaful over conventional insurance. The research highlights that these factors play a crucial role in driving the growth of the Takaful industry in Malaysia, offering insights into how Takaful providers can better cater to their target market.

### Issue of Study

01

The research addresses the need to understand why Muslims in Malaysia prefer Takaful over conventional insurance products. Despite the growth of the Takaful industry, there is limited research on the underlying factors driving this preference. The study seeks to fill this gap by exploring how religious beliefs, awareness, and social influences shape consumers' decisions.

### Research objective

02

The objective of the study is to explore and understand the specific motivations that lead Muslims in Malaysia to purchase Takaful products. The research aims to examine the roles of religiosity, knowledge, and subjective norms in influencing these purchasing decisions.

### Methodology

03

The study uses a qualitative research design with an inductive approach, focusing on semi-structured interviews with current Takaful participants in Malaysia. The sample was selected using purposive sampling, targeting individuals with experience in purchasing Takaful. Thematic analysis was employed to identify and analyze patterns in the data, focusing on themes related to religiosity, knowledge, and subjective norms.

### Key Finding

04

The study's key findings are:

- The study found that religiosity significantly influences Takaful purchases, with participants prioritizing Shariah compliance, avoiding riba (interest), and ensuring that their financial dealings align with Islamic principles.
- Participants with greater knowledge about Takaful, including its benefits and how it aligns with Islamic values, were more likely to choose Takaful over conventional insurance. Educational campaigns and social media played an essential role in spreading awareness.
- Social influences, particularly from family, community, and Takaful agents, were found to be strong motivators in the decision to purchase Takaful. These subjective norms reinforced the preference for Shariah-compliant financial products.



# INFLUENCE OF FINANCIAL ADMINISTRATION AND CONCERNING ACCOUNTING INFORMATION SYSTEM QUALITY OF FINANCIAL REPORTS

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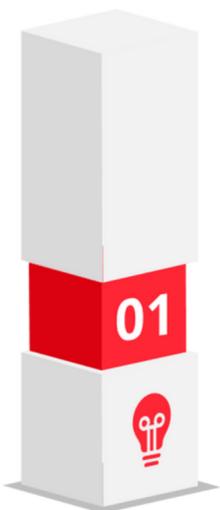
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## SUMMARY OF STUDY

The study examines the impact of financial administration and accounting information systems (AIS) on the quality of financial reports in the East Luwu Regency's Work Units. The research finds that financial administration has a significant positive effect on the quality of financial reports, whereas the accounting information system, although positive, does not have a significant impact. This suggests that while effective financial administration plays a crucial role in enhancing report quality, the AIS requires further optimization to be impactful.

### Issue of Study

The research addresses the ongoing challenge of maintaining the quality of financial reports within government agencies. Despite the implementation of various regulations and systems, inconsistencies in report quality persist. The study seeks to understand the roles that financial administration and AIS play in this context, identifying gaps and areas for improvement.



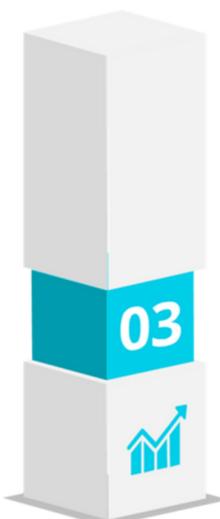
### Research objective

The objective of the study is to investigate how financial administration practices and the implementation of accounting information systems influence the quality of financial reports in the Work Units of East Luwu Regency. The study aims to provide insights into improving these systems to enhance financial transparency and accountability.



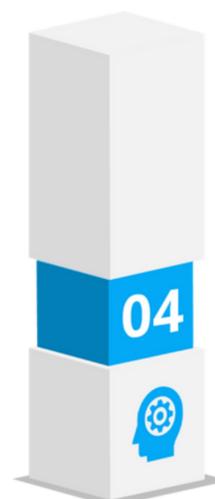
### Methodology

The study employs a quantitative research design using primary data collected through questionnaires distributed to relevant personnel in the Work Units of East Luwu Regency. Data analysis is conducted using Partial Least Squares (PLS) and SmartPLS software, focusing on the relationship between financial administration, AIS, and the quality of financial reports. The research includes validity and reliability tests to ensure the robustness of the findings.



### Key Finding

- The study finds that financial administration has a significant and positive impact on the quality of financial reports. Proper financial administration, which includes systematic planning, execution, supervision, and reporting, is essential for producing accurate, reliable, and transparent financial reports.
- While AIS has a positive impact on the quality of financial reports, this effect is not statistically significant. The lack of significant impact may be due to limitations in system implementation, inadequate training, or insufficient integration with other business processes.
- The research concludes that while effective financial administration is crucial for high-quality financial reporting, the potential benefits of AIS are not fully realized in the current context. Enhancing the implementation and integration of AIS could further improve the quality of financial reports.





# THE INFLUENCE OF APIP COMPETENCE, INDEPENDENCE AND TIME BUDGET PRESSURE ON AUDIT QUALITY IN THE PUBLIC SECTOR: A CASE STUDY IN EAST LUWU REGENCY

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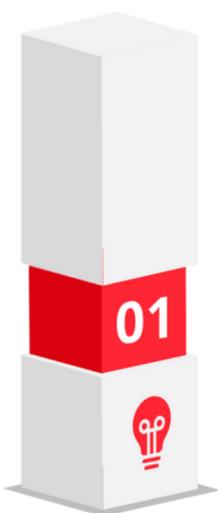
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## SUMMARY OF STUDY

The study examines how APIP (Government Internal Supervisory Apparatus) competence, auditor independence, and time budget pressure influence audit quality in the public sector within East Luwu Regency. The research finds that both competence and independence have significant positive effects on audit quality, while time budget pressure negatively impacts audit quality but is not statistically significant. The study underscores the importance of enhancing auditor competence and maintaining independence to ensure high-quality audits in the public sector.

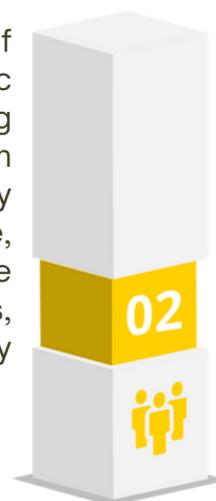
### Issue of Study

The research addresses the challenge of achieving high-quality audits in the public sector, a critical factor for ensuring transparency and accountability in government financial management. The study focuses on the role of auditor competence, independence, and the pressures of time budgets in influencing the quality of audits, particularly in a complex and politically sensitive environment like the public sector.



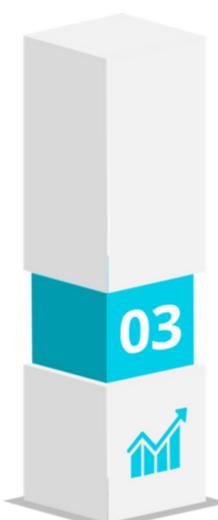
### Research objective

The objective of the study is to analyze the effects of APIP competence, auditor independence, and time budget pressure on audit quality within the public sector, specifically in the East Luwu Regency. The study aims to identify which factors most significantly impact audit quality and provide recommendations for improving auditing practices in the public sector.



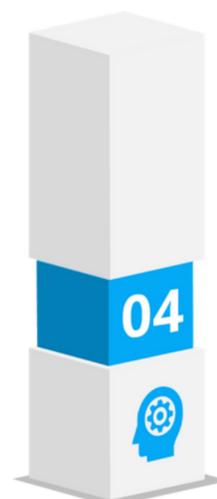
### Methodology

The study employs a quantitative research design using primary data collected through questionnaires distributed to auditors in East Luwu Regency. The sample consists of auditors from various government agencies, and data is analyzed using path analysis to understand the relationships between the variables. The methodology includes testing for validity and reliability to ensure the robustness of the findings.



### Key Finding

- The study finds that APIP competence has a significant positive impact on audit quality, with a path coefficient of 0.389. This indicates that auditors with higher competence, including technical knowledge and experience, tend to produce higher-quality audits.
- Auditor independence has the most significant impact on audit quality, with a path coefficient of 0.520. This underscores the importance of auditors being free from external influences to maintain objectivity and integrity in their work.
- Time budget pressure negatively impacts audit quality, with a path coefficient of -0.149, but this effect is not statistically significant. The findings suggest that while time pressure can lower audit quality, its impact may not be as critical as competence and independence.
- The model used in the study explains 72.5% of the variation in audit quality, indicating that the selected variables are strong predictors of audit outcomes in the public sector.



# THE EFFECT OF ACCOUNTING CONTROLS AND REPORTING SYSTEMS ON PERFORMANCE ACCOUNTABILITY THROUGH LEADERSHIP AS AN INTERVENING VARIABLE IN REGENCY REGIONAL FINANCIAL AND ASSET AGENCIES EAST LUWU

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## SUMMARY OF STUDY

The study explores the influence of accounting controls and reporting systems on performance accountability within the East Luwu Regency Regional Financial and Asset Agency, with leadership as a mediating factor. The research finds that while accounting controls do not directly affect performance accountability or leadership, reporting systems do have a significant positive effect on both leadership and performance accountability. Leadership itself is found to positively influence performance accountability, and it also serves as an effective mediator between reporting systems and performance accountability.

### Issue of Study

01

The research addresses the challenge of ensuring performance accountability in government agencies, particularly in the context of fiscal decentralization. It investigates how accounting controls and reporting systems contribute to this accountability and whether leadership can mediate these relationships effectively. The study seeks to identify ways to improve the management of financial and asset resources in government agencies through better accounting practices and leadership.

### Research objective

02

The objective of the study is to examine the relationship between accounting controls, reporting systems, and performance accountability in the East Luwu Regency Regional Financial and Asset Agency, with a focus on understanding the role of leadership as an intervening variable.

### Methodology

03

The study employs a quantitative research approach, utilizing a total sampling method due to the small population size, which includes all employees at the East Luwu Regency Regional Financial and Asset Agency. Data was collected through questionnaires and analyzed using partial least squares (PLS) statistical techniques to assess the relationships between the variables.

### Key Finding

04

The study's key findings are:

- The study finds that accounting controls do not have a significant direct effect on performance accountability or leadership within the agency.
- Reporting systems, on the other hand, have a significant positive effect on both performance accountability and leadership.
- Leadership positively influences performance accountability and acts as a mediator between reporting systems and performance accountability.
- The study concludes that while accounting controls do not indirectly influence performance accountability through leadership, the reporting system does, highlighting the importance of effective reporting mechanisms in enhancing performance accountability via strong leadership.



# THE ROLE OF FINANCIAL LITERACY AND FINANCIAL INCLUSION ON ENTREPRENURIAL MOTIVATION

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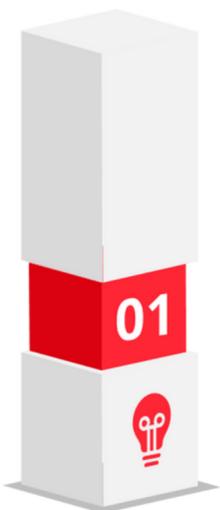
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## SUMMARY OF STUDY

The study explores the impact of financial literacy and financial inclusion on entrepreneurial motivation among students in Indonesia. It investigates how these factors influence students' entrepreneurial self-efficacy and their intentions to start businesses. The research confirms that both financial literacy and financial inclusion have significant and positive effects on entrepreneurial self-efficacy, which in turn enhances students' entrepreneurial intentions. The study emphasizes the importance of financial education and inclusion in fostering entrepreneurship, suggesting that policies and educational programs should focus on these areas to increase the number of entrepreneurs among students.

### Issue of Study

The research addresses the challenge of high unemployment rates in Indonesia, particularly among educated millennials, and the low levels of entrepreneurship. It explores whether improving financial literacy and inclusion can help students develop the confidence and motivation needed to pursue entrepreneurship as a career path. The study examines the relationship between financial literacy, financial inclusion, and entrepreneurial self-efficacy to determine how these factors contribute to students' entrepreneurial intentions.



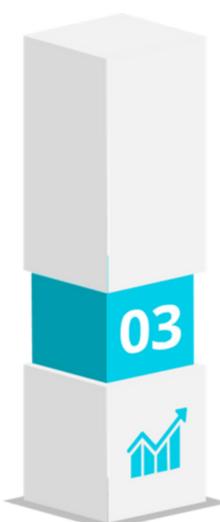
### Research objective

The primary objective of the study is to analyze the role of financial literacy and financial inclusion in shaping entrepreneurial motivation among students in Indonesia. The study aims to understand how these factors influence students' confidence and intention to engage in entrepreneurial activities.



### Methodology

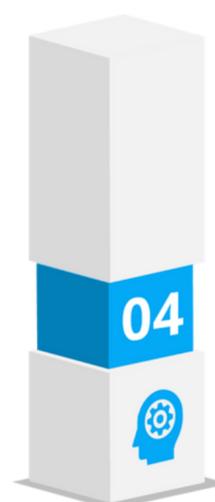
The study uses a quantitative research approach, employing structural equation modeling (SEM) to test the research hypotheses. Data were collected through questionnaires filled out by 310 student participants across various universities in Palopo City, Indonesia. The analysis was conducted using AMOS and SPSS software to examine the relationships between financial literacy, financial inclusion, entrepreneurial self-efficacy, and entrepreneurial intentions.



### Key Finding

The study's key findings are:

- The study finds that financial literacy significantly enhances students' entrepreneurial self-efficacy, with a strong positive correlation between the two. Students with higher financial literacy are more confident in their ability to start and manage businesses.
- Financial inclusion also has a significant positive impact on students' entrepreneurial self-efficacy, indicating that access to financial services and products is crucial for fostering entrepreneurship.
- The study shows that financial literacy and financial inclusion are interrelated and together strongly influence students' entrepreneurial self-efficacy, which in turn positively affects their entrepreneurial intentions.
- The research confirms that students with higher entrepreneurial self-efficacy are more likely to have strong intentions to become entrepreneurs.



# THE INFLUENCE OF SERVICE INNOVATION, POLICY AND SUPERVISION ON TAXPAYER COMPLIANCE

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## SUMMARY OF STUDY

The article investigates the impact of service innovation, tax policy, and tax supervision on taxpayer compliance in East Luwu Regency. Despite the region's tax potential, actual tax revenues remain suboptimal. The study uses a quantitative approach to analyze how these factors contribute to enhancing taxpayer compliance, with findings indicating that while tax service innovation and tax supervision positively and significantly affect compliance, tax policy does not have a significant impact.

### Issue of Study

01

The key issue addressed in this research is the low level of taxpayer compliance in East Luwu Regency, despite significant tax potential. This non-compliance hinders the realization of optimal tax revenues and is attributed to factors such as complex tax administration, lack of awareness, and weak supervision.

### Research objective

02

The study aims to analyze the influence of service innovation, tax policy, and supervision on taxpayer compliance in East Luwu Regency. The goal is to identify practical recommendations for improving tax revenue through increased taxpayer compliance.

### Methodology

03

The study employs a quantitative research method with a descriptive and associative approach. The population consists of taxpayers in Malili District, East Luwu, with a sample size of 100 respondents determined through non-probability sampling. Data collection was conducted via questionnaires, and the analysis was performed using the SmartPLS statistical tool.

### Key Finding

04

The study's key findings are:

- Positively and significantly impacts taxpayer compliance by making tax processes easier and more efficient through technological advancements like e-filing and e-payment.
- Although it has a positive effect, it does not significantly influence taxpayer compliance, indicating that other factors may play a more critical role.
- Has a positive and significant effect on compliance, highlighting the importance of effective monitoring and enforcement in ensuring taxpayers meet their obligations.
- The integration of service innovation, tax policy, and supervision collectively has a strong impact on improving taxpayer compliance in the region.

# CHAPTER 5

# HUMAN RESOURCE

# ENGLISH AS A SECOND LANGUAGE (ESL) TEACHERS' PREPAREDNESS TOWARDS STUDENTS' ACHIEVEMENTS

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## SUMMARY OF STUDY

This study investigates the impact of ESL teachers' preparedness on student achievement in Malaysia. It highlights three critical aspects of teacher preparedness: subject mastery, pedagogical knowledge, and the quality of teacher-student relationships. The research finds that these factors significantly influence students' academic success in ESL settings. Additionally, the study explores how students' self-efficacy, or their belief in their ability to succeed, moderates the relationship between teacher preparedness and student outcomes. The findings emphasize the need for continuous professional development for ESL teachers to improve educational outcomes in Malaysia.

1

### Issue of Study

The Malaysian education system struggles with improving English proficiency, which is vital for students' academic and professional success. Despite efforts to enhance English education, student performance in national exams like SPM has stagnated or declined. Research indicates that gaps in ESL teachers' preparedness, particularly in subject mastery, pedagogical knowledge, and teacher-student relationships, contribute significantly to these challenges. The role of student self-efficacy, which influences how students engage with and persist in learning, is also underexplored. This study addresses these gaps by examining how these factors interact in the Malaysian context, aiming to provide insights to improve ESL education outcomes.

2

### Research objective

This study examines the relationship between ESL teachers' preparedness and students' academic achievements in Malaysia. It focuses on three key aspects of teacher preparedness: subject mastery, pedagogical knowledge, and teacher-student relationships. The research also explores the moderating role of students' self-efficacy in this relationship.

3

### Methodology

#### Research Design

This study employs a quantitative research methodology, using a cross-sectional survey design to examine the relationship between ESL teachers' preparedness and students' academic success.

#### Participants and Sampling

The target population for this study consists of Form 5 students in Kuala Krai, Kelantan secondary schools.

#### Data Analysis

Data will be analyzed using SPSS software.

4

### Key Finding

**Subject Mastery:** Teachers with strong subject mastery have a significant positive impact on student achievement in ESL contexts.

**Pedagogical Knowledge:** Effective pedagogical practices, including lesson planning and classroom management, are crucial for enhancing student outcomes.

**Teacher-Student Relationships:** Positive relationships between teachers and students foster motivation and engagement, leading to better academic performance.

**Student Self-Efficacy:** Students' belief in their ability to succeed (self-efficacy) moderates the impact of teacher preparedness on their academic achievements.

The study's findings underscore the importance of continuous professional development for ESL teachers and suggest that improving teacher preparedness in these areas can significantly enhance student outcomes in ESL education.

# HUMAN RESOURCE DEVELOPMENT'S IMPACT ON WORK SPIRIT THROUGH EMPLOYEE ENGAGEMENT

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## SUMMARY OF STUDY

The study explores the relationship between Human Resource Development (HRD), employee engagement, and work spirit within the East Luwu Regency Regional Secretariat. The research reveals that HRD has a significant positive impact on both employee engagement and work spirit. Employee engagement also serves as a mediator, enhancing the effect of HRD on work spirit. The findings emphasize the importance of investing in comprehensive HRD programs to boost employee motivation, engagement, and overall work performance.

### Issue of Study

01

The research addresses the challenge of maintaining high levels of employee motivation and productivity in the workplace, particularly in public sector organizations. The study seeks to understand how HRD initiatives can improve employee engagement and work spirit, which are critical for achieving organizational goals in a rapidly changing work environment.

### Research objective

02

The objective of the study is to examine the influence of Human Resource Development on work spirit among employees at the East Luwu Regency Regional Secretariat, with a focus on understanding the mediating role of employee engagement in this relationship.

### Methodology

03

The study employs a quantitative research design with an associative approach, using a sample of 109 employees from the East Luwu Regency Regional Secretariat. Data was collected through structured questionnaires and analyzed using Structural Equation Modeling (SEM) via the SmartPLS software. The analysis includes tests for validity, reliability, and hypothesis testing to determine the relationships between HRD, employee engagement, and work spirit.

### Key Finding

04

The study's key findings are:

- HRD significantly and positively impacts employee engagement. Well-structured HRD programs enhance employees' skills, knowledge, and emotional commitment to the organization, leading to higher engagement levels.
- Employee engagement has a significant positive effect on work spirit. Engaged employees exhibit higher energy, dedication, and motivation in their work, contributing to a stronger work spirit.
- HRD directly influences work spirit by improving employee competencies and motivation, which are essential for maintaining high morale and productivity.
- Employee engagement significantly mediates the relationship between HRD and work spirit, amplifying the positive effects of HRD on work spirit.



# EMPLOYEE PERFORMANCE: ARE HUMAN RESOURCE QUALITY, COMPENSATION FAIRNESS NEEDED?

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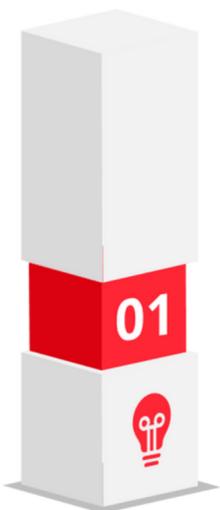
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## SUMMARY OF STUDY

The study examines the impact of human resource quality and compensation fairness on employee performance at PT PLN (Persero) ULTG Palopo. Using a quantitative research approach, the study investigates how improvements in these two variables can lead to better performance outcomes. The findings indicate that both human resource quality and compensation fairness significantly and positively influence employee performance, highlighting the importance of these factors in enhancing workplace effectiveness and productivity.

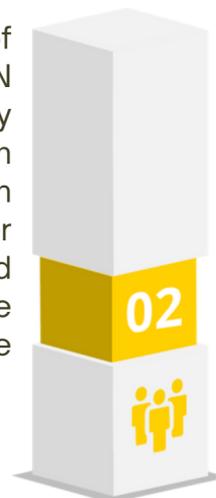
### Issue of Study

The research addresses the problem of suboptimal employee performance at PT PLN (Persero) ULTG Palopo, which is partly attributed to perceived injustices in compensation and varying levels of human resource quality. The study explores whether enhancing human resource quality and ensuring fair compensation can mitigate these issues and lead to improved employee performance.



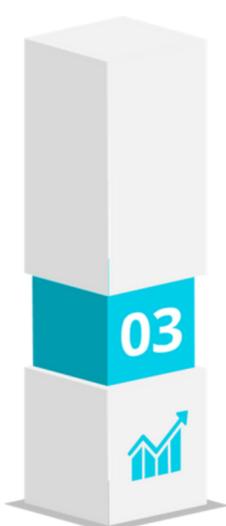
### Research objective

The main objective of the study is to analyze the effect of human resource quality and compensation fairness on employee performance. Specifically, it seeks to determine the extent to which these two factors contribute to individual performance in the workplace.



### Methodology

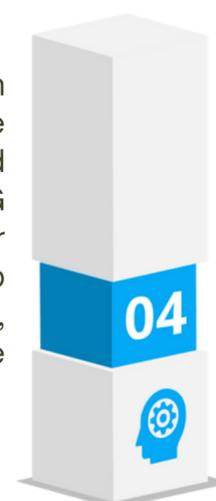
The study employs a quantitative research design, utilizing a survey approach. Data were collected through questionnaires distributed to 50 employees at PT PLN (Persero) ULTG Palopo. The research applied multiple linear regression analysis to assess the relationship between human resource quality, compensation fairness, and employee performance.



### Key Finding

The study's key findings are:

- The study found that an increase in human resource quality significantly enhances employee performance. Employees with higher skills and knowledge are more effective and productive in their roles.
- Fairness in compensation was also found to have a significant positive effect on employee performance. Employees who perceive their compensation as fair are more motivated, satisfied, and committed to their work.
- The combined effect of human resource quality and compensation fairness accounts for 64.9% of the variance in employee performance, indicating that these factors are critical in achieving optimal employee performance.



# THE INFLUENCE OF PERSONNEL MANAGEMENT INFORMATION SYSTEMS AND HUMAN RESOURCES COMPETENCE ON SYSTEM USER SATISFACTION THROUGH PROMOTION SERVICE QUALITY

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## SUMMARY OF STUDY

The study investigates how the Personnel Management Information System (SIMPEG) and human resources competence influence user satisfaction, with a focus on the quality of promotion services as a mediating variable. The research finds that SIMPEG significantly improves the quality of promotion services but does not directly affect user satisfaction. In contrast, human resources competence positively impacts both service quality and user satisfaction. The quality of promotion services plays a critical role in mediating the relationship between SIMPEG, human resources competence, and user satisfaction.

### Issue of Study

01

The study addresses the challenges of improving administrative services within public sector organizations, particularly in managing promotions for employees. Issues such as delays in service delivery, inefficiencies in data management, and the need for competent human resources are explored. The research seeks to determine how SIMPEG and human resources competence can improve the quality of promotion services and, consequently, user satisfaction.

### Research objective

02

The objective of the study is to examine the effects of SIMPEG and human resources competence on system user satisfaction, particularly focusing on the mediating role of promotion service quality. The study aims to provide insights into how improving these factors can enhance employee satisfaction within the public sector, specifically in the Health Service and Education Service of East Luwu Regency.

### Methodology

03

The research uses a quantitative approach, with a sample of 109 employees from the Health Service and Education Service in East Luwu Regency. The study employs a saturated sampling method, meaning the entire population was sampled. Data was collected through questionnaires and analyzed using descriptive and verification tests with the SmartPLS statistical tool. The study conducted validity and reliability tests before examining the relationships between the variables.

### Key Finding

04

- SIMPEG has a positive and significant effect on the quality of promotion services but does not directly influence user satisfaction. However, the quality of promotion services mediates the relationship between SIMPEG and user satisfaction, suggesting that improving service quality can enhance satisfaction indirectly.
- Human resources competence positively and significantly impacts both the quality of promotion services and user satisfaction. Competent employees are more likely to provide high-quality services, leading to greater user satisfaction.
- The study concludes that enhancing both SIMPEG and human resources competence is crucial for improving the quality of promotion services, which in turn increases user satisfaction. Public sector organizations should focus on these areas to optimize administrative services and employee satisfaction.



# EFFECT OF EMPLOYEE DEVELOPMENT AND TRANSFORMATIONAL LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE THROUGH ORGANIZATIONAL COMMITMENT

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## SUMMARY OF STUDY

The study investigates the impact of employee development and transformational leadership on employee performance, with organizational commitment serving as a mediating variable. Conducted among employees in various industries across Indonesia, the research finds that transformational leadership significantly enhances organizational commitment, which in turn strongly influences employee performance. However, the direct impact of employee development on performance is not significant, indicating that its effect is primarily mediated through organizational commitment.

### Issue of Study

The research addresses the challenge of enhancing employee performance within organizations. It explores how transformational leadership and employee development contribute to organizational commitment, and how this commitment subsequently impacts employee performance. The study seeks to identify the key drivers of performance and the role of leadership and development in fostering a committed and high-performing workforce.

### Research objective

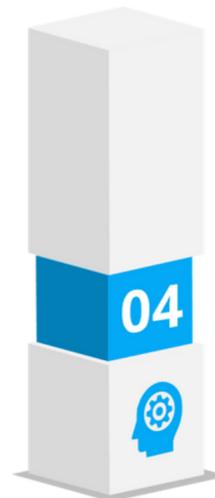
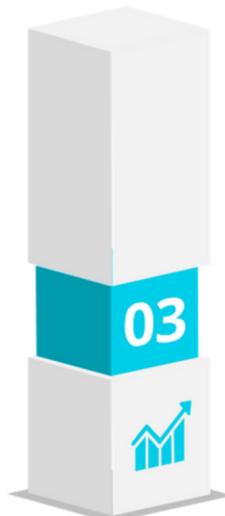
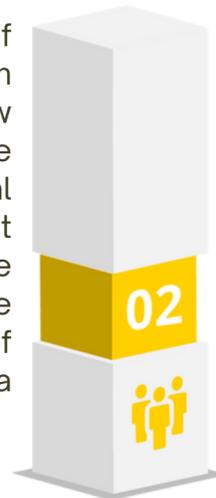
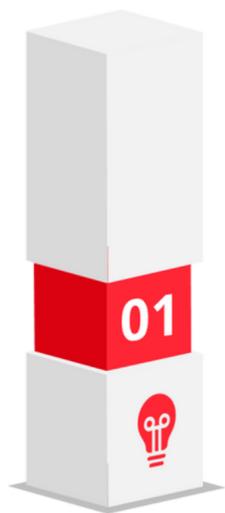
The objective of the study is to examine how employee development and transformational leadership affect employee performance, focusing on the mediating role of organizational commitment. The research aims to provide insights into the mechanisms through which leadership and development practices influence performance outcomes in organizational settings.

### Methodology

The study employs a quantitative research design, using a survey-based approach to collect data from 200 employees across various industries in Indonesia. Data analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis includes assessments of reliability, convergent validity, discriminant validity, and hypothesis testing to explore the relationships between the variables.

### Key Finding

- The study finds that transformational leadership has a significant positive effect on both organizational commitment and employee performance. Leaders who inspire and motivate their employees enhance their commitment to the organization, which in turn boosts performance.
- Employee development does not have a direct significant impact on performance. However, it positively influences organizational commitment, which then enhances performance, suggesting that the benefits of development are realized through increased commitment.
- Organizational commitment is found to be a critical mediator between both transformational leadership and employee development on employee performance. Employees who feel a strong commitment to their organization are likely to perform better.
- The study concludes that transformational leadership and employee development are essential for fostering organizational commitment, which in turn drives employee performance. Organizations should focus on leadership development and creating opportunities for employee growth to build a committed and high-performing workforce.



# THE EFFECT OF HUMAN RESOURCES QUALITY AND ORGANIZATIONAL CULTURE ON IMPROVING EMPLOYEE PERFORMANCE WITH WORK DISCIPLINE AS A MODERATING VARIABLE AT MUHAMMADIYAH UNIVERSITY OF PALOPO

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## SUMMARY OF STUDY

The study analyzes the impact of human resource (HR) quality and organizational culture on employee performance, focusing on work discipline as a moderating variable. Conducted at Muhammadiyah University of Palopo, it involved 45 respondents and utilized Smart PLS 3.0 software for data analysis. The results indicated that while HR quality and organizational culture positively affect employee performance, work discipline did not moderate these relationships effectively.

### Issue of Study

01

The core issue being researched is whether improving HR quality and fostering a strong organizational culture can enhance employee performance. Additionally, the study explores whether work discipline strengthens or weakens these relationships in the university setting.

### Research objective

02

The study aims to examine the influence of HR quality and organizational culture on improving employee performance, with a focus on the role of work discipline as a moderating factor in this relationship.

### Methodology

03

The study used a quantitative research approach, involving 45 employees of Muhammadiyah University of Palopo. Data collection was done through questionnaires, and Smart PLS 3.0 software was used for analysis. Variables included HR quality, organizational culture, and employee performance, with work discipline being analyzed as a moderating factor.

### Key Finding

04

- HR quality and organizational culture positively impact employee performance.
- Work discipline was not found to effectively moderate the relationship between HR quality and organizational culture with employee performance.
- Organizational culture's influence on performance was significant, but discipline did not enhance the strength of these relationships.
- These findings suggest the importance of focusing on HR quality and organizational culture, but work discipline may not play as strong a moderating role in this context as hypothesized.

# THE INFLUENCE OF TECHNOLOGY MASTERY AND EDUCATIONAL LEVEL ON THE PERFORMANCE OF THE STATE CIVIL APPARATUS IN EAST LUWU DISTRICT

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## SUMMARY OF STUDY

The study investigates the impact of technology mastery and educational level on the performance of the State Civil Apparatus (ASN) in East Luwu District. It explores how these factors contribute to improving the efficiency, adaptability, and overall performance of ASN. The study finds that both technology mastery and educational level significantly and positively influence ASN performance, emphasizing the importance of continuous education and technological competency in enhancing public service quality.

### Issue of Study

01

The research addresses concerns regarding the varying levels of technological mastery and education among ASN in East Luwu District, which may hinder their ability to perform optimally. The study explores whether enhancing these aspects can lead to improved performance, particularly in the context of modernizing government administration and public services.

### Research objective

02

The primary objective of the study is to analyze the influence of technology mastery and educational level on the performance of the State Civil Apparatus in East Luwu District. The study seeks to understand how these factors affect the ability of ASN to perform their duties efficiently and effectively.

### Methodology

03

This quantitative study utilizes a survey-based approach, gathering data from a sample of 100 ASN in East Luwu District. The sampling was conducted using probability sampling, and data were collected through questionnaires. The study employs SmartPLS for data analysis, including tests for validity, reliability, and structural equation modeling (SEM) to assess the relationships between variables.

### Key Finding

04

The study's key findings are:

- The study finds that technology mastery has a significant positive impact on ASN performance. ASNs who are proficient in using technology are more efficient, make quicker decisions, and provide better public services.
- A higher level of education is also found to significantly enhance ASN performance. ASNs with higher education levels demonstrate better analytical skills, adaptability, and professionalism, leading to improved job performance.
- The combination of good technology mastery and a high level of education results in a strong positive influence on ASN performance. The study concludes that investing in both education and technology training is crucial for improving the effectiveness of public service delivery in East Luwu District.



# COLLABORATION MOTIVATES INCREASED EMPLOYEE PERFORMANCE

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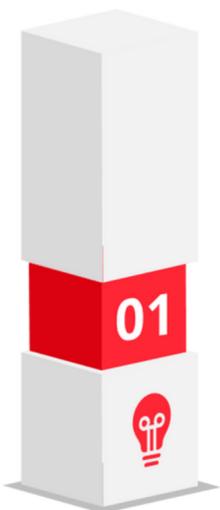
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## SUMMARY OF STUDY

The article explores how collaboration among employees within the East Luwu Regency Regional Secretariat impacts their performance, with a focus on the role of motivation as a mediating factor. The study concludes that effective collaboration significantly enhances employee motivation, which in turn improves their performance. The findings emphasize the importance of fostering a collaborative work environment to achieve higher productivity and efficiency.

### Issue of Study

The research addresses the challenge of improving employee performance in the East Luwu Regency Regional Secretariat, where lack of collaboration and low work motivation have led to suboptimal productivity. The study investigates whether fostering better teamwork and collaboration can enhance motivation and, subsequently, employee performance.



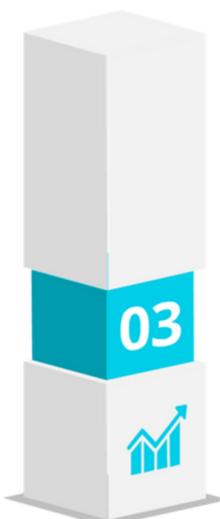
### Research objective

The study aims to analyze the effect of collaboration on employee performance, particularly examining how work motivation mediates this relationship within the East Luwu Regency Regional Secretariat.



### Methodology

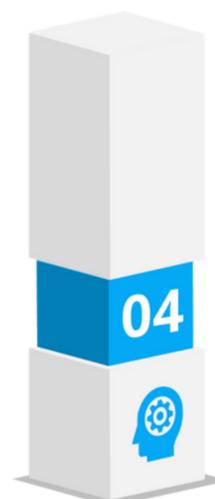
The study uses a quantitative approach with a population of 109 employees at the East Luwu Regency Regional Secretariat. Data were collected via questionnaires and analyzed using the SmartPLS statistical tool. The research tested the relationships between collaboration, motivation, and performance, with a focus on how motivation mediates the effect of collaboration on performance.



### Key Finding

The study's key findings are:

- Collaboration has a positive and significant impact on both employee motivation and performance.
- Motivation is a critical mediator that strengthens the positive relationship between collaboration and performance.
- Effective teamwork and a collaborative environment lead to higher motivation among employees, which, in turn, drives better performance outcomes.
- The study suggests that organizations should prioritize activities and policies that promote collaboration to achieve optimal employee performance.



# THE INFLUENCE OF REWARDS AND PUNISHMENT ON EMPLOYEE PERFORMANCE THROUGH WORK DISCIPLINE

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## SUMMARY OF STUDY

The article explores the effects of rewards and punishment on employee performance, particularly through the mediating role of work discipline. The study focuses on employees at the East Luwu Regency Personnel and Human Resources Development Agency (BKPSDM) and uses a quantitative approach. The findings suggest that rewards positively and significantly influence both work discipline and employee performance, while punishment positively affects work discipline but does not have a significant direct impact on performance.

### Issue of Study

01

The research addresses the challenges in improving employee performance in government agencies, specifically at BKPSDM East Luwu Regency. Despite various policies, issues such as inadequate work discipline remain, affecting the quality of public services. The study investigates whether rewards and punishment can effectively enhance work discipline and, in turn, improve performance.

### Research objective

02

The study aims to analyze how rewards and punishment influence employee performance, with a particular focus on the role of work discipline as an intervening variable.

### Methodology

03

The research employs a quantitative approach, sampling 105 employees at BKPSDM using a saturated sampling method. Data were collected via questionnaires, and the analysis was conducted using inferential statistical techniques with the help of SmartPLS software. The study focuses on examining the relationships between rewards, punishment, work discipline, and employee performance.

### Key Finding

04

The study's key findings are:

- Rewards have a positive and significant effect on both work discipline and employee performance.
- Punishment positively affects work discipline but does not have a significant direct effect on performance.
- Work discipline serves as a crucial mediator, strengthening the relationship between rewards, punishment, and employee performance.
- The study suggests that a fair and transparent system of rewards and punishment can enhance work discipline, thereby improving overall employee performance.



# THE INFLUENCE OF COMMUNITY PARTICIPATION AND TRAINING EFFECTIVENESS IN THE ENVIRONMENTAL EMPOWERMENT PROGRAM TOWARDS IMPROVED QUALITY OF LIFE

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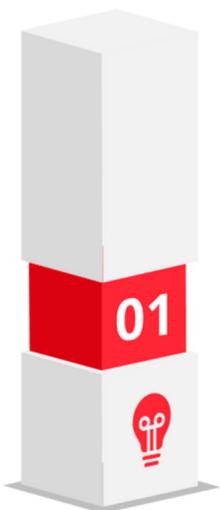
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## SUMMARY OF STUDY

The study explores how community participation and the effectiveness of training within an environmental empowerment program influence the quality of life in Nuha District, East Luwu Regency. The research finds that both community participation and training effectiveness have a significant and positive impact on improving the quality of life in the region. By actively engaging in community activities and receiving effective training, residents experience better social, economic, and environmental conditions.

### Issue of Study

The research addresses the issue of varying levels of community participation and the effectiveness of training in environmental empowerment programs. It seeks to understand how these factors influence the quality of life in Nuha District. The study is motivated by the need to improve community engagement and the effectiveness of training programs to achieve better outcomes in local development initiatives.



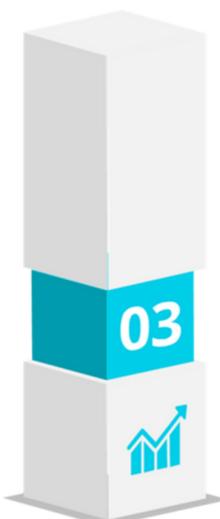
### Research objective

The objective of the study is to empirically examine the impact of community participation and training effectiveness on the quality of life of the community in Nuha District, East Luwu Regency. The study aims to determine how these two factors contribute to the success of environmental empowerment programs and overall community well-being.



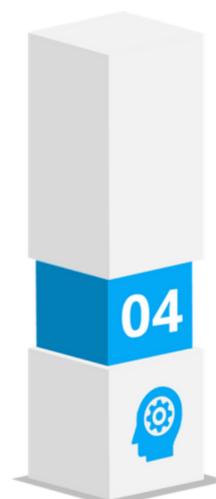
### Methodology

The study employs an empirical quantitative research approach, using a sample of 96 residents who actively participate in community activities and have attended training programs. Data was collected through questionnaires, and analysis was conducted using descriptive statistics and multiple regression analysis via the SmartPLS software. The study also includes tests for validity, reliability, and bootstrapping to ensure the robustness of the results.



### Key Finding

- The study finds that community participation has a positive and significant impact on the quality of life. Active involvement in community activities enhances social well-being, access to resources, and a sense of ownership and responsibility among residents.
- Training programs that are relevant and well-executed also have a positive and significant effect on the quality of life. They improve skills, knowledge, and self-efficacy, contributing to better economic opportunities and social solidarity.
- When community participation and training effectiveness are considered together, they have an even stronger positive influence on improving the quality of life. This suggests that these factors work synergistically to enhance the overall well-being of the community.



The study concludes that fostering both community participation and training effectiveness is crucial for the success of environmental empowerment programs and for improving the quality of life in rural areas.

# THE EFFECT OF WORKLOAD AND PROFESSIONAL COMPETENCE ON IMPROVING TEACHER PERFORMANCE WITH THE INDEPENDENT TEACHING PLATFORM (PMM) AS A MODERATION VARIABLE

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## SUMMARY OF STUDY

The study examines how workload and professional competence influence teacher performance, with a focus on the potential moderating effect of the Independent Teaching Platform (PMM). The research finds that while professional competence significantly improves teacher performance, workload does not have a significant impact. Additionally, the PMM platform does not moderate the relationship between either workload or professional competence and teacher performance, indicating that the platform's current use may not effectively support teachers in these areas.

### Issue of Study

01

The research addresses the challenge of improving teacher performance in the context of educational reforms, particularly with the introduction of new tools like the Independent Teaching Platform (PMM). The study investigates whether workload and professional competence directly influence teacher performance and whether the PMM platform can moderate these relationships to enhance performance outcomes

### Research objective

02

The objective of the study is to analyze the impact of workload and professional competence on the performance of elementary school teachers in Palopo City, with the Independent Teaching Platform (PMM) as a moderating variable. The study aims to determine whether the PMM platform enhances the effects of workload and professional competence on improving teacher performance.

### Methodology

03

The study uses a quantitative research approach with a survey method. Data was collected from 100 elementary school teachers in Cluster IX, East Wara District, Palopo City, through questionnaires. The analysis was conducted using multiple linear regression and Moderated Regression Analysis (MRA) with the help of SmartPLS 3.3 software. The validity and reliability of the measurement model were tested before the hypotheses were examined.

### Key Finding

04

- The study finds that workload does not have a significant impact on teacher performance. This suggests that the amount of work teachers have may not be directly related to how well they perform their duties.
- Professional competence has a significant positive impact on teacher performance. Teachers with higher competence in their professional roles tend to perform better, which aligns with expectations that skill and knowledge are critical to effective teaching.
- The PMM platform does not significantly moderate the relationship between workload and performance or between professional competence and performance. This indicates that while the platform offers resources, it may not be effectively enhancing teachers' ability to manage workload or improve their professional competence in a way that impacts performance.
- The study concludes that improving professional competence is essential for enhancing teacher performance, while managing workload and integrating tools like the PMM platform requires further optimization to be effective.



# THE INFLUENCE OF POLICY AND BUDGET ON THE PERFORMANCE OF LIBRARIANS MEDIATED BY QUALITY OF HUMAN RESOURCES

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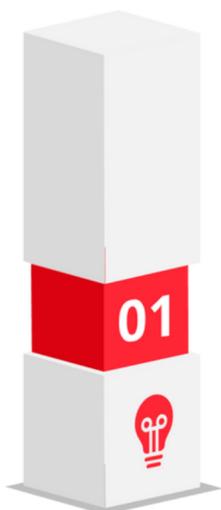
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## SUMMARY OF STUDY

The study examines the impact of policy and budget on the performance of librarians in the East Luwu Regency Regional Public Library, with a focus on how the quality of human resources mediates this relationship. The research finds that both policy and budget have a significant positive influence on the quality of human resources. However, while policy directly impacts librarian performance, the budget does not have a direct significant impact. The quality of human resources serves as a crucial mediator, enhancing the overall effect of both policy and budget on librarian performance.

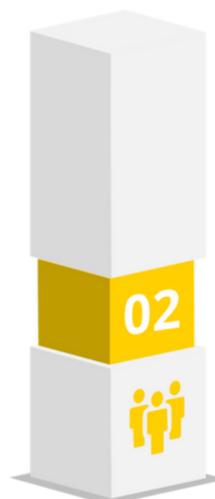
### Issue of Study

The research addresses the challenge of improving librarian performance in public libraries, particularly in areas with limited resources. It investigates the role of policies related to training, development, and resource allocation, as well as the adequacy of budget allocations, in enhancing the quality of human resources and, consequently, librarian performance. The study is motivated by the observed discrepancies in policy effectiveness and budget sufficiency, which have led to varying levels of performance among librarians.



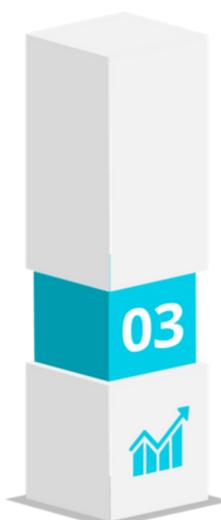
### Research objective

The objective of the study is to analyze the influence of policies and budget allocations on the quality of human resources and their subsequent impact on the performance of librarians in East Luwu Regency. The study aims to provide insights and recommendations for improving librarian performance through better policy implementation and adequate budget allocation.



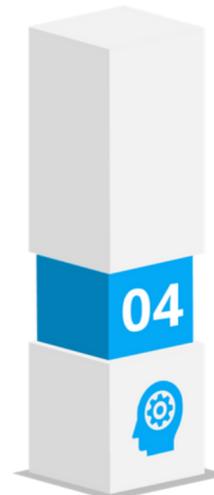
### Methodology

The study uses a quantitative research approach, employing survey methods to collect data from 85 librarians at the East Luwu Regency Regional Public Library. Data analysis was conducted using multiple regression techniques to examine the direct effects of policy and budget on human resource quality and librarian performance. Path analysis was also used to evaluate the mediating role of human resource quality in these relationships.



### Key Finding

- The study finds that policy has a positive and significant influence on the quality of human resources, which in turn positively impacts librarian performance. Policies that support professional development, career advancement, and adequate resources contribute to higher librarian competence and motivation.
- Budget has a significant positive effect on the quality of human resources but does not directly influence librarian performance. This suggests that while budget allocation is critical for improving HR quality, it alone does not guarantee better performance unless accompanied by effective policies and management strategies.
- The quality of human resources is a significant mediator in the relationship between policy, budget, and librarian performance. High-quality HR, characterized by better skills, knowledge, and competencies, enhances the overall performance of librarians.
- The study concludes that to improve librarian performance, library managers and policymakers should focus on developing supportive policies, ensuring adequate budget allocation, and continuously improving the quality of human resources. This approach will lead to more efficient and effective library services, ultimately benefiting the community.



# THE INFLUENCE OF RELIGIOSITY, MOTIVATION AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE AT THE HUMAN RESOURCES DEVELOPMENT AND PERSONNEL AGENCY OF EAST LUWU REGENCY

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## SUMMARY OF STUDY

The study explores how religiosity, motivation, and work environment influence employee performance at the Human Resources Development and Personnel Agency (BKPSDM) of East Luwu Regency. The findings show that motivation and work environment have a significant positive impact on employee performance, while religiosity has a positive but not significant effect. The study emphasizes the importance of these factors in enhancing employee performance in public sector organizations.

### Issue of Study

01

The research addresses the challenge of improving employee performance in public sector organizations. It examines the extent to which religiosity, motivation, and work environment contribute to performance, particularly in a context where these factors may have different dynamics compared to other regions or sectors. The study is motivated by the need to develop policies that can enhance employee performance effectively and sustainably.

### Research objective

02

The objective of the study is to identify and analyze the influence of religiosity, motivation, and work environment on employee performance at BKPSDM Luwu Timur Regency. The research aims to provide insights into how these factors contribute to employee performance and to recommend strategies for improving performance within the agency.

### Methodology

03

The study employs a quantitative research approach, using data collected from 54 employees at the BKPSDM of East Luwu Regency. A saturated sampling technique was used, meaning that the entire population was sampled. Data was gathered through questionnaires and analyzed using the SmartPLS statistical tool, which included tests for validity, reliability, and hypothesis testing to determine the relationships between the variables.

### Key Finding

04

- The study finds that religiosity has a positive but not significant effect on employee performance. While religiosity can influence work ethics and behavior, its impact on performance may be moderated by other factors such as motivation and the work environment.
- Motivation has a significant positive impact on employee performance. Employees who are motivated tend to work harder, achieve targets, and improve the quality of their work, leading to better performance outcomes.
- The work environment also has a significant positive impact on employee performance. A supportive and conducive work environment contributes to higher productivity and job satisfaction, which in turn enhances performance.
- The study concludes that while religiosity plays a role in shaping employee behavior, motivation and work environment are more critical determinants of performance. Public sector organizations like BKPSDM Luwu Timur Regency should focus on enhancing motivation and improving the work environment to achieve sustainable improvements in employee performance.



# THE IMPACT OF ADMINISTRATIVE SERVICES QUALITY ON PUBLIC SATISFACTION: A CASE STUDY AT THE POPULATION AND CIVIL REGISTRATION OFFICE OF LUWU TIMUR REGENCY

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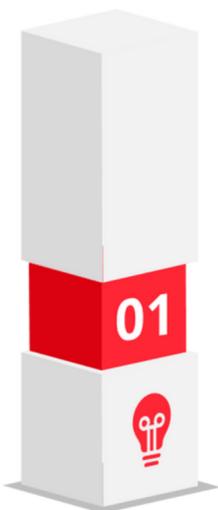
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## SUMMARY OF STUDY

The study examines how the quality of administrative services provided by the Population and Civil Registration Office of Luwu Timur Regency affects public satisfaction. The research focuses on five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. It finds that four of these dimensions—Tangibles, Responsiveness, Assurance, and Empathy—significantly influence public satisfaction, while Reliability does not. The findings suggest that improving these key aspects of service quality can enhance public satisfaction with administrative services.

### Issue of Study

The research addresses the issue of public satisfaction with government services, specifically the quality of population administration services. The study seeks to understand how various aspects of service quality contribute to public satisfaction, identifying areas that need improvement to enhance overall service effectiveness.



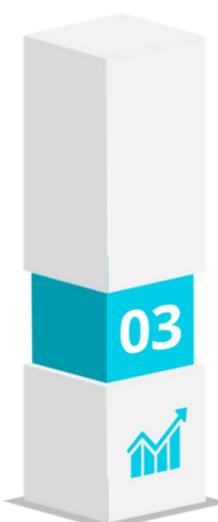
### Research objective

The objective of this study is to determine the impact of the quality of population administration document services on public satisfaction at the Population and Civil Registration Office of Luwu Timur Regency. The research aims to identify which dimensions of service quality most significantly influence public satisfaction.



### Methodology

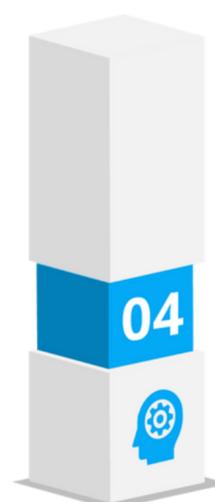
The study employs a descriptive research method with a quantitative approach, utilizing a questionnaire distributed to a sample of 80 individuals who have used the services of the Population and Civil Registration Office of Luwu Timur Regency. Data analysis is conducted using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS-SEM) approach, allowing the researcher to evaluate the influence of the five service quality dimensions on public satisfaction.



### Key Finding

The study's key findings are:

- The physical aspects of service delivery, such as facilities and equipment, have a significant positive impact on public satisfaction.
- The speed and effectiveness of the service provider's response also significantly influence public satisfaction.
- The certainty of service delivery and the ability to inspire trust in the service has a significant positive impact.
- The care and personalized attention provided by the service staff significantly enhance public satisfaction.
- Unlike the other dimensions, Reliability does not have a significant impact on public satisfaction, indicating a potential area for further investigation and improvement.



# THE QUALITY OF HUMAN RESOURCES AND TRANSPARENCY OF VILLAGE FUNDS ON THE UTILIZATION OF INFORMATION TECHNOLOGY IN NORTH LUWU REGENCY

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## SUMMARY OF STUDY

The article examines the impact of human resource quality and village fund transparency on the use of information technology (IT) and how IT influences the performance of village officials in North Luwu Regency. The study uses Structural Equation Modeling (SEM) to analyze data from village officials across 90 villages. The findings reveal that neither human resource quality nor village fund transparency significantly affects IT utilization. However, IT has a significant positive impact on the performance of village officials.

### Issue of Study

01

The research addresses the challenges villages face in managing funds transparently and utilizing information technology effectively. The study seeks to understand the role of IT in improving the performance of village officials, particularly in light of the quality of human resources and the level of transparency in managing village funds.

### Research objective

02

The study aims to determine the extent to which human resources and transparency in village fund management influence the utilization of information technology, and how IT subsequently affects the performance of village officials in North Luwu Regency.

### Methodology

03

The study employs a survey method to collect data from village officials in North Luwu Regency. A total of 90 villages participated, and data were gathered using questionnaires. The research uses Structural Equation Modeling (SEM) to test the relationships between variables, including human resources, village fund transparency, IT utilization, and village officials' performance.

### Key Finding

04

The study's key findings are:

- **Human Resources and Village Fund Transparency:** These factors do not have a significant effect on the utilization of information technology among village officials.
- **Information Technology:** IT has a significant positive impact on the performance of village officials, suggesting that better use of IT can enhance the effectiveness of village governance.
- **Village Officials' Performance:** The study highlights the critical role of IT in improving the performance of village officials, even when human resources and transparency are not strong drivers of IT adoption.

# THE INFLUENCE OF WORK ENVIRONMENT AND WORK DISCIPLINE ON WORK PRODUCTIVITY WITH WORK MOTIVATION AS A VARIABLE MODERATOR

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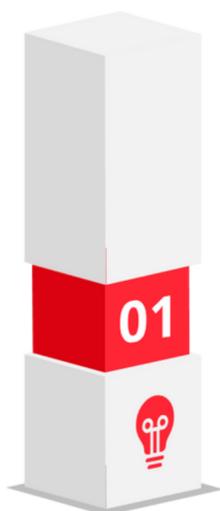
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## SUMMARY OF STUDY

The study investigates how the work environment and work discipline impact employee productivity at PT. DOET in Palopo City, with a specific focus on the moderating effect of work motivation. The research finds that a conducive work environment significantly enhances work productivity, while work discipline does not have a significant direct impact. Work motivation, although influential in increasing productivity, does not moderate the effects of the work environment and discipline on productivity.

### Issue of Study

The research addresses the challenge of enhancing employee productivity, which is crucial for organizational success. It explores how different factors within the work environment and individual work discipline contribute to productivity. Additionally, it examines if and how work motivation plays a role in moderating these relationships, providing insights into the dynamics of employee performance.



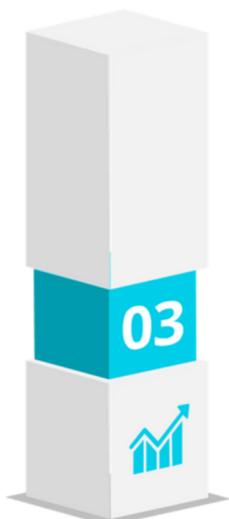
### Research objective

The objective of the study is to evaluate the influence of the work environment and work discipline on employee productivity at PT. DOET, and to examine whether work motivation moderates the relationship between these factors and work productivity.



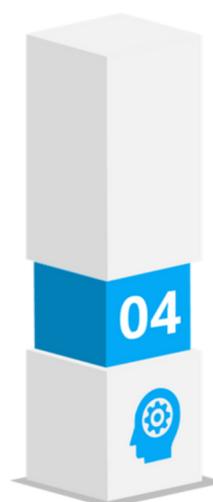
### Methodology

The study employs a quantitative research method using a survey distributed to 100 employees at PT. DOET. The data collected through the questionnaires were analyzed using Structural Equation Modeling (SEM) and Moderated Regression Analysis (MRA) via SmartPLS 3.3 software. The study tested the validity and reliability of the data before examining the relationships between the variables.



### Key Finding

- The study found that the work environment has a significant positive impact on work productivity, indicating that a supportive and well-structured work environment can enhance employee output.
- Contrary to expectations, work discipline did not have a significant effect on productivity, suggesting that in this context, other factors may play a more critical role in influencing employee performance.
- While work motivation itself has a significant positive effect on work productivity, it does not moderate the relationship between the work environment or work discipline and productivity. This suggests that motivation directly influences productivity but does not necessarily strengthen the impact of the work environment or discipline on productivity.
- The findings emphasize the importance of maintaining a conducive work environment and fostering motivation among employees to achieve higher productivity levels. However, the role of work discipline in directly affecting productivity may be less significant than anticipated, indicating a need for further exploration of other contributing factors.



# THE INFLUENCE OF JOB ANALYSIS AND EDUCATION ON IMPROVING EMPLOYEE PERFORMANCE THROUGH CAREER DEVELOPMENT IN THE STATE CIVIL APPARATUS IN EAST LUWU REGENCY

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## SUMMARY OF STUDY

The article examines how job analysis and education influence employee performance, particularly through the mediating role of career development, among State Civil Apparatus (ASN) in East Luwu Regency. The study highlights that while job analysis positively impacts performance, its effect on career development is not significant. On the other hand, education significantly influences both career development and performance improvement. Career development serves as a crucial mediator, enhancing the overall performance of ASNs.

### Issue of Study

01

The research addresses the challenge of suboptimal performance among ASNs in East Luwu Regency, which is attributed to inadequate job analysis, low levels of education, and ineffective career development. The study investigates how these factors interact and contribute to employee performance, with a particular focus on improving career development strategies.

### Research objective

02

The study aims to analyze the impact of job analysis and education on the performance of State Civil Apparatus (ASN) in East Luwu Regency, with career development acting as an intervening variable.

### Methodology

03

The study uses a quantitative research approach with a survey design. A sample of 100 ASN employees was selected from various government agencies in East Luwu Regency. Data were collected through validated questionnaires and analyzed using Structural Equation Modeling (SEM) to examine the direct and indirect relationships between job analysis, education, career development, and performance.

### Key Finding

04

The study's key findings are:

- Job Analysis is positively and significantly influences performance but does not have a significant impact on career development.
- Education is Significantly influences both career development and performance, highlighting the importance of education in enhancing employee skills and competencies.
- Career Development has a Directly and significantly improves performance, confirming its role as a critical factor in employee development.
- Career development significantly mediates the relationship between education and performance, but not between job analysis and performance.



# THE INFLUENCE OF COMPETENCY AND PROFESSIONALISM ON EMPLOYEE PERFORMANCE THROUGH EMPLOYEES' WORK SPIRIT AT THE DPRD SECRETARIAT EAST LUWU DISTRICT

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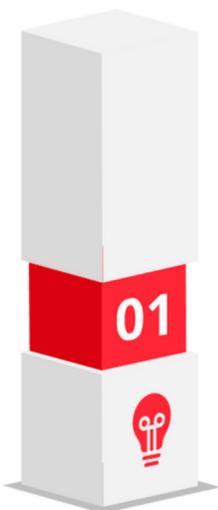
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## SUMMARY OF STUDY

The study investigates how competency and professionalism influence employee performance, with a particular focus on the role of work spirit (morale) as a mediating factor. Conducted at the DPRD Secretariat in East Luwu Regency, the research finds that both competency and professionalism positively and significantly affect employee morale and performance. Furthermore, work spirit acts as a crucial intermediary that enhances the impact of competency and professionalism on performance.

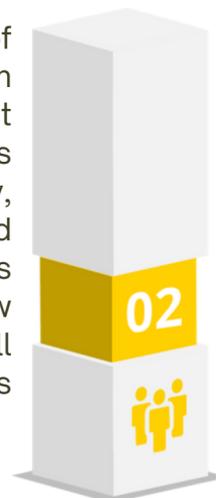
### Issue of Study

The research addresses the issue of suboptimal employee performance in government settings, particularly at the East Luwu Regency DPRD Secretariat. It explores how deficiencies in employee competency, varying levels of professionalism, and fluctuating work morale contribute to this problem. The study seeks to identify how these factors interact and influence overall performance, with a view to offering solutions for improvement.



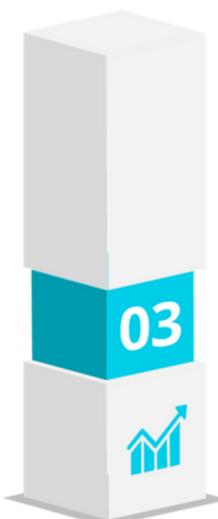
### Research objective

The objective of the study is to examine the impact of competency and professionalism on employee performance at the East Luwu Regency DPRD Secretariat, with an emphasis on how work spirit mediates this relationship. The study aims to provide insights that can help improve employee performance by enhancing competencies, professionalism, and morale.



### Methodology

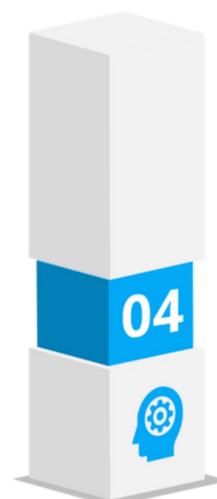
The study uses a quantitative research approach, involving all 85 employees at the DPRD Secretariat of East Luwu Regency as the sample. Data was collected through observations, interviews, and questionnaires, and analyzed using correlation analysis through the SmartPLS software. The methodology focuses on assessing the direct and indirect effects of competency and professionalism on employee performance, with work spirit as a mediating variable.



### Key Finding

The study's key findings are:

- The study finds that employee competency has a positive and significant effect on both work morale and performance. Competent employees tend to have higher morale, which in turn enhances their performance.
- Professionalism also shows a positive and significant influence on work morale and performance. Employees who demonstrate a high level of professionalism are more motivated and perform better.
- Work spirit has a positive and significant effect on employee performance. It also acts as a mediator, amplifying the effects of both competency and professionalism on performance.
- The study highlights that work spirit significantly enhances the relationship between competency/professionalism and employee performance. This suggests that fostering a positive work environment that boosts morale can lead to improved performance outcomes.



# THE INFLUENCE OF SERVICE QUALITY, INTERPERSONAL COMMUNICATION AND SERVICE FACILITIES ON PUBLIC SATISFACTION

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## SUMMARY OF STUDY

The study investigates the impact of service quality, interpersonal communication, and service facilities on public satisfaction at the Malili Population and Civil Registry Service in East Luwu Regency. The research finds that both service quality and service facilities have a significant positive effect on public satisfaction. However, interpersonal communication, while positive, does not significantly influence public satisfaction. The study concludes that improving these factors simultaneously can enhance overall community satisfaction with public services.

### Issue of Study

01

The study addresses the issue of public dissatisfaction with the services provided by the Malili Population and Civil Registry Service. Frequent complaints about long service times, ineffective communication, and inadequate facilities have prompted the need for research into how service quality, interpersonal communication, and service facilities contribute to community satisfaction.

### Research objective

02

The objective of the study is to analyze the influence of service quality, interpersonal communication, and service facilities on community satisfaction at the Malili Population and Civil Registry Service, East Luwu Regency. The research aims to provide actionable recommendations to improve public service quality and satisfaction.

### Methodology

03

The study employs a quantitative research approach, using a sample of 96 individuals who have used the services at the Malili Population and Civil Registry Service. Data was collected through questionnaires and analyzed using descriptive and inferential statistics. Structural Equation Modeling (SEM) with the SmartPLS software was used to test the hypotheses regarding the relationships between the variables.

### Key Finding

04

The study's key findings are:

- The study finds that service quality has a positive and significant impact on public satisfaction. High-quality services that meet or exceed community expectations lead to higher levels of satisfaction.
- While interpersonal communication is positively related to public satisfaction, its influence is not statistically significant. This suggests that other factors may have a stronger impact on satisfaction levels.
- Service facilities, such as comfortable waiting areas and modern equipment, have a significant positive effect on public satisfaction. Well-maintained and accessible facilities contribute to a better service experience.
- When service quality, interpersonal communication, and service facilities are considered together, they have a strong and significant positive effect on community satisfaction. This indicates that improving these elements simultaneously can lead to higher levels of public satisfaction.

# CHAPTER 6

# MARKETING



# THE INFLUENCE OF MARKETING MIX, SERVICE QUALITY AND CONSUMER SATISFACTION ON PRODUCT PURCHASE DECISIONS AT MALILI TEKNO

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## SUMMARY OF STUDY

The article investigates how these three factors affect purchasing decisions among consumers of Malili Tekno in East Luwu Regency. The study uses a quantitative approach, surveying 96 consumers to analyze the relationships between the marketing mix (product, price, promotion, and distribution), service quality, consumer satisfaction, and their impact on purchase decisions. The findings indicate that while the marketing mix and consumer satisfaction significantly influence purchasing decisions, service quality does not have a significant impact.

### Issue of Study

01

The research addresses the challenge of understanding how marketing strategies, service quality, and customer satisfaction contribute to consumer purchasing behavior in a competitive technology market. The issue is critical for Malili Tekno to optimize its strategies to increase market share and customer loyalty.

### Research objective

02

The study aims to analyze the influence of the marketing mix, service quality, and consumer satisfaction on product purchase decisions at Malili Tekno, a technology company in East Luwu Regency.

### Methodology

03

The study employs a quantitative research method with a survey approach. A total of 96 consumers of Malili Tekno were randomly selected to participate. Data were collected through observations, interviews, and questionnaires. The analysis was conducted using statistical tools such as validity and reliability tests, descriptive statistical analysis, and correlation analysis through the SmartPLS program.

### Key Finding

04

The study's key findings are:

- It significantly influences purchasing decisions, indicating that factors like product quality, pricing, promotion, and distribution are crucial in consumer decision-making.
- Although it has a positive relationship with purchasing decisions, its impact is not significant in this context, suggesting that other factors may be more influential.
- This is a strong predictor of purchasing decisions, with high satisfaction leading to increased likelihood of purchase and customer loyalty.
- The marketing mix, service quality, and consumer satisfaction together have a significant positive effect on purchasing decisions, highlighting the importance of integrating these elements in the company's marketing strategy.

# RESEARCH ON REGIONAL BRANDING OF AGRICULTURAL PRODUCTS IN CHINA

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## SUMMARY OF STUDY

The article explores the development and challenges of regional branding for agricultural products in China. It emphasizes the importance of branding in enhancing the market competitiveness of agricultural products, particularly in the context of globalization and the digital economy. The research discusses successful branding strategies in developed countries and suggests ways to improve China's regional agricultural branding, including strengthening management systems, improving product quality, and leveraging regional cultural characteristics.

1

### Issue of Study

The research addresses the challenges faced by China's agricultural sector in building strong, recognizable brands that can compete in the global market. Despite the country's rich agricultural resources, issues such as insufficient brand awareness, poor product quality, and inadequate promotional strategies hinder the development of strong regional agricultural brands. The study seeks to identify the factors contributing to these challenges and propose solutions to enhance branding efforts.

2

### Research objective

The objective of the study is to analyze the current state of regional branding for agricultural products in China and to propose strategies for strengthening these brands to improve market competitiveness and support sustainable agricultural development.

3

### Methodology

The study is based on a review of existing literature, policy documents, and case studies from both China and developed countries. It draws comparisons between the branding strategies employed in countries like the United States, Japan, France, Germany, and the Netherlands, and those used in China. The research also analyzes data on China's agricultural production, export volumes, and brand recognition to assess the effectiveness of current branding efforts.

4

### Key Finding

- China's agricultural products suffer from low brand awareness, with many producers lacking the knowledge and resources to effectively promote their brands.
- The quality of agricultural products in China is often compromised due to environmental pollution and the use of prohibited substances, which undermines brand reputation.
- There is a need to incorporate regional cultural characteristics into branding efforts to create a distinctive image for Chinese agricultural products in the minds of consumers.
- The study highlights the need for improved management systems and stricter supervision to ensure the quality and safety of agricultural products.
- The research suggests that the Chinese government should provide more robust support for agricultural branding, including financial incentives, training, and infrastructure development.

# MARKETING MIX, PERCEIVED VALUE, AND REPURCHASE DECISIONS THROUGH CUSTOMER SATISFACTION AS INTERVENING

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## SUMMARY OF STUDY

This study explores the influence of the marketing mix and perceived value on repurchase decisions, with customer satisfaction acting as an intervening variable. The research focuses on processed fish products from "UMKM Muthy Andalangnge" in Towuti District, East Luwu Regency. The study uses a quantitative approach with data collected via questionnaires and analyzed using variance-based Structural Equation Modeling (SEM). The findings indicate that perceived value significantly impacts customer satisfaction and repurchase decisions, while the marketing mix does not have a significant effect on either customer satisfaction or repurchase decisions.

### Issue of Study

01

The research investigates the effectiveness of marketing strategies, particularly the marketing mix and perceived value, in fostering customer satisfaction and driving repurchase decisions. The study also examines the potential mediating role of customer satisfaction in influencing repurchase decisions.

### Research objective

02

The objective of the study is to evaluate the impact of the marketing mix and perceived value on consumer satisfaction and repurchase decisions for processed fish products, with customer satisfaction serving as an intervening variable.

### Methodology

03

The research employs a quantitative methodology, utilizing a questionnaire to gather primary data from a sample of 100 respondents, selected from a population of 400 consumers. Data analysis is conducted using the SmartPLS application to perform variance-based SEM. The study includes three stages of analysis: outer model analysis, inner model analysis, and hypothesis testing.

### Key Finding

04

The study's key findings are:

- The marketing mix does not have a significant effect on customer satisfaction or repurchase decisions.
- Perceived value has a positive and significant effect on customer satisfaction and repurchase decisions.
- Customer satisfaction does not significantly influence repurchase decisions.
- The study also finds that the marketing mix and perceived value do not significantly impact repurchase decisions through customer satisfaction as a mediating variable



# BRAND IMAGE, BRAND TRUST, INTIMACY AND CONSUMER COMMITMENT IN CULINARY TOURS RELATIONSHIP

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## SUMMARY OF STUDY

The study examines the relationships between brand image, brand trust, and consumer commitment in the context of culinary tourism in North Luwu, Indonesia. It also explores the mediating role of intimacy in these relationships. The findings reveal that both brand image and brand trust positively impact intimacy, which in turn significantly influences consumer commitment. The research underscores the importance of developing strong emotional connections (intimacy) with consumers to foster long-term commitment in the competitive culinary tourism sector.

### Issue of Study

The research addresses the challenge of building and maintaining consumer commitment in the highly competitive culinary tourism industry. It investigates how brand-related factors such as image and trust contribute to consumer commitment and how intimacy (emotional closeness) between the consumer and the brand can mediate these effects. The study seeks to fill a gap in the literature by examining the role of intimacy in this context, which has been underexplored in previous research.

### Research objective

The objective of the study is to analyze how brand image and brand trust affect consumer commitment, particularly through the mediating role of intimacy. The study aims to provide insights that can help culinary tourism businesses in North Luwu develop strategies to strengthen consumer relationships and loyalty.

### Methodology

The study employs a quantitative research approach, using a survey method to collect data from 107 respondents who have visited culinary tours in North Luwu. The data was analyzed using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The analysis includes tests for validity, reliability, and the mediation effects of intimacy between brand image, brand trust, and consumer commitment.

### Key Finding

- Brand image positively influences intimacy, which in turn impacts consumer commitment. A strong brand image helps in creating a sense of connection between the consumer and the brand.
- Brand trust has a significant positive effect on intimacy. When consumers trust a brand, they are more likely to develop a closer relationship with it, which enhances their commitment.
- The study confirms that both brand image and brand trust are important drivers of consumer commitment, particularly when mediated by intimacy. However, the indirect effect of brand image on consumer commitment through intimacy was not statistically significant, suggesting that other factors may also play a role.
- The study concludes that culinary tourism businesses in North Luwu should focus on building strong brand images and fostering trust to develop intimate relationships with consumers. This approach is key to enhancing consumer commitment and encouraging repeat visits.

# THE INFLUENCE OF MARKETING MIX AND SERVICE QUALITY ON HOME PURCHASING DECISIONS THROUGH CORPORATE IMAGE

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## SUMMARY OF STUDY

This study investigates the relationship between marketing strategies, service quality, and consumer decisions in purchasing homes. The study focuses on housing consumers of PT. Aneka Wijaya Putra in Malili, East Luwu Regency, examining how the marketing mix and service quality affect purchasing decisions directly and indirectly through corporate image.

### Issue of Study

01

The research addresses whether marketing strategies (product, price, place, promotion) and the quality of services provided influence consumer purchasing decisions in the housing sector. It also explores the extent to which corporate image mediates these effects. PT. Aneka Wijaya Putra faces competition and consumer complaints about mismatches between marketing promises and actual services, raising concerns about the role of corporate image in consumer decision-making.

### Research objective

02

The primary objective of the study is to analyze the effects of the marketing mix and service quality on home purchasing decisions, with corporate image as a mediating variable. The study aims to determine if corporate image strengthens or weakens the influence of these two factors on consumer decisions.

### Methodology

03

The study uses a quantitative approach with survey data collected through questionnaires from 96 housing consumers of PT. Aneka Wijaya Putra. Inferential analysis techniques, including Structural Equation Modelling (SEM), were used to test the direct and indirect relationships between the marketing mix, service quality, corporate image, and purchasing decisions.

### Key Finding

04

The study's key findings are:

- Marketing mix and service quality have a significant direct impact on corporate image and purchasing decisions.
- It has a positive but not significant effect on purchasing decisions.
- The marketing mix has a positive but insignificant effect on purchasing decisions through corporate image, while service quality shows a significant effect through corporate image

# THE EFFECT OF TOURISM MARKETING MIX AND SERVICE QUALITY ON INTEREST IN RETURNING VISITORS THROUGH TOURIST SATISFACTION AS AN INTERVENING VARIABLE

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## SUMMARY OF STUDY

The study investigates how the tourism marketing mix and service quality impact tourists' interest in returning to a destination, with tourist satisfaction acting as a mediating variable. Conducted in Luwu Regency, the research shows that both the marketing mix and service quality significantly enhance tourist satisfaction, which in turn increases their likelihood of returning. The study highlights the importance of effective marketing strategies and high-quality services in promoting tourist loyalty and destination competitiveness.

1

### Issue of Study

The research addresses the challenge of increasing tourist loyalty and ensuring repeat visits to tourist destinations. With growing competition in the tourism industry, understanding the factors that drive tourists to return is crucial. The study examines how elements of the marketing mix (product, price, place, promotion) and service quality influence tourist satisfaction and their subsequent decision to revisit a destination.

2

### Research objective

The objective of the study is to analyze the influence of the tourism marketing mix and service quality on tourists' interest in returning to a destination, focusing on the mediating role of tourist satisfaction. The study aims to provide insights into how these factors contribute to tourist loyalty and to recommend strategies for improving destination management.

3

### Methodology

The study uses a quantitative research approach, collecting data through a survey method involving 100 respondents who visited tourist destinations in Luwu Regency. The data was analyzed using Structural Equation Modeling (SEM) to assess the relationships between the marketing mix, service quality, tourist satisfaction, and interest in returning. The analysis included validity and reliability tests, as well as hypothesis testing to determine the significance of these relationships.

4

### Key Finding

- The study finds that the tourism marketing mix has a significant positive impact on both tourist satisfaction and their interest in returning. Effective marketing strategies that address product offerings, pricing, location, and promotion can create a satisfying experience for tourists, encouraging them to return.
- Service quality also significantly influences tourist satisfaction, which in turn increases the likelihood of returning. High-quality services that meet or exceed tourist expectations are critical for building loyalty.
- Tourist satisfaction is a strong mediator between the marketing mix, service quality, and the interest in returning. Satisfied tourists are more likely to revisit the destination, indicating that satisfaction is key to fostering repeat visits.
- The study concludes that to increase tourist satisfaction and encourage repeat visits, destination managers should focus on optimizing the marketing mix and ensuring high service quality. These efforts will not only enhance tourist loyalty but also improve the competitiveness of the destination in the tourism market.

# CHAPTER 7

# BUSINESS MANAGEMENT



# THE IMPACT OF FRANCHISING ALLIANCE IN FRANCHISEE RESILIENCE

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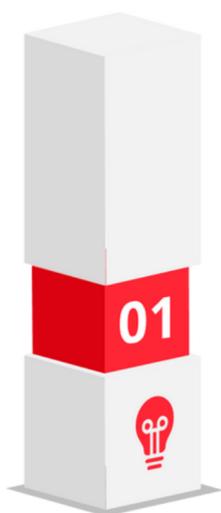
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## SUMMARY OF STUDY

The article examines the impact of franchising alliances on franchisee resilience, particularly during the COVID-19 pandemic. It explores how various forms of support from franchisors, such as social interaction, service support, financial assistance, assurance, and competence, affect franchisees' ability to survive and sustain operations during crises. The study uses structural equation modeling to analyze data from 198 Malaysian franchisees, revealing that franchisor service support significantly enhances franchisee resilience, while other forms of support were less impactful.

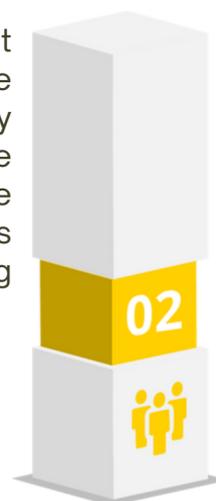
### Issue of Study

The research addresses the concern that franchisees may be more vulnerable to failure than independent businesses, especially during crises like the COVID-19 pandemic. The study aims to fill gaps in the existing literature by investigating the effectiveness of various types of franchisor support in helping franchisees survive such challenges.



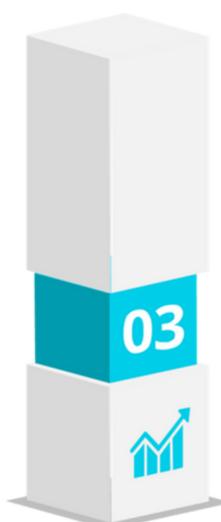
### Research objective

The objective of the study is to explore the impact of franchising alliances, specifically the support provided by franchisors, on the resilience and survival of franchisees during the COVID-19 pandemic.



### Methodology

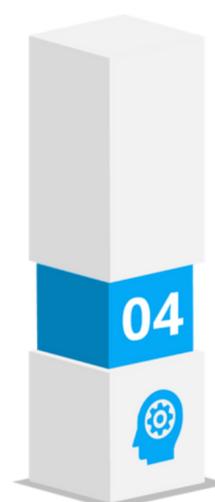
The study employs a quantitative research approach using structural equation modeling (SEM). Data were collected through a survey distributed to 300 franchisees in Selangor and Kuala Lumpur, Malaysia, with 198 responses received. The survey measured various dimensions of franchisor support and franchisee resilience, and the data were analyzed to assess the relationships between these variables.



### Key Finding

The study's key findings are:

- Franchisor service support significantly contributes to franchisee resilience during crises.
- Other forms of franchisor support, such as social interaction, financial assistance, assurance, and competence, did not show a significant impact on franchisee survival during the pandemic.
- The study suggests that Malaysian franchisors may need to improve their contingency planning, communication, and knowledge transfer to better support franchisees during future crises.



# THE EFFECT OF PROMOTION AND TRANSFER ON JOB PERFORMANCE MEDIATED BY JOB SATISFACTION

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## SUMMARY OF STUDY

The study investigates the effect of job promotions and transfers on job performance, with job satisfaction acting as a mediating factor. The research was conducted at the East Luwu Regency Personnel and Human Resources Development Agency (BKPSDM) in Indonesia, involving all 105 employees through a quantitative approach and survey method. The study concludes that while job promotions and transfers significantly enhance job satisfaction, they do not directly influence job performance. However, when mediated by job satisfaction, both promotions and transfers positively impact job performance.

### Issue of Study

01

The primary issue addressed is the gap in employee work performance at the BKPSDM despite various promotions and transfers. The research seeks to identify and understand the role of job satisfaction in bridging this gap, as promotions and transfers alone have not led to significant improvements in performance.

### Research objective

02

The objective is to explore and test the relationship between job promotions, transfers, and employee work performance, with job satisfaction serving as a mediating variable, within the Personnel and Human Resources Development Agency of East Luwu Regency.

### Methodology

03

The study employed a quantitative approach using a survey method. A saturated sampling technique was used, encompassing all 105 employees of the BKPSDM. Data was gathered via questionnaires and analyzed using validity, reliability, descriptive, and verification tests, with SmartPLS as the statistical tool.

### Key Finding

04

The study's key findings are:

- Job promotions have a positive and significant effect on job satisfaction but do not directly impact job performance.
- Transfers similarly affect job satisfaction positively but not direct job performance.
- Job satisfaction significantly influences job performance.
- Both job promotions and transfers positively impact job performance when mediated by job satisfaction, highlighting the importance of job satisfaction in enhancing employee performance.



# ANALYSIS OF MARKETING STRATEGY ON CUSTOMER SATISFACTION AT SIKUMBANG HOTEL IN TOMONI EAST LUWU

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## SUMMARY OF STUDY

The study analyzes the impact of marketing strategies, specifically the marketing mix and service quality, on customer satisfaction at Sikumbang Hotel in Tomoni, East Luwu. The research concludes that both the marketing mix and service quality significantly contribute to customer satisfaction. Among the marketing mix elements, promotion has the most substantial impact, while in service quality, the empathy dimension plays a critical role. The study suggests that an effective marketing mix combined with high service quality can enhance the overall customer experience, leading to increased satisfaction.

### Issue of Study

The research addresses the challenge of increasing customer satisfaction in the competitive hotel industry. With customers becoming more discerning about the services they receive, it is crucial for hotels like Sikumbang Hotel to develop effective marketing strategies that meet or exceed customer expectations. The study seeks to understand how different components of the marketing mix and service quality influence customer satisfaction, particularly in the context of a mid-sized hotel.

### Research objective

The objective of the study is to evaluate the influence of marketing strategies, particularly the marketing mix and service quality, on customer satisfaction at Sikumbang Hotel. The research aims to identify which elements of the marketing mix and service quality most significantly affect customer satisfaction, providing insights for hotel management to improve their services.

### Methodology

The study employs a quantitative research approach, using a survey method with a sample of 96 customers who have stayed at Sikumbang Hotel. Data was collected through questionnaires that were tested for validity and reliability. The data was then analyzed using multiple regression analysis through the SmartPLS statistical tool. The study focuses on evaluating the direct and indirect effects of the marketing mix and service quality on customer satisfaction.

### Key Finding

The study's key findings are:

- The marketing mix has a significant positive effect on customer satisfaction. Among the elements, promotion was found to have the most substantial influence, followed by price and place.
- Service quality also has a significant positive impact on customer satisfaction. Within service quality, the empathy dimension was identified as the most influential, highlighting the importance of personalized and attentive service.
- The study found that when the marketing mix and service quality are effectively managed together, they have a strong combined effect on customer satisfaction, explaining 77.2% of the variation in customer satisfaction at Sikumbang Hotel.
- The study suggests that hotel management should focus on optimizing both their marketing strategies and service quality to enhance customer satisfaction. Emphasis should be placed on promotional activities and improving empathetic service to meet customer expectations better.

# CHAPTER 8

# MANAGEMENT

# THE ROLE OF ETHICAL AND LEADERSHIP ON EMPLOYEES' PERFORMAMNCE TOWARD COMMITMENT

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## SUMMARY OF STUDY

The article explores how ethical leadership influences employees' performance and their commitment to the organization. The study was conducted in the Luwu East district, South Sulawesi, Indonesia, focusing on the State Civil Apparatus (ASN). The research employs a quantitative approach, using Structural Equation Modeling (SEM) to test hypotheses involving the relationships between leadership style, work discipline, work motivation, trust, organizational commitment, and job satisfaction. The findings underscore the importance of ethical leadership in enhancing trust, job satisfaction, and organizational commitment among employees, which in turn boosts their performance.

### Issue of Study

The research addresses the problem of insufficient understanding and application of ethical leadership and corporate governance among government employees (ASN), which affects their performance and commitment to organizational goals. The study seeks to clarify how leadership practices can improve employee engagement, trust, and satisfaction, thereby enhancing overall organizational performance.

### Research objective

The study aims to identify the impact of ethical leadership, work discipline, and work motivation on the performance and commitment of State Civil Apparatus (ASN) employees in Luwu East, Indonesia.

### Methodology

The study uses a descriptive analysis with a quantitative approach. Data were collected from 325 State Civil Apparatus (ASN) employees using purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) to examine the relationships between variables such as ethical leadership, trust, organizational commitment, and job satisfaction.

### Key Finding

The study's key findings are:

- It has a positive effect on employees' work engagement and commitment, suggesting that ethical practices in leadership can significantly improve employee trust and organizational commitment.
- Trust between employees and leaders is crucial for fostering organizational commitment and job satisfaction, leading to better performance.
- High levels of organizational commitment among employees are associated with increased job satisfaction and performance.
- The study confirms that job satisfaction mediates the relationship between ethical leadership and employees' work engagement, highlighting the importance of a positive work environment in achieving organizational goals.

# ANALYSIS OF REGIONAL NEEDS AND MINING POTENTIAL IN THE POLICY OF ESTABLISHING REGIONAL-OWNED ENTERPRISES (BUMD) FOR INCREASING LOCAL REVENUE

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## SUMMARY OF STUDY

The study analyzes the potential of the mining sector in East Luwu Regency and its impact on the policy of establishing Regional-Owned Enterprises (BUMD) to increase Local Revenue (PAD). The findings indicate that mining, particularly nickel, represents a significant regional potential. The study concludes that establishing a BUMD focused on mining is a strategic step for the local government to optimize natural resource management and enhance regional economic growth.

1

### Issue of Study

The research addresses the challenge of leveraging regional resources to boost local revenue. East Luwu Regency, with its significant mining potential, particularly in nickel, has not yet fully optimized this sector to contribute to local revenue. The study explores how establishing a BUMD can bridge this gap and what implications this has for regional economic development.

2

### Research objective

The objective of the study is to identify and analyze the regional needs and mining potential in East Luwu Regency and to evaluate how these factors influence the policy of establishing BUMD to increase local revenue.

3

### Methodology

The study uses a qualitative research design, employing SWOT analysis and a policy research approach. Data was collected from various sources, including government regulations, case studies, and empirical data from East Luwu Regency. The SWOT analysis was used to identify the strengths, weaknesses, opportunities, and threats related to the establishment of BUMD in the mining sector.

4

### Key Finding

- East Luwu Regency has significant nickel reserves, which are currently underutilized. The study suggests that these reserves could be better managed through the establishment of a BUMD, which could contribute significantly to local revenue.
- The establishment of BUMD is supported by various regulations, including laws that prioritize regional-owned enterprises in managing local resources. The local government is encouraged to leverage these regulations to establish BUMD in the mining sector.
- The establishment of a mining-focused BUMD is expected to significantly increase local revenue, contributing to the region's economic growth. The study projects that BUMD's contributions to PAD could range from 24.48% to 33.2% per year.
- The study concludes that establishing a BUMD in the mining sector is a necessary and strategic move for East Luwu Regency to maximize its natural resource potential and achieve sustainable economic development.

# ANALYSIS OF THE INFLUENCE OF THE IMPLEMENTATION RESULTS OF VILLAGE BOUNDARY DETERMINATION AND AFFIRMATION ON BOUNDARY SEGMENTS, VILLAGE AREA, IN PROVIDING LEGAL CERTAINTY TO VILLAGE AREAS IN EAST LUWU REGENCY

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## SUMMARY OF STUDY

The study investigates the impact of the implementation of village boundary determination and affirmation on the clarity and legal certainty of village areas in East Luwu Regency. The research highlights how the determination and affirmation process has led to shifts in boundary segments and changes in village area sizes, affecting legal and administrative certainty. The study found that out of 205 village boundary segments analyzed, 203 experienced shifts, which were attributed to various factors such as differences in map scales, boundary objects, and community needs. The study emphasizes the importance of clear boundary definitions for administrative order and legal certainty.

### Issue of Study

01

The research addresses the challenge of maintaining administrative order and legal certainty in village governance, particularly in regions with unclear or disputed boundaries. The study explores how the determination and affirmation of village boundaries can help resolve these issues, prevent conflicts, and ensure that villages have clearly defined and legally recognized boundaries, which are crucial for resource management and regional autonomy.

### Research objective

02

The objective of the study is to analyze the results of the implementation of village boundary determination and affirmation, focusing on how these efforts affect the clarity and legal certainty of village boundaries in East Luwu Regency.

### Methodology

03

The study adopts a qualitative approach, analyzing data from 77 villages that have completed the boundary determination and affirmation process. The methodology includes overlaying different maps (such as working maps and agreement maps) to identify shifts in boundary segments. The study also involved interviews with key informants from the district government, responsible for the boundary determination process. The analysis was conducted using Miles and Huberman's data analysis techniques, which include data reduction, data presentation, and drawing conclusions.

### Key Finding

04

- The study found that most boundary segments experienced shifts due to differences in map scales and other factors such as boundary objects, historical shifts, and community needs. These shifts often led to discrepancies in village area sizes.
- The area of several villages changed significantly after the boundary determination process, with some villages experiencing an increase or decrease in area when compared to previous data. For instance, Ujung Baru Village saw an increase of 130.99 km<sup>2</sup>, while Lakawali Village experienced a decrease of 339.58 km<sup>2</sup>.
- The study emphasizes that clear and well-defined village boundaries are crucial for maintaining legal certainty and administrative order. Unclear boundaries have led to disputes and social conflicts, hindering the effective governance of village areas.
- The study concludes that ongoing efforts are needed to ensure that village boundaries are clearly defined and legally recognized to prevent conflicts and support regional development.

# EVALUATION OF SOCIAL RESILIENCE INDEX ON VILLAGE INFRASTRUCTURE, COMMUNITY EMPOWERMENT, AND PUBLIC SERVICE QUALITY (CASE STUDY OF THE 1 BILLION 1 VILLAGE PROGRAM)

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## SUMMARY OF STUDY

The study evaluates the impact of village infrastructure, community empowerment, and the quality of public services on the Developing Village Index (IDM) in Kalaena Kiri Village, East Luwu Regency, under the "1 Billion 1 Village" Program. Using a quantitative approach with Structural Equation Modeling (SEM), the research finds that infrastructure development and quality public services significantly contribute to the success of the program and improve the IDM. However, community empowerment did not have a significant impact, indicating the need for a more effective empowerment strategy.

1

### Issue of Study

The research addresses the issue of improving village development through infrastructure, community empowerment, and public services. It investigates how these factors contribute to the success of the "1 Billion 1 Village" Program and the resulting impact on the Developing Village Index (IDM), which is crucial for promoting sustainable and equitable village development.

2

### Research objective

The objective of the study is to analyze the impact of village infrastructure, community empowerment, and the quality of public services on the achievement of the Developing Village Index (IDM) in Kalaena Kiri Village by assessing the effectiveness of the "1 Billion 1 Village" Program.

3

### Methodology

The study uses a quantitative research method with the Structural Equation Modeling (SEM) approach. A total of 100 respondents, including village heads, officials, community leaders, and villagers, were surveyed using a questionnaire. The research measured variables like village infrastructure, community empowerment, public service quality, and the Developing Village Index to test hypotheses about their relationships using SEM with the Smart PLS 3 application.

4

### Key Finding

- It has a positive and significant impact on the success of the "1 Billion 1 Village" Program and subsequently on the Developing Village Index (IDM).
- It also positively and significantly influences the program's success and IDM.
- Contrary to expectations, community empowerment did not show a significant impact on the program or IDM, indicating a need for better strategies in this area.
- The study underscores the importance of infrastructure development and quality public services in achieving successful village development. Community empowerment requires a more effective approach to contribute meaningfully to village development programs.
- These findings suggest that village development policies should prioritize infrastructure and public services while re-evaluating empowerment strategies for better outcomes in village development.



# MANAGING WORK-LIFE BALANCE TO OPTIMIZE EMPLOYEE WELFARE AND PRODUCTIVITY

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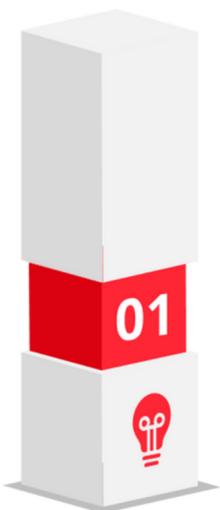
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## SUMMARY OF STUDY

The study investigates the impact of work-life balance on employee welfare and productivity within the public sector, specifically focusing on East Luwu Regency. Using Structural Equation Modeling (SEM), the research reveals that work-life balance significantly influences both employee welfare and productivity. The findings highlight the importance of maintaining a healthy balance between work and personal life to enhance overall employee outcomes. The study emphasizes the need for local governments to adopt more flexible and supportive work policies to optimize employee welfare and productivity.

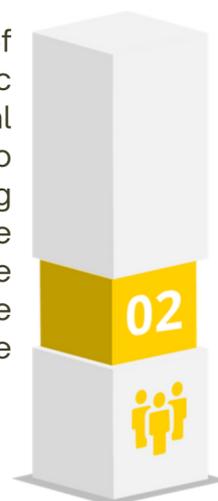
### Issue of Study

The research addresses the challenge of managing work-life balance in the public sector, where high workloads, political pressures, and rigid bureaucracy often lead to imbalances that affect employee well-being and productivity. The study seeks to fill the research gap by examining how work-life balance specifically impacts employees in the local government context, where unique challenges and demands are present.



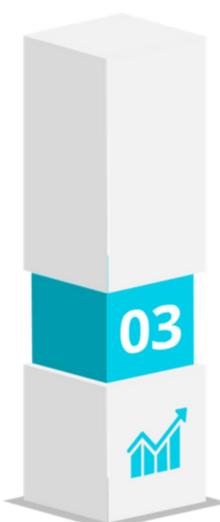
### Research objective

The objective of the study is to analyze the effects of work-life balance on employee welfare and productivity in the public sector, particularly in East Luwu Regency. The study aims to provide empirical evidence on the importance of work-life balance in enhancing employee outcomes and to offer practical recommendations for policy development.



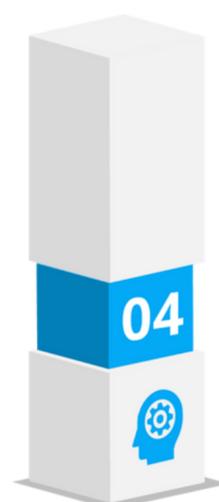
### Methodology

The study employs a quantitative research design using Structural Equation Modeling (SEM) to examine the relationships between work-life balance, employee welfare, and productivity. Data was collected from 200 employees across various departments within the East Luwu Regency local government. The research model was tested for validity and reliability, and the SEM analysis provided insights into the direct effects of work-life balance on employee outcomes.



### Key Finding

- The study finds that work-life balance significantly and positively influences both employee welfare and productivity. A balanced work-life environment contributes to higher levels of employee well-being and efficiency in performing work-related tasks.
- The research shows that 51.5% of the variance in employee welfare can be explained by work-life balance, indicating a strong relationship between the two.
- Similarly, 55.0% of the variance in employee productivity is attributed to work-life balance, underscoring its critical role in driving productivity.
- The findings suggest that local governments should prioritize work-life balance initiatives, such as flexible working arrangements and wellness programs, to improve both employee welfare and productivity.





# MANAGEMENT OF COMPOST PRODUCTION FOR SUSTAINABLE TRANSMIGRATION COMMUNITIES

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## SUMMARY OF STUDY

The article discusses the management of compost production as a strategy for empowering sustainable transmigration communities in South Sulawesi, Indonesia. It evaluates the effectiveness of compost production training in enhancing the technical capabilities of transmigrant communities at UPT Mahalona SKPC 1 Koromolai. The study found that the training significantly improved participants' knowledge and skills, leading to the adoption of composting techniques in their agricultural practices. The use of compost reduced dependency on chemical fertilizers, improved soil quality, and opened new economic opportunities, contributing to the sustainability and economic well-being of these communities.

### Issue of Study

01

The research addresses the challenges faced by transmigration communities in adapting to new agricultural environments due to limited skills and knowledge in land management. The study focuses on how technical training in compost production can empower these communities to overcome these challenges, reduce their reliance on chemical fertilizers, and promote sustainable agricultural practices.

### Research objective

02

The objective of the study is to evaluate the effectiveness of compost production training in improving the technical capabilities, agricultural productivity, and economic well-being of transmigration communities, thereby contributing to sustainable development.

### Methodology

03

The study uses a descriptive qualitative approach, employing a case study design at UPT Mahalona SKPC 1 Koromolai, South Sulawesi. Data were collected from 20 purposively selected participants through in-depth interviews, participant observation, and document analysis. Thematic analysis was used to identify key themes related to the improvement of technical knowledge, application of composting techniques, and the economic and social impact of the training.

### Key Finding

04

The study's key findings are:

- Participants showed significant improvements in their understanding and application of compost production techniques.
- Most participants began using compost in their agricultural practices, leading to improved soil quality and crop yields.
- The training reduced participants' reliance on expensive chemical fertilizers and provided new income opportunities through the sale of compost. It also strengthened social bonds within the community.
- The use of compost helped reduce organic waste and the environmental impact of chemical fertilizers, promoting sustainable farming practices.
- Some challenges were identified, including limited access to raw materials and the need for further support in advanced composting techniques.



# THE INFLUENCE OF WORK DISCIPLINE AND EMPLOYEE COMPETENCY ON EMPLOYEE PERFORMANCE THROUGH WORK MOTIVATION AS AN INTERVENING VARIABLE

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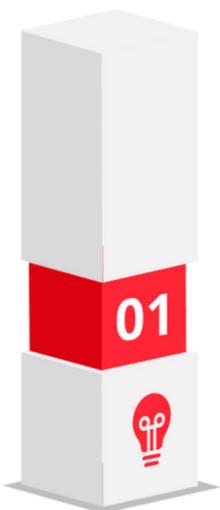
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## SUMMARY OF STUDY

The study examines the impact of work discipline and employee competency on employee performance at the East Luwu Regional Revenue Agency. It explores how work motivation serves as a mediating variable in this relationship. The findings indicate that both work discipline and employee competency positively and significantly influence employee performance, and work motivation plays a crucial role in enhancing this effect. However, work discipline alone does not significantly impact performance without the influence of motivation.

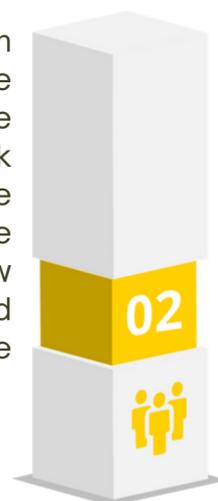
### Issue of Study

The research addresses challenges in achieving optimal employee performance within the East Luwu Regional Revenue Agency. Issues such as declining work motivation, low discipline, and inadequate competency levels among employees are explored. The study seeks to understand how enhancing discipline, competency, and motivation can collectively improve employee performance.



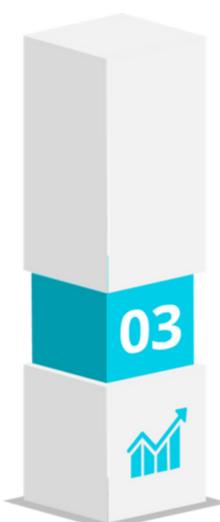
### Research objective

The objective of the study is to determine how work discipline and employee competency influence employee performance, with a focus on understanding the role of work motivation as an intervening variable. The study aims to provide insights that could help improve employee performance in government agencies.



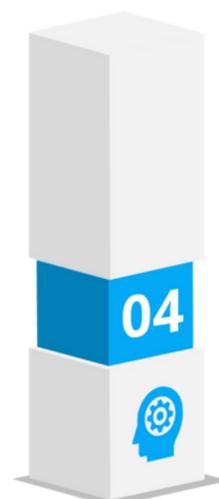
### Methodology

The study utilizes a quantitative approach, involving a population of 102 employees at the East Luwu Regional Revenue Agency. A saturated sampling method was used, meaning the entire population was sampled. Data collection was conducted using questionnaires, which were then analyzed through descriptive statistics and hypothesis testing using the SmartPLS statistical tool. The analysis included validity and reliability tests, as well as the examination of direct and indirect effects between the variables.



### Key Finding

- Work discipline has a positive and significant effect on work motivation, which in turn influences employee performance. However, work discipline alone does not have a significant direct impact on performance.
- Employee competency significantly influences both work motivation and employee performance. Competent employees are more motivated and thus perform better.
- Work motivation is a critical factor that significantly affects employee performance. It also acts as a mediator between work discipline, competency, and performance.
- The study concludes that enhancing work discipline and employee competency, along with fostering strong work motivation, are essential strategies for improving employee performance in government agencies.



# THE INFLUENCE OF TEACHER COMPETENCE, PRINCIPAL LEADERSHIP AND TEACHER WORK MOTIVATION ON TEACHER PERFORMANCE

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## SUMMARY OF STUDY

The study investigates the impact of teacher competence, principal leadership, and teacher work motivation on the performance of high school teachers in Palopo City. It finds that teacher competence and work motivation have a significant positive effect on teacher performance, while principal leadership has a positive but not significant effect. The study highlights the importance of focusing on these factors to improve teacher performance, suggesting that efforts to enhance teacher competence and motivation, along with supportive leadership, are crucial.

### Issue of Study

01

The research addresses the issue of improving teacher performance, which is essential for achieving high-quality education. The study explores how various factors—specifically teacher competence, leadership from principals, and teacher work motivation—contribute to or hinder teacher performance. It investigates the complexities of these relationships, particularly in the context of high schools in Palopo City, where teacher competency and motivation levels may vary.

### Research objective

02

The objective of the study is to determine the effect of teacher competence, principal leadership, and work motivation on teacher performance. The study aims to provide insights into how these factors individually and collectively influence teacher performance, which is critical for improving educational outcomes.

### Methodology

03

The study employs a quantitative research method using a survey approach. Data was collected from 107 teachers in high schools across Palopo City through questionnaires. The analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS software to evaluate the relationships between the variables. The study included tests for validity, reliability, and hypothesis testing to determine the strength and significance of these relationships.

### Key Finding

04

- The study finds that teacher competence has a positive and significant impact on teacher performance. Competent teachers are better able to manage classrooms, deliver content effectively, and engage students, leading to improved performance.
- Principal leadership has a positive but not statistically significant effect on teacher performance. This suggests that while leadership is important, other factors such as teacher competence and motivation may play a more dominant role in determining performance outcomes.
- Work motivation is found to have a significant positive impact on teacher performance. Motivated teachers are more likely to be dedicated, enthusiastic, and effective in their roles, leading to higher performance levels.
- The study suggests that educational authorities and school administrators should prioritize professional development, supportive leadership, and motivational strategies to enhance teacher performance, which in turn will lead to better educational outcomes for students.



# EVALUATION OF THE EFFECTIVENESS OF GREEN ECONOMY POLICIES IN SMELTER FACTORY AREA: QUADRUPLE HELIX PRESPECTIVE

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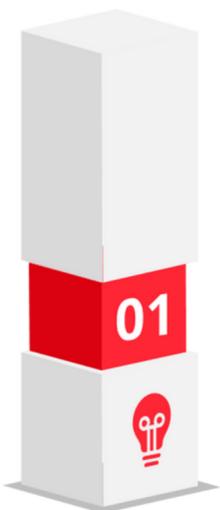
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## SUMMARY OF STUDY

The article evaluates the effectiveness of green economy policies implemented in smelter factory areas, focusing on PT Bumi Mineral Sulawesi in Luwu Regency, South Sulawesi, Indonesia. The research employs a qualitative approach using the Quadruple Helix model, which includes government, industry, academia, and civil society. The study finds that while the presence of the smelter has positively impacted local employment and economic conditions, challenges remain in equitable welfare distribution and environmental impact management.

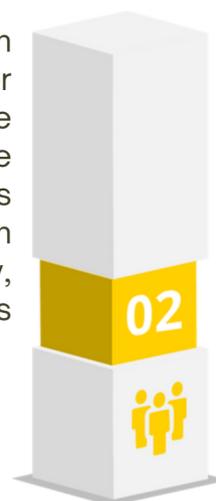
### Issue of Study

The research addresses the tension between economic development through smelter operations and the need for sustainable practices. It examines how the implementation of green economy policies can balance economic growth with environmental protection and social equity, particularly in the context of Indonesia's mineral processing industry.



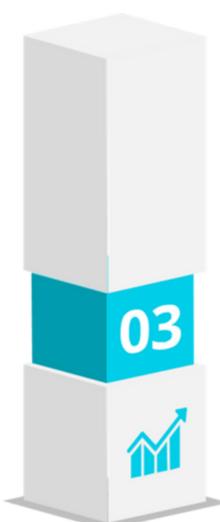
### Research objective

The study aims to examine the effectiveness of the green economy model in smelter areas from the perspective of the Quadruple Helix, assessing the economic, social, and environmental impacts on local communities, government, employees, and academics.



### Methodology

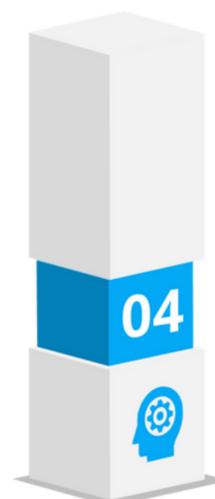
The study uses a qualitative descriptive research design, involving interviews and observations in Luwu Regency, where the smelter is located. Fifteen informants, including local residents, government employees, factory workers, and an academic, were selected for interviews. Data were analyzed using Miles and Huberman's interactive



### Key Finding

The study's key findings are:

- The smelter has significantly improved local employment and economic conditions.
- There is a positive impact on community welfare, although this impact is unevenly distributed.
- Environmental impacts have been mitigated through the use of green technologies, but challenges in achieving truly sustainable development remain.
- The study highlights the need for better collaboration among the Quadruple Helix components to ensure inclusive and sustainable development



# THE INFLUENCE OF THE EXISTENCE OF STATE CIVIL APPARATUS, WOMEN'S PERFORMANCE, AND WORK EXPERIENCE ON THE ASSIGNMENT OF STRUCTURAL POSITIONS THROUGH LEADERSHIP POLICY

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## SUMMARY OF STUDY

The study examines the influence of the performance and work experience of female State Civil Apparatus (ASN) employees on the assignment of structural positions within the Social Service and Women's Empowerment and Child Protection Agency (P3A) of East Luwu Regency. It highlights the role of leadership policies in mediating this relationship, with findings showing that leadership policies play a significant role in the structural placement process for female ASNs based on their performance and experience.

### Issue of Study

01

The research addresses the underrepresentation of women in structural positions within the Social Service and P3A, despite many having adequate performance and work experience. The issue arises from leadership policies that may not fully account for their contributions.

### Research objective

02

The objective is to analyze how female ASNs' performance and work experience impact their appointment to structural positions within the East Luwu Regency, and how leadership policies mediate this process.

### Methodology

03

The study utilized a quantitative approach, surveying 68 employees from the Social Service and P3A. Data was collected via questionnaires, and SmartPLS was used for data analysis. Sampling was conducted using a saturated sampling technique, and the validity and reliability of the instruments were verified through standard tests.

### Key Finding

04

- The performance and work experience of female ASNs have a direct and positive influence on leadership policies and the assignment of structural positions.
- Leadership policies significantly affect the structural position assignments.
- Leadership policies mediate the relationship between the existence, performance, and work experience of ASNs and their structural assignments.
- These insights emphasize the importance of transparent leadership policies in improving women's representation in leadership roles within the public sector.



# ANALYSIS OF THE STRATEGIC INFLUENCE OF INFLUENCER MARKETING, EMAIL MARKETING AND SEO ON CUSTOMER LOYALTY AND CONSUMER SATISFACTION IN THE AUTOMOTIVE INDUSTRY IN PALOPO CITY

Andi Nadirah, Indrawan

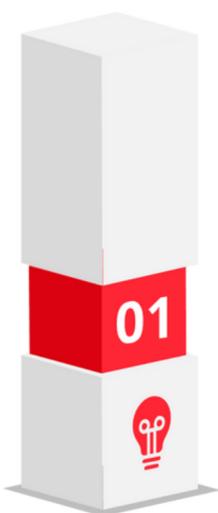
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## SUMMARY OF STUDY

The article examines how digital marketing strategies, including influencer marketing, email marketing, and search engine optimization (SEO), impact customer satisfaction and loyalty in the automotive sector of Palopo City. The study reveals that these strategies enhance consumer satisfaction but do not necessarily lead to direct customer loyalty.

### Issue of Study

The research addresses the challenge of maintaining and increasing customer satisfaction and loyalty in a competitive, digitally-driven automotive market. Companies need to adopt effective digital marketing strategies to engage with increasingly online consumers who rely on platforms like social media for brand interaction



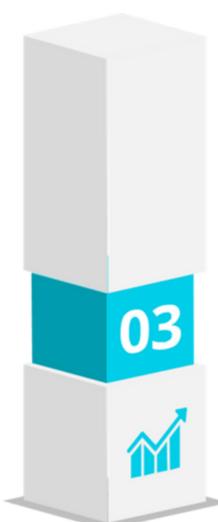
### Research objective

The main objective of the study is to analyze the impact of digital marketing strategies specifically influencer marketing, email marketing, and SEO—on customer loyalty and consumer satisfaction within the automotive industry in Palopo City



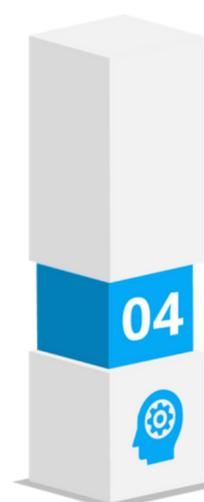
### Methodology

The study employed a survey method, distributing online questionnaires to 100 respondents who were automotive industry consumers in Palopo City. These participants' responses were analyzed to evaluate the impact of digital marketing strategies. Demographic information, such as gender and age, was collected, and the results were evaluated using a Likert scale



### Key Finding

The study found that influencer marketing, email marketing, and SEO significantly improve consumer satisfaction. However, while these strategies positively influence satisfaction, they do not always translate into direct customer loyalty. SEO and email marketing improve satisfaction without a corresponding increase in loyalty, and influencer marketing only slightly impacts loyalty, indicating the need for a more comprehensive approach to fostering long-term customer loyalty





# THE INFLUENCE OF DIGITAL COMPETENCE, MOTIVATION AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE

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## SUMMARY OF STUDY

The study examines explores how these three factors impact employee performance at the Secretariat of the Regional People's Representative Council (DPRD) of East Luwu Regency. The study found that digital competence, motivation, and work discipline have a positive and significant effect on employee performance both individually and collectively. The findings suggest that organizations should enhance these aspects to improve overall employee performance, which ultimately supports organizational goals

### Issue of Study

01

The research addresses the issue of suboptimal employee performance at the DPRD Secretariat, where gaps in digital competence, variations in motivation, and inconsistent work discipline have been observed. These issues are affecting employee efficiency, innovation, and the quality of services provided. The study investigates how improving these factors can lead to enhanced employee performance

### Research objective

02

The main objective of this study is to analyze the influence of digital competence, motivation, and work discipline on employee performance at the DPRD Secretariat of East Luwu Regency. It seeks to measure the individual and combined effects of these variables on performance improvement

### Methodology

03

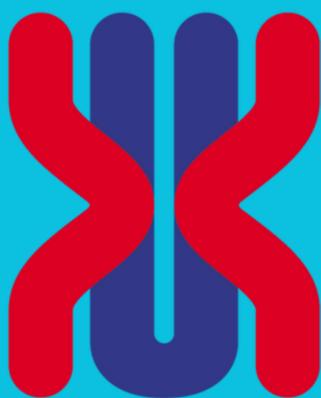
The study used a quantitative, explanatory approach, surveying 85 employees at the DPRD Secretariat using a saturated sampling technique. Data were collected through questionnaires and analyzed statistically using SmartPLS. The analysis included validity and reliability tests, along with hypothesis testing to determine the significance of the relationships between the variables

### Key Finding

04

- It has a positive and significant influence on employee performance, enabling employees to use technology effectively, improving efficiency and accuracy.
- High motivation positively impacts performance by increasing focus, initiative, and commitment to achieving organizational goals.
- Good work discipline contributes to timely task completion, consistency in quality, and overall higher productivity.
- The synergy of digital competence, motivation, and work discipline significantly boosts employee performance, creating a work environment conducive to higher productivity and efficiency

# Empowering Communities and Economies: Insights from The 1st International Seminar on Entrepreneurship, Economics, and Management



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