



List of Contents

The Influence Of Product Quality, Price And Service On Customer Satisfaction At Lesehan 123 Jamik Bengkulu City Kusumo Edo Utomo , Karona Cahya Susena ,Nirta Vera Yustanti	343–358
The Influence Of Work Discipline And Work Environment On The Work Productivity Of Employees In The Hikmah Crackers Factory Shella Apriani, Suci Putri Lestari, Kusuma Agdhi Rahwana	359–370
The Influence Of Location Promotion And Service Quality On Purchase Decisions (Survey Of Consumers At Anna Putra Store, Pasar Cikurubuk Tasikmalaya) Alpi Nurunisa, Rita Tri Yusnita, Ai Kusmiati Asyiah	371–382
The Analysis Of Quality Product And Price Perception Towards Purchase Decisions (Survey On 'Bakmi Boerangrang Tasikmalaya' Consumers) Erika Joanna Hosea, Depy Muhamad Pauzy, Mila Karmila	383–394
The Influence Of Occupational Health Safety (K3) And Workload On Work Productivity (A Research On Employees Of Pt. Nata Bersaudara Sejahtera Tasikmalaya) Fahda Aidatul Fitroh, Barin Barlian, Titin Patimah	395–408
The Influence Of Work Discipline And Communication On Employee Performance Ahass Subur Jaya Marta Tasikmalaya City Mala Amalia, Arga Sutrisna, Dudu Risana	409–420
The Purchase Decision Of Qweenaa Shop Fashion Products Based On Online Promotion Through Social Media And Product Variation (Survey On Qweenaa Shop Tasikmalaya Consumers) Risma Nurmayanti, Depy Muhamad Pauzy, Dudu Risana	421–434
The Effect Of Perceived Price And Service Quality On Purchasing Decisions For Electronic Services (Survey On Customers Of Computer Kios & Services Singaparna) Lulu Alfiani Mardian, Suci Putri Lestari, Dudu Risana	435–448
In The Midst Of Payment System Digitalization, Why Are There Still MSMEs That Have Not Used QRIS? Ayu Annisa Rahmawati, Agung Dharmawan Buchdadi, M. Edo Suryawan Siregar	449–458



The Influence Of Product Quality And Customer Experience Against Buying Decision (Survey On Consumers Of Rabbani Tasikmalaya) Nira Dya Dara, Budhi Wahyu Fitriadi, Barin Barlian	459–468
The Influence Of Employee Engagement And Job Satisfaction On Employee Performance At Regional Development Planning Agency, Seluma Regency Eka Vitri Yulita, Ahmad Soleh, M. Rahman Febliansa	469–482
Analysis Of Financial Performance At Communication And Informatics Department In Bengkulu Selatan District Noni Lestari, Ahmad Soleh, Suswati Nasution	483–490
The Influence Of Work Motivation And Competency On Work Discipline Of Employee at The Ministry of Cooperation, PERINDAG, Tasikmalaya City Moch Tomi Gunawan, Barin Barlian, Arga Sutrisna	491– 502
The Effect Beauty Vlogger And Lifestyle On Cosmetic Purchase Decision On E-Commerce Shopee (Survey Of University Of Perjuangan Tasikmalaya Female Students) Ayu Sri Wandini, Askolani, Depy Muhamad Pauzy	503–516
Influence Of Fashion Trend And Promotion On The Purchase Decisions (Survey of Sheika Hijab Shop Consumers) Gita Khoerunnisa, Budhi Wahyu Fitriadi, Dudu Risana	517–524
Impact Of Electronic Word Of Mouth And Influencer On Buying Decisions (Survey On Skincare Somethinc Consumer Products In The University Environment Of Tasikmalaya) Milawatul Aulia, Askolani, H. Ari Arisman	525–538
The Effect of Content Marketing and Electronic Word of Mouth (e-wom) on Purchasing Decisions of the Tasikmalaya Regency Transportation Office (Survey of University of Perjuangan Tasikmalaya Students Class of 2019 Erigo Cunsomers in The Tiktokshop Application) Alvisyah Zanatunnisa, Ari Arisman, Barin Barlian	539–546
The Influence Of Work Motivation And Work Dicipline On Employee Work Productivity Production Department In CV Nanjung Abadi Kota Tasikmalaya Putri Mustikasari, Barin Barlian, Suci Putri Lestari	547 –554



The efficacy of Climate Change on Sustainability of Supply Chain Management Gajendra Singh	555 –566
The Effect Of Taste, Perceived Price And Facilities On Consumer Satisfaction (Survey On Consumers Of Mayasi Café And Resto Asia Plaza Tasikmalaya) Silvi Agustin, Depy Muhamad Pauzy, Dudu Rlsana	567–580
The Influence Of Work Environment And Work Stress On Employee Performance (Survey on Production Employees at PT. PERNAS Kabupaten Tasikmalaya) Febri Dwicki Maulana, Suci Putri Lestari, Dudu Risana	581– 590
The Influence Of Price Perception And Service Quality On Consumer Satisfaction (Survey on Consumer Alfa Studios at Tasikmalaya City) Gilang Dayu Pangestu, Ari Arisman, Suci Putri Lestari	591–600
The Effect Of Evaluation Performance On Adlib.Id Employee Loyalty (Convection) Through Job Satisfaction Nauzal Zamzami, Rita Tri Yusnita, Dudu Risana	601–608
The Effect Of Work Environment And Work Stress On Employee Performance CV. Mulya Steel, Tasikmalaya City Rahmi Damayanti, Kusuma Agdhi Rahwana, Titin Patimah	609–618
The Influence Of Machinery Maintenance And Raw Material Supply On The Smoothness Of The Production Process (Survey at PT. Pacific Eastern Coconut Utma Pangandaran Factory) Iqbal Nugraha, Suci Putri Lestari, Barin Barlian	619–630
Customer Satisfaction Analysis Viewed From Store Atmosphere, Food Plating And Price Perception (Survey of Letter Coffee Consumers) Soni Setiaji, Depy Muhamad Pauzy, Mila Karmila	631–642
The Effect Of Price Perception And Promotion On Purchasing Decisions Of Ice Cream Aice At Delapan Belas Kiarajungkung Tasikmalaya Stores (Survey on sales of ice cream Aice at Delapan Belas Kiarajungkung Stores) Neng Siti Ambariyah, Depy Muhamad Pauzy, Ari Arisman	643–652
The Influence Of Lifestyle And Customer Experience On Purchasing Decision Brand Handphone Iphone (Survey on iPhone Brand Mobile Phone Users at Tasikmalaya City) Dewi Sri Rahayu, Ari Arisman, Depy Muhamad Pauzy	653–662



- The Effect Of Communication And Work Discipline On The Work Productivity Of Employees
In Production At PDAM Tirta Galuh, Ciamis District 663–670
Renaldy Anamal Nugraha, Barin Barlian, Nita Fauziah Oktaviani
- The Influence Of Location, Promotion And Lifestyle On Purchasing Decisions Inkampoeng
Hijrah Residence Tasikmalaya Housing 671–680
Rizky Muhammad Nur Syiroj, Suci Putri Lestari, Arga Sutrisna
- The Influence Of Service Quality, Price Perceptions And Facilities On Customer Satisfaction
At The Siliwangi Futsal Centre Tasikmalaya City 681–696
Sabiq Abdul Basit, Arga Sutrisna, Suci Putri Lestari