



List of Contents

- | | |
|--|-------|
| The Influence of Product Innovation and E-Commerce on Competitive Advantage (Survey on Consumers of Compass Shoe Products)
Yusuf Muharam, Arga Sutrina, Ari Arisman | 1–8 |
| The Influence Of Brand Awareness, Content Marketing, And Product Innovation On Purchase Decisions For Mixue Ice Cream Products In The West Circle Of Bengkulu City
Silvia Septiani, Eti Arini | 9–20 |
| The Effect Of Self-Actualization Needs And Workload On Employee Work Performance At The Bengkulu City Industry And Trade Office
Tamara Damayanti, Sri Ekowati | 21–32 |
| The Influence Electronic Word Of Mouth And Product Diversity On Online Purchase Decisions Through The Shopee Application
Andi Chandra, Taufik Bustami | 33–42 |
| Increasing Consumer Buying Interest In B2c Marketplace: Use Of Paid Promote And Live Streaming Seo Techniques
Lena Nofrianti, Andi Azhar | 43–58 |
| The Influence of Product Quality and Price on Miyako Product Purchasing Decisions (Case Study in Hermon Store Bengkulu)
Ario Syahdeli, Mardhiyah Dwi Ilhami | 59–66 |
| The Influence Of Compensation And Organizational Culture On Organizational Citizenship Behavior In Pengadilan Tinggi Agama Bengkulu
Putri Handayani, Sri Ekowati | 67–74 |
| The Influence Of Store Atmosphere, Brand Image And Service Quality On Coffee Purchasing Decisions
(Case Study At Konnichiwa Shop, Bengkulu City)
Agung Sutiyo Wibowo, Khairul Bahrun | 75–84 |
| The Effect of Discounts, Free Shipping, Online Customer Reviews on Purchasing Decisions at the Shopee Marketplace
(Case Study on Students of Universitas Muhammadiyah Bengkulu)
Resa Yestasari, Mimi Kurnia Nengsih | 85–98 |



- The Effect Of Brand Import, Fashion Lifestyle Thriff Shop To Buying Interest
(Case Study Of Universitas Muhammadiyah Bengkulu Students) 99–108
Wanda Setiawan, Mimi Kurnia Nengsih
- The Effect of Influence Job Environment, Job Characteristic, and Job Insecurity
OF Burnout On Employee PT. Sandabi Indah Lestari 109–120
Nefrielza Angela Putri, Tezar Arianto
- The Influence Of Leadership Style, Work Discipline, And Work Motivation On
The Work Morale Of Iia Curup Prison Employees 121–126
Jalil Majid, Ratnawili
- The Influence Of Human Resource Quality, Professionalism And Career
Development On Employee Performance In The Personnel And Human
Resources Development Agency Of Bengkulu City 127–132
Marlia Prameswari, Ratnawili
- The Influence Of Work Culture And Organizational Climate On The
Performance Of Employees Of Perumda Tirta Hidayah Bengkulu City 133–142
Muhammad Rizki Pratama Ritonga, Ratnawili