Volume 2 Nomor 3 Juli 2021

Daftar Isi

The Effect Of Sales Promotion And Store Atmosphere On Impulse Purchase In Tong Hien Semarang Septian Deico T, Agus Hermani DS	157 - 167
Influence Of Brand Image And Product Knowledge On Purchase Decision (Study on Consumers of Holland Bakery Pandanaran Semarang) Sarah Puspaningrum, Handojo Djoko Walujo	168 - 173
The Influence Of Product Quality, Price And Brand Image On The Purchase Decision Of Bread Sari Bread (Study on Sari Roti Consumers in Semarang City) Septytiana Wahyu Mulyadi, Wahyu Hidayat	174 - 179
Analysis Of Village Fund Management (Case Study of Suka Negeri Village, Air Nipis District, South Bengkulu Regency) Widarti Kristiani, Neri Susanti, Rinto Noviantoro	180 - 184
The Influence of Products and Places on Consumer Purchase Decisions at PT. Utomo Prosperous with Grago, Kaur Regency Derry Aprido Yarangga, Siswanto, Meiffa Herfianti	185 - 191
The Effect of Customer Value and Brand Trust on Customer Loyalty of Tabot Savings Bank Bengkulu Main Branch Fery Gustian, Ahmad Soleh, Mimi Kurnia Nengsih	192 - 198
The Relationship Of Services And Promotion With Purchase Decisions At Dewi Cell Counter, Kaur District Restu Sukri, Karona Cahya Susena, Eska Prima M. D.	199 - 205
Impact Of Social Media Marketing On Brand Image On Purchase Decisions Of Millenials Consumers Hastuti	206 - 214
Analysis Of Marketing Strategy At Business Resources Store Bintuhan Kaur Regency Dezandra Afiro, Sulisti Afriani, Yanto Effendi	215 - 221
Marketing Strategy Analysis Of Msmes Dapur Arco Azka Manna, Bengkulu Selatan Devi Arsianti Siti Hanila Eska Prima Monique Damarsiwi	222 - 229

Effectiveness of Implementation of Siskeudes And Financial Reports of Village Funds in Rejang Lebong Regency Dwi Sinta, Gayatri	230 - 237
The Effect of Experiential Marketing on Customer Satisfaction of Cafe Tik Tok in Bengkulu City Yudi Ariantara	238 - 246
The Effect of Training and Motivation on ASN Performance in the Protocol Section of the General Bureau of the Bengkulu Province Secretariat Harsen Jenizar, Karona Cahya Susena, Abdul Rahman	247 - 255
Mangrove Tourism Development Strategy for the Prosperous Village on Baai Island, Bengkulu City Anggie Aditya Heriyanto, Sri Handayani, Mimi Kurnia Nengsih	256 - 262
Marketing Strategy of Bengkulu Local Coffee: SWOT, BCG, and Benchmarking (Case Study: Kopi 1001) Suswati Nasution, Rina Trisnayanti	263 - 271
Analysis of the Internal Control System for Merchandise Inventory at Alfamart Merapi, Tebeng Gardens, Bengkulu Lausa Saresa, Sulisti Afriani, Yun Fitriano	272 - 281
The Effect of Organizational Commitment and Placement on Employee Performance at The Regional Financial Management Agency (BPKD) of Bengkulu Province Agusman Ameri, Ida Anggriani, Tito Irwanto	282 - 289
Factors Affecting Job Satisfaction of Village Officials in West Seluma Sub-District of Seluma Regency Dwi Kurniawan, Nia Indriasari, Yanto Effendi	290 - 298
An Analysis of the Effect of Employee's Additional Income (TPP) and Work Ability on the Performance of the Civil Servants (ASN) at Regional Secretary of Central Bengkulu Regency Cici Handika Dewi, Siti Hanila, Nirta Vera Yustanti	299 - 307
Internal Control System Analysis of Cash Receiving at Adeeva Hotel, Bengkulu City Neli Puspita Sari; Sulisti Apriani; Herlin	308 - 314