

Volume 3 Nomor 1 Januari 2022

List of Contents

Use of Facebook Social Media as Product Marketing Media Muhammad Anshari Hutasuhut, Siti Hazrah, Vania Sally Nabila, Nurbaiti	1 - 5
Analysis of The Feasibility Study for The Culinary Business of Culinary Tourism in Kali Mojo, Tegalwaton, Semarang Regency Nur Ifa Maulida, Rahayu Ambarwati, Astri Dian Utami, Komala Inggarwati	6 - 18
The Effect Of Emotional Intelligence And Organizational Commitment On Employee Performance On The Regional Financial Management Agency Of Seluma District Juliansyah Putra, Sri Handayani, Ermy Wijaya	19 - 26
The Role of Marketing Management Through Social Media Instagram on Scarf By Miwa in Aceh Singkil Araza Yudha Maghfira, Nurbaiti, Sella Fauziati Harlina	27 - 31
Analysis Of Stock Control Of Raw Materials Of Dzohir Noodles In Bengkulu Monika Ahmelia; Herlin; Abdul Rahman	32–39
Comparative Analysis of E-Business Implementation in Service Companies (Case Study of PT. Gojek and PT. Grab Indonesia) Amanda Damayanti Nasution, Helva Diansyah Putri, Nurbaiti	40 - 47
Effect of Motivation and Job Satisfaction on Work Productivity of Oil Palm Plantation Employees PT. Four Mighty Agro Lawang in Four Lawang District Diko Agusra, Sri Handayani, Nurzam	48 - 56
Factors Affecting Employee Performance at the Communication Information and Statistics Department Bengkulu Province Wike Safitri, Suwarni, Tito Irwanto	57 - 64
Comparative Analysis of Marketing Strategies for Online Shopping Applications on Shopee and Lazada (Case Study of Febi Uinsu Students) Aris Kukuh Prasetyo, Siti Nur Khalizah Siregar, Nurbaiti	65 - 69
Analysis of the Queuing System for the Indonesian Islamic Bank (BSI) Bengkulu Branch Angga Putra Pertama, Sulisti Afriani; Ida Ayu Made Er Meytha Gayatri	70 - 80

Angga Putra Pertama, Sulisti Afriani; Ida Ayu Made Er Meytha Gayatri

P-ISSN 2798-0499 e-ISSN 2798-0502 PERCENT ADM Jurnal Ekonomi Manajemen Akuntansi dan Keuangan

Analysis Control Of Inventory Of Non Subsidy Fertilizer Merchandise With Economic Order Quantity (EOQ) Method In CV. Dohar Agro Mandiri Ferza Dwianda Afrimarsa, Neri Susanti, Tito Irwanto	81 - 87
Implementation of E-Business Strategy to Increase Competitive Advantage (Case Study At PT. Airasia Indonesia) Sophia Rahmadhani, Anggita Rizki, Ahmad Ihsan Fiqih Siregar, Nurbaiti	88 - 93
The Effect of Service and Location on Customer Satisfaction at the Andespar Manna Store, South Bengkulu Eensi Nurye Friza, Sulisti Afriani, Nurzam	94 – 102
Influence of Pos Giro Mobile (PGM) in Running the Service Process of PT. Pos Indonesia (Case Study at Padangsidimpuan Post Office) Ayu Widyastuti Rafisa, Halimah Safitry Al-Fauziah, Nurbaiti	103–109
The Effect Of Motor Vehicle Tax Services On Taxpayer Satisfaction In The Samsat Of Bengkulu City Atika Puspita Sari, Karona Cahya Susena, Rinto Noviantoro	110 – 114
Food Online Business Challenges During the Pandemic in Medan City Yudi Bimantaka, Sugeng Arifandi Banurea, Nurbaiti	115–120
Sales Volume, Operating Cost and its Effect on Profitability (Study on Listed Companies in The Indonesia Stock Exchange (IDX) for 2017-2020) Padriyansyah, Ryan Al Rachmat, Trie Sartika Pratiwi	121–128
Implementation of Virtual Classroom and Zoom Networks in Continuing Student Learning Nurbaiti, Nadhrah Al Aflah, Supardi	129 – 136
Analysis of Factors Affecting Public Interest in Investing in the Capital Market (Case Study on the Paluta Community) Epa Purnama Sari Harahap, Purnama Rahmadani Silalahi	137 - 144
Analysis of the Village Revenue and Expenditure Budget Administration Accounting System (APBDes) in Ulak Paceh Village Eka Sevtia Mesta, Ryan Al Rachmat	145 - 155



Analysis of the Evolution of E-Business in the Channel Enhancement Stage in Retail Companies in Indonesia (Case study at PT Indomarco Prismatama (Indomaret) Elsa Zulfita, Deby Nofriansyah, Indah Wulan Sari Batubara, Nurbaiti	156-162
Analyze of Employe's Motivation Factor in Sekretariat Daerah in Kabupaten Bengkulu Utara Marsidi, Askani	163–168
Geographic Information System Mapping Potential of E-Market in Pandemic Period Elda Anzeli Hasibuan, Surya Darma, Nurbaiti	169–172
Stress Study on Retirement of Secretariat Employees of South Bengkulu Regency Mulyadi	173-181
Application of the E-Bussines Concept to a Double Bread Company (Case Study of FEBI UINSU Students) Arbarija Hafiz Lbs, Erlangga Hakim Manurung, Nurbaiti	182-187
Cybercrime and Its Impact on E-Commerce Technology Efni Yulia Santri Harahap, Nabila Ramadhani, Nurbaiti	188–192
Relationship Of Role Conflict And Stress With Performance Of Employees At Seluma Timur District Police Office Seluma Regency	193 –200
Ngatimin, Ahmad Soleh, Abdul Rahman	
C ,	201–206
Ngatimin, Ahmad Soleh, Abdul Rahman The Application of Digital Marketing in the Covid-19 Era in the Indonesian Muslim Entrepreneur Association (IPEMI PC Kuranji) Padang City	201–206 207–213

P-ISSN 2798-0499 e-ISSN 2798-0502 PERCEPTION PROFESSION POLICIES P

Financial Aspect Analysis in Business Feasibility Studies Nur Hidayah Pulungan, Dwi April Yani Simangungsong, Roza Hayadi, Suhairi	221-226
Analysis of Selling Price Determination Using Cost Plus Pricing Method in Three Saudara Chicken Livestock Business, Selatan Bengkulu Regency Rera Marsela, Sulisti Afriani, Yun Fitriano	227-233
Analysis of the Application of Management Control System for Fiduciary Installment Credit (KREASI) at PT Pegadaian Medan City Region Maryam Batubara, Purnama Rahmadhani Silalahi, Marwiyah Siregar, Ella Sriwahyuningih	234-242
The Effect of Organizational Commitment, Moral Leadership, Work Environment, Religiusity and Love of Money Towards Fraud Intention Kamelia Astuty	243-256
Analysis of the Contribution of the Agricultural Sector to the GRDP Value of Dairi Regency, North Sumatra Province Marliyah, Muhammad Syahbudi, Lisna Limbong	257-268
The Influence of Merchandising, Basic Principles, and Services on Customer Satisfaction at a Hypermart Store Retail Business Company in Bengkulu City Yudi Irawan Abi, Dewi Aprianti	269–277
Analysis of the Application of Sharia Principles in the Development of Sharia Capital Market (Case Study of the Indonesia Stock Exchange, North Sumatra Representative Office) M. Ali	278 –284
Analysis of Service Quality at the Regional Financial and Asset Management Office of South Bengkulu Regency Gustini	285-292
The Influence of Discipline, Speed and Responsiveness of Office boy Work on Work Productivity at PT. Astra International Tbk, Bengkulu Branch Meylinda, Tezar Arianto	293-299
Analysis Of Factors Affecting the Quality of Audit Results at the Bengkulu Province Inspectorate Office Seftya Dwi Shinta	300-305



The Relationship of Products, Brands, and Promotions to Purchase Decisions for306-313Honda Beat Motorcycles in Bengkulu City (Case Study at Nusantara SaktiCompany, Bengkulu City)Buyung Kasdi, Rudi Hartono, EdmarwanSakti