
TABLE of CONTENTS

Cover	i
Preface	ii
ADVERTORIAL (KERIS BKK JATENG)	iii
Table of Contents	iv
 Economy and Business	
Decision Making on Equity Funding and Debt Financing for Retail Companies in Indonesia	1 - 10
<i>Teguh Parmono Hadi, Endang Lestariningsih, Toto Suharmanto</i> Universitas Stikubank Semarang, Indonesia	
Determinant of Firm Value Through Sustainability Report on Sri-Kehati Index For The Period 2017-2021	11 - 25
<i>Silviana Mita Dewi, Muhammad Hatta Fahamsyah</i> Pelita Bangsa University, Indonesia	
Effect of Quality of Work Life And Psychological Capital on Employee Performance With Citizenship Behavior Organizational Mediation (A Study on Health Service Employees At The Limpung; Tersono; And Gringsing I Health Centers In Batang Regency)	26 - 40
<i>Fahmi Hidayatullah, Hasan Abdul Rozak</i> Universitas Stikubank Semarang, Indonesia	
Exploration Study of Universal Health Coverage (UHC) Utilization In Puskesmas As Part of The Financial Management of The City of Semarang Government 2018 – 2020	41 - 56
<i>Lilik Faridah, Gregorius N. Masdjojo</i> Universitas Stikubank Semarang, Indonesia	
Improving Employee Performance Through Transformational Leadership Styles; Communication; And Motivation	57 - 66
<i>Amalia Nur Febria Ningsih, Suhana</i> Universitas Stikubank Semarang, Indonesia	
Sharia Banking Between Potential And Reality	67 - 75
<i>Sri Nawatmi, Agung Nusantara, Agus Budi Santosa, Ali Maskur</i> Universitas Stikubank Semarang, Indonesia	
The Effect of Lifestyle; Celebrity Endorsement; Social Media Marketing on Purchase Intentions of Scarlett Whitening Skincare Products In Semarang City	76 - 85
<i>Nur Vilistiana, Ajeng Aquinia</i> Universitas Stikubank Semarang, Indonesia	
The Effect of Performance Appraisal And Job Characteristics on Organizational Commitment And Their Impact on Employee Performance	86 - 97
<i>Nurani Yuliyati, Endang Tjahjaningsih</i> Universitas Stikubank Semarang, Indonesia	
The Effect of Product Knowledge; Word of Mouth And Brand Image on	98 - 104

Purchase Decision of Xiao Mi Mobile Phone

Christian Kuswibowo

Polytechnic APP Jakarta, Indonesia

The effect of work environment; work discipline and organizational culture on employee performance of PT. Jaykay Files Indonesia 105 - 124

Yunita Eka Irine Putri S, Hasan Abdul Rozak, Katharina Rustipa

Universitas Stikubank Semarang, Indonesia

The Employee Performance: Role of Perception of Justice And Personality With Moderation of Organizational Culture 125 - 135

Delima Boru Manalu, Euis Soliha

Universitas Stikubank Semarang, Indonesia

The Influence of Compensation System and Career Development on Organizational Citizenship Behavior with Job Satisfaction as a Mediation Variable 136 - 147

Chassa Oktaviandrie, Suko Priyono

Universitas Stikubank Semarang, Indonesia

The Influence of Institutional Ownership; Audit Quality; Profitability; and Leverage on Tax Avoidance (Case of Listed Property and Real Estate Companies in IDX Period 2016-2020) 148 - 159

Alvia Putri Winda Anggianti, Sartika Wulandari

Universitas Stikubank Semarang, Indonesia

The Influence of Internet Banking And Trust on Satisfaction And Its Impact on Customer Loyalty at BCA Pemuda Semarang 160 - 171

Aprilisa Nugraheni, Bambang Sutedjo

Universitas Stikubank Semarang, Indonesia

The Influence of Personality and Work Environment on Organizational Citizenship Behavior with Job Satisfaction as a Mediation Variable 172 - 182

Hendra Agusriyanto, Endang Tjahjaningsih

Universitas Stikubank Semarang, Indonesia

The Influence of Store Atmosphere; Price Discounts and Sales Persons on Impulse Buying Through Emotional Responses 183 - 186

Burhanuddin, Mulyo Budi Setiawan

Universitas Stikubank Semarang, Indonesia

The Level of Satisfaction with the Quality of Trans Mebidang Bus Service 187 - 193

Yusuf Aulia Lubis, Sirojuzilam, RA Matondang, Suwardi Lubis

Universitas Sumatra Utara, Indonesia

The Performance of Employees: Role of Flexible Working Arrangement and Motivation with The Mediation of Organizational Commitment 194 - 206

Herry Setyawan, Euis Soliha

Universitas Stikubank Semarang, Indonesia

The Performance of Employees: Role of Quality of Work Life and Employee Engagement With The Mediation of Organizational Commitment 207 - 219

Maulita Krisnawatie, Endang Tjahjaningsih

Universitas Stikubank Semarang, Indonesia

The purchase decision: role of brand image; advertising attractiveness and word of mouth. 220 - 228

Merry Anggun Natalia, Euis Soliha

Universitas Stikubank Semarang, Indonesia

The Purchase Decision: Role of Brand Image; Celebrity Endorser And Electronic Word of Mouth (EWOM) 229 - 238

Putri Nur Cahya Ningsih, Euis Soliha

Universitas Stikubank Semarang, Indonesia

The Relationship Between Inclusive Leadersive; Intrinsic Motivation And Innovative Work Behavior of Indonesian Private Education Workers 239 - 244

Indri Sri Endarwati, Asri Laksmi Riani, Ariyani Wahyu Wijayanti

Universitas Sebelas Maret, Indonesia

The Role of Organizational Commitment on the Effect of Worklife Balance on Employee Performance 245 - 250

Susanti, Muhamad Eksan

Pelita Bangsa University, Indonesia

The Role of Supervision of The Head of School Moderating The Influence of Professional Competency And Work Disciplineon The Performance of The Foundation Teacher of The Sultan Agung City of Semarang 251 - 257

Jumiati, Yohanes Suhari

Information Technology

Analysis of Environmental Impact (Amdal) In Genset Waste Management 258 - 263

Antoni Yohanes, Okky Anggara Saputra

Universitas Stikubank Semarang, Indonesia

Implementation of The Mobilenet SSD Algorithm For Sign Language Interpreter Systems 264 - 271

Mualif Ulil Misbakh, Imam Husni Al Amin

Universitas Stikubank Semarang, Indonesia

Increasing the Settlement of Industrial Conflicts by Applying the K-Means Algorithm 272 - 279

Ucik Faruqo Heni, Kristophorus Hadiono

Universitas Stikubank Semarang, Indonesia

Law Enforcement

Law as Social Moral 280 - 287

Rochmani

Universitas Stikubank Semarang, Indonesia

Tourism and Hospitality

Study of the Warung Kongkow Restaurant Operations at UTC Hotel Semarang 288 - 297

during the Covid-19 Pandemic

Artin Bayu Mukti, Aziz Nur Rosyid, Ndaru Prasastono, Wahyu Mafatikhul Aulia

Universitas Stikubank Semarang, Indonesia

The Effect of Soziona (Somi-Bozihona-Onolimbu-Nalawo) Tourism Economic Area on Increasing Community Welfare; Nias Regency; North Sumatra Province; Indonesia 298 - 304

Yarman Gulo, Sirojuzilam, Badaruddin, Agus Purwoko

Universitas Sumatera Utara, Indonesia