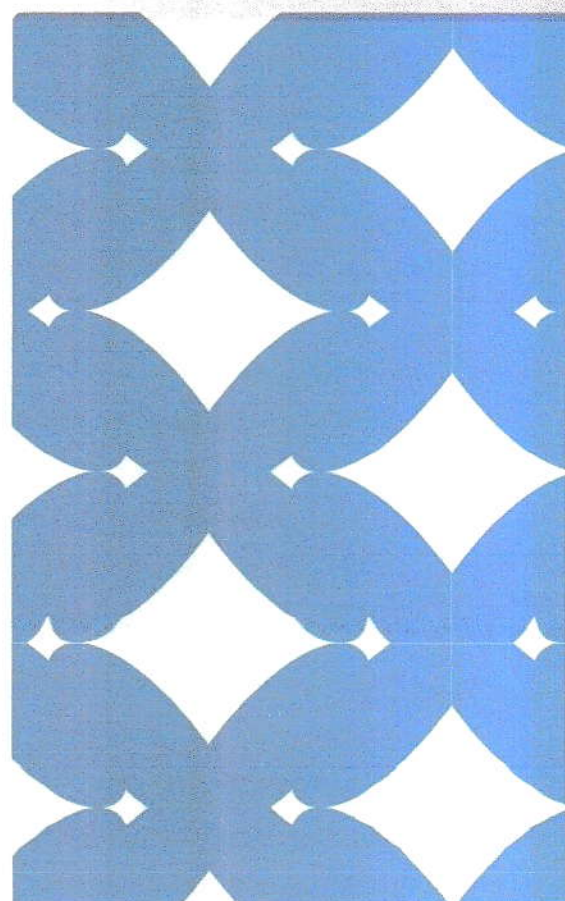


"Empowering MSME Productivity, Inclusive Growth, and Innovation in The Digital Age"

PROGRAM BOOK

12th Sustainable Competitive Advantage



PREFACE

Assalaamu 'alaikum Warahmatullaahi Wabarakaatuh

The Honorable

- Minister of Finance, Republic of Indonesia, Sri Mulyani Indrawati, S.E., M.Sc., Ph.D
- Deputy Governor of Bank Indonesia, Mr. Doni P Joewono
- Chancellor of Universitas Jenderal Soedirman, Prof. Dr. Ir. Akhmad Sodik M.Sc
- Prof. Ki Chan Kim from Catholic University of Korea
- Prof. Toshihiro Nakanishi from Teikyo University, Japan
- Dr. Mohamad Farizal Rejemi from University Utara Malaysia
- Mr Hermawan Kartajaya from Markplus.inc
- And to all Participants and Presenters of the International Sustainable Competitive Advantage 12

Praise and gratitude to Allah Subhanahu wa Ta'ala for the abundance of His grace and mercy which has given us convenience and strength to hold the International Seminar and Conference on Sustainable Competitive Advantage 12 with the theme **"Empowering MSME Productivity, Inclusive Growth, and Innovation in The Digital Age"**.

The 12th International Conference Sustainable Competitive Advantage is organized by the Faculty of Economics and Business, Universitas Jenderal Soedirman incorporating with Bank Indonesia. This event is an annual event since 2010, and in the last three years it has been held at an international level. This event has involved more than 170 presenters and scientific articles that have contributed intellectually to society. This conference is intercultural and inter-professional event that invites academics, researchers, practitioners, and university students who are interested in the field of economics, management, and business.

This conference is expected to provide understanding on strategies of the inclusive digitalization for stronger SME transformation after the Covid-19 pandemic.

The academic papers in this conference include empirical research papers, theoretical development papers, or conceptual insights that use different approaches. We attempt to bring various presenters with various experiences, knowledge, and academic backgrounds to challenge the discussion to eventually result in an intellectual discovery to achieve the purpose of this conference.

At last, we welcome you to this International Webinar and Conference.

Wassalamualaikum warahmatullahi wabarakatuh.

Chief of Committee



Dr. Lusi Suwandari, M.Si

WELCOMING REMARKS



RECTOR OF UNIVERSITAS JENDERAL SOEDIRMAN

The honourable,

- Minister of Finance, Republic of Indonesia
- Vice-Rectors
- Dean of the Faculty of Economics and Business, Universitas Jenderal Soedirman
- Doni Primanto Joewono, M.Si., Deputy Governor of Bank Indonesia
- Hermawan Kartajaya, Mark Plus-Inc
- Professor Ki Chan Kim, Catholic University of Korea
- Professor Thoshihiro Nakanishi, Teikyo University Japan
- Dr. Mohammad Farizal Rajemi, Universiti Utara Malaysia
- Participants
- Distinguished guests, ladies, and gentlemen

Assalamualaikum warrahmatullahi wabarakatuh

Good morning and best wishes for all of us,

I' would like to extend a warm welcome to all of the speakers and attendees on behalf of Universitas Jenderal Soedirman in the 12th Sustainable Competitive Advantage; International Conference, Colloquium, and Call for Papers, with the theme: "Empowering MSME Productivity, Inclusive Growth and Innovation in the Digital Era" that held by Faculty of Economics and Bussiness Unsoed and Bank Indonesia.

Ladies and Gentlemen,

Businesses of all sizes and in all sectors are increasingly providing their employees with digital tools. In the median company today, more than half of the employees utilize computers with internet connection. For businesses, digital tools provide several important advantages. By improving and facilitating communication between employees, suppliers, and networks, digitalization reduces transaction costs. The possibility for trade in services is greatly expanded, which can assist small and medium-sized enterprises (SMEs) in integrating into international markets by minimizing the expenses associated with border and transport operations. It makes it easier to access resources like government services, which are rapidly being made available online, as well as finance (like peer-to-peer lending), training, and recruitment channels.

Ladies and Gentlemen,

Additionally, it encourages innovation and easier access to innovation resources, as well as the possibility for businesses to produce data and analyze their own operations in innovative ways to enhance performance. However, many SMEs continue to lag in adoption, and for smaller SMEs with 10-49 employees, digital adoption gaps, compared to larger firms, have grown over the last decade. This is despite the advantages and opportunities that digital technologies bring, well as the significant increase in uptake in recent years. These discrepancies have led to

greater inequality among people, places, and businesses because digitalization is a key driver of productivity development and, consequently, economic growth.

Universitas Jenderal Soedirman is deeply intense to support the scientific community to provide solutions in reshaping our community, including in economics and related aspects towards smart society 5.0.

We hope there will be ideas, planning, and actions to face disruptive challenges in MSMEs in the digital era. Scaling up internal capacity, facilitating access to strategic resources, creating the ideal business environment for SMEs to transform, and promoting a multi-stakeholder approach are ways to accelerate SMEs' digital transformation.

Congratulations to the entire committee and participants once more.

Wassalamualaikum Warrahmatullah Wabarakatuh

Prof. Dr. Ir. Akhmad Sodik, M.Sc.Agr.
Rector



OPENING REMARKS

An Address by the Head of Regional Department

International Seminar & Call for Papers

**"Recover Stronger: Empowering MSME Productivity, Inclusive Growth and Innovation
in the Digital Age."**

**A Collaboration between the Bank Indonesia Representative Office (KPw BI) in Purwokerto
and the Faculty of Economics & Business, Universitas Jenderal Soedirman**

Purwokerto, October 12th, 2022

Assalamu'alaikum Wr.Wb

Good morning and best wishes to you all, ladies and gentlemen

The honourable,

- Minister of Finance Sri Mulyani, S.E., M.Sc., Ph.D.
- Rector of Jenderal Soedirman University, Prof. Dr. Ir Akhmad Sodik M.Sc., Agr.
- Dean of Economic and Business Faculty at Jenderal Soedirman University, Prof. Wiwiek Rabiatal Adawiyah, M.Sc., Ph.D.
- Chairperson of ICSCA 11 Comittee, Dr. Lusi Suwandari, S.E., M.Si.
- Prof. Ki Chan Kim from Catholic University of Korea Catholic University of Korea
- Hermawan Kertajaya from Markplus Inc
- Dr. Mohamad Farizal Rajemi from Universiti Utara Malaysia
- Prof. Toshihiro Nakanishi from Teikyo University Japan
- Our special guests and participants of the international seminar

Both developed and developing countries are aware that micro, small, and medium enterprises (MSMEs) are key players they can rely on to address socio-economic issues and to achieve development goals. The inevitable economic ressession resulting from the coronavirus disease 2019 (COVID-19) is expected to prevent the world's economic growth from stabilizing. For this reason, various non-financial and monetary incentive mechanisms aiming at improving MSMEs' performance need to be carefully designed.

Ladies and gentlemen,

The national economic recovery needs to kick off from recovering these MSMEs. Theoretically, it is impossible for us to recover unless we immediately recover MSMEs. It is important to note that based on the data from the Ministry of Cooperatives and MSMEs (2021) Indonesia have 64.2 million MSMEs and their contributes 61.07% or IDR8,573.89 trillion to the country's GDP. From the total number of MSMEs, some of them are small and medium enterprises. Therefore,

Developing and improving MSMEs will lead to greater economic growth and increased gross domestic product. This is a chance for MSMEs to promote their production to keep up with the huge demand from domestic market as well as an opportunity to export local MSMEs' products and eventually this will lead to an extensive economic movement.

Ladies and gentlemen,

The government have realized that to recover MSMEs, a wide range of programs are needed and all stakeholders need to collaborate to make MSMEs the national economic backbone. Currently, the blooming economies in Asia region are expected to grow as the pandemic subsides thanks to its systematic handling and realization of vaccination up to booster shots. The demands from both global and domestic markets seem to increase as the demand for goods and services grows and the chance for export and import also gets bigger. The economic recovery attempts made by those countries affected by the Covid-19 pandemic cannot be separated from the world's concern to join forces and support each other to recover stronger and sustainably. As the G20 Summit is held, leaders of its country members expect that the global crisis due to the pandemic will never occur ever again. And this gives birth to the Stronger Together Recovery Together framework. This framework serves as the goals for formulating policies and making joint commitment to move together towards creating a sustainable and global growth.

In terms of their economic factor, Indonesia's GDP is ranked at 16th place among G20 countries, with its GDP being USD1.07 trillion. It is therefore reasonable to expect that the country will be in top 10 of the world economic powerhouse once MSMEs are empowered. The recovery attempts that Indonesia take focus on strengthening the guideline for MSME financing by considering 4 (four) aspects, namely: (1) improved role and utilization of Fintech, (2) increased resilience of MSMEs, especially during a crisis, (3) the need for assisting MSMEs in green transition, and (4) the necessity to make granular data on MSMEs available to help them access finances.

Ladies and gentlemen,

As the world's economic order shifts towards free market, it is safe to say that the real challenges that MSMEs face are internal in nature in which they are left behind in terms of their productivity, efficiency, and innovation. The recovery is strengthened through numerous programs that have been implemented such as provision of micro assistances, facilitation and training to improve MSMEs' product quality and to encourage domestic MSME actors to optimize further the digitalization to be their means for marketing. Hence, those programs ought to be continued and MSME transformation towards digitalization and innovation needs to be accelerated. The high utilization of digital technology makes digital economy a new opportunity for Indonesia's economy.

Bank of Indonesia will keep expanding and strengthening MSME development programs through corporatization, capacity building, and facility for access to finances to increase their competitiveness for productive, innovative, and adaptive MSMEs. The corporatization is carried out by strengthening the institutions and expanding partnership with other business actors to increase their economic scale. MSMEs' capacity is built end-to-end and the attempt will be focused on digitalization to promote better production, financial management, and market access expansion.

For many MSMEs, the pandemic was not a situation they would succumb to, rather it was a momentum for them to prove that they could survive by adapting themselves with the digital

world. The latest development per June 2022, 19.5 MSMEs or 30.4 percent of the total number of MSMEs have been present in e-commerce platforms. The government targets that by 2024 30 million MSMEs will have gone digital by collaborating the private sector for digital technology-related programs and training.

For MSMEs to be sustainable, in addition to digital adaptation, their creativity and innovation can connect them to the global market. It is imperative that MSMEs can produce products that match the global market standards and create new innovation to allow its products to develop rapidly.

The programs that the Bank of Indonesia provided serve as measures to promote the national economic recovery through digital empowerment, productivity, and innovation (of MSMEs). The optimism for MSMEs to revive and people's love of MSME's products. The government keeps on encouraging small-scale enterprises to market their products to marketplace. They even target that by 2022, around 20 million of MSME actors can onboard to market shops. As per record, 17.5 million of MSME actors have participated in digital ecosystem. One of the steps taken is strengthening MSME's role in the government's e-catalogue shopping application. This policy is projected to create ten thousands new MSMEs and provide hundreds of thousands products. The current momentum should be built on optimally to allow MSMEs to be part of both national and global chains of supply and, thus, get them promoted to a higher class.

The spirit that ministries and or institutions, associations and industries to synchronize to help develop MSMEs. The MSMEs' product fairs organized since 2016 by Bank of Indonesia themed Karya Kreatif Indonesia (KKI) or Indonesia's Creative Works which consist of MSMEs' featured products fairs and various events aiming to build their capacities. Bank of Indonesia recorded that the MSMEs' business commitment during KKI 2022 amounted to IDR282.2 billion, increasing 36% from last year. Around 200 MSMEs participated physically in the fairs and 500 others participated virtually.

Promoting MSMEs' financial inclusion by adopting non-cash transaction such as debit card and e-money. The total amount of QRIS transaction per December 2021 reached IDR27.7 trillion (increasing 237% per year). The use of QRIS is kept being promoted to be cashless payment instrument which matches the health protocol through SIAP QRIS program in markets/shopping centers, including by improving the service features to make it easier and more convenient for people to use. This requires many MSMEs to be its users. Around 90% of the total number of QRIS merchants are MSMEs. QR Cross-border is expected to increase MSMEs' transactions since it makes things easier for foreign customers to purchase local MSMEs' products. The use of QRIS is expanded to increase the number of transactions to allow MSMEs to build their portfolio to help them access bank credits, minimize the room for legal online loan activities, and achieve the target of 15 million QRIS users by 2022.

Keep on encouraging MSMEs to innovate and produce creative works. To improve their access to markets and promote MSMEs go global which can be provided through product certification and curation facility, and encourage interconnection with both local value chain (LVC) and global value chain (GVC), including strengthening the promotional facilitation of international trade. Likewise, MSME's products need to be equipped with intellectual property protection as an attempt to encourage cultural and civilization advancement, be it in the form of registration of brand, industry design, patent, trade secret, geographical indication, and Copyright and Intellectual Property Registration.

Ladies and gentlemen,

Considering the foregoing, we highly appreciate that this International Seminar and Call for Paper under the theme: "Recover Stronger: Empowering MSME productivity, inclusive growth and innovation in the digital age" through the collaboration between the Representative Office of Bank of Indonesia in Purwokerto and Economics and Business Faculty at Jenderal Soedirman University. It is expected that this event can explore ideas from the practitioners, government, academicians, both conceptually and practically, to devise the best and innovative strategies to recover and strengthen MSMEs.

Finally, we wish you enjoy the seminar and its supporting events. May what we do today would benefit MSMEs in finding fresh yet beneficial ideas to face the pandemic. Thank you for your attention.

Wassalamu'alaikum Wr.Wb.

Good morning.



SCIENTIFIC COMMITTEE

- Prof. Wiwiek Rabiatal Adawiyah, M.Sc., Ph.D. (Universitas Jenderal Soedirman, Indonesia)
- Prof. Dr. Ir. Akhmad Sodik, M.Sc.Agr. Universitas Jenderal Soedirman, Indonesia)
- Prof. Ki Chan Kim (Catholic University of Korea, Korea)
- Dr. Mohamad Farizal Rejemi (University Utara Malaysia)
- Thoshihiro Nakanishi (Teikyo University, Japan)
- Prof. Suliyanto (Universitas Jenderal Soedirman, Indonesia)
- Prof. Agus Suroso (Universitas Jenderal Soedirman, Indonesia)
- Prof. Pramono Hari Adi (Universitas Jenderal Soedirman, Indonesia)
- Prof. Sri Murni Setyawati, Ph.D (Universitas Jenderal Soedirman, Indonesia)



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Filda Khoirun Nikmah, S.E., M.B.A.

7. Publication

and Documentation

: Meutia Karunia Dewi, S.E., M.Si.
Dr. Refius Pradipta Setyanto, S.E., M.Si.
Dr. Sri Lestari, S.E., M.Si.
Dr. Adi Indrayanto, S.E., M.Si.

8. Call for Papers

: Monica Rosiana, S.E., M.Sc.
Dr. Weni Novandari, S.E., M.M.
Dr. Dwita Darmawati, S.E., M.Si.
Ronald Haryanto, B.Eng., S.H., M.B.A.
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Yetti Ambarsari, S.H.

Alisa Tri Nawarini, S.E, M.B.A.

Larisa Pradisti, S.E., M.Si.

Siti Nurzanah, S.E.



Conference Program

Wednesday, 12 October 2022	
Plenary Session	
Time (Jakarta)	Programs
07:00 AM – 07:30 AM	Preparation & Registration
07:30 AM – 07:45 AM	Opening MC
07:45 AM – 07:50 AM	Opening Ceremony National Anthem: Indonesia Raya
07:50 AM – 08:05 AM	Welcoming Speech Chief of the Committee Dr. Lusi Suwandari, S.E., M.Si
08:05 AM – 08:15 AM	Opening Speech Rector of Universitas Jenderal Soedirman, Indonesia: Prof. Dr. Ir. Akhmad Sodik, M.Sc.Agr
08:15 AM – 08:25 AM	Kentongan Show
08:25 AM – 08:40 AM	Keynote Speech 1 Bank Indonesia: Doni P. Joewono
08:40 AM – 08:50 AM	Keynote Speech 2 General of Fiscal Balance Drs. Astera Primanto Bhakti, M.Tax
08:50 AM – 08:55 AM	Photo Session
08:55 AM – 09:00 AM	International Conference Introducing All of Speakers
09:00 AM – 09:25 AM	Speaker 1: Prof. Ki Chan Kim Catholic University of Korea
09:25 AM – 09:50 AM	Speaker 2: Hermawan Kartajaya Markplus Inc.
09:50 AM – 10:30 AM	Q & A
10:30 AM – 10:55 AM	Speaker 3: Dr. Mohamad Farizal Rejemi University Utara Malaysia
10:55 AM – 11:20 AM	Speaker 4: Thoshihiro Nakanishi Teikyo University Japan
11:20AM – 11:50 AM	Q & A
11:50 AM – 12:00 PM	Delivering from moderator to MC
12:00 PM – 12:05 PM	Closing
Parallel Session	
12:45 PM – 01:00 PM	Registration for Call Paper
01:00 PM – 03:30 PM	Call for Paper
03:30 PM – 03:40 PM	Closing Speech from the Dean and Best Paper Announcement
03:40 PM – 03:45 PM	Closing

Participants,

Welcome to the ISCA 2022!

The conference will be conducted on **October 12th, 2022 from 7:30 AM to 4:00 PM** Jakarta Time (GMT+7) via **online** and **offline**.

Please check the time difference so that you won't miss our conference!

Here's the link to join our online plenary sessions on October 12th 2022.

Join Zoom Meeting

<https://us06web.zoom.us/j/87981960052?pwd=aXg0end0V1grRVI2bkZHemY1QWdYUT09>

Meeting ID: 879 8196 0052

Passcode: SCA12

The link to join the parallel session (afternoon session) is the following:

OFFLINE PARALLEL SESSION	
ROOM	PLACE
Marketing 1 Moderator: Dr. Refius Pradipta Setyanto, S.E, M.Si Host: Elvant Afella (081548899880)	Arjuna 1
Marketing 2 Moderator: Dr. Weni Novandari, S.E., M.M. Host: Nur Fadhilatil Atqia (085943045546)	Arjuna 2
Human Resources Moderator: Dr. Ade Irma Anggraeni, S.E, M.Si Host: Safira Dwi Wurianti (085225840346)	Arjuna 3
Finance and Accounting Moderator: Dr. Najmudin, S.E., M.Si. Host: Nu'man Mumtaz (085225147201)	Arjuna 4
Entrepreneurship Moderator: Dr. Siti Zulaikha Wulandari, S.E., M.Si. Host: Amalia Desta Fitri Pramono (081252843810)	Arjuna 5
Economic and Rural Moderator: Dr. Ary Yunanto, S.E, M.Si Host: Siti Alipun Nuroniah (085721376248)	Arjuna 6
Strategic Management Moderator: Dr. E. Daryono, S.E, MAB Host: Novita Putri Yakiningsih (081328682746)	Arjuna 7

ONLINE PARALLEL SESSION

Marketing 1 Moderator: Alisa Tri Nawarini, S.E, MBA Host: Intake Al'Ariyah Fajar Budianto (087760673608)	Meeting ID: 867 0535 0528 Passcode: SCA12
HR Moderator: Larisa Pradisti, S.E, M.Si Host: Elisabeth Ashley (081229863514)	Meeting ID: 886 3724 8193 Passcode: SCA12
HRM and Finance & Accounting Moderator: Fitri Amalinda Harahap, S.E., M.M. Host: Anisa Ramadani (087839413063)	Meeting ID: 896 7405 2308 Passcode: SCA12
Economic and Rural Development Moderator: Joni Prayogi, S.Si., M.Sc. Host: Lintang Madinah Haryadi (085893486066)	Meeting ID: 891 8250 6417 Passcode: SCA12
Entrepreneurship and Finance & Accounting Moderator: Bagus Gumintang, S.M., M.B.A Host: Muhamad Avizena Zainurrahman (0813255 75954)	Meeting ID: 840 2190 5693 Passcode: SCA12
Operational Management and Islamic Economics Moderator: Drs. Achmad Sudjadi, M.Sc., Ph.D. Host: Kurniasih Arum (081517206112)	Meeting ID: 824 5166 3895 Passcode: SCA12
Strategic Management Moderator: Monica Rosiana, S.E., M.Si. Host: Candra (082313755556)	Meeting ID: 840 8948 6073 Passcode: SCA12

Conference Schedule

Wednesday, October 12th 2022

Welcome Remarks and Opening

Registration session

Opening

Opening Ceremony

Speech



Rector of Universitas Jenderal Soedirman, Indonesia:
Prof. Dr. Ir. Akhmad Sodik, M.Sc.Agr

Keynote Presentation



Speaker: Doni P Joewono
(Deputy Governor of Bank Indonesia)



Speaker: Sri Mulyani Indrawati, S.E., M.Sc., Ph.D
(Minister of Finance of Indonesia)

Plenary Session



Speaker 1: Prof. Ki Chan Kim
(Catholic University, Korea)



Speaker 2: Hermawan Kartajaya
(Markplus, Inc)



Speaker 3: Dr. Mohammad Farizal Rejemi
(University Utara Malaysia)



Speaker 4: Prof. Thoshihiro Nakanishi
(Teikyo University, Japan)



Question and Answer Session

Q & A Discussion Panel
Closing Plenary Session

Closing Event

Announcement of Best Paper and Reward

OFFLINE PARALLEL SESSION

Parallel Session: Marketing 1

Chairpersons: Dr. Refius Pradipta Setyanto, S.Pd, M.Pd			
Time			Room
12:45 PM - 1:00 PM	Registration		Arjuna 1
1 ST SESSION			
1:00 PM - 1:10 PM	Title	Influence of Brand Image and Effectiveness of Social Media Advertising on Indihome Product Purchase Decisions (Case Study of Telkom Witel Purwokerto)	
	Author	Teguh Iklas Miranto, Suliyanto, Sri Lestari	
1:10 PM- 1:20 PM	Title	The Effect of Storytelling Marketing on Purchase Intention with Empathy as a Mediating Variable	
	Author	Hannisa Rahmadani Hapsari, Weni Novandari, Refius Pradipta Setyanto	
1:20 PM - 1:30 PM	Title	The Effect of Brand Image and E-Service Quality on Customer Loyalty with Customer Satisfaction as a Mediation Variable (Study on Gopay E-Payment Users for Food and Beverages in Subang)	
	Author	Devy Widya Apriandi, Aisyah Ruhil Amani, Kuncorosidi	
1:30 PM - 1:40 PM	Title	Competitive Advantage and Entrepreneurial Orientation as Intervening Variables Influence of Market Orientation on Business Performance	
	Author	Nandang Bakti Karnowati, Fajar Adi Prakoso, Yulis Maulida Berniz, Agapito Barros	
2 nd Session			
1:40 PM - 1:50 PM	Title	The Role of Self Congruity on the Effect to Brand Equity on Brand Preference (Study of IT Telkom Purwokerto)	
	Author	Ahmad Shofan Shofa, Sri Murni Setyawati, Weni Novandari	
1:50 PM - 2:00 PM	Title	A Preliminary Study of Formulating Strategic Design to Encouraging Green Tourism in Cikakak Village, Sub-District Wangon	
	Author	Rahab, Laniah	
2:00 PM - 2:10 PM	Title	Antecedent of Webrooming Behavior	
	Author	Sekar Yorindasari, Rahab, Weni Novandari	
2:20 PM - 2:30 PM	Title	Factors that Influence People in Rural Area Engage With Illegal P2P Lending in Indonesia	
	Author	Agus Suroso, Ascaryan Rafinda, Putri Purwaningtyas, Muhammad Farid Alrafisy	

Parallel Session: Marketing 2

Room Arjuna 2			Room
Chairperson: Dr. Weni Novandari, S. E., M. M.			
Time			
12:45 PM - 1:00 PM	Registration		
1 st Session			Arjuna 2
1:00 PM - 1:10 PM	Title	The Effect of Brand Experience and Familiarity on Brand Attachment with Brand Trust as a Variable Mediation.	
	Author	Dewi Wahyuni, Pramono Hari Adi, Nur Choirul Afif	
1:10 PM- 1:20 PM	Title	The Effect of Brand Attractiveness and Self Congruence on Purchase Intention with Customer Brand Identification as Mediating Variable	
	Author	Irdina Anggie Saputri, Lusi Suwandari, Monica Rosiana	
1:20 PM - 1:30 PM	Title	The Role of Social Media Toward Patient Satisfication and Patient Loyalty in Private Clinic	
	Author	Nadila Nur Pratiwi, Nur Choirul Afif, Eman Sutrisna	
1:30 PM - 1:40 PM	Title	Type of Innovation in Dealing with Business Uncertainty: Lesson Learned From MSME	
	Author	Refius Pradipta Setyanto, Rani Nurnawati	
2 nd Session			
1:40 PM - 1:50 PM	Title	The Impact of Personal Selling (Case Study on Home Design)	
	Author	Jaja Abdul Jalil, Pramono Hari Adi, Nur Choirul Afif	
1:50 PM - 2:00 PM	Title	The Mediating Role of Trust, Brand Image, and Brand Awareness of The Effect of Social Media Marketing on Purchase Intention	
	Author	Sellyna Afwa Mukhsoni, Nur Choirul Afif, Lusi Suwandari	
2:00 PM - 2:10 PM	Title	Technological Context Toward Social Media Adoption: Perceived Ease of Use as Mediating Variable	
	Author	Rofi Puspitaningtias, Pramono Hari Adi, Refius Pradipta Setyanto,	
2:10 PM - 2:20 PM	Title	Influence of Celebrity Endorsement Brand Image and Product Quality on Purchase Intention	
	Author	Gita Rahmadani, Suliyanto, Weni Novandari	

Parallel Session: Human Resources

Room: Arjuna 3		
Chairperson: Dr. Ade Irma Anggraeni, S.P., M.Si		
Time	Room	
12:45 PM – 1:00 PM	Registration	
1st Session		
1:00 PM – 1:10 PM	Title	Moderation of Self-Regulatory Efficacy between Leader-Member Exchange and Procedural Justice on Workplace Deviance Behavior at Perum Bulog West Java Region
	Author	Oktaviany Eka Frasani, Asep Gunawan, Dadang Priyono
1:10 PM – 1:20 PM	Title	The Effect of Self-Efficacy and Self-Esteem on Proactive Work Behavior
	Author	Pipit Rosiana Damayanty, Wiwiek R Adawiyah, Ratno Purnomo.
1:20 PM – 1:30 PM	Title	Paternalistic Leadership and Employee Creativity in Realizing Public Innovation
	Author	Ika Indah Siswiati, Achmad Sudjadi, Daryono
1:30 PM – 1:40 PM	Title	Transformational Leadership: Islamic Spirituality Measurement and Scale Development
	Author	Yadi Fakhruzein Terang Jaya, Pramesti Dewi, Mansur Chadi Mursid, Abdul Hamid, Aenurofik Aenurofik
2nd Session		
1:40 PM – 1:50 PM	Title	Application of Independent Learning in Productive Learning in Increasing Teacher Motivation at Ma'arif NU Paguyangan Vocational School, Brebes Regency
	Author	Yanto, Mardiyanto
1:50 PM – 2:00 PM	Title	The Influence of Workload, Compensation and Job Satisfaction on Turnover Intention of Employees of PT. Basirih Industrial
	Author	Dita Arlintiasari Hidayat, Dwita Darmawati, Ade Anggraeni
2:00 PM – 2:10 PM	Title	Influence of Affective Commitment on Performance with Job Satisfaction as a Mediation Variable
	Author	Ida Zulaekhah, Siti Zulaikha Wulandari, Adi Indrayanto
2:10 PM – 2:20 PM	Title	The Role of Leaders in Building Creativity through Creative Self-Efficacy and Innovation Climate
	Author	Meinunik Alfiyah, Achmad Sudjadi, Daryono
3rd Session		
2:20 PM – 2:30 PM	Title	Effect of Self Efficacy and Work Environment on Transfer of Training
	Author	Herviana Veronica Alfara, Siti Zulaikha Wulandari, Daryono
2:30 PM –	Title	The Effect of Job Stress on Turnover Intention with

Arjuna 3

Room: Arjuna 3

Chairperson: Dr. Ade Irma Anggraeni, S.E, M.Si

Time			Room
2:40 PM		Perceived Organizational Support	
	Author	Rizkia Amanda Putri, Adi Indrayanto, Dwita Darmawati	
2:40 PM – 2:50 PM	Title	How to be an Excellent Team ? Total Productive Maintenance Case Study in Cement Manufacturing	
	Author	Arif Rahman Husain, Achmad Sudjadi, Refius Pradipta Setyanto	
2:50 PM – 3:00 PM	Title	The Effect of Tuberculosis Treatment Service Quality on Patient Medication Adherence in Kartini General Hospital with Patient Satisfaction as Mediation Variable	
	Author	Mely Sari Suryani Banjarnahor, Agus Suroso, Eman Sutrisna	
3:00 PM – 3:10 PM	Title	The Relationship between Service Quality and Loyalty of Outpatient BPJS Patients at Kartini General Hospital with Patient Satisfaction Mediation as Variable	
	Author	Nita Fernandes, Nur Choirul Afif, Eman Sutrisna	



Parallel Session: Finance and Accounting

Room: Room Arjuna 4			Room
Chairperson: Dr. Naimudin, S.E., M.Sc.			
Time			
12:45 PM – 1:00 PM	Registration		
1 st Session			
1:00 PM - 1:10 PM	Title	The Effect of Ineffective Monitoring in Detecting Fraudulent Financial Reporting with Family Firm as Moderator	
	Author	Abdul Manan, Imam Ghozali, Tri Jatmiko Wahyu P.	
1:10 PM- 1:20 PM	Title	Predicting Student's to Persue Accounting Profession Certification	
	Author	Sonia Rizkita Subagyo, Christina Tri Setyorini, Umi Pratiwi	
1:20 PM – 1:30 PM	Title	Accounting Students Motivation in Banyumas Residency for Choosing Careers as Forensic Accountants	
	Author	Melva Evita Turnip, Dona Primasari, Krisnhoe Rachmi Fitrijati	
1:30 PM – 1:40 PM	Title	Factors Affecting Accounting Conservatism: A Meta Analysis Study	
	Author	Pipit Fitria, Christina Tri Setyorini	
2 nd Session			
1:40 PM – 1:50 PM	Title	Analysis of Performance Differences of Village Governments (Study at Kembaran District and Sokaraja District)	Arjuna 4
	Author	Dewi Prabandaru, Siti Maghfiroh, Oman Rusmana	
1:50 PM – 2:00 PM	Title	The Effect of Working Capital Management on Firms' Performance (The Case Study of Retail Companies Listed on Indonesian Stock Exchange Period 2016-2021)	
	Author	Ghina Yasmin Mumtaz, Ade Banani, Dian Purnomo Jati	
2:00 PM – 2:10 PM	Title	Impact of Tangible Assets and Intangible Assets with Sustainable Growth as Moderating Variable on Value of Firms Listed on Index Growth 30 Periods 2019-2020	
	Author	Muhammad Zamzam Dhaffa Ramadhan, Negina Kencono Putri, Triani Arofah	
2:10 PM – 2:20 PM	Title	Mediating of Managerial Performance Assessment in the Relationship of Good Corporate Governance to the Prevention of Dysfunctional Behavior	
	Author	Puji Lestari, Bambang Setyobudi Irianto, Umi Pratiwi	

Chairperson: Dr. Najmudin, Ph.D., MSc			
Time			Room
2:20 PM – 2:30 PM	Title	Determinant Analysis of the Use Off Accounting Information in MSMEs Banyumas	
	Author	Rini Widianingsih, Agus Sunarmo, Dimas Aryadenta	
2:30 PM – 2:40 PM	Title	The Effect of Dividend Payouts on Firm Value: The Moderating Role of Institutional Investors	
	Author	Ulfah Nurokhmah, Sudarto, Rio Dhani Laksana	
2:40 PM – 2:50 PM	Title	The Effect of Gender Diversity and Profitability on Financial Distress	
	Author	Nanda Minhatul Maula, Ade Banani, Najmudin	
2:50 PM – 3:00 PM	Title	Environmental Management Accounting: Literature Review	
	Author	Hijroh Rokhayati	
3:00 PM – 3:10 PM	Title	The Influence of Financial Ratio and Dividend Policy on Profit Growth in Consumer Goods Industry Sector Companies Listed on the Indonesia Stock Exchange 2016-2020	
	Author	Tasha Pradipta Bolga Nasution, Ade Banani, Intan Shaferi	
3:10 PM – 3:20 PM	Title	The Effect Of Investment Knowledge, Risk Perception, Return Perception And Technology Advancement On Student Investment Interest	
	Author	Zulfa Nurul Izzah, Bambang A Pramuka, Poppy D I Kusuma, Yusriyati N Farida	

Parallel Session: Entrepreneurship

Room: Arjuna 5			Room
Chairpersons: Dr. Sri Zuhairi Wiranegara, S.P., Ph.D.			
Time			
12:45 PM - 1:00 PM	Registration		Arjuna 5
1 st Session			
1:00 PM - 1:10 PM	Title	Digital Financial Literacy Education Model for Batik MSMEs in Banyumas Regency	
	Author	Lina Rifda Naufalin, Aldila Krisnaresanti, Jaryono	
1:10 PM- 1:20 PM	Title	Determinants The Success of Small and Medium Culinary Enterprises in Mulyasari Tasikmalaya.	
	Author	Millenia Putri Serati, Dijan Rahajuni, Arif Andri Wibowo	
1:20 PM - 1:30 PM	Title	The Influence of Entrepreneurial Experience on General Entrepreneurial Passion and Entrepreneurial Self Efficacy	
	Author	Devani Laksmi Indyastuti	
1:30 PM - 1:40 PM	Title	Sustainability of Coconut Sugar Production Based on the Conditions of Coconut Sugar Craftsmen in Banyumas Regency	
	Author	Lilis Siti Badriah, Dijan Rahajuni, Arintoko	
2 nd Session			
1:40 PM - 1:50 PM	Title		
	Author		
1:50 PM - 2:00 PM	Title	Strategy for Organic Coconut Sugar Market Explanation through Digital Marketing at KUB Central Agro Lestari Purbalingga	
	Author	Nur Chasanah, Ade Irma Anggraeni, Wita Ramadhanti, Jaryono	

Parallel Session: Economic and Rural

Room: Room Arjuna 6			Room
Chairperson: Dr. Ari Yudianto, ILMU			
Time			
12:45 PM - 1:00 PM	Registration		Arjuna 6
1 st Session			
1:00 PM - 1:10 PM	Title	Village Owned Enterprises and Sustainable Economics in Cilacap County	
	Author	Wita Ramadhanti, Oman Rusmana, Triani Arofah, Yoma Hendra Harjasa	
1:10 PM- 1:20 PM	Title	Profitability and Economic Efficiency of the Hair Craft Creative Industry in Purbalingga before and during the Covid-19 Pandemic	
	Author	Agus Arifin, Rakhmat Priyono	
1:20 PM - 1:30 PM	Title	Study on the Potential of the Village Agriculture Sector to Ensure Food Security (Case Study in Cilongok District, Banyumas Regency	
	Author	Arif Andri Wibowo, Muhammad Farid Alfarizy, Suharno Suharno	
1:30 PM - 1:40 PM	Title	Utilization of Accounting Digitization for MSMEs Development in the New Normal Era	
	Author	Dona Primasari, Siti Maghfiroh, Agus Sunarmo	
2 nd Session			
1:40 PM - 1:50 PM	Title	Examining Causality of Managerial Ability Against Executive Compensation (Case Study on Conventional Banking in Indonesia)	
	Author	Sri Lestari	
1:50 PM - 2:00 PM	Title	The Effect of Company Financial Performance on Stock Return of Companies Listed On Indonesia Stock Exchange	
	Author	Mochammad Miftah, Jaryono, Ekaningtyas Widiastuti	

Parallel Session: Strategic Management

Room Arjuna 7			Room
Chairperson: Dr. E. Daryanto, S.E., M.B.			
Time			
12:45 PM - 1:00 PM	Registration		Arjuna 7
1 st Session			
1:00 PM - 1:10 PM	Title	Lack of Human Resources on the Waiting Time for Outpatient Pharmacy Services at Emanuel Klampok Hospital	
	Author	Darma Juang Bakti, Najmudin, Budi Aji	
1:10 PM- 1:20 PM	Title	Understanding Culture-Based Tourist Personality to Build a Memorable Based Tourism Experience and Improve Tourist Revisit Intention with Pentagon Tourism Identity as Moderating Variables	
	Author	Surtini, Sudarto, Lusi Suwandari	
1:20 PM - 1:30 PM	Title	The Influence of Visual Packaging Design on Brand Preference with Mediating Variables Perceived Quality and Perceived Value (Study on Unsoed Students Consumers Silverqueen)	
	Author	Aprilianing Setyawati, Monica Rosiana, Sri Murni Setyawati	
1:30 PM - 1:40 PM	Title	The Influence of Consumer Online Reviews on the Purchase Intention of Cosmetic Products by the Millennial Generation	
	Author	Sri Murni Setyawati, Weni Novandari, Ade Yuliana	
1:40 PM - 1:50 PM	Title	The Effect of Job Satisfaction and Work Engagement on Organizational Citizenship Behavior	
	Author	Elma Ayu Mareta, Ratno Purnomo, Ade Irma Anggraeni	

ONLINE PARALLEL SESSION

Parallel Session: Marketing

Zoom Link:

<https://us06web.zoom.us/j/86705150520?pwd=QFZadkoySThkdUlnbGZkdWwzQjNBHnpQT09>

Chairperson: Alisa Tri Nawarini, S.E., MBA

Time			Room	
12:45PM - 1:00 PM	Registration			
1 st Session				
1:00 PM - 1:10 PM	Title	Dimensional Analysis of Dissatisfaction Against Brand Switching	Marketing Zoom	
	Author	M. Trihudyatmanto, Heri Purwanto, Ervin Yulistiana		
1:10 PM- 1:20 PM	Title	Factors Influencing Online Repurchase Intention of Herbal Products		
	Author	Anindhiya Setyaningrum, Asih Ahistasari, Sri Murni Setyawati, Najmudin		
1:20 PM - 1:30 PM	Title	The Impact of Customer Satisfaction and Customer Trust on Customer Brand Loyalty among Brilink Agent Customers		
	Author	Wiwit Nuri Anggraini, Ary Yunanto, Nur Choirul Afif		
1:30 PM - 1:40 PM	Title	Standard Analysis of Drug Procurement and Planning in Some Private Pharmacies in Banjarnegara Regency in 2022		
	Author	Beta Barasila Nirma Handalis, Sudarto, Haris Budi Widodo		
2 nd Session				
1:40 PM - 1:50 PM	Title	Electronic Word of Mouth (E-WOM) of Hospital Marketing		
	Author	Benny Wantoko, Sri Murni Setyawati, Najmudin, Titi Nurfitri		
1:50 PM - 2:00 PM	Title	Analysis of The Factors that Influence the Decision to Purchase Subsidized Housing Loans at PT. Cirebon Sentosa Raya		
	Author	Anita Setianingsih, Suliyanto, Ary Yunanto		
2:00 PM - 2:10 PM	Title	The Relationship Marketing Practices on Priority Customer Trust Levels in Depositing Funds at Bank BRI Purwokerto during the Pandemic		
	Author	Desy Ceria Wati, Agus Suroso, Weni Novandari		
2:10 PM - 2:20 PM	Title	Marketing Strategy for SMEs Products from Ancient Handicrafts with the SOCTAC Approach		
	Author	Diah Arum Probowati, Rahab, Dwita Darmawati		

3rd Session

2:20 PM – 2:30 PM	Title	Study of Challenges Faced in the Adoption of Digital Marketing MSMEs in Banyumas Regency, Indonesia
	Author	Aldila Krisnaresanti, Lina Rifda Naufalin, Adi Indrayanto, Hendro Sukoco
2:30 PM – 2:40 PM	Title	Factors Associated with Patient Satisfaction in Diabetes Mellitus Outpatient in General Hospital of PKU Muhammadiyah Purbalingga
	Author	Youngky Fitra Cahyanda Putra, Wahyu Siswandari, Ade Irma Anggraeni
2:40 PM – 2:50 PM	Title	The Affect of Visibility, Tangibel, and Reliability on Quality of Service in Class D Hospital In The Regency Of Kebumen, Central Java.
	Author	Cahyo Widiyanto Alias Totok, Adi Indrayanto, Haris Budi Widodo
2:50 PM – 3:00 PM	Title	Image of Mas Kembang Tourism Park in Tourism Marketing Perspective in Banyumas District
	Author	Eko Harinatalistini
3:00 PM – 3:10 PM	Title	Marketing Mix-7P (Product, Price, Promotion, Place, People, Process, and Physical Evidence) Analysis on Purchase Decisions on Beauty Products and Services Kiwi Clinic Purwokerto and Services Kiwi Clinic Purwokerto
	Author	Intan Indah Sofiyani, Agus Suroso, Lusi Suwandrari
3:10 PM – 3:20 PM	Title	Trust in the Effect of Service Quality on Consumer Satisfaction
	Author	Heri Purwanto, M. Trihudyatmanto, Siti Rohaningsih
3:20 PM – 3:30 PM	Title	The Mediation Role of Brand Trust on The Effect of Brand Image on Student Decisions to Study at The Universitas Peradaban
	Author	Umar Seno Bayu Aji, Siti Zulaikha Wulandari, Nur Choirul Afif
3:30 PM – 3:40 PM	Title	The Effect of Customer Trust and Perceived Service on Post Purchase Intention through Customer Satisfaction on Online Grab Transportation
	Author	Aldino Agus Anggoro

Parallel Session: Human Resources

12:45 PM – 1:00 PM	Registration		Human Resource Zoom
1 st Session			
1:00 PM - 1:10 PM	Title	Management of Preventing the Spread of Hoax by BHABINKAMTIBMAS in Cilacap Police Station	
	Author	Reyhan Kusuma, Sri Lestari, Achmad Sudjadi	
1:10 PM- 1:20 PM	Title	Investigating the Relationship between Patient Empowerment and Hospital Environment Facilities through Creating Shared Values on Satisfaction	
	Author	Kartika Sari, Lusi Suwandari, Budi Aji	
1:20 PM – 1:30 PM	Title	The Effect of Work Motivation on the Performance of IMP Cadres on Punggelan District, Banjarnegara Regency	
	Author	Arfella Dara Tristantia, Ade Irma Anggraeni, Intan Shaferi	
1:30 PM – 1:40 PM	Title	The Effect of Employee Involvement and Transformational Leadership on Readiness to Change with Perceived Organizational Support as Moderating Variable	
	Author	Nisrina Nur Aini, Wiwiek Rabiyyatul Adawiyah, Dwita Darmawati	
2 nd Session			
1:40 PM – 1:50 PM	Title	The Effect of Desire to Switch Job , Compensation, Career Development and the Work Environment of Nurses at the Purbowangi Gombong Hospital	
	Author	Romadoniyah Joko Suwignyo, Ratno Purnomo, Rio Dhani Laksana	
1:50 PM – 2:00 PM	Title	The Effect of Transformational Leadership on Village Owned Enterprises (VOE) Program on Community Welfare with Community Participation as a Moderating Variable in 30 Villages of Banjarnegara Regency	
	Author	Fahrurrozi Zulkarnain Alfadh, Achmad Sudjadi, Siti Zulaikha Wulandari	
2:00 PM – 2:10 PM	Title	The Influence of Autocratic Leadership Style on Employee Performance at Ayam Panggang Mba Lies Restaurant in Purwokerto	
	Author	Astri Yana Elsera, Ratno Purnomo, Ary Yunanto	
2:10 PM –	Title	The Influence of The Capability of Badan Permusyawaratan Desa (BPD) Mamber on the	

Human
Resource
Zoom

Time	Room	Room
2:20 PM		Supervision of Village Asset Management in Sokaraja
	Author	Suroso -, Achmad Sudjadi, Ade Irma Anggraeni
3rd Session		
2:20 PM – 2:30 PM	Title	"Be Good, Be Creative": The Influence of Personality Traits on Creativity
	Author	Refitia Rizki Utami, Sri Murni Setyawati, Siti Zulaikha Wulandari
2:30 PM – 2:40 PM	Title	Knowledge, Attitudes, Awareness towards the Prevention and Control Covid 19 of Covid-19 at the Dental Clinic of RSGM UNSOED
	Author	Asmala Triwulandari, Intan Shaferi, Budi Aji
2:40 PM – 2:50 PM	Title	Utilization of Hospital Management Information System (SIMRS) Using the Technology Acceptance Model (TAM) at RSGM UNSOED
	Author	Frita Warasati, Rahab, Haris Budi Widodo
2:50 PM – 3:00 PM	Title	The Influence of Predictors Career Resources on Career Successes
	Author	Rino Wahyuria Abadi
3:00 PM – 3:10 PM	Title	The Effect of Work-Family Conflict and Work-Life Balance on Job Performance with Organizational Commitment as a Mediating Variable
	Author	Wendy Saputro, Daryono, Siti Zulaikha Wulandari
3:10 PM – 3:20 PM	Title	The Effect of Workload, External Locus of Control and Work Family Conflict on Job Satisfaction with Job Stress as a Mediation Variable
	Author	Riyan Nanda Wulan Suci, Titi Nurfitri, Meutia Karunia Dewi, Retno Widuri
3:20 PM – 3:30 PM	Title	Effect of Emotional Intelligence and Proactive Personality on Career Success with Work Environment as Moderating Variables (Study on Production Employees of PT Gajah Tunggal)
	Author	David Prayoga, Achmad Sudjadi, Ade Irma Anggraeni
3:30 PM- 3:40 PM	Title	Analysis of the Problems of Business Management in MSMEs in Banyumas
	Author	Tohir, Adi Indrayanto, Dadang Iskandar, Aldila Krisnaresanti

Parallel Session: HRM and Finance & Accounting

Zoom Link			Room
Link: https://us06web.zoom.us/j/88674052308?pwd=ZDRwOEh1ZkRlZ0hRQ0E0cDoy92oWbEZk09			
Chairperson: Fitri Amalinda Harahap, S.E., M.M.			
Time			
12:45 PM – 1:00 PM	Registration		Finance And Accounting Zoom
1 st Session			
1:00 PM - 1:10 PM	Title	The Influence of Real Earning Management on Company Value with Managerial Ownership as Moderating Variable	
	Author	George Bamafarhan, Eliada Herwiyanti, Yusriyati Farida	
1:10 PM- 1:20 PM	Title	Analysis of Investment Credit Demand in National Private Banks Indonesia	
	Author	Gilang Tejawangsa	
1:20 PM – 1:30 PM	Title	Factors Determining the Quality of Financial Reporting in Savings and Loans Cooperatives: Case of Indonesia	
	Author	Nabilla Maharani, , Poppy Dian Indira Kusuma, Sri Wulandari, Ratu Ayu	
1:30 PM – 1:40 PM	Title	The Influence of Return on Assets (ROA), Debt to Equity Ratio (DER), And Current Ratio (CR) on Stock Return on Cyclical Sector Companies Listed on the IDX in 2018-2020	
	Author	Irianing Suparlinah, Moch Fairuz Ruvenda, Christina Tri Setyorini	
2 nd Session			
1:40 PM – 1:50 PM	Title	The Effect of Firm Size, Profitability, and Solvability Toward Audit Delay with Industry Specialist Auditor as Moderating Variable	
	Author	Laelatun Nahdiya, Eko Suyono, Ratu Ayu Sri Wulandari	
1:50 PM – 2:00 PM	Title	The Effect of Work Culture Change Program an Employee Motivation on Employee Performance at the Bank Indonesia Representative Office Purwokerto	
	Author	Adi Haryo Wicaksono, Rio Dhani Laksana, Adi Indrayanto	
2:00 PM – 2:10 PM	Title	The Analysis of Doctor's Workload in Optimalization of Manpower Utilization at The RSI Muhammadiyah Singkil	
	Author	Anindya Ryan Pramudya	
2:10 PM – 2:20 PM	Title	The Impact of Job Stress and Job Burnout on Power Health During the Covid-19 Pandemic	
	Author	Ade Irma Suryani, Megawat, Khalil Gibran, Damara Felita	

Zoom Link

<https://us06web.zoom.us/j/89674052308?pwd=QDZwOENhZWVhQ0hRQU1pZy92ZWVhREZkOQ==>

Chairperson: Fitri Amaliaha Harshan, S.E., M.M.

Time			Room
2:20 PM – 2:30 PM	Title	Competitive Quality Improvement Development Small Medium Enterprise Handicraft Products in Banyumas Regency	
	Author	Pramono Hari Adi, Rio Dhani Laksana	
2:30 PM – 2:40 PM	Title	Social Interaction Services as Mediation between Corporate Image and Social Interaction Satisfaction	
	Author	Arief Adhy Kurniawan, Kartawan, , Sri Murni Setyawati	



Parallel Session: Economic and Rural Development

Parallel Session: Economic and Rural Development			Room
12:45 PM - 1:00 PM	Registration		
1st Session			
1:00 PM - 1:10 PM	Title	The Role of Dark Personality Traits in Shaping Entrepreneurial Intentions among Indonesian Migrant Workers	
	Author	Dian Irawati, Tiladela Luhita	
1:10 PM - 1:20 PM	Title	Identification of Potential Cooperation between MSMEs and BUMDES to Improve the Economy of the Community in Banyumas Regency	
	Author	Lilis Siti Badriah, Dijan Rahajuni, Barokatuminalloh	
1:20 PM - 1:30 PM	Title	Optimization of Assets and Quality of Human Resources on the Performance of BUMDES in Banyumas District	
	Author	Viviana Mayasari	
1:30 PM - 1:40 PM	Title	Determinants of Profit from the Grocery Shop Business in Kedunggede Village, Banyumas District, Banyumas Regency	
	Author	Risma Wulansari, Hary Pudjianto, Ratna Setyawati Gunawan	
2nd Session			
1:40 PM - 1:50 PM	Title	The Impact of The Covid Pandemic on Profit of Street Vendors in Panyawenyan Tourism Site Majalengka Regency	
	Author	Mubarok Topan Waluyo, Hary Pudjianto, Ratna Setyawati Gunawan	
1:50 PM - 2:00 PM	Title	The Impact of the Covid-19 Pandemic on the Consumption of Online Delivery Services for Students of Jenderal Soedirman University	
	Author	Muhammad Fasya Evanto Prasajo, Lilis Siti Badriah, Agus Arifin	
2:00 PM - 2:10 PM	Title	The Effect of Digital Literacy on Online Entrepreneurial Intentions: The Moderating Role of Subjective Norms	
	Author	Sri Murni Setyawati, Sulyanto, Monica Rosiana, Daffa Redika Fauzi	

**Economic
And Rural
Zoom**

2:10 PM – 2:20 PM	Title	MSME Resilience Levels in Banyumas District, an Empirical Study after the Pandemic.
	Author	Wahyudin, Retno Kurniasih
2:20 PM – 2:30 PM	Title	Impact of Knowledge Creation and Innovation on SMEs in the Time of The Covid-19 Pandemic
	Author	Farid, Amri, Nurhaliza, Rafif Athallah A
2:30 PM – 2:40 PM	Title	Utilization of Village Owned Enterprises (BUMDES) in Banyumas Regency in Economic Recovery after the Covid 19 Pandemic
	Author	Rio Dhani Laksana, Pramono Hari Adi, Titi Nurfitri
2:40 PM – 2:50 PM	Title	Society 5.0 as a Solution for Small and Medium Micro Businesses in Pandemic Era
	Author	Karina Odia Julialevi
2:50 PM- 3:00 PM	Title	The Effect of Work Discipline on Employee Performance with Compensation as Mediation (Employee Study at RSUD Dr. R. Goeteng Taroenadibrata Purbalingga)
	Author	Bangkit Pambudi, Sri Lestari, Lantip Rujito
3:00 PM- 3:10 PM	Title	Implementation Analysis of the Merdeka Belajar - Kampus Merdeka (MBKM) Student Exchange in the Economic Education Study Program
	Author	Jaryono, Tohir, Rasyid Mei Mustafa

Time		Topic	Room
		Rural Governments	
	Author	Anisa Apriliani, Puji Lestari, Agus Faturakhman	
2:30 PM – 2:40 PM	Title	The Effect of The Stock Market Reaction to the Events of Covid 19 Pandemic in Pharmaceutical Sector in the Indonesia Stock Exchange	
	Author	Imroatussaniyyah Caesaria, Sudarto, Intan Shaferi	
2:40 PM – 2:50 PM	Title	Performance Analysis of Microfinance Institutions in Banyumas Regency during the Covid-19 Pandemic	
	Author	Dian Purnomo Jati, Najmudin Najmudin, Pahrul Fauzi	
2:50 PM – 3:00 PM	Title	Bootstrap Financing Practices in Small Enterprises to Support Rural Green Tourism	
	Author	Bambang Agus Pramuka, Zahrotush Sholikhah, Khalid Eltayeb Elfaki	



**Parallel Session: Operational Management and
Islamic Economics**

CONCLUSIONS

CONCLUSIONS AND ACKNOWLEDGMENTS

Time	Room	
12:45 PM - 1:00 PM	Registration	
1 st Session		
1:00 PM - 1:10 PM	Title	Effect of Lean Management on Outpatient Waiting Time at RSU Ananda Purwokerto
	Author	Fu'ad Anharuddin
1:10 PM - 1:20 PM	Title	Analysis of Quality of Health Services Post-Covid-19 Pandemic in Kutamendala Puskesmas, Brebes Regency
	Author	Intan Ayu Larasati, Adi Indrayanto, Eman Sutisna
1:20 PM - 1:30 PM	Title	Factors Causing Delayed Claims at the Hospital in Collaboration with Health Social Security Agency (BPJS) Branch Office of Tasikmalaya
	Author	Irwanto Ali Udin
1:30 PM - 1:40 PM	Title	Implementation of Electronic Medical Records (RME) as an Effort to Improve Health Services at RSGM UNSOED
	Author	Ratih Wijayanti, Lusi Suwandari, Haris Budi Widodo
2 nd Session		
1:40 PM - 1:50 PM	Title	Relationship of System Quality to User Satisfaction through the Implementation of Electronic Medical Record at RSGM UNSOED
	Author	Kharin Anggraheni Putri, Refius Pradipta Setyanto, Budi Aji
1:50 PM - 2:00 PM	Title	Analysis of Health Services Through Importance Performance Analysis Theory (IPA) Method
	Author	Cempaka Nova Intani, Wiwiek Rabiatal Adawiyah, Daryono
2:00 PM - 2:10 PM	Title	Evaluation of Drugs Management in Pharmacy Installations of Dr. Soesilo Hospital, Tegal Regency
	Author	Ardini Saptanti
2:10 PM - 2:20 PM	Title	Adopting Green Finance Ratio in Evaluating Islamic Banks Performance as Index for Achieving Sharia Maqasid
	Author	Yasser Saleh Ali Almonifi
2:20 PM - 2:30 PM	Title	Accountability Analysis of Waqf Management in Management of Governance and Finance with Concept of Sharia Enterprise Theory (Study on Islamic

Operational & Islamic Economics Zoom

		Organizations: Nahdlatul Ulama and Muhammadiyah Banyumas Regency)	
	Author	Maryani, Permata Ulfah, Uswatun Hasanah	
2:30 PM - 2:40 PM	Title	The Shifting Practices of Islamic Philanthropic Foundation during Covid-19 Outbreaks in Indonesia	
	Author	Wiwiek Rabiatal Adawiyah, Zahrotush Sholikhah, Siti Aznor Hj Ahmad	
2:30 PM - 2:40 PM	Title	Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) New Constructs of Efficioresponsive Supply Chains with the Churchill Method Approach	
	Author	Sutarmin, Arief Adhi Kurniawan	



Parallel Session: Strategic Management

Parallel Session: Strategic Management			Room
12:45 PM - 1:00 PM	Registration		Strategic Management
1 st Session			
1:00 PM - 1:10 PM	Title	Development of the Internship Program Database System for UNSOED Management Department	
	Author	Intan Shaferi, Alisa Tri Nawarini, Rio Dhani Laksana, Dian Purnomo Jati, Refius Pradipta Setyanto	
1:10 PM- 1:20 PM	Title	Investigation of The Influence of Malcolm Baldrige National Quality Award (MBNQA) on Health Service System Performance	
	Author	Daryono	
1:20 PM - 1:30 PM	Title	The Effect of Network Marketing and Cohesion Value on Product Innovation in The SME Creative Fashion Industry	
	Author	Lusi Suwandari, Larisa Pradisti, Nur Choirul Afif	
1:30 PM - 1:40 PM	Title	The Effect of Partner Network Capability towards Business Performance of Batik Msmes in Banyumas and Purbalingga Regencies	
	Author	Intan Shaferi, Alisa Tri Nawarini, Refius Pradipta Setyanto	
2 nd Session			
1:40 PM - 1:50 PM	Title	The Effect of Innovation on Marketing Performance of Micro Small and Medium Enterprises (MSMEs) before and after The Covid-19 Pandemic	
	Author	Ekaningtyas Widiastuti, Suliyanto, Dian Purnomo Jati	
1:50 PM - 2:00 PM	Title	The Influence of Corporate Social Responsibility and Institutional Ownership on Profitability and Firm Value	
	Author	Retno Kurniasih, Ary Yunanto, Esti Julia Irawan	
2:00 PM - 2:10 PM	Title	Organizational Effectiveness: Conceptual Issues, Criteria for Measurement and Review of Political Aspects	
	Author	Dian Purnomo Jati	
2:10 PM - 2:20 PM	Title	Increasing the Economic Value of Cardamom Spices as a Business Development Strategy	
	Author	Intan Shaferi, Alisa Tri Nawarini, Rio Dhani Laksana	
2:20 PM – 2:30 PM	Title	Physical Fitness and Entrepreneurship Trainings : Improvement of Female Workers Motivation in North Purwokerto	
	Author	Ekaningtyas Widiastuti, Suryanto	

Zoom Link:

<https://us06web.zoom.us/j/84089496073?pwd=Mm10UjBkdStlWkxwYU1Yd0hMZWdEOT08>

Chairperson: Monica Rosiana, S.E., M.Si

Time			Room
2:30 PM – 2:40 PM	Title	Strategies to Improve Student Learning Agility in Facing the Era of Volatility, Uncertainty, Complexity, and Ambiguity (VUCA)	
	Author	Cut Misni Mulasiwi, Bambang Sunarko, Titi Nurfitri	
2:40 PM – 2:50 PM	Title	Effectiveness of Business Sustainability Training for Startup in Banyumas	
	Author	Dian Purnomo Jati, Sulyanto, Ekaningtyas Widyastuti	
3 rd Session			
2:50 PM – 3:00 PM	Title	Capturing Character Strength through Resilience and Flourishing: Study of Traditional Martial Arts Practitioners in Indonesia	
	Author	Ade Irma Anggraeni, Raka Prasasti.	
2:50 PM – 3:00 PM	Title	Internal Factors that Influence Purchasing Decisions in Traditional Markets (A Case Study on the Millennial Generation of FEB UNSOED)	
	Author	Monica Rosiana, Sri Murni Setyawati, Dwita Floresti	
3:00 PM – 3:10 PM	Title	The Role of Self-Control on Consumptive Behavior	
	Author	Larisa Pradisti, Ekaningtyas Widiastuti, Retno Widuri.	
3:10 PM – 3:20 PM	Title	A Socio-Economic Perspective on the Contribution and Vulnerability of Female Migrant Workers in the Domestic Sector	
	Author	Meutia Karunia Dewi, Eliada Herwiyanti, Novita Puspasari, Sofiatul Khotimah	
3:20 PM – 3:30 PM	Title	The Level of Performance of Non-Civil Servant Employees at Universitas Jenderal Soedirman	
	Author	Retno Kurniasih, Siti Zulaikha Wulandari, Ratno Purnomo	
3:30 PM – 3:40 PM	Title	Assurance Monitoring Instrument Validity in Improving Study Program Accreditation Data Quality	
	Author	Refius Pradipta Setyanto, Retno Kurniasih, Cut Misni Mulasiwi, Sudarto, Karina Odia Julialevi, Ratno Purnomo, Yudha Aryo Sudibyo, Istiqomah.	
3:40 PM – 3:50 PM	Title	An Investigation of Stock Price Predictions on the Holdings of Local and Foreign Investors	
	Author	Ary Yunanto	
3:50 PM – 4:00 PM	Title	Building Alumni Data Center Through Tracer Study Implementation (Case Study on FEB Unsoed)	
	Author	Dwita Darmawati, Cut Misni mulasiwi, Monica Rosiana, Ramita Khaolifaturrohman, Dwita Aprillia Floresti, Triani Arofah, Puji Lestari	

The Mediating Role Of Trust, Brand Image, And Brand Awareness Of The Effect Of Social Media Marketing On Purchase Intention

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ABSTRACT

This study aims to determine how the influence of social media marketing on the purchase intention of shopeefood service users in Purwokerto with trust, brand image and brand awareness as mediating variables. The analytical tool in this study uses the Partial Least Square (PLS) approach using SmartPLS software. Sampling using purposive sampling technique. The data collection method in this study was using a closed questionnaire via google form to 160 respondents. The results of this study indicate that the variables of social media marketing, trust, and brand image have a positive effect on purchase intention while brand awareness has no effect on purchase intention. The results of this study also found that trust and brand image play a role in mediating the relationship between social media marketing and purchase intention. Meanwhile, the brand awareness variable does not play a role in mediating the relationship between social media marketing and purchase intention.

Keywords: Social Media Marketing, Trust, Brand Image, Brand Awareness, Purchase Intention.

1. Introduction

The rapid development of the internet shows that Indonesia is experiencing an increase in population in internet usage by 1.03% when compared to 2021, this number is equal to 2.1 million new internet users within one year (We are Social, 2022). With the results of the survey, it can be said that 204.7 million Indonesians are internet literate.

Shopee food is one of the online food services that was introduced in Indonesia since April 2020, and is also available in Vietnam, after shopee's parent, Sea Group acquired a food delivery company in Hanoi, Vietnam, namely Foody Corporation in August 2020. Shopee food chose social media marketing as a promotional tool where they first introduced their services through YouTube Shopee Indonesia. In addition, shopee food is also intensifying its promotions through the Instagram, TikTok and Twitter platforms by sharing interesting and informative content. To increase consumer buying interest, shopee food offers various discounts and offers that are quite attractive, such as a 50% discount up to 25 thousand with a minimum purchase of 50 thousand, and a 30% discount up to 20 thousand with a minimum purchase of 40 thousand, a discount on shipping costs of 12 thousand, and so on. Shopee food also cooperates with shops where they offer bundling menus at lower prices than usual.

An important point for a company to be able to win market competition, namely by paying attention to what underlies a consumer in choosing a product, in this case is buying interest from a consumer which always arises after an alternative evaluation process and in the evaluation process that person will make a series of choices regarding products, services or services to be purchased on the basis of brands and interests. There are many factors that encourage consumer purchase intention in online food delivery services, some of which are social media marketing.

With the presence of social media marketing, of course, it plays a very important role in marketing a product and will also have an impact on people's consumption patterns, if previously people bought food offline or came directly to the place where the food was sold, but now people are turning to online food delivery services where people can order food through available applications, without having to come directly to the food store. With the convenience of consumers in ordering food, in this case using online food delivery, then consumer interest in these services will increase. Therefore, this service company needs to increase its marketing on social media because the better the marketing activities carried out via the internet, the higher consumer purchase intention will be. Social media marketing is believed to be able to influence consumer interest, because it is felt that this can contribute as a medium of communication and effective message delivery for consumers (Laksmana, 2018). As in the study conducted by Manzoor, et al (2020), where purchase intention is influenced by social media marketing.

However, the findings put forward by Kristina & Sugiarto (2020) and Savitri, et al (2020) found different results, where the study stated that social media marketing had no effect on consumer purchase intention. From the inconsistency of the research results, it provides room for other factors that cause the findings of previous studies to differ. The researcher adds the variables of trust, brand image, and brand awareness as mediating variables which from the results of this study will later show whether purchase intention really increases after being influenced by social media marketing and these mediating variables, especially for shopeefood consumers.

2. Literature Review

2.1 Purchase Intention

Consumer purchase intention is a person's desire to fulfill the needs and desires hidden in the minds of consumers. According to Kotler & Keller (2016) purchase intention is consumer behavior that appears as an action against certain products that form attitudes about consumers' desires to buy a product.

2.2 Social Media Marketing

According to Karimi & Naghibi (2015) social media marketing is defined as a mechanism that allows anyone to advertise their blog, goods or services online to reach a wider audience that cannot be accessed through traditional channels. Meanwhile, according to Alves, et al (2016) social media marketing is a form of online marketing that applies social networking platforms as a tool to fulfill communication goals.

2.3 Trust

Trust is the willingness of consumers to trust the company in providing services for its products and services (Kristina & Sugiarto, 2020). Trust is one of the most important factors in a seller-

customer relationship, and is an important element of the strength of a business relationship and trust is critical to maintaining a long-term relationship.

2.4 Brand image

Brand image is a picture or impression of a particular brand in the minds of consumers. Brand image can also be considered as part of a brand that can be recognized but not spoken, such as symbols, designs, letters or colors, or consumer perceptions of the products or services it represents (Benhardy, et al, 2020). In the process of making purchasing decisions, brand image plays an important role. Moreover, there is a greater opportunity for consumers to buy well-known brands that have a positive image, because a good brand image will increase the perception of a brand for consumers.

2.5 Brand awareness

According to Khoung & Chau (2017) brand awareness is a picture that shows a potential consumer's ability to associate and remember and recognize a brand as part of a particular product category that they want to buy. Brand awareness plays an important role in purchase intention, the higher the consumer's awareness of a brand, the higher the acceptable purchase intention.

2.6 Hypothesis Development

2.6.1 SMM to Purchase Intention

Kristina & Sugiarto (2020) and Savitri, et al (2021) state that SMM does not affect purchase intention. However, other findings from Manzoor, et al (2020), Laksmana (2018) state that social media marketing has a significant influence on purchase intention. Another study conducted by Harjanti (2021) said that social media marketing has a positive effect on purchase intention.

H1: Social media marketing has an effect on purchase intention

2.6.2 SMM to Trust

Research conducted by Kristina & Sugiarto (2020) states that social media marketing has a significant effect on trust. The results of this study are in line with the findings of Manzoor, et al (2020) who found the influence of SMM on trust.

H2: Social media marketing affects trust

2.6.3 SMM to Brand Image

Research conducted by Anantasiska, Suhud, & Usman (2022) found a positive influence of social media marketing on brand image and research conducted by Savitri (2022) found that social media marketing had an effect on brand image.

H3: Social media marketing has an effect on brand image

2.6.4 SMM to Brand Awareness

Research conducted by Anantasiska, Suhud & Usman (2022) found a positive influence of social media marketing variables on brand awareness. The next relevant research is research conducted by Maria, et al (2019) which states that social media marketing has a positive effect on brand awareness.

H4: Social media marketing has an effect on brand awareness.

2.6.5 Trust to Purchase Intention

Research conducted by Kristina & Sugiarto (2020) states that trust has a positive effect on purchase intention. These results are consistent with research conducted by Manzoor, et al (2020) which states that trust has a positive effect on purchase intention.

H5: Trust has an effect on purchase intention

2.6.6 Brand Image to Purchase Intention

Research conducted by Yaseen & Mazahir (2020) found a positive influence of brand image on purchase intention. These results are consistent with research conducted by Savitri (2022) who found that brand image has a positive effect on purchase intention.

H6: Brand image has an effect on purchase intention

2.6.7 Brand Awareness to Purchase Intention

Research conducted by Susilowati & Sari (2020) found a positive and significant effect of brand awareness on buying interest and research conducted by Shamsudin, et al (2020) found that brand awareness had an effect on purchase intention.

H7: Brand awareness has an effect on purchase intention

2.6.8 SMM with Trust-mediated Purchase Intention

Research conducted by Kristina & Sugiarto (2020) states that social media marketing variables have a positive effect on purchase intention mediated by trust. The same result is also stated by the research of Manzoor, et al (2020) which states that the social media marketing variable has a positive effect on purchase intention mediated by trust.

H8: Trust mediates the effect of social media marketing on purchase intention

2.6.9 SMM with Purchase Intention mediated by Brand Image

Research conducted by Savitri (2022) found that social media marketing variables have a positive effect on purchase intention mediated by brand image.

H9: Brand image mediates the effect of social media marketing on purchase intention

2.6.10 SMM with Purchase Intention mediated by Brand Awareness

Research conducted by Maria, et al. (2019) found that social media marketing has a positive effect on purchase intention mediated by brand awareness.

H10: Brand awareness mediates the effect of social media marketing on purchase intention

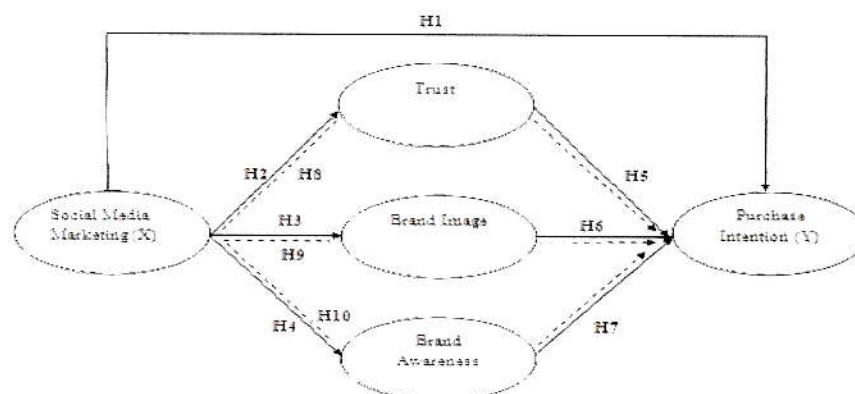


Figure 1. Research Model

80.63%. As for the respondent's occupation, the largest is college students as much as 45% in this study.

4.2 Outer model evaluation

4.2.1 Convergent Validity

Table 2. Convergent Validity Analysis Results

No	Indicator	Loading	Cut of Value	Explanation
1	SMM_1	0.775	0,50	Valid
2	SMM_2	0.812	0,50	Valid
3	SMM_3	0.816	0,50	Valid
4	SMM_4	0.776	0,50	Valid
5	T_1	0.869	0,50	Valid
6	T_2	0.814	0,50	Valid
7	T_3	0.772	0,50	Valid
8	T_4	0.778	0,50	Valid
9	BI_1	0.839	0,50	Valid
10	BI_2	0.821	0,50	Valid
11	BI_3	0.874	0,50	Valid
12	BA_1	0.884	0,50	Valid
13	BA_2	0.78	0,50	Valid
14	BA_3	0.76	0,50	Valid
15	BA_4	0.708	0,50	Valid
16	PI_1	0.864	0,50	Valid
17	PI_2	0.837	0,50	Valid
18	PI_3	0.854	0,50	Valid
19	PI_4	0.755	0,50	Valid

The indicator is declared valid if the loading value is greater than 0.7. However, according to Ghazali (2015) the loading value of 0.5-0.6 is still acceptable. This study refers to Ghazali's opinion, so the cut of value used is 0.5-0.6. Based on table 2, all indicators have been declared valid. The overall value exceeds the minimum limit, the cut of value is 0.50. Thus, it can be processed into the following analysis:

4.2.2 Discriminant validity

Ghazali (2015) states that the model has sufficient discriminant validity if the AVE root of each construct is greater between constructs. The results of the first stage of the discriminant validity analysis are presented in table 3.

Table 3. Result of the discriminant validity analysis

Variable	SMM	Trust	BI	BA	PI
SMM	0.795		0.684	0.535	0.649
Trust	0.652	0.809	0.703	0.674	0.694
BI			0.845	0.657	
BA				0.785	
PI					0.829

The results of discriminant validity show that the AVE root value for all variables is greater than the correlation value between constructs. Thus it has fulfilled the requirements and can be processed to the next stage.

4.2.3 Composite Reliability and Cronbach's Alpha

A construct is considered reliable if it has composite reliability and Cronbach alpha values greater than 0.70. The results of the analysis of composite reliability and cronbach alpha are presented in table 4.

Table 4. Result Analysis of the Composite Reliability dan Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Cut of Value	Explanation
SMM	0,806	0,873	0,700	Reliable
TRUST	0,824	0,883	0,700	Reliable
BI	0,799	0,882	0,700	Reliable
BA	0,793	0,865	0,700	Reliable
PI	0,847	0,897	0,700	Reliable

The results of the analysis in table 4 are the data obtained in full with Cronbach's alpha value greater than 0.700 for all variables. Thus, it can be accepted that these variables are declared reliable.

4.3 Inner Model Evaluation

Inner model describes the effect between variables. The evaluation of the inner model is done by looking at the value of R square. The results of the R square analysis can be seen in table 5.

Table 5. The result of the inner model evaluation analysis

Variable	R square	Rule of Thumb	Conclusion
Trust	0,425	>0,67 (strong)	Moderate
BI	0,468	0,33 (moderate)	Moderate
BA	0,286	0,19 (weak)	Moderate
PI	0,632	Chin (1998)	Moderate

Based on table 5, the result of R square trust is 0.425. In the variable model, trust is influenced by social media marketing. This shows that the SMM affects the confidence of 42.5% with the value of r square less than 0.67. It was concluded that the model was in the moderate category.

Based on table 5, the result of R square BI is 0.468. In the variable model, brand image is influenced by social media marketing. This shows that SMM affects brand image by 46.8% with r square value less than 0.67. It was concluded that the model was in the moderate category.

Based on table 5, the result of R square BI is 0.286. Brand awareness is influenced by social media marketing. This shows that SMM affects brand awareness by 28.6% with an r-square value less than 0.33. It was concluded that the model was in the moderate category.

Based on table 5, the result of R square BI is 0.632. Purchase intention is influenced by social media marketing. This shows that SMM affects purchase intention by 63.2% with an r-square value less than 0.67. It was concluded that the model was in the moderate category.

4.4 Hypothesis Testing

Hypothesis testing is used to see the significance of the independent variable on the dependent variable. The independent variable is declared influential if the t-statistical value has a value greater than 1.96 and the p-value or significance is below alpha 0.05. The results of the t-test analysis and its significance can be seen in table 6.

Tabel 6. Direct effect hypothesis test

Causality between variable (direct effect)	Coeff	t-value	p-value	Cut of value	Explanation
SMM → PI	0,566	11,535	0,00	0,05	H ₁ , Accepted
SMM → Trust	0,652	11,203	0,00	0,05	H ₂ , Accepted
SMM → BI	0,684	15,158	0,00	0,05	H ₃ , Accepted
SMM → BA	0,535	8,85	0,00	0,05	H ₄ , Accepted
Trust → PI	0,246	2,054	0,042	0,05	H ₅ , Accepted
BI → PI	0,402	4,742	0,00	0,05	H ₆ , Accepted
BA → PI	0,244	1,932	0,055	0,05	H ₇ , Rejected

Based on table 6, it can be seen that from hypotheses 1 to 6, the t-count value is greater than 1.96, and the results show that hypotheses 1 to 6 are accepted. Meanwhile, for hypothesis 7, namely the BA variable towards PI, the t-count value is 1.932 or less than 1.96, this indicates that the seventh hypothesis is not in line with expectations and is rejected.

4.5 Mediation Effect Hypothesis Testing

Table 7. Indirect influence hypothesis test (mediation)

Causality between variable (indirect effect)	Coeff	t-value	p-value	Cut of value	Explanation
SMM → Trust → PI	0,160	1,971	0,05	0,05	H ₈ , Accepted
SMM → BI → PI	0,275	4,065	0,00	0,05	H ₉ , Accepted
SMM → BA → PI	0,131	1,654	0,10	0,05	H ₁₀ , Rejected

Based on table 7, it is known that the p-value of the influence of SMM on PI through trust is 0.05 or equal to 0.05, so the eighth hypothesis is accepted, trust mediates the relationship between social media marketing and purchase intention. Then the p-value of the influence of SMM on PI through BI is 0.00 or less than 0.05, so the ninth hypothesis is accepted, brand image mediates the relationship between social media marketing and purchase intention. Meanwhile, the p-value of the influence of SMM on PI through BA is 0.10 or greater than 0.05 so that the tenth hypothesis is rejected, brand awareness does not mediate the influence of social media marketing and purchase intention.

5. Discussion

As hypothesized, SMM has a positive effect on purchase intention on shopeefood services. This study is in line with the findings of Manzoor, et al (2020), Laksmana (2018) and Harjanti's research (2021), this proves that SMM plays a role in buying interest in shopeefood services. SMM has a positive effect on trust in shopeefood services, this study is in line with the findings of Kristina & Sugiarto (2020), and research by Manzoor, et al (2020), this proves that SMM plays a role in increasing trust in shopeefood services. SMM has a positive effect on brand image on shopeefood services. This research is in line with the findings of Anantasiska, Suhud & Usman (2022), and

the research of Maria, et al (2019), this proves that SMM plays a role in improving the brand image of shopeefood services. SMM has a positive effect on brand awareness in shopeefood services. This study is in line with the findings of Anantasiska, Suhud, & Usman (2022) and the research of Maria, et al (2019), this proves that SMM plays a role in increasing brand awareness of shopeefood services. Trust has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Kristina & Sugiarto (2020) and the research of Manzoor, et al (2020) which proves that trust plays a role in increasing consumer purchase intention in shopeefood services. Brand image has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Yaseen, & Mazahir (2020) and research by Savitri (2022), this proves that brand image can increase consumer purchase intention in shopeefood services. Brand image has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Yaseen & Mazahir (2020) and Savitri's research (2022), this proves that brand image can increase consumer purchase intention in shopeefood services. Brand image has a positive effect on purchase intention on shopeefood services. This research is in line with the findings of Yaseen & Mazahir (2020) and Savitri's research (2022), this proves that brand image can increase consumer purchase intention in shopeefood services. Brand awareness has no effect on purchase intention on shopeefood services. This study is not in line with the findings of Susilowati & Sari (2020) and the research of Shamsudin, et al (2020), in this case proving that brand awareness is not able to increase consumer purchase intention in shopeefood services.

Statistical results also show that there is an indirect relationship between social media marketing and purchase intention through trust. Previous research revealed by Kristina & Sugiarto (2020) and Manzoor, et al (2020) stated that trust mediates the relationship between social media marketing and purchase intention. The results of this study also found an indirect relationship between social media marketing and purchase intention, which is in line with research findings from Savitri (2022) which found that brand image mediates the relationship between social media marketing and purchase intention. However, the statistical results show that there is no mediating relationship between brand awareness and the influence between social media marketing and purchase intention. This study is not in line with the findings of Maria, et al. (2019) which found that social media marketing had a positive effect on purchase intention mediated by brand awareness.

6. Conclusion

Based on the results of the analysis, it can be concluded that the variables of social media marketing, trust, brand image have a positive effect on purchase intention, but the brand awareness variable was found to have no effect on purchase intention. And the results also show an indirect influence on social media marketing and purchase intention through trust, and also an indirect influence on social media marketing and purchase intention through brand image. However, there is no mediating effect of brand awareness on social media marketing and purchase intention.

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