

*Communication Dynamics on WhatsApp Business and Their Impact on Patient Purchase Intention: An SEM-PLS Study (Case study from Edelweiss Hospital Bandung – Indonesia)*  
**Iman Sulaeman**

*Affordances Platform and Strategy Game Content Creator on Tiktok @Eanis*  
**Habib AL Anshor, Aghnia Dian Lestari**

*Affordances Platform and Strategy Game Content Creator on Tiktok @Eanis*  
**Habib AL Anshor, Aghnia Dian Lestari**

*The Behavioral Accounting Approach to Examining Modern Accounting Practices in the Industry 4.0 Era*  
**Amril, Helmy Syamsuri, Wardatul Wahidah. R**

*Nadin Amizah's Content Strategy for the "BLP Beauty" Beauty Brand on Instagram*  
**Putri Diyah Dwi Ayu, Dedet Erawati**

*Analysis of Local Government Financial Ratios and Their Impact on Capital Expenditures for Economic Growth in East Java Province*  
**Akromul Khaidar**

*The Impact of Human Resource Management and Member Motivation on Member Engagement in the Jakmania Cirebon*  
**Muhammad Rizky, Dharliana Hardjowikarto, Juwita Juwita**

*The Influence of E-Wallet Usability and Financial Literacy on Generation Z's Consumption Behavior in Cirebon City*  
**Nailah Hayatunnasha, Nurhana Dhea Parlina**

*The Strategic Role of Brand Equity and Customer Experience in Driving Promotional Success*  
**Dina Lusianti, Ira Wakhidatin, Iwan Suroso**

*The Quality of Sustainability Reporting by Infrastructure Sector Companies Listed on the Indonesia Stock Exchange for the 2020–2024 Period*  
**Muhardi Achmad, Mukhzarudfa Mukhzarudfa, Wiwik Tiswiyanti, Ratih Kusumastuti**

*Beyond Digital Payments: the Role of Financial Literacy and Social Preferences in Shaping Financial Self-Control*  
**Heni Subekti, Infijarun Ni'am, Wachidah Fauziyanti**

*The Effect of Doctor Presence and Services on Patient Satisfaction Moderated in Collaboration at Citra Sari Husada Karawang Hospital*  
**Tri Agus Haryono, Adrie Frans Assa**

*The Role of Customer Satisfaction in Mediating the Effects of Product Quality and Service Quality on Repurchase Intention: A Study at Mr. Konveksi Bali*  
**Ni Ketut Gustini, Ni Nyoman Kerti Yasa, I Gusti Ayu Ketut Giantari, Ni Made Asti Aksari**

# AJMA

E-ISSN: 2963-4547

## Asian Journal of Management Analytics

Vol 5, No 02, April 2026

*The Impact of Financial Literacy on Saving Behavior in Generation Z in Cirebon City, with Perceived Mobile Banking Service Ease as a Mediating Variable*

**Rahma Azkia Wardaya**

*The Influence of Financial Literacy and Cashless Behavior on the Financial Management Behavior of Generation Z in Cirebon City*

**Selma Khansa, Nurhana Dhea Parlina, Agustina Agustina**



Published by:

Formosa Publisher

Jl. Sutomo Ujung No.28 D, Durian, Kecamatan Medan Timur, Kota Medan, Sumatera Utara  
20235, Indonesia

Website: <https://journal.formosapublisher.org>

