

Adoption of Seabank by Generation Z in Semarang City: An Extended Technology Acceptance Model (TAM) Approach

Afiat Sadida, Rani Raharjanti, Nurul Azmi (Hal 1-12)

The Influence of Perceived Benefits, Trust, Perceived Risk, and Perceived Ease of use on Purchase Intentions on the Tiktok Shop Application

Wahyu Ghani Febri Setioko, Dian Widyaningtyas, Purnadi, Arini Hidayah (Hal 13 -32)

Sustainable Marketing Orientation, Consumer Trust, and Sustainability Performance: Empirical Evidence from the Organic Vegetable Market

Walter Tabelessy (Hal 33-50)

Turnover Intention among Private School Teachers in Madura: Empirical Evidence of the Mediating Role of Organizational Commitment

Alvin Arifin, Endang Suswati, Sugeng Mulyono, M. Jamal Abdul Nasir, Martaleni (Hal 51-70)

Three Pillars of the Organizational Cultural Framework and Interpersonal Skill of Creative Economy Entrepreneurs in Jakarta

Aristo Surya Gunawan, Ati Cahayani (Hal 71-84)

Lazisnu Philanthropic Institution's Issue Management Strengthens Public Trust in Nu-Care Jakarta

Ahmad Soleh, Tria Patrianti, Evi Satispi, Sa'diyah El Adawiyah (Hal 85-94)

Digital Silk Road and Cross-border Payment Integration between Malaysia and China: Policy Synergies, Frictions, and Impacts on SME Transaction Costs

Anran Qiao, Bee Wah Tan, Mingpei Lu (Hal 95-106)

Study of Business Advantages and Financial Management Models in the Anggur Merah Self-Reliant Village Program (Program Desa Mandiri Anggur Merah) in North Central Timor Regency, East Nusa Tenggara

Yohanes Made Supadi, Thomas Ola Langoday, Markus Asa (Hal 107-126)

The Effect of BI-Rate, Net Interest Margin (NIM), and BOPO on Non-Performing Loans (NPL) in Conventional Banks Listed on the Indonesia Stock Exchange (IDX) in 2021-2024

Putri Nur Asih Linggawati, Krisdiana (Hal 127-144)



Published by: Formosa Publisher

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

+62 877 1388 1007 / admin@formosapublisher.org



ISSN 2808-0718

IJBA



INDONESIAN JOURNAL OF
BUSINESS ANALYTICS

(I J B A)

Indonesian Journal of Business Analytics

Vol. 6 No. 1 (2026): February 2026

The Influence of Green Marketing, Content Marketing, and Environmental Awareness on the Purchase Decision of Honda Electric Cars in West Java

Medina Rachmadini, Zico Subekti, Rahmadi (Hal 145-162)

The Role of Technology-Based Review Management in Mediating the Influence of Online Reviews on Hotel Brand Image and Guest Loyalty at Ayodya Resort Bali

I Putu Budiarsa, Ni Made Yudhaningsih, Wayan Ardani (Hal 163-172)

The Influence of add-on Service Innovation on Purchasing Decisions At Resorts and Villas in Ubud Mediated by the Behavioral Intention of Multigenerational Family Tourists

Deasy Astrid Natalia, Komang Agus Rudi Indra Laksmna, I Gusti Ayu Diah Werdhi Srikandi (Hal 173-184)



Published by: Formosa Publisher

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

+62 877 1388 1007 / admin@formosapublisher.org

