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Table of Content

Vol. 3 No. 2 July 2025

Editorial Team

Content

Editorial

The Effect of Brain Drain on Indonesia's Economic Competitiveness: A Case Study of the Phenomenon #KaburAjaDulu <i>Yosefin, Katty Chen</i>	75-88
Pengaruh Promosi dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen: Studi Kuantitatif <i>Nani, Anah Furyanah</i>	89-100
The Influence of Environmental and Social Sustainable Development Goals on Financial Performance with Green Innovation as a Moderating Variable in Banking Companies on the Indonesia Stock Exchange <i>Hendro Priyono, Isfenti Sadalia, Syahyunan</i>	101-122
Comparative Analysis of Risk-Based Decision-Making Theory and Value-Based Decision-Making Theory in UMKM Business <i>Rina Afita, Veta Lidya Delimah Pasaribu</i>	123-136
Analyzing the Impact of Social Media on Business Development Eiser Florist Case Study <i>Nazlaturrohmah, Veta Lidya Delimah Pasaribu</i>	137-150
Productivity of Salt Farmers in East Java Province <i>Uswatun Chasanah, Didit Eko Prasetyo</i>	151-158
The Effect of Promotion and Product Quality on Purchase Decisions <i>Uswatun Chasanah, Didit Eko Prasetyo</i>	159-170

Analysis of Work Ability on Employee Performance at Furusato Izakaya Central Jakarta <i>Pilda Oktapine, Prasetyo Kurniawan</i>	171-176
The Influence of Loan to Deposit Ratio (LDR) and Capital Adequacy Ratio (CAR) on Profit Growth at PT. Bank Central Asia, Tbk for the Period 2014-2023 <i>Aprul Saparudin, Widia Astuti</i>	177-194

We are pleased to present the latest edition of the Indonesian Journal of Entrepreneurship & Startups (IJES), an academic journal dedicated to exploring the dynamic world of entrepreneurship and startups in Indonesia and beyond. Our mission is to provide a valuable platform for academics, practitioners, and policymakers to exchange insights, research findings, and best practices in the field of entrepreneurship and startup development.

This edition features a diverse collection of articles covering critical topics such as business innovation strategies, the impact of digital transformation on startups, key success factors for emerging enterprises, and the role of regulatory frameworks in fostering a robust entrepreneurial ecosystem. Each article has undergone a meticulous selection and peer-review process to ensure high academic standards and practical relevance.

We hope that this publication serves as a source of inspiration and knowledge, offering fresh perspectives on entrepreneurship and startup dynamics. It is our aspiration that IJES continues to contribute to academic discourse and real-world business advancements. We also welcome contributions from scholars and industry professionals for future editions to further enhance the journal's impact and reach.

In closing, we extend our sincere gratitude to the authors, editors, reviewers, and all stakeholders who have contributed to the publication of this journal. Your dedication and expertise have been invaluable in maintaining the quality and integrity of IJES. May this journal continue to serve as a beacon of knowledge for the entrepreneurial community in Indonesia and globally.

Happy Reading

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