

THE INFLUENCE OF CAREER DEVELOPMENT AND WORK MOTIVATION ON EMPLOYEE LOYALTY:
EVIDENCE FROM A PACKAGING MANUFACTURER IN SURABAYA, INDONESIA
IENE GADING SUKMONO, DAMAJANTI SRI LESTARI, ANITA ASNAWI

THE EFFECT OF PRICE DISCOUNTS AND BRANDED PRODUCTS ON IMPULSIVE BUYING BEHAVIOR
IN THE THRIFTING COMMUNITY IN SOCIAL E-COMMERCE (A STUDY ON SALES IN FACEBOOK
GROUPS AND SHOPEE IN 2026)
MOHAMMAD DULLAH

THE INFLUENCE OF EASE OF USE, PROMOTION, AND PRICE ON CONSUMERS'
PURCHASE INTENTION IN THE BUKALAPAK MARKETPLACE (A CASE STUDY OF BUKALAPAK
USERS AMONG UNDERGRADUATE MANAGEMENT STUDENTS AT MERCU BUANA UNIVERSITY,
MERUYA)
DIMAS FEBRIANSYAH, LISNATIAWATI SARAGIH

PENGARUH GREEN PRODUCT, GREEN AWARENESS, DAN HARGA PRODUK TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN LEMONILO DI DKI JAKARTA
MUHAMAD ZUHAL BOVE, FIRMAN FAUZI

THE ROLE OF LEADERS IN OPTIMIZING SOCIAL MEDIA FOR BAKMIE ASTA BRAND AWARENESS
MUHAMMAD ARSYAD, DUDI PERMANA

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON PURCHASE INTENTION
FOR MILO PRODUCTS
MUHAMMAD RAKA ALGHIFARI, SHINTA RAHMANI

THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE ON PURCHASE DECISIONS IN
CASH ON DELIVERY (COD) TRANSACTIONS FOR USED IPHONES ON FACEBOOK MARKETPLACE
JAKARTA
FACHRI SAKIL ANWAR, ANDYAN PRADIPTA UTAMA

THE INFLUENCE OF ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING, AND INFLUENCER
ENDORSEMENT ON PURCHASE DECISIONS OF GARNIER FACIAL CLEANSER PRODUCTS ON
SHOPEE IN DKI JAKARTA
DIFA MARUF HERMANSYAH, FIRMAN FAUZI

FACTORS AFFECTING EARNINGS QUALITY IN MANUFACTURING COMPANIES
DAVID LEONARD SUDHANA, ANNISA KANTI

FJBES

FORMOSA JOURNAL OF BUSINESS AND ECONOMIC STATISTICS

Vol 2, No 4, August 2026



Published by:

Formosa Publisher

Jl. Ir Juanda No. 56b, Lantai 2, Medan, Indonesia

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