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Table of Contents

Vol. 5 No. 1 January 2026

Editorial Team
Content
Editorial

<u>The Influence of Competence and Leadership Style on Performance Through Job Satisfaction of Educational Staff at Hkbp Nommensen University Medan</u> <i>Maris Stella Sitorus, Yeni Absah, Parapat Gultom</i>	1-18
<u>The Effect of Social Expenditure and Gross Regional Domestic Product on Poverty in the East Java Metropolitan Area</u> <i>Ahmad Reifaldi Tri Wicaksono, Risqi Noor Hidayati Putri</i>	19-32
<u>Analysis of the Implementation of Responsibility Accounting as an Evaluation of Management Performance on Bpis Claim Services at Mitra Sehat Regional Public Hospital</u> <i>Silva Sara Arikalangt, Jullie Sondakh, Lady Latjandu</i>	33-52
<u>Digital Government and Public Sector Organizational Performance: A Systematic Literature Review</u> <i>Muh Irpan</i>	53-72
<u>Implementation of Officeless Financial Services Program in the Framework of Inclusive Financial (Laku Pandai) to Improve Accessibility of Financial Services to the Community in Percut Sei Tuan District</u> <i>Sofyana Zulfi, Asima Yanty S Siahaan, Tunggul Sihombing</i>	73-84
<u>From Faith to Governance: A Systematic Literature Review of Church Financial Accountability and Transparency</u> <i>Theophilia Fina Febrione Leiwakabessy, Lilik Purwanti</i>	85-104
<u>The Effect of Audit Quality and Government Internal Control on the Follow-up of BPK Audit Recommendations with Information Technology as a Moderation Variable</u> <i>Agung Purwandono, Moermahadi Soerja Djanegara, Firdaus Amyar</i>	105-124
<u>The Influence of Social Media Marketing, Influencer Marketing, and FOMO on Impulsive Buying of Lifestyle Products: A Study of Generation Z in Yogyakarta</u> <i>Alim Risaldi, Audita Nuvriasari</i>	125-140
<u>Barriers to Effective Compliance with Know Your Customer Principle in Small Public Accounting Firms: A Qualitative Study</u> <i>Salsabila Nur Aini Sekarningrum</i>	141-152
<u>Do Modern Tax Administration Systems and Tax Audits Enhance Taxpayer Compliance? Evidence on the Moderating Effect of Tax Socialization</u> <i>Edi Wahid Kasnanto, Firdaus Amyar, Sutarti</i>	153-170
<u>The Dynamics of Green Accounting Implementation amid Regulatory Pressure and Global Market Demands</u> <i>Nurmadi Harsa Sumarta</i>	171-186

International Journal of Business and Applied Economics (IJBAE)

<u>The Impact of Work Engagement and Digital Competence on Generation Z's Work Productivity in South Tangerang City</u> <i>Eko Sudarso, Ima Amaliah</i>	187-204
<u>Digital Mindfulness and Growth Mindset on Innovative Work Behavior of Management Lecturers in South Tangerang</u> <i>Nopi Oktavianti, Ima Amaliah, Nunung Nurhayati</i>	205-214
<u>An Analysis of the Management Information System's Influence on Employee Performance Effectiveness at South Tangerang Regional Public Hospital</u> <i>Sigit Purnomo, Ima Amaliah</i>	215-228
<u>Leadership Distance and Perceived Organizational Support: An Integrative Review Toward Employee Engagement in Modern Organizations</u> <i>Rahmi Andini Syamsuddin, Ima Amaliah, Nunung Nurhayati</i>	229-242
<u>The Impact of Generation Z Characteristics on Turnover Intention among Nurses: The Mediating Role of Job Satisfaction at Husada Hospital</u> <i>Karissa Anita, Bernard Widjaja</i>	243-254
<u>Optimizing Online Purchasing Decisions Through Promotional Strategies, Ease of Transactions, Trust, and Service Quality on the Shopee E-Commerce Platform (Student Study in Purwokerto)</u> <i>Danang Aryanto, Totok Haryanto, M. Agung Miftahuddin, Hermin Endratno</i>	255-272
<u>The Role of Digital Leadership and Knowledge Management in Realizing the Digital Transformation of the Directorate General of Taxes with Organizational Agility as Mediation and Digital Culture as Moderation</u> <i>Ahmad Agus Prayitno, Rino Rino</i>	273-292
<u>The Influence of Leadership and Organizational Culture on Tourism Human Resource Management in the Buffer Zone of Yogyakarta International Airport</u> <i>Ambar Purwoko, Nani Harnaeni, Muhamad solikhin</i>	293-304
<u>Application of the Variable Costing Method in Calculating Product Cost to Determine the Selling Price at Ud. Lyvia Nusa Boga</u> <i>Trisa Refina Arundaa, Jullie Sondakh, Meily Kalalo</i>	305-324
<u>The Effect of ESG, Earnings Per Share, and Dividend Payout Ratio on Stock Returns of the ESG Quality 45 Kehati Index, Moderated by Stock Liquidity</u> <i>Hilman Hadiananto, Hakim Hakim</i>	325-342
<u>Integrating SAFA Framework for Optimizing and Strengthening Sustainable Indonesian Dairy Cooperative</u> <i>Budwi Brontosantoso</i>	343-358
<u>Determinants Carbon Emission Disclosure and the Moderating Role of Firm Size</u> <i>Aldi Adriansyah Ramadhan, Heni Nurani Hartikayanti</i>	359-378

<u>Digital Transformation of Human Resources in Islamic Banking: The Role of Digital Leadership and People Analytics in Building a Digital Culture for Performance Improvement (A Study of Islamic Banks in South Sulawesi)</u> <i>M Yusuf Alfian Rendra Anggoro KR</i>	379-388
<u>Determinant of Audit Quality: The Role of Key Audit Matters, Audit Tenure, Audit Fees and Firm Size (Evidence From Basic Materials and Industrial Companies 2022–2024)</u> <i>Adaline Yolanda Claudia Cristie, Kurniawati</i>	389-404
<u>Drivers of Sustainability Assurance: An Empirical Study of Indonesian Manufacturing Firms</u> <i>Valencia Gunawan, Kurniawati</i>	405-420
<u>Digital Transformation of the Islamic Economy and the Acceleration of Equitable Prosperity: A Meta-Analysis from Indonesia</u> <i>Marlina Ekawaty, Mochammad Rizki Hanafiansyah</i>	421-436
<u>From Literacy to Loans: Unlocking Msmes Financing Through Quality of Financial Reporting</u> <i>Yesita Astarina, Dwi Riana, Ulfah Muharramah, Nur Riana Binti Abdul Rahim, Geovanny Mahardika, Sakhi Chelsea Khoirunnisa, Cinta Cahaya Putri</i>	437-450
<u>The Influence of Foreign Director and Audit Committee on Sustainability Reports with Family Ownership as Moderators in Primary Consumer Goods Companies SUB Food and Beverage Sector Listed on the Indonesia Stock Exchange</u> <i>Fitria Qadriani, Rita Meutia, Fifi Yusmita</i>	451-468
<u>The Meaning of Regulatory Adaptation, Organizational Culture, and Leadership in Commitment to Implementing Financial Accounting Standards (Case Study at the Indonesian Army Military Foundation)</u> <i>Jati Dwi Apriyanto, Heni Nurani Hartikayanti</i>	469-486
<u>The Effect of Profitability, Leverage, and Transfer Pricing on Tax Avoidance, with Company Size as a Moderating Variable (For Food and Beverage Companies on the IDX, 2020–2024)</u> <i>Lalu Patriawan Alwih, Ronny Andesto</i>	487-504
<u>Analysis of Cognitive Bias and Ambiguity in Managerial Accounting Decision Making</u> <i>Aprian Pitra Gustama, Sofia Windiarti</i>	505-512

It is with great pleasure that we introduce the International Journal of Business and Applied Economics (IJBAE), a scholarly platform dedicated to advancing knowledge and fostering innovation in the fields of business and applied economics. Our vision is to create a dynamic forum where academic rigor meets real-world application, bridging the gap between theoretical insights and practical implementation.

The IJBAE aims to address the ever-evolving challenges and opportunities faced by businesses and economies in today's interconnected world. By publishing high-quality research, policy analyses, and case studies, the journal serves as a resource for academics, industry professionals, and policymakers alike. Our scope encompasses a wide array of topics, including but not limited to entrepreneurship, strategic management, financial analysis, economic modeling, and sustainable development.

The inaugural issue represents a significant milestone, reflecting the collaborative efforts of our contributors, reviewers, and editorial team. Each article has undergone a meticulous peer-review process to ensure it meets the highest standards of quality and relevance. The diversity of perspectives and methodologies showcased in this issue underscores our commitment to interdisciplinary research and global engagement.

We express our deepest gratitude to the authors whose contributions form the foundation of this publication. Their dedication to advancing knowledge in business and applied economics is both inspiring and essential to the journal's success. We are equally indebted to our editorial board and reviewers, whose expertise and diligence have been invaluable in shaping the content of this issue.

As we launch the IJBAE, we invite readers to join us on this journey of exploration and discovery. Your feedback and engagement are vital to the journal's continuous improvement and impact. Together, we aspire to build a vibrant academic community that drives meaningful dialogue and fosters solutions to the pressing issues of our time.

We hope that the research presented in this journal will serve as a source of inspiration and guidance, contributing to the development of innovative strategies and policies that benefit businesses, economies, and societies worldwide.

Happy reading

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