

JuBR



Journal of Business Innovation and Research

| Vol. III | Issue 1 | April 2024 |

Comparing Optimal Portfolios: Markowitz vs Single Index Models for IDX High Dividend 20 Stocks (2022) <i>Rampi Melati, Asep Risman</i>	1-14
The Influence of Leader Member Exchange on Innovative Work Behavior with Perceived Organizational Support as a Mediation Variable among Employees of Grand Keisha Hotel Yogyakarta <i>Rr. Agidasyahna Winda Saleh, Ninik Probosari</i>	15-22
The Influence of Total Quality Management, Product Innovation and Process Innovation on the Performance of Recycling-Based SMEs in Sleman Regency <i>Jasmine Rafida, Titik Kusmantini, Sabihaini</i>	23-34
The Influence of Social Media Marketing, Word of Mouth, Brand Awareness on Purchase Decision through Consumer Satisfaction at Bursa Coffee Sleman <i>Verdi Herkamilan, Heru Tri Sutiono, Danang Yudhiantoro</i>	35-46
Analysis of the Effect of E-Service on Repurchase Intention with E-Trust and E-Satisfaction as Mediation Variables on Batik Kulon Progo SME Customers <i>Raditya Harwidyasto, Dyah Sugandini, Dwi Ari Ambarwati</i>	47-60
The Influence of Organizational Justice on Employee Engagement Mediated by Job Satisfaction at Aerospace Technology College Yogyakarta <i>Siska Ayu Andarini, Purbudi Wahyuni, Yuni Siswanti</i>	61-76
The Performance of Civil Servant Employees of the Secretariat of the Regional People's Representative Council of Klaten Regency <i>Yokke Irvan Ade Prasetyo, Istiatin, Sudarwati</i>	77-86
Analysis of Consumer Behavior in the Usage of OVO in the Special Region of Yogyakarta Province: Integration of Theory Acceptance Model and Extended Theory of Planned Behavior <i>Akbar Faiz Rifki, Dyah Sugandini, Heru Tri Sutiono</i>	87-100



is published by Magister of Management, UPN "Veteran" Yogyakarta as a medium to study various phenomena and research related to business innovation in a broad sense. JuBIR is published twice a year, every April and October. Editors accept articles written in English. The editor has the right to shorten or improve the writing to be published without changing the meaning and content. Opinions expressed in the articles are the authors' personal opinion, not the opinion of the Editorial Board.

Chief Executive Dr. R. Heru Kristanto H.C., S.E., M.Si.

Editor in Chief Dr. Titik Kusmantini, S.E., M.Si.

Associate Editor in Chief Dr. Yoga Religia, S.Kom., M. Kom.

Editorial Secretary Herlina Dyah Kuswanti, SE, M.Si.
Drs. R. Hendri Gusaptono, M.M.

Graphic Designer Dr. Nina Fapari Arif, S.E., M.Si.
Dr. Heru Tri Sutiono, M.Si.

Photographer Robith Domiri, S.E.
Herman Susilo

Reviewer Prof. Dr. M. Irhas Effendi, M.Si.
(UPN "Veteran" Yogyakarta, Indonesia)
Prof. Dr. Nurul Indrianti, Ph.D.
(Universitas Gadjah Mada, Indonesia)
Prof. Dr. Irwan Tri Nugroho, Ph.D.
(Universitas Sebelas Maret, Indonesia)
Dr. Indrianawati Usman, S.E., M.Si.
(Universitas Airlangga, Indonesia)
Dr. Miswanto, S.E., M.Si.
(STIE YKPN, Indonesia)
Dr. Punitha Sinappan
(Sunway College, Malaysia)



Address:

Magister of Management
UPN "Veteran" Yogyakarta
Jl. Padjadjaran, Condong Catur
Sleman, Yogyakarta 55283
<http://jurnal.upnyk.ac.id/index.php/jubir>
E-mail: adminjubir@upnyk.ac.id

from the
DESK
of the **EDITOR**

Dear Readers,

We are delighted to present the latest edition of JuBIR, our academic journal committed to showcasing cutting-edge research and insightful analysis. This edition features a diverse range of articles that explore various aspects of management, finance, and consumer behavior, reflecting the dynamic and evolving landscape of these fields.

Our contributors have delved into the comparative analysis of optimal portfolios, examining the efficacy of Markowitz versus Single Index Models for high dividend stocks on the IDX. We also explore the intricate dynamics of leader-member exchange and its impact on innovative work behavior, with a focus on the role of perceived organizational support, specifically among employees of Grand Keisha Hotel Yogyakarta.

The edition further includes studies on the performance of SMEs, particularly those engaged in recycling-based activities in Sleman Regency, emphasizing the influence of total quality management and innovation. Additionally, we investigate the significant factors driving consumer purchase decisions at Bursa Coffee, highlighting the roles of social media marketing, word of mouth, and brand awareness.

Finally, we present analyses on various organizational and consumer behavior themes, including the impact of e-service on repurchase intentions among Batik Kulon Progo SME customers, the mediating role of job satisfaction on employee engagement at Aerospace Technology College Yogyakarta, the performance of civil servants at the Secretariat of the DPRD of Klaten Regency, and an integrated model study of consumer behavior in the usage of OVO in the Special Region of Yogyakarta.

We hope that the findings and discussions presented in these articles will contribute valuable insights and foster further research in these areas. We extend our gratitude to the authors for their rigorous work and to our readers for their continued support and engagement with JuBIR..

Happy reading!

The Editorial Team

