

# Jurnal Manajemen

VOLUME 29/1/February/2025

P ISSN 1410 - 3583

E ISSN 2549 - 8797

---

## Mitigating Online Risk Through Trust: A TPB Approach

✍ Dudi Permana, Hasbin, C. Catur Widayati, Hasliza Abdul Halim

---

## Upgrading SME's Marketing Performance: Adaptive, Innovative Capability, and Isolating Mechanism

✍ Gunarso Wiwoho, Sulis Riptiono

---

## A Perspective of Theory of Reasoned Action and Planned Behavior: Purchase Decision

✍ Roymon Panjaitan, Handy Nur Cahya

---

## Digital Banking, Digital Culture, Organizational Learning, Innovation, and Employee Performance

✍ Mega Mahayani, Gede Sri Darma

---

## Driving Success in Fast-Fashion Retail: A Moderated Mediation Model

✍ William Widjaja, Sabil Sabil, Michael Michael, Devi Rahnen Wijayadne

---

## The Comparison of Product Placement Effectiveness Between Human Influencer and Virtual Influencer

✍ Cokki Cokki, Saraswati Hazain

---

## Co-Creation Experience of Indonesian Gen Z in Mobile Commerce

✍ Muhammad Iqbal Firdaus, Cynthia A. Utama, Gita Gayatri, Whony Rofianto

---

## How to Strengthen Customer Loyalty with Technology

✍ Charisma Rahmat Pamungkas, Shine Pintor Siolemba Patiro, Joko Rizkie Widokarti

---

## Building Homestay User Loyalty with Operational Risk Management Mediated by Satisfaction

✍ Dwiyono Rudi Susanto, Sugiarto, Amin Kiswantoro, Tonny Hendratono, Sony Heru Priyanto, Fongnawati Budhijono, Nur Rohman

---

## Barriers To E-Commerce Adoption for MSMEs in LAZISMU East Java

✍ Mochamad Mochklas, Dwi Songgo Panggayudi, Anggita Nurhayati

---

### Editorial Address

Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470

Phone/Fax (021) 5655508-9 Ext.0326

Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)

URL <https://www.ecojoin.org/index.php/EJE/index>



# Jurnal Manajemen

VOLUME 29/1/February/2025

P ISSN 1410 - 3583

E ISSN 2549 - 8797

The logo for the electronic journal, featuring the text 'e-JJM' in a bold, red, serif font. The text is set against a light blue rectangular background with rounded corners and a thick black border. The 'e' is lowercase, while 'JJM' are uppercase.

## ***Editorial Address***

Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470

Phone/Fax (021) 5655508-9 Ext.0326

Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)

URL <https://www.ecojoin.org/index.php/EJE/index>

