

JURNAL MANAJEMEN

VOLUME 23/2/June/2019

P-ISSN 1410-3583

E-ISSN 2549-8797

Published three times a year in February, June and October. Contains writings adopted from the results of research and analytical studies in the field of Management Science.

Editor in Chief

Chief Editor

Nuryasman MN, [[SCOPUS ID: 57196198447](#)]

Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Editorial Board

Ignatius Rony Setyawan, [[SCOPUS ID: 57034027500](#)]

Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Rodhiah Rodhiah, [[SINTA ID : 5989178](#)]

Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Ishak Ramli, [[SCOPUS ID: 57034243100](#)]

Fakultas Ekonomi dan Bisnis Universitas Tarumanagara, Jakarta, Indonesia

Hetty Karunia Tunjungsari, [[SINTA ID : 5995723](#)]

Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Agus Zainul Arifin, [[SCOPUS ID: 57188962176](#)]

Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Reviewer Team

Ari Riswanto, [[Scopus ID: 57200986543](#)]

Sekolah Tinggi Keguruan dan Ilmu Pendidikan PGRI, Sukabumi, Indonesia

Muhammad Rasyid Abdillah, [[SCOPUS ID: 57193889357](#)]

Universitas Lancang Kuning, Pekan Baru, Indonesia

Wahyu Trinarningsih, [[SCOPUS ID: 57191037838](#)]

Fakultas Ekonomi dan Bisnis, Universitas Sebelas Maret, Surakarta, Indonesia

Christina Whidya Utami, [[SINTA ID : 5980550](#)]

Fakultas Manajemen dan Bisnis, Universitas Ciputra, Surabaya, Indonesia

Muhammad Irfan Nasution, [[SCOPUS ID: 57204822076](#)]
Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia

FX. Suwanto, [[SINTA ID : 6048833](#)]
Universitas Budi Luhur, Jakarta, Indonesia

Yuliani, [[SCOPUS ID: 57188932077](#)]
Universitas Sriwijaya, Palembang, Indonesia

Tita Deitiana, [[SINTA ID : 6062652](#)]
Sekolah Tinggi Ilmu Ekonomi Trisakti, Jakarta, Indonesia

Farah Margaretha Leon, [[ID SCOPUS : 55089576400](#)]
Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Jakarta, Indonesia

Dian Indiyati, [[SCOPUS ID: 57188970429](#)]
Universitas Jenderal Achmad Yani, Bandung, Indonesia

Ida Bagus Raka Suardana, [[SINTA ID : 5980663](#)]
Fakultas Ekonomi Universitas Pendidikan Nasional, Bali, Indonesia

Lerbin R. Aritonang, [[SCOPUS ID: 56313617200](#)]
Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Dihin Septyanto, [[SCOPUS ID: 57192814727](#)]
Fakultas Ekonomi dan Bisnis, Universitas Esa Unggul, Jakarta, Indonesia

Bram Hadiano, [[SINTA ID : 5976397](#)]
Fakultas Ekonomi dan Bisnis, Universitas Kristen Maranatha, Bandung, Indonesia

Suherman, [[SCOPUS ID: 36895453500](#)]
Universitas Negeri Jakarta, Indonesia

Tatang Ary Gumanti, [[SCOPUS ID: 56974418900](#)]
Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

Rudy Aryanto, [[SCOPUS ID: 36781766900](#)]

Fakultas School of Business Management Universitas Bina Nusantara, Jakarta

Yenny Lego, [[SINTA ID : 5989148](#)]
Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

Aldrin Herwany, [[SCOPUS ID: 36815920800](#)]
Fakultas Ekonomi dan Bisnis, Universitas Padjadjaran, Bandung, Indonesia

Sri Hasnawati, [[SINTA ID: 6680690](#)]
Fakultas Ekonomi dan Bisnis, Universitas Lampung, Indonesia

Wilson Bangun, [[SCOPUS ID: 57192419311](#)]
Fakultas Ekonomi dan Bisnis, Universitas Maranatha, Bandung, Indonesia

Perdana Wahyu Santosa, [[SCOPUS ID: 54685033300](#)]
Fakultas Ekonomi dan Bisnis, Universitas Yarsi, Jakarta, Indonesia

Editorial Staff

Michael Sinaga,
Fakultas Ekonomi, Universitas Tarumanagara, Jakarta, Indonesia

Address of Editor and Administration:

Jurnal Manajemen's Secretariat; Faculty of Economics and Business, Tarumanagara University
Jakarta, Campus II Building B, 3rd Floor, Jln. Tanjung Duren Utara No. 1 West Jakarta 11470
Telephone (021) 5655508-10-14-15 Ext 0326 and Fax. (021)5655521.

Email: submisipapaer@fe.untar.ac.id

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

Jurnal Manajemen was published in Juli 1997 by the Faculty of Economics and Business,
Tarumanagara University, Jakarta.

Jurnal Manajemen has been **Sinta 2** based on the Decree of the Director General of
Strengthening Research and Development at the Ministry of Research, Technology and Higher
Education No: 28/E/KPT/2019, September, 26, 2019



DAFTAR ISI
JURNAL MANAJEMEN

P-ISSN: 1410 – 3583; E-ISSN: 2549 – 8797

VOLUME 23, NUMBER 2 (June) 2019

Page 168 - 337

- Sustainable Entrepreneurial Intention:
The Perceived Of Triple Bottom Line Among Female Students** **168 - 190**
Kartika Nuringsih, Nuryasman MN, Iwan Prasodjo, and Rita Amelinda
- The Evaluation Of Sales Promotion In Jakarta Retail Business** **191 - 206**
Joseph M.J. Renwarin
- Iso 14001 Implementation Impact And Financial Performance On
Corporate Social Responsibility Disclosure** **207 - 222**
Daniel T H Manurung and Radhi Abdul Halim Rachmat
- Gender Diversity Towards Investment Decision For Retirement
Preparation** **223 - 238**
Agus Zainul Arifin
- Comparison Of Conservatism In Islamic And Conventional
Banks In Indonesia And Malaysia** **239 - 256**
Dini Rosdini and Nanda Putri Ghassani Fildzah
- Green Entrepreneurship Development Strategy Based On Local
Characteristic To Support Eco-Tourism Continuous** **257 - 273**
Soenarto, Rahmawati, Anastasia Riani Suprapti, Rum Handayani, Putu Sudira
- Market Reaction On Changes In Corporate's Name On The
Indonesia Stock Exchange** **274 - 289**
Heriyanto and Candra Astra Terenggana

**Innovative Behavior And Emotional Intelligence Of Managers In
Managing A Catering Business**

La Ode Sumail and Salma Abdullah

290 – 305

**Effect of Utilitarian Benefit on Green Brand Equity with Green
Brand Image**

Ian Nurpatria Suryawan

306 - 320

**How Important Is Green Marketing Mix For Consumer? Lesson
From The Body Shop**

Siti Sarah Chairunnisa, Idqan Fahmi, and Siti Jahroh

321 - 337



9 772549 879027

