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[Paper00049]

The Effect of Instagram Marketing and Store Image on Purchase Decision With Gender as Moderating Variable

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Abstract

This study aims to reveal the effect of instagram marketing and store image on purchase decision. In addition, this study also aims to find out how gender moderates the influence of instagram marketing and store image on purchase decision. This research was conducted in Samarinda, Indonesia with the respondents are Smart Phone buyers on Surya Phone Samarinda. The sampling method was purposive sampling technique with a total sample of 85 respondents. The hypothesis testing using Structural Equation Modeling with software of Smart-PLS (Partial Least Square). The results of this study indicate that instagram marketing and store image have positive and significant influence on purchase decision. However, this study shows that gender does not significantly moderate the relationship between internet marketing and store image on purchase decision of smartphone products on Surya Phone.

Keywords: Instagram Marketing, Store Image, Purchase Decision, Gender, Moderating

[Paper00050]

Apakah kepemilikan keluarga dan kepemimpinan wanita pada dewan perusahaan berpengaruh terhadap kinerja keuangan bank syariah di Indonesia ?

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Abstract

Penelitian ini menguji secara empiris pengaruh kepemilikan keluarga dan kepemimpinan wanita pada dewan perusahaan terhadap kinerja keuangan Bank Syariah. Penelitian ini adalah penelitian kuantitatif. Data diperoleh dari laporan tahunan perusahaan Bank Umum Syariah pada tahun 2014-2020. Sampel dipilih menggunakan teknik purposive sampling menggunakan kriteria tertentu dengan total sampel sebanyak 77 observasi selama 3 tahun penelitian. Kepemilikan keluarga diukur menggunakan proporsi saham keluarga di perusahaan. Kepemimpinan wanita diukur menggunakan proporsi wanita pada dewan perusahaan (dewan komisaris, dewan direksi dan dewan pengawas syariah). Kinerja keuangan diukur menggunakan ROA. Analisis data pada penelitian ini menggunakan regresi berganda menggunakan aplikasi IBM SPSS versi 23. Hasil penelitian menunjukkan bahwa kepemilikan keluarga berpengaruh negatif terhadap kinerja keuangan perusahaan. Variabel kepemimpinan wanita berpengaruh positif terhadap kinerja perusahaan.

Keywords: Kinerja Perusahaan, Kepemilikan Keluarga, Kepemimpinan Wanita, Bank Syariah

Topic : ECONOMICS