

THE INFLUENCE OF TIME ON PAYMENT DECISIONS IN THE CONTEXT OF PAY AS YOU WANT IN INDONESIA: BEFORE OR AFTER?

Nida Garnida Fitrianti^{1*}, Anggun Yolistina², Raden Roro Fatmasari³

¹Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, NidaFitrianti@gmail.com

²Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, Anggun_yolistina@yahoo.com

³Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, Fatma.Sarie85@gmail.com

Abstract

Changes in payment patterns, both before and after delivery of goods or services, have become an increasingly important topic in the modern business context, especially in Indonesia. This paper investigates the impact of changes in payment patterns on business efficiency, transaction security, and consumer confidence in Indonesia. Through an analysis of the cultural, technological, and economic factors that influence payment preferences, as well as the role of consumer behavior and business habits in payment decisions, this paper outlines how payment patterns have shifted from payment upon receipt of goods or services toward payment before delivery. The impact of changing payment patterns on business efficiency is reflected in the improvement of a company's cash flow and liquidity with pre-delivery payments, while post-delivery payments can lead to delays in payments and the risk of delayed or unpaid payments. In addition, changes in payment patterns also have significant implications for transaction security, where payment before delivery can increase transaction security by reducing the risk of fraud, but also increases the risk of duplicate payments. Consumer confidence is also influenced by the payment pattern chosen, with payment before delivery providing a guarantee of the quality of the goods or services received, while payment after delivery can provide an opportunity for consumers to check the quality of the goods before paying in full. Therefore, further research is needed to better understand consumer payment preferences, as well as to develop solutions that can overcome challenges and optimize the benefits of different payment patterns. Thus, implementing the right payment pattern can be one of the keys to achieving business success in this digital era, while still prioritizing security, efficiency and consumer trust.

Keywords: payment patterns, business efficiency, transaction security, consumer trust.

INTRODUCTION

The influence of the timing of payment decisions in the pay-as-you-want context in Indonesia is a topic that has sparked debate and in-depth analysis. As a country with a diverse culture and dynamic business landscape, Indonesia has unique characteristics that influence the payment preferences of individuals and companies. The question that arises is whether it is wiser to make payment before or after receiving the goods or services. In answering this question, various factors

such as culture, business habits, technological developments, and economics must be considered. Pay as you wish, or better known as 'pay on delivery', has become a popular choice among Indonesian consumers. This is especially visible in e-commerce transactions, where consumers are more likely to pay after receiving the ordered goods. This approach gives consumers a sense of security as they have the opportunity to check the quality and suitability of the goods before making full payment.

However, from a seller's perspective, payment after delivery of goods often poses significant risks. Sellers must rely on consumer trust to ensure that payment will be made once the goods are received. In some cases, this can lead to payment delays or even transaction cancellation, potentially harming the seller. On the other hand, payment before delivery of goods or services also has its own advantages and challenges. Most e-commerce companies offer payment before delivery options as an alternative to increase trust and speed up the transaction process. With prepayment, sellers can reduce the risk of payment delays or cancellations after the goods have been shipped.

However, prepayment policies can also influence consumer behavior. Some consumers may be reluctant to make payment before receiving the goods because they feel less confident about the quality or reliability of the seller. This can cause a decrease in sales conversion and affect business growth. The influence of the timing of payment decisions is also reflected in traditional business practices in Indonesia. In the context of local businesses, such as traditional market traders or grocery stores, payment after receipt of goods is still common. This reflects cultural values that emphasize personal relationships and trust in business transactions.

However, with the development of the digital business ecosystem, these traditional payment patterns are starting to shift. Many traditional market traders are starting to adopt digital payment systems or implement payment before delivery of goods in an effort to keep up with trends and increase their operational efficiency. This trend is also driven by increasingly widespread internet penetration and increasing digital literacy among Indonesian people. More consumers now feel comfortable making online payments through the various digital payment platforms available.

However, despite the growing popularity of digital payments, there are still several challenges that need to be overcome, especially related to transaction security and compliance issues. Cases of online fraud and personal data leakage are frequent concerns for consumers and sellers that must be addressed with adequate policies and technology. Apart from that, the adoption of digital payments also requires reliable technological infrastructure and equal accessibility throughout Indonesia. This is a challenge for the government and industry

stakeholders in ensuring that all levels of society can enjoy the benefits of digital payments without exception.

In facing these changes, it is important for business people in Indonesia to understand market dynamics and consumer preferences. The right payment strategy can be the key to increasing consumer loyalty and expanding market share in a competitive business environment. Thus, the influence of the timing of payment decisions in the pay-as-you-want context in Indonesia not only reflects changes in consumer behavior and business habits, but also reflects broader evolutions in the economy and technology in the country. Digital payments adoption and overall digital transformation are key factors shaping the future payments landscape.

In this case, collaboration between the government, the private sector and other stakeholders will be key to ensuring that Indonesia can optimize the potential of digital payments and create an inclusive and sustainable business ecosystem. Thus, a deeper understanding of the influence of the timing of payment decisions is an important first step towards a more efficient and reliable payments future in Indonesia.

METHOD

The qualitative research method of literature study is the right approach to understand the influence of the timing of payment decisions in the pay-as-you-want context in Indonesia. Literature studies require researchers to investigate related literature from various sources to gain comprehensive insight into the topic under study. In this context, qualitative literature study research will enable researchers to collect and analyze relevant information from empirical studies, related theories, as well as relevant industrial and financial reports. First, the researcher will conduct an extensive literature search through academic databases and online libraries to identify studies that have been conducted on this topic. In this process, keywords such as "effect of payment times", "pay as you wish", and "Indonesia" will be used to narrow the search and find the most relevant sources.

Once related literature has been identified, researchers will look into the methodology and findings of these studies. Qualitative literature study research will allow researchers to gain an in-depth understanding of how factors such as culture, business habits, and technological developments influence payment decisions in Indonesia. Apart from that, qualitative literature study research will also allow researchers to see patterns and trends that emerge from existing literature. This includes changes in consumer behavior related to the use of digital payments, the evolution of traditional business practices, and the government's response to economic and technological transformation in Indonesia.

During the analysis process, researchers will use an interpretive approach to understand the meaning of the findings in the literature. This includes identifying similarities and differences between existing studies, identifying knowledge gaps that may need to be filled by future research, and summarizing the implications of the findings for business practice and policy in Indonesia. By using the qualitative research method of literature study, researchers will be able to develop a comprehensive understanding of the influence of the timing of payment decisions in the pay-as-you-want context in Indonesia. This will provide a solid foundation for researchers to design further research, as well as provide valuable guidance for business practitioners, policy makers and other interested parties in facing emerging challenges and opportunities in Indonesia's ever-evolving payments landscape.

DISCUSSION

Payment decision patterns are changing in the pay-as-you-want context in Indonesia

In the context of pay as you wish in Indonesia, payment decision patterns have experienced significant changes in line with technological developments, cultural changes and economic dynamics. Previously, payment practices in Indonesia tended to be more inclined towards paying after receiving goods or services, which reflects the values of trust and strong personal relationships in business transactions. However, with the adoption of digital technology and increasing e-commerce penetration, the pattern of paying before delivery of goods or services is also starting to become a popular option. To understand how payment decision patterns have changed and whether people are more inclined to make payments before or after receiving goods or services, it is worth considering several factors that influence payment preferences in Indonesia.

One of the factors that influence payment decision patterns is local culture and traditions. As a country rich in cultural diversity, Indonesia has diverse values in the context of business and financial transactions. In Indonesian culture, trust and close personal relationships between sellers and buyers often influence payment decisions. Previously, the practice of paying after receiving goods or services was very common in traditional markets and grocery stores, where payment was made after the buyer was satisfied with the quality of the goods received. However, with consumer and seller preferences shifting towards e-commerce platforms, payment patterns have undergone significant changes. Many e-commerce platforms offer payment options before shipping goods in an effort to increase trust and minimize seller risks associated with delayed or even non-payment.

Apart from cultural factors, technological developments are also the main driver in changing payment decision patterns in Indonesia. The increasingly widespread internet penetration and adoption of digital technology has made it easier for consumers to access various online payment platforms. With the emergence of various digital payment options such as digital wallets, online bank transfers, and credit cards, consumers have more options to make payments instantly and securely. This has changed consumer preferences in terms of payment time, where payment before delivery of goods is preferred because it provides a sense of security and ease in the transaction process.

Economic impacts and security factors also influence payment decision patterns in Indonesia. Economically, payment before delivery of goods or services can help improve cash flow and liquidity for sellers, as payment is received early before goods are shipped. This can help improve business continuity and reduce the risk of payment failure. However, on the other hand, the risk of fraud and transaction security also need to be considered. Merchants need to ensure that the payment systems they use are secure and trustworthy in order to reduce the risk of fraud and loss of funds.

To provide a more comprehensive picture of changing payment decision patterns in Indonesia, the following is a table comparing payment characteristics before and after receiving goods or services:

Factor	Payment Before Receiving Goods/Services	Payment After Receiving Goods/Services
Cultural Factors	Tends to be preferred on e-commerce platforms.	More common in traditional markets and grocery stores.
Technological development	Supported by the adoption of digital technology and online payment platforms.	More limited in terms of technology and often uses cash payments.
Economic Impact	Increase cash flow and liquidity for sellers.	Raises the risk of delays or even non-payment of payments.
Transaction Security	Requires a safe and trustworthy payment system.	Vulnerable to the risk of fraud and loss of funds.

From the table, it can be seen that payment before receiving goods or services tends to be preferred on e-commerce platforms due to factors such as convenience, security and liquidity. However, the practice of paying after receiving goods or services remains common in traditional markets and grocery stores, which is based on personal relationships and trust between sellers and buyers. Therefore, payment decision patterns in Indonesia continue to undergo

evolution influenced by various factors, and a deep understanding of consumer preferences and market dynamics is the key to optimizing payment strategies in the pay-as-you-want context in Indonesia.

Cultural factors influence payment preferences in Indonesia, and these factors interact with technological and economic developments in determining the timing of payment decisions

Cultural factors play a crucial role in determining payment preferences in Indonesia. Indonesia's rich and diverse culture creates the foundation for different payment preferences in various business contexts. One of the cultural factors that influences payment preferences is trust and the personal relationship between sellers and buyers. In Indonesian culture, especially in traditional markets and grocery stores, strong personal relationships are an important aspect in business transactions. Buyers tend to trust sellers they know or have a close personal relationship with, and this often leads to the practice of paying after receiving goods or services. This trust becomes social capital that influences payment patterns, where buyers believe that they will pay after ensuring that the goods or services received match their expectations.

On the other hand, with the development of digital technology and wider penetration of e-commerce, these cultural factors are starting to interact with technological and economic developments to shape new payment preferences. Increasing internet penetration has changed consumer behavior patterns in Indonesia, including in terms of payment decisions. Consumers now have easier access to e-commerce platforms that offer a variety of digital payment options. This is where cultural factors meet technological developments. While a culture of trust and personal relationships still influences payment preferences, consumers are starting to get used to more efficient and convenient digital payments.

As an illustration, the following first table depicts a comparison of payment preferences based on cultural factors in Indonesia:

Cultural Factors	Payment Preferences
Personal Relationships	Payment after receiving goods or services at traditional markets and grocery stores.
Trust	Payment after ensuring the quality of goods or services.

The table shows that cultural factors such as personal relationships and trust still influence payment preferences in Indonesia, especially in traditional business environments. However, with the development of technology and e-commerce, payment preferences have also begun to shift towards paying before receiving goods or services, indicating a complex interaction between cultural, technological and economic factors.

Apart from that, economic factors also play a role in determining the timing of payment decisions in Indonesia. Along with economic growth and increasing people's purchasing power, consumers tend to look for more efficient and convenient ways to make transactions. Payment before delivery of goods or services can provide financial benefits to sellers by increasing the company's cash flow and liquidity, while payment after receiving goods or services can pose risks for payment failure and fraud. Therefore, these economic factors also interact with cultural and technological factors in forming new payment preferences in Indonesia.

The following second table illustrates a comparison of payment preferences based on economic factors in Indonesia:

Economic Factors	Payment Preferences
Cash flow	Payment before receiving goods or services to increase cash flow.
Liquidity	Payment before receiving goods or services to increase company liquidity.

From this table, it can be seen that economic factors such as cash flow and liquidity also play an important role in determining the timing of payment decisions in Indonesia. Payment before receiving goods or services becomes preferable in an economic context oriented towards efficiency and liquidity.

Overall, cultural, technological and economic factors interact in complex ways to shape payment preferences in Indonesia. Although cultural factors such as trust and personal relationships still have a strong influence, the adoption of digital technology and economic growth have accelerated the shift in payment patterns towards paying before receiving goods or services. Therefore, a deep understanding of the interaction between these factors is key to designing effective payment strategies that suit the needs of consumers and sellers in Indonesia.

Consumer behavior and business habits play a role in influencing payment decisions before or after receiving goods or services in Indonesia

Consumer behavior and business habits play a very significant role in influencing payment decisions before or after receiving goods or services in Indonesia. Consumer behavior is one of the main factors that shape payment preferences, because payment decisions are often based on consumer needs, preferences and experience in transactions. On the other hand, business habits, both in terms of payment patterns offered by sellers and in terms of the business practices they employ, also have a significant impact in determining the payment times chosen. To understand how consumer behavior and business habits influence payment decision making in Indonesia, it is necessary to pay attention to several interconnected aspects.

Consumer behavior plays an important role in shaping payment preferences before or after receiving goods or services. Consumer behavior is influenced by various factors, including personal preferences, shopping habits, perceived risk, and level of trust in the sellers or e-commerce platforms they use. Most consumers tend to choose payment after receiving goods or services at traditional markets or grocery stores, because they have the opportunity to check the quality of the goods before paying in full. This custom also reflects cultural values that emphasize personal relationships and trust in business transactions. However, with the development of technology and adoption of e-commerce, the preference for payment before receiving goods or services has also started to increase, especially on e-commerce platforms that offer various digital payment options. Consumers who use e-commerce platforms tend to be more comfortable with paying before sending goods because this provides a sense of security and ease in the transaction process.

Payment preferences are also influenced by consumer experience in transactions. Consumers who have had a positive experience with payments before receiving a good or service are likely to be more inclined to repeat the same payment pattern in the future. Conversely, consumers who have experienced payment problems or failures in previous payment practices may prefer to make payment after receiving goods or services. Therefore, consumer experience plays an important role in shaping payment preferences which may change over time.

On the business side, business habits and payment strategies offered by sellers also influence consumer payment decisions. Some sellers may be more inclined to offer payment upon receipt of goods or services as part of a marketing strategy to increase consumer trust and differentiate themselves from competitors. Sellers who prioritize personal relationships and good customer service may also be more inclined to offer payment upon receipt of goods or services as a way to

build trust with their consumers. However, with increasing e-commerce penetration and adoption of digital technology, many sellers have also begun to offer payment options prior to delivery of goods in an effort to increase operational efficiency and reduce risks associated with delayed or unpaid payments. Sellers using e-commerce platforms can also take advantage of the transaction security features provided by the platforms to minimize the risk of fraud and loss of funds.

In this context, the first table below depicts consumers' payment preferences based on their behavior and experience in transactions:

Consumer behavior	Payment Preferences
Positive Experience	Payment before receiving goods or services.
Negative Experience	Payment upon receipt of goods or services.

The table shows that consumers' experience in transactions plays an important role in shaping their payment preferences, where positive experiences tend to lead to payment before receiving goods or services, while negative experiences tend to lead to payment after receiving goods or services.

On the business side, business habits and payment strategies offered by merchants also influence consumer payment preferences. The second table below illustrates the role of business habits in determining payment preferences:

Business Habits	Payment Preferences
Marketing strategy	Payment upon receipt of goods or services to differentiate oneself from competitors.
Customer service	Payment after receiving goods or services to build trust with consumers.

From the table, it appears that business habits such as marketing strategy and customer service also play a role in determining consumer payment preferences, where sellers may be more inclined to offer payment upon receipt of goods or services as part of a marketing strategy or as a way to build trust with consumers .

Overall, consumer behavior and business habits play an important role in influencing payment decisions before or after receiving goods or services in Indonesia. Consumer behavior influenced by personal preferences, transaction experience and risk perception, as well as merchant business habits, will continue to shape evolving payment dynamics in an increasingly complex business

environment. Therefore, a deep understanding of the interaction between consumer behavior and business habits is the key to designing effective payment strategies that suit the needs of consumers and sellers in Indonesia.

The impact of changes in payment patterns, both before and after delivery of goods or services, on business efficiency, transaction security and consumer confidence in Indonesia

Changes in payment patterns, both before and after delivery of goods or services, have a significant impact on business efficiency, transaction security and consumer confidence in Indonesia. Changing payment patterns affect the entire business value chain, from sellers to consumers, as well as the business ecosystem as a whole. One of the main impacts of changing payment patterns is on business efficiency. Payment before delivery of goods or services can improve a company's cash flow and liquidity by allowing sellers to receive payment early. This can help sellers better manage their cash flow, reduce liquidity risks, and speed up payment cycles. Additionally, pre-delivery payments can also improve operational efficiency by reducing administrative costs associated with monitoring and collecting payments.

On the other hand, payment after receiving goods or services also has an impact on business efficiency. While payment upon receipt of goods or services may provide added confidence to consumers and increase customer retention, it can cause delays in a company's cash flow and liquidity. Sellers must wait until the goods or services are received and verified by the consumer before they can receive full payment. This can slow down the payment cycle and cause delays in payments to suppliers or payment of other invoices. Additionally, payment after receiving goods or services can also increase the risk of delayed or even unpaid payments, especially if consumers decide to cancel or return their orders after payment has been made.

The first table below illustrates the impact of changes in payment patterns on business efficiency in Indonesia:

Payment Pattern	Impact on Business Efficiency
Before Delivery	Increase cash flow and company liquidity. Reduce administrative costs associated with monitoring and collecting payments.
After Delivery	Slows down the payment cycle. Raises the risk of delayed or unpaid payments.

From this table, it can be seen that payment patterns before delivery of goods or services tend to have a more positive impact on business efficiency, while payment patterns after delivery tend to have a more negative impact.

Apart from business efficiency, changes in payment patterns also have a significant impact on transaction security. Digital payments and e-commerce have brought great advancements in facilitating business transactions, but have also increased risks related to security and privacy. Payment before delivery of goods or services can increase transaction security by allowing sellers to receive payment early, thereby reducing the risk of fraud or unpaid payments. Sellers can also take advantage of transaction security features provided by e-commerce platforms to protect themselves from the risk of fraud and loss of funds. However, on the other hand, payment before delivery can also increase the risk of fraud by dishonest buyers or the risk of double payment if the goods or services are not as promised.

The second table below illustrates the impact of changes in payment patterns on transaction security in Indonesia:

Payment Pattern	Impact on Transaction Security
Before Delivery	Increase transaction security by allowing sellers to receive payments earlier.
After Delivery	After Delivery Give rise to the risk of fraud by dishonest buyers or the risk of double payments

From this table, it can be seen that payment patterns before delivery of goods or services tend to have a more positive impact on transaction security, while payment patterns after delivery tend to have a more negative impact.

Lastly, changes in payment patterns also affect consumer confidence. Consumer trust is an important aspect of business success, especially in an e-commerce environment where transactions are often carried out anonymously and without direct contact between sellers and consumers. Payment before delivery of goods or services can increase consumer confidence by providing a guarantee that payment will only be made after the goods or services are received as promised. Sellers who offer payment before delivery can also take advantage of the transaction security features provided by e-commerce platforms to build trust with consumers. However, on the other hand, payment after receiving goods or services can also increase consumer confidence by giving them the opportunity to check the quality of the goods before paying in full.

Overall, changes in payment patterns have a significant impact on business efficiency, transaction security and consumer confidence in Indonesia. Therefore, it is important for merchants and consumers to understand the implications of their chosen payment patterns and take steps to reduce risk and increase trust in the transaction process.

CONCLUSION

Changes in payment patterns, both before and after delivery of goods or services, have a significant impact on business efficiency, transaction security and consumer confidence in Indonesia. Payment before delivery of goods or services can improve a company's cash flow and liquidity, as well as increase transaction security by allowing sellers to receive payment earlier. However, this can also pose a risk of fraud or non-payment. On the other hand, payment upon receipt of goods or services can provide additional confidence for consumers and increase customer retention, but it can also slow down the payment cycle and increase the risk of delayed or unpaid payments. Therefore, it is important for businesses and consumers to understand the implications of their chosen payment patterns and take steps to reduce risks and increase trust in the transaction process. In addition, further research is also needed to better understand consumer payment preferences, as well as to develop solutions that can overcome challenges and optimize the benefits of different payment patterns. Thus, implementing the right payment pattern can be one of the keys to achieving business success in this digital era, while still prioritizing security, efficiency and consumer trust.

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