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The Influence of Brand Image, Price, Product Quality, and Distribution on Purchase Decisions for Fiesta Chicken Nugget Products (Smart Superstore Medan City)

- Andrianas Sudarso (Universitas IBBI, Medan, Indonesia)
- Lili Suryati (Universitas IBBI, Medan, Indonesia)
- Lenny Menara Sari Saragih (Universitas IBBI, Medan, Indonesia)
- Fajrillah Fajrillah (Universitas IBBI, Medan, Indonesia)
- Shamir Hasyim Syarif (Universitas IBBI, Medan, Indonesia)
- Klara Ratna Putri Nazara (Universitas IBBI, Medan, Indonesia)

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- Baiq Desthania Prathama (Sekolah Tinggi Ilmu Ekonomi AMM, Mataram, Indonesia)

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- Sarwoto Sarwoto (STIL Bina Karya Tebing Tinggi, Tebing Tinggi, Indonesia)

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- Wahyu Bintang Pangestu (Universitas Mulawarman, Samarinda, Indonesia)
- Muhammad Fikry Aransyah (Universitas Mulawarman, Samarinda, Indonesia)

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DOI: <https://doi.org/10.47065/ekuitas.v4i2.2389>, Abstract View: 172 times, PDF Download: 200 times



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(Study at LAZIS Sabillillah Malang)

- Ahsani Tarudam (Universitv of Islam Malang, Malang, Indonesia)

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- **Kartika Rose Rachmadi** (University of Islam Malang, Malang, Indonesia)

Citations 0

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- **Sumiyati Sumiyati** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Sulistia Suwondo** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Yanti Rufaedah** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Muhammad Jiddan Zamhar** (Politeknik Negeri Bandung, Bandung, Indonesia)

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- **Romlah Novianti** (Universitas Mulawarman, Samarinda, Indonesia)
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- **Rully Arlan Tjahyadi** (Maranatha Christian University, Bandung, Indonesia)
- **Nonie Magdalena** (Maranatha Christian University, Bandung, Indonesia)
- **Laurensia Vina** (Maranatha Christian University, Bandung, Indonesia)

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Pengaruh Kepemimpinan dan Beban Kerja Terhadap Kinerja yang di Mediasi oleh Kompensasi

- **Nurhayati Nurhayati** (Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia)
- **Syaiful Bahri** (Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia)
- **Bahril Datuk** (Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia)

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- **Indriana Damaianti** (Insan Cendekia Mandiri University, Bandung, Indonesia)
- **Bram Hadianto** (Maranatha Christian University, Bandung, Indonesia)

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DOI: <https://doi.org/10.47065/ekuitas.v4i2.2408>, Abstract View: 46 times, PDF Download: 60 times



Pengaruh Pengungkapan Corporate Social Responsibility dan Enterprise Risk Managemen terhadap Nilai Perusahaan (Studi Empiris pada Perusahaan Manufaktur tahun 2020)

- **Monica Shofiani** (Universitas Muhammadiyah Malang, Malang, Indonesia)
- **Sri Wibawani Wahyuni Astuti** (Universitas Muhammadiyah Malang, Malang, Indonesia)
- **Novitasari Agus Saputri** (Universitas Muhammadiyah Malang, Malang, Indonesia)

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- **Sindy Iradilah** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)
- **Ahmad Albar Tanjung** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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RECOMMENDED TOOLS





The Analisis Return On Asset, Return On Equity, dan Net Profit Margin dalam Memprediksi Pertumbuhan Laba Pada Perbankan Terdaftar di Bursa Efek Indonesia (BEI)

- **Arisky Andrialdo** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Eri Triharyati** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Ade Famalika** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Indrawati Mara Kesuma** (Universitas Bina Insan, Lubuklinggau, Indonesia)

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Pengaruh Inflasi Terhadap Minat Beli Konsumen Terhadap Produk

- **Suginam Suginam** (Universitas Budi Darma, Medan, Indonesia)
- **Joli Afriany** (Universitas Nahdlatul Ulama Sumatera Utara, Medan, Indonesia)
- **Maringan Sianturi** (Universitas Budi Darma, Medan, Indonesia)
- **Sri Rahayu** (Universitas Islam Sumatera Utara, Medan, Indonesia)

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- **Galih Ginanjar Saputra** (Universitas Sultan Ageng Tirtayasa, Banten, Indonesia)
- **Fadhilah Fadhilah** (Universitas Sultan Ageng Tirtayasa, Banten, Indonesia)

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Faktor-Faktor Determinan Yang Mempengaruhi Tingkat Kemiskinan Di Indonesia Dengan Indeks Pembangunan Manusia Sebagai Variabel Intervening

- **Dedi Saputra** (UIN Raden Fatah Palembang, Palembang, Indonesia)
- **Maya Panorama** (UIN Raden Fatah Palembang, Palembang, Indonesia)

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Pengaruh Faktor Internal terhadap Kinerja Bisnis Koperasi Syariah (Survey terhadap unit Bisnis Koperasi Syariah di Bandung)

- **Koernia Purwihartuti** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Hennidah Karnawati** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Tiafahmi Angestiwi** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Kristianingsih Kristianingsih** (Politeknik Negeri Bandung, Bandung, Indonesia)
- **Setiawan Setiawan** (Politeknik Negeri Bandung, Bandung, Indonesia)

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Pengaruh Kompetensi Terhadap Kinerja Pegawai Dengan Lingkungan Kerja Sebagai Variabel Moderasi

- **Sowarno Suwarno** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Irma Idayati** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Hardi Mulyono** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Windi Sundari** (Universitas Bina Insan, Lubuklinggau, Indonesia)

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- **Melia Lestari Tarigan** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)
- **Agustinus A. H. H.** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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Pengaruh Citra Merk Dan Harga Jual Terhadap Ketertarikan Dan Keputusan Siswa Untuk Kuliah Di Kampus XYZ Sumatera Utara

- **Asmaul Husna** (Politeknik LP3I Medan, Medan, Indonesia)
- **Sri Eka Wulandari** (Politeknik LP3I Medan, Medan, Indonesia)
- **Metya Lutviani** (Politeknik LP3I Jakarta, Jakarta, Indonesia)

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Pengaruh Kedisiplinan Dan Loyalitas Karyawan Terhadap Prestasi Karyawan PT. XYZ Kota Medan

- **Walyono Walyono** (Universitas Medan Area, Medan, Indonesia)
- **Neni Triastuti** (Politeknik LP3I Medan, Medan, Indonesia)

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Peningkatan Kualitas Prinsip Manajemen Perusahaan Perkebunan Yang Terdaftar Di Bursa Efek Indonesia Melalui Laporan Arus Kas Terhadap Return Saham

- **Flora Silalahi** (Politeknik LP3I Medan, Medan, Indonesia)
- **Asri Sanusi** (Politeknik LP3I Medan, Medan, Indonesia)
- **Juli Meliza** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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Budaya Organisasi Dan Stress Kerja: Pengaruh Terhadap Kinerja Karyawan PT. Herfinta Farm And Plantation

- **Henny Pratiwi** (Politeknik LP3I Medan, Medan, Indonesia)
- **Syah Abadi Mendrofa** (Universitas Nias, Nias, Indonesia)
- **Yamolala Zega** (Universitas Nias, Nias, Indonesia)
- **Ahmad Prayudi** (Universitas Medan Area, Medan, Indonesia)
- **Fahmi Sulaiman** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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Peranan Internal Auditing Dan Pengendalian Internal Dalam Meningkatkan Kinerja Perusahaan PT. Berkah Djamal Perbaungan

- **Enika Diana Batubara** (Universitas Amir Hamzah, Medan, Indonesia)
- **Yenni Ramadhani Harahap** (Universitas Amir Hamzah, Medan, Indonesia)
- **Sri Hartini** (Universitas Amir Hamzah, Medan, Indonesia)
- **Muhammad Nursidin** (Universitas Dharmawangsa, Medan, Indonesia)

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Determinan Akuntabilitas Dana Desa Pada Pemerintahan Desa Di Kecamatan Beringin Kabupaten Deli Serdang

- **Yustika Yustika** (Universitas Muslim Nusantara Al Washliyah, Medan, Indonesia)
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Intensi Berinvestasi Pada Pasar Modal Syariah; Studi Empiris Pada Masyarakat Milenial Provinsi Banten

- **Syihabudin Syihabudin** (Universitas Sultan Ageng Tirtayasa, Banten, Indonesia)
- **Najmudin Najmudin** (Universitas Sultan Ageng Tirtayasa, Banten, Indonesia)

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- **Fitria Eka Ningsih** (Universitas Pamulang, Tangerang Selatan, Indonesia) 535-544

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Prediksi Peningkatan Laba Perusahaan Ritel Pada Semester Kedua Berdasarkan Dengan Kinerja Keuangan Perusahaan

- **Syahrijal Hidayat** (STIE Muhammadiyah Asahan, Asahan, Indonesia) 545-550

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Pengaruh Komitmen Organisasi Dan Iklim Organisasi Terhadap Kinerja Karyawan

- **Rudi Azhar** (Universitas Bina Insan, Lubuklinggau, Indonesia) 551-555
- **Yulpa Rabeta** (Universitas Bina Insan, Lubuklinggau, Indonesia)
- **Yuli Eprianti** (Universitas Bina Insan, Lubuklinggau, Indonesia)

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Pengaruh Lifestyle dan Motivasi Terhadap Keputusan Pembelian Produk Motor Nmax di Kota Bima

- **Sri Ernawati** (Sekolah Tinggi Ilmu Ekonomi Bima, Bima, Indonesia) 556-560

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Model Pengukuran Kepuasan Pelanggan dengan Kualitas Pelayanan pada PT. Telkomsel

- **Adrianto Adrianto** (Universitas Terbuka, Jakarta, Indonesia) 561-566
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- **Ahmad Albar Tanjung** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia) 567-575
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- **Widya Gustriani Harahap** (Universitas Sumatera Utara, Medan, Indonesia)

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- **Dadang Hermawan** (Politeknik Negeri Bandung, Bandung, Indonesia) 576-582
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Analysis of Multifactor that Influences Grabfood Consumer Behaviour During the Covid-19 Pandemic

- **Rois Arifin** (Universitas Islam Malang, Malang, Indonesia) 583-590
- **Nisa Nurrahmah** (Universitas Islam Malang, Malang, Indonesia)

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Analisis Hubungan Dinamis Instrumen Kebijakan Moneter di ASEAN

- **M Rasyidin** (Universitas Almuslim, Bireuen, Indonesia)
- **M Saleh** (Universitas Almuslim, Bireuen, Indonesia)
- **Sri Hartati** (Sekolah Tinggi Ilmu Manajemen Indonesia Meulaboh, Meulaboh, Indonesia)

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Pengaruh Kualitas Produk dan Merek Terhadap Keputusan Pembelian Pada Madu Selandi

- **May Reni Br Sitepu** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)
- **Syamsul Bahri** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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- **Asmaul Husna** (Universitas Almuslim, Bireuen, Indonesia)
- **Sri Wahyuni** (Universitas Almuslim, Bireuen, Indonesia)
- **Hakim Muttaqim** (Universitas Almuslim, Bireuen, Indonesia)
- **Rahma Harianti** (Universitas Almuslim, Bireuen, Indonesia)
- **Nova Nova** (Universitas Almuslim, Bireuen, Indonesia)

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Analisis Dampak Bisnis Rumah Sewa Selama Pandemi Covid-19

- **Trans Ningsih** (Universitas Budi Darma, Medan, Indonesia)
- **Suginam Suginam** (Universitas Budi Darma, Medan, Indonesia)

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Determinan Potensi Fraud Dalam Pengelolaan Dana Desa Akibat Pandemi Covid-19 Pada Desa

- **Novita Sari** (Universitas Muslim Nusantara Al Washliyah, Medan, Indonesia)
- **Ratna Sari Dewi** (Universitas Muslim Nusantara Al Washliyah, Medan, Indonesia)

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Pengaruh Self Efficacy, Kompetensi, Remunerasi, Kepemimpinan dan Komunikasi terhadap Kinerja Karyawan melalui Organization Citizenship Behaviour

- **Erwin Sunanto** (PT Hamana Works Indonesia, Tegal, Indonesia)
- **Suwandi Suwandi** (Universitas Pancasakti Tegal, Tegal, Indonesia)
- **Ahmad Hanfan** (Universitas Pancasakti Tegal, Tegal, Indonesia)

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Pengaruh Kualitas Pelayanan, Harga dan Lokasi Terhadap Keputusan Menginap

- **Montel Sinaga** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)
- **Dewi Shinta Wulandari Lubis** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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Analisis Kinerja Keuangan Terhadap Return Saham Pada Perusahaan Konstruksi

- o **Fry Melda Saragih** (Institut Teknologi dan Bisnis Sabda Setia, Pontianak, Indonesia)
- o **Petrus Sentoso Tan** (Institut Teknologi dan Bisnis Sabda Setia, Pontianak, Indonesia)

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Upaya Peningkatan Volume Penjualan melalui Optimalisasi Kualitas Produk dan Saluran Distribusi

- o **Delly Aulia** (Sekolah Tinggi Ilmu Majemen Sukma, Medan, Indonesia)
- o **Rahmat Hidayat** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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Pengaruh Program Sapta Pesona dan Fasilitas Terhadap Tingkat Kunjungan Wisatawan di Objek Wisata Goa Ergendang

- o **Enjelina Sundari Br Bangun** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)
- o **Dewi Shinta Wulandari Lubis** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

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Pengaruh Equity Market Timing Terhadap Struktur Modal Perusahaan Manufaktur di Bursa Efek Indonesia

- o **Muniya Alteza** (Universitas Negeri Yogyakarta, Sleman, Indonesia)
- o **Nuri Lesmono Hidayah** (Akademi Perikanan Yogyakarta, Yogyakarta, Indonesia)

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Pengaruh Sosialisasi Perpajakan, Pemahaman Perpajakan, Tarif Pajak, dan Sanksi Pajak Terhadap Kepatuhan Wajib Pajak Pada Pelaku E-Commerce di Shopee

- o **Napisah Napisah** (Universitas Pamulang, Tangerang, Indonesia)
- o **Khusnul Khuluqi** (Universitas Pamulang, Tangerang, Indonesia)

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Pengaruh Electronic Word of Mouth dan Citra Merek Terhadap Niat Beli Produk Kecantikan Avoskin

- o **Nanda Destyana Suci** (Universitas Lampung, Bandar Lampung, Indonesia)
- o **Dorothy Rouly H. Pandjaitan** (Universitas Lampung, Bandar Lampung, Indonesia)
- o **Nuzul Inas Nabila** (Universitas Lampung, Bandar Lampung, Indonesia)

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Citations 0

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Strategi Kebijakan Pemerintah Daerah: Peningkatan Kapasitas Produksi, Penyerapan Tenaga Kerja dan Peningkatan Pendapatan UMKM

- o **Abd Rahman Alat** (Sekolah Tinggi Ilmu Ekonomi Mujahidin, Tolitoli, Indonesia)
- o **Rahmat Pontoh** (Sekolah Tinggi Ilmu Ekonomi Mujahidin, Tolitoli, Indonesia)
- o **Ayuwandira M Morad** (Sekolah Tinggi Ilmu Ekonomi Mujahidin, Tolitoli, Indonesia)

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Kemampuan Literasi Muzakki Dan Penerapan Psak 109 Dalam Kepercayaan Untuk Berzakat Pada Organisasi Pengelola Zakat (OPZ)

- o **Hastuti Olivia** (Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia)
- o **Annisa Namira** (Universitas Islam Negeri Sumatera Utara, Medan, Indonesia)
- o **Nurhidayah Nurhidayah** (Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia)

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- **Dominggus Sijauta** (Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia)
- **Nadratul Hasanah Lubis** (Universitas Islam Negeri Sumatera Utara, Medan, Indonesia)
- **Syahrijal Hidayat** (STIE Muhammadiyah Kisaran, Kisaran, Indonesia)

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EPIC MODEL: Pengukuran Efektifitas Komukasi Pemasaran Usaha Mikro Kecil dan Menengah di Kota Medan pada masa New Normal

- **Wili Chandra** (Politeknik Cendana, Medan, Indonesia)
- **Dewi Anggraini** (Politeknik Cendana, Medan, Indonesia)
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Mengurai Faktor Terpenting Pada Kualitas Pelayanan Pembiayaan Murabahah Pada Bank Perkreditan Rakyat Syariah

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- **Pepi Zulvia** (Politeknik STIA LAN Bandung, Bandung, Indonesia)

742-734

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Analisis Metode Altman Z-Score Dalam Memprediksi Kebangkrutan Perusahaan (Tahun 2016-2021)

- **Yuliyasari Br Ginting** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)
- **Wardayani Wardayani** (Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia)

735-741

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Net Profit Margin, Pertumbuhan Perusahaan dan Volatilitas Harga Saham Pada Perusahaan di Indonesia

- **Debhi Chyntia Ovami** (Universitas Muslim Nusantera Al Washliyah, Medan, Indonesia)
- **Galih Supraja** (Universitas Pembangunan Pancabudi, Medan, Indonesia)
- **Ari Irawan** (Universitas IBBI Medan, Medan, Indonesia)
- **Rustam Efendi** (Universitas Muslim Nusantera Al Washliyah, Medan, Indonesia)

742-748

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DOI: <https://doi.org/10.47065/ekuitas.v4i2.2508>, Abstract View: 76 times, PDF Download: 78 times



Analisis Kemiskinan Propinsi Maluku dengan Distribusi Penghasilan Sebagai Variabel Mediasi (Tahun 2005-2017)

- **Dientje Rumerung** (Universitas Pattimura, Ambon, Indonesia)
- **Korneles Sangur** (Universitas Pattimura, Ambon, Indonesia)

749-760

Citations { 0

DOI: <https://doi.org/10.47065/ekuitas.v4i2.2491>, Abstract View: 102 times, PDF Download: 117 times



Pengaruh Kecerdasan Emosional, Kecerdasan Intelektual Dan Kecerdasan Spiritual Terhadap Peningkatan Kinerja Pegawai

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- **Hendra Gunawan Sihombing** (Universitas Islam Sumatera Utara, Medan, Indonesia)
- **Imam Sudirman** (Universitas Islam Sumatera Utara, Medan, Indonesia)
- **Hazrulta Aulia** (Universitas Islam Sumatera Utara, Medan, Indonesia)
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761-771

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Pengaruh Dala Stressor Terhadap Komitmen Organisasi dengan Pemberdayaan Karawan Sebagai Variabel

Intervening

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772-782

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Pengaruh Kompensasi, Kompetensi dan Komitmen Organisasi terhadap Kinerja Pegawai

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783-793

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Pengaruh Disiplin Kerja, Motivasi Kerja Dan Pengembangan Karir Terhadap Peningkatan Kinerja Pegawai

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794-803

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Pengaruh Sarana Prasarana, Kualitas SDM dan Kemampuan Kerja Terhadap Kinerja Pegawai

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804-813

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Institutional Proprietorship, Audit Committee Size, and the Reputable Auditor Selection: Evidence from Indonesia

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Abstract—This study is presented to investigate the effect of institutional proprietorship and audit committee size on the propensity of the companies to select outside auditors affiliated with the big four and know the accuracy of prediction based on these determinants. Following several previous scholars, this study uses the company size as the control variable. Furthermore, the logistic regression model and matrix classification are employed to answer the research intention by employing the Indonesian non-financial companies in the LQ45 index from 2014 to 2018 as the population. Moreover, to search for the total samples of 21 and take them from the populace, this study uses the Slovin formula with an inaccuracy border of 10% and a simple random sampling technique. Once examining the data, this study finds that institutional proprietorship and audit committee number positively affect the corporate propensity to choose the auditor affiliated with the big four. Similarly, this tendency happens in the firm size as the control variable. Additionally, the accuracy of grouping prediction of the firms using reputable and non-reputable auditors based on these determinants is 90.50%, 95.2%, 90.5%, 85.7%, and 85.7% for 2014, 2015, 2016, 2017, and 2018.

Keywords: Audit Committee Size; Institutional Proprietorship; Reputable Auditor Selection

1. INTRODUCTION

Public companies in Indonesia must announce their financial report four times a year. Three times are for the report publication for three months, and the final time is for an annual report. The delivery of these reports cannot be late. If the firms are not on time to publish them, they will get the sanction, from a fine to the revocation of business license, set by the Financial Service Authority (Setyastrini & Kaluge, 2019).

Before publishing this annual financial report, the public-listed companies must appoint an independent external auditor to audit it (Setiadi, 2019). This auditor enhances financial reporting quality through its credibility (Alsmady, 2022). Therefore, many firms opt to hire trustworthy ones affiliated with the big four to get support from the market, improving their value in the capital market (Almashaqbeh et al., 2020; Wijaya, 2020). Besides getting a positive market response, another advantage of hiring the public accounting office associated with the big four auditors is earnings superiority (Agyei-Mensah & Yeboah, 2019; Lopes, 2018; Mollik et al., 2020).

The studies investigating the tendency determinants of choosing public accounting linked to the big four auditors are numerous, such as those carried out by Al-Hajri (2018), Alzeaiden and Al-Rawash (2018), Al-Hajaya (2019), Septiana and Khafid (2019), Sulistyawati and Agustina (2019), Gerged et al. (2020), and Ngo et al. (2020), Corten et al. (2021), and Thu and Khanh (2022). Based on their research, at the least possible, three contributing factors exist, i.e., institutional proprietorship and committee audit size becoming the primary variable and company size as the control variable.

Indonesia is a state adopting civil law in its legal system (Dimiyati et al., 2021). In this system, the law is less robust in protecting public shareholders in the capital market (Sriwidharmanely et al., 2022). The controlling shareholders with a dominant position in the share portion tend to expropriate the public shareholders (Juniarti & Yuyetta, 2021) by optimizing discretion in line with their interests, called entrenchment (Anafiah et al., 2017). Furthermore, Anafiah et al. (2017) explain that these shareholders appoint reputable auditors to overcome this entrenchment effect. By hiring them, these shareholders signal that they protect the public shareholders by providing qualified financial reports. This explanation is confirmed by Alzeaiden and Al-Rawash (2018), Gerged et al. (2020), and Ngo et al. (2020), concluding the positive tendency of institutional proprietorship to use reputable auditors. By indicating these elucidations, this study proposes the first hypothesis (H_1): Institutional proprietorship stimulates the propensity of the company to hire a respected auditor.

In firm governance, the audit committee is responsible to the supervisory board (Tambunan & Tambunan, 2021) for maintaining high-quality financial reporting (Al-Aamri et al., 2021). Because reputable external auditors can reduce earning management (Lopes, 2018), the audit committee recommends that the firm utilize them (Al-Hajri, 2018). In their investigation, Al-Hajri (2018) documents that the more people in the audit committee position, the higher propensity to employ the big four auditors. Furthermore, this positive tendency is confirmed by Al-Hajaya (2019). Also, Septiana and Khafid (2019) prove that the more influential the audit committee, the higher the possibility of choosing trustworthy auditors. By indicating these illuminations, this study proposes the second hypothesis (H_2): the auditor committee size stimulates the propensity of the company to hire a reputable auditor.



The giant company utilizes the service of the external auditor with a reputation because of having numerous transactions. Besides, several possible mistakes become another consideration for this firm to use it (Sulistyawati & Agustina, 2019). In their investigation, Alzeaideen and Al-Rawash (2018), Al-Hajaya (2019), Sulistyawati and Agustina (2019), Gerged et al. (2020), Corten et al. (2021), and Thu and Khanh (2022) verify that the greater the firm, the higher preference to employ respectable auditors. According to these explanations, the third hypothesis (H₃) can be communicated this way: the size stimulates the propensity of the company to hire a reputable auditor.

2. RESEARCH METHOD

2.1 Fundamental Research Framework

The quantitative design is applied in this study. According to Creswell and Creswell (2018), this design aims to validate the hypotheses statistically. Because it involves statistical technique, by referring to Gujarati et al. (2019), this study utilizes the probability of Z-statistic to examine the coefficients in the logistic regression model. Additionally, the first, second, and third hypotheses are that institutional share proprietorship, audit committee size, and company size stimulate the propensity to hire a reputable auditor. Moreover, this model is available in figure one.

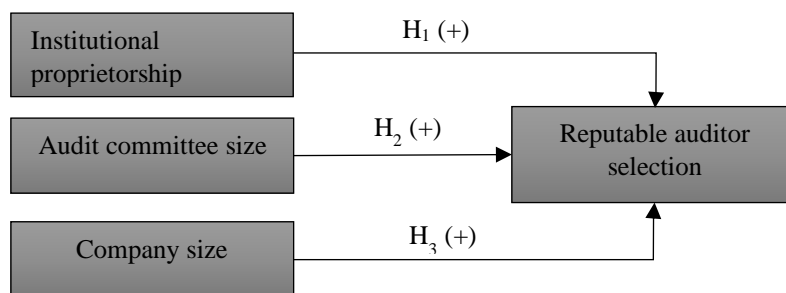


Figure 1. The research model to examine the tendency of institutional proprietorship, audit committee size, and company size to select reputable auditor

2.2 Research Variable Measurement

This research employs the dummy as the explained variable to measure the reputable auditor selection. If the company decides to hire the big-four auditor, one is given for the notation, and zero is set as the symbol if the company does not. Furthermore, the share portion of institutions for the first explaining variable is used to measure the institutional proprietorship at the end of the year. Moreover, the total number of people becoming an audit committee is utilized to measure its size at the end of the year as the second explaining variable. For the third explaining variable, the natural logarithm of total assets at the end of the year performs as the company size measurement.

2.3 Population and Sample

This research population is the twenty-six non-financial companies becoming the LQ45 index members from 2014 to 2018. To calculate the total samples (TS), we use the Slovin method utilizing the inaccuracy border (IB) of 10%. Likewise, the Slovin formula is presented in the first equation.

$$TS = \frac{TP}{1+TP.(IB)^2} \tag{1}$$

Based on this formula, the total samples are $\frac{26}{1+26(10\%)(10\%)} = \frac{26}{1.26} = 20.63 \approx 21$ companies. Then, they are taken from the population by simple random sampling. To result in random numbers, we use Microsoft Excel, as Cheusheva (2022) explains. After that, these numbers guide selecting the company as the sample. Finally, twenty-one companies are obtained, and their name is available in Table 1.

Table 1. The company names as the research samples

No.	The company code	The name of the company
1.	ADHI	Adhi Karya (Persero) Tbk
2.	ADRO	Adaro Energy Tbk
3.	AKRA	AKR Corporindo Tbk
4.	ANTM	Aneka Tambang (Persero) Tbk
5.	ASII	Astra International Tbk
6.	BSDE	Bumi Serpong Damai Tbk
7.	GGRM	Gudang Garam Tbk



No.	The company code	The name of the company
8.	ICBP	Indofood CBP Sukses Makmur Tbk
9.	INCO	Vale Indonesia Tbk
10.	INDF	Indofood Sukses Makmur Tbk
11.	INTP	Indocement Tunggul Prakasa Tbk
12.	JSMR	Jasa Marga (Persero) Tbk
13.	KLBF	Kalbe Farma Tbk
14.	LPKR	Lippo Karawaci Tbk
15.	MNCN	Media Nusantara Citra Tbk
16.	PGAS	Perusahaan Gas Negara (Persero) Tbk
17.	PTBA	Tambang Batubara Bukit Asam (Persero) Tbk
18.	SMGR	Semen Indonesia (Persero) Tbk
19.	TLKM	Telekomunikasi Indonesia (Persero) Tbk
20.	UNTR	United Tractors Tbk
21.	UNVR	Unilever Indonesia Tbk

2.4 Data collection technique

This study uses the secondary data collection technique by mentioning Bougie and Sekaran (2020). In this context, we employ the information from the annual reports of the associated firms on the Indonesian stock exchange as the sample (see Table 1) and the papers published in the linked journals as the reference to create hypotheses.

2.5 Model to analyze the data

This study adopts the logistic regression model to analyze the data by denoting the variable scales, as Gujarati et al. (2019) explain. Specifically, equation two describes this model.

$$RAS_{it} = \ln \frac{p_{it}}{p_{it}-1} = \beta_0 + \beta_1 IP_{it} + \beta_2 ACS_{it} + \beta_3 LN(TA)_{it} + \varepsilon_{it} \tag{2}$$

As a rule, the residual in the logistic regression model does not need to be normally distributed. Also, the variance of residuals between firms using the big-four auditor and the non-big-four auditor does not need to be homogeneous (Ghozali, 2021). To prove them, furthermore, the Jarque-Bera normality check (Gujarati et al., 2019) and homogeneous variance examination by M-Box are implemented (Hair Jr. et al., 2019). Before testing the regression coefficients, indeed, this model has to achieve the goodness-of-fit test. By denoting Hair Jr. et al. (2019), the examination of the additional variables is used. Moreover, this study uses the Z-statistic test for the logistic regression model regression coefficient (Gujarati et al., 2019). Likewise, the classification matrix is employed to get the grouping accuracy based on these explaining variables (Hair Jr. et al., 2019).

3. RESULT AND DISCUSSION

3.1 The descriptive statistics

The number of samples utilized is 21 companies; hence, the number of observations is 105. To statistically describe the chosen auditor by company, we employ the frequency, as Table 2 demonstrates.

Table 2. The frequency of the company as the user of auditor affiliated with the big four and non-big four

Description	The number of observations (frequency)	The number of companies	Company code
The company consistently employs an auditor affiliated with the big four.	80	16	ADRO, AKRA, ANTM, ASII, GGRM, ICBP, INCO, INDF, INTP, KLBF, PGAS, PTBA, SMGR, TLKM, UNTR, UNVR
The company consistently employs an auditor affiliated with the non-big four.	15	3	ADHI, BDSE, LPKR
The company switched the auditor	10	2	JSMR, MNCN
Total	105	21	-

Note: MNCN used a big-four auditor from 2014 until 2016 and in 2018. However, in 2017, it hired a non-big-four auditor. JSMR utilized a non-big-four auditor in 2014 but employed a big-four auditor between 2015 and 2018.



To statistically describe three explaining variables having the ratio scale, we use the total observations (N), the bottommost, the uppermost, average, and the standard deviation for IP, ACS, and LN(TA), as seen in Table 3. This table is the output of IBM SPSS 19.

Table 3. The total observations, minimum, maximum, mean, and standard deviation of the explaining variables

Explaining variable	N	The bottommost	The uppermost	Average	Standard deviation
IP (%)	105	23.44	85.00	61.3986	12.74047
ACS	105	2.00	6.00	3.4000	0.74162
LN(TA)	105	16.16	19.66	17.5430	0.81745

3.2 The correlation matrix

The correlation assesses the power of the relationship among research variables (Gujarati et al., 2019). The correlation employed in this section is the Pearson coefficient, and the rule to interpret the value is explained by Ananda and Fadhli (2018): If the coefficient is below 0.2, the correlation is unavailable. Suppose the coefficient is from 0.2 to 0.4 and 0.4 to 0.7; the correlation is unconvincing and medium, respectively. Finally, if the value is from 0.7 to 0.9 and 0.9 to 1, the correlation is strong and exceedingly powerful, one-to-one.

The fourth table shows the correlation matrix consisting of the coefficient between RAS and IP of 0.360, RAS and ACS of 0.263, RAS and LN(TA) of 0.220, and IP and LN(TA) of 0.291. Because these values are between 0.20 and 0.40, a weak correlation exists by denoting Ananda and Fadhli (2018). Besides, the coefficient between IP and ACS is 0.062, less than 0.2; hence, the correlation is absent based on Ananda and Fadhli (2018). Meanwhile, the correlation of ACS with LN(TA) is 0.405. Because this value is near 0.40, as Ananda and Fadhli (2018) depict, the relationship is almost weak.

Table 4. The Pearson Correlation Matrix Result

Research Variable	RAS	IP	ACS	LN(TA)
RAS	1	-	-	-
IP	0.360**	1	-	-
ACS	0.263**	-0.062	1	-
LN(TA)	0.220*	-0.291**	0.450**	1

Note: * and ** indicate that the correlation is significant at 5% and 1% based on one-tailed testing. This table is from the output of IBM SPSS 19.

3.3 The result of the logistic assumption testing

The fifth table shows the initial verification for the logistic regression model, i.e., normality and variance homogeneity. The normality test result based on the Jarque-Bera statistic shows a probability of 0.00000, above a 5% significance level. Hence, the residuals are not normally distributed. The variance homogeneity test result of the M Box statistic shows the F-statistical probability of 0.004, exceeding a 5% significance level. Therefore, heterogeneous variance exists. By denoting two results demonstrating non-normality and heterogeneity, this model already achieves the preliminary testing for this model.

Table 5. The test result of normality and variance homogeneity

The test name	Result	
Normality test*	Description	Residuals
	Jarque-Bera statistic	67.17619
	Probability (JB-statistic)	0.00000
Variance homogeneity test**	M Box	19.933
	Approximation of F-statistic	3.140
	The first degree of freedom	6
	The second degree of freedom	8513.598
	Probability (F-statistic)	0.004

Note: The normality and variance homogeneity testing results are based on the output of E-Views 6* and IBM SPSS 19**, respectively.

3.4 The estimation result of the regression model

After attaining two opening tests in the previous section, we check the goodness-of-fit model. To begin, we estimate two models. The first model consists of intercept (restricted model), and the second model contains intercept and regression coefficients β_1 , β_2 , and β_3 (unrestricted model). Then, we calculate the probability of the log-likelihood ratio due to the additional explaining variables: IP, ACS, and LN(TA) into the model by E-Views 6. Fortunately, the Chi-Square statistical probability is 0.0001, lower than the 5% significance level (see the unrestricted model in Table 6). Therefore, adding three explaining variables is significant so that the model fits with the data.



Table 6. The estimation result of the logistic regression model

Explaining variable	Restricted model			Unrestricted model		
	Coefficient	Z-Statistic	Probability	Coefficient	Z-Statistic	Probability
C	1.644123	6.205912	0.0000	-21.52270	-2.477707	0.0132
IP	-	-	-	0.085899	3.005574	0.0027
ACS	-	-	-	1.209641	1.704687	0.0883
LN(TA)	-	-	-	0.819630	1.751835	0.0798
McFadden R-square					0.232372	
Log-likelihood (LL)		-46.49557			-35.68988	
Log-likelihood ratio = 2(ΔLL)					21.61138	
Probability of Chi-Square (3)					0.0001	

In the model without restriction in Table 6, the Z-statistical probability for IP, ACS, and LOG(TA) is 0.0027, 0.0883, and 0.0798, respectively. This situation means a significant positive sign at a significance level (α) of 5% for IP, 10% for ACS, and LN(TA); hence, all the null hypotheses are prohibited. Instead, the first, second, and third alternative hypotheses are affirmed. In other words, it can be statistically decided that institutional proprietorship, audit committee size, and company size positively affect the propensity to utilize a reputable auditor.

3.5. The classification matrix result

Besides performing estimation, the logistic regression model provides the classification matrix to assess the grouping accuracy of the firms using reputable auditors and non-reputable auditors based on the explaining variable. In this study, we get this matrix based on the output of IBM SPSS 19. This research covers five years; thus, each year's accuracy level can be counted (see Table 7). Furthermore, the degree for 2014 and 2015 is 90.5% and 95.2% (see Table 7A), and for 2016, 2017, and 2018 is 90.5%, 85.7%, and 85.7%, respectively (see Table 7B).

Table 7A. The result of the classification matrix for 2014 and 2015

Observed	Year	2014		2015			
		Predicted		Predicted			
		RAS	%	RAS	%		
		NBFA	BFA	NBFA	BFA		
RAS	Total firms appointing a non-big four auditor (NBFA)	2	2	50.0	2	1	66.7
	Total firms appointing a big-four auditor (BFA)	0	17	100.0	0	18	100
	Total correct predicted firms		19		20		
	Total observations		21		21		
	Overall correct percentage			90.50			95.20

Table 7B. The result of the classification matrix for 2016, 2017, and 2018

Observed	Year	2016			2017			2018		
		Predicted			Predicted			Predicted		
		RAS	%		RAS	%		RAS	%	
		NBFA	BFA	Correct	NBFA	BFA	Correct	NBFA	BFA	Correct
RAS	Total firms appointing a non-big four auditor (NBFA)	1	2	33.3	1	3	25	0	3	0
	Total firms appointing a big-four auditor (BFA)	0	18	100	0	17	100	0	18	100
	Total correct predicted observations		19		18		18			
	Total firms		21		21		21			
	Overall correct percentage			90.5			85.7			85.7

3.5 Discussion

Based on the statistical examination result, the first hypothesis is acknowledged: the institutional proprietorship stimulates the propensity of the company to hire a reputable auditor. Although having to pay a premium fee for audit services, the institutions controlling the firms keep doing it because the benefits taken are more incredible than the costs. Reputable auditors can be trusted to limit and cut earnings management, leading to the quality of financial reporting. Besides, another motive of controlling shareholders to hire them is to decrease the entrenchment effect. By owning the positive impact, this study supports Alzeaiden and Al-Rawash (2018) after investigating the data of 132 firms in the Amman stock exchange from 2005 to 2016. Furthermore, this positive tendency is acknowledged by Gerged et al. (2020) when studying 180 companies becoming members of the Financial Times Stock Exchange 350



Index in the London capital market from 2012 to 2017. Also, this positive propensity is confirmed by Ngo et al. (2020) after examining the data of 511 non-financial firms listed on the Vietnamese stock exchange between 2015 and 2017.

After denoting the statistical testing result, the second hypothesis is acknowledged: the audit committee size stimulates the propensity of the company to hire a reputable auditor. It means the higher the total number of members of the audit committee, the greater the tendency of companies to select qualified external auditors. The big fours are proven to assist the audit committee members in ensuring their audit quality. Therefore, this study confirms Al-Hajaya (2019) investigating 23 insurance firms in the Amman stock exchange between 2013-2017, documenting a positive relationship between the number of the audit committee and reputable auditor selection. Although using different measurements of the audit committee, i.e., score based on activities, total members, and competence, the investigation by Septiana and Khafid (2019), with 89 financial companies in the Indonesia capital market in 2017 as the samples, supports this tendency.

The third hypothesis is recognized by mentioning the statistical testing result: The firm size as the control variable is significantly proven to have a positive tendency to select a reputable auditor. Hence, this result is in line with Alzeaideen and Al-Rawash (2018) and Al-Hajaya (2019) examining this relationship using the Jordanian public-listed firm data. After testing the data of seven companies with governance perception index between 2010-2014 in the Indonesian stock exchange, Sulistyawati and Agustina (2019) affirm this evidence. Besides, this study confirms Gerged et al. (2020) testing this association by employing 180 corporations becoming the Financial Times Stock Exchange 350 Index in London between 2012 and 2017. Additionally, Corten et al. (2021) confirm this evidence after investigating 316 private non-financial companies in 2015 in Belgium. After using 596 non-financial firms in the Ho Chi Minh capital market from 2014 through 2017, Thu and Khanh (2022) demonstrate similar proof.

4. CONCLUSION

The selection of reputable auditors needs to be considered by firms listed on the capital market because of favorable market reactions and costly fees. This circumstance motivates this study to investigate the impact of institutional proprietorship and audit committee size as the foremost cause and company size as the control variable on this decision. Furthermore, 21 non-financial companies of the LQ45 index on the Indonesian stock exchange from 2014 to 2018 are employed as the sample. By utilizing the logistic regression model with pooling data, this study reveals a positive effect of institutional ownership and audit committee size on reputable auditor selection. Also, the company size shows the same indication. Based on this determinant, the grouping accuracy rate of companies hiring reputable and non-reputable auditors is 90.50% for 2014, 95.2% for 2015, 90.5% for 2016, 85.7% for 2017, and 85.7% for 2018. As a limitation, this study only uses the non-financial firms becoming LQ45 index constituents, five years as an observational period, and the affecting factors. These circumstances open the chance for the following scholars to directly utilize non-financial firms in the Indonesian capital market to enlarge the population scope and extend years of observation to 10 years. The other primary determinants suggested for their research model are foreign ownership, the supervisory board size, supervisory board independence, managerial ownership, and leverage.

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