JEM17
UNTAG SBY

# JURNAL EKONOMI MANAJEMEN

**Product Innovation as a Driver of Customer Loyalty in the Competitive Coffee Shop Industry: A Study in Bandung City**
M. Zaki Naufal, & Eka Yuliana
Fakultas Ekonomi Dan Bisnis, Telkom University, Indonesia

**The Effect of Job Training and Career Development on Community Health Center Employee Performance with Job Satisfaction as an Intervening Variable**
Suntari Suntari, & Suhana Suhana
Program Studi Magister Manajemen, Fakulas Ekonomi dan Bisnis, Universitas Stikubank Semarang, Indonesia

**Strategic Political Marketing: The Role of Coopetition in Voter Decision-Making**
Daniel Manek, & Diah Yulisetiarini
Fakultas Ekonomi dan Bisnis, Universitas Mahasaraswati Denpasar, Indonesia
Fakultas Ekonomi dan Bisnis, Universitas Jember, Indonesia

**Strategies for Improving Ground Transportation Services at Juanda International Airport to Enhance Passenger Satisfaction**
Septian Dwi Nugroho, Slamet Riyadi, & Riyadi Nugroho
Fakultas Ekonomi Dan Bisnis, Universitas 17 Agustus 1945 Surabaya, Indonesia

**How User-Generated Content Drives Purchase Decisions: The Mediating Role of Brand Awareness**
Irma Ronauli Patricia , Ati Mustikasari, & Laksmi Saraswati Hadiansyah
Fakultas Ilmu Terapan, Telkom University

**The Influence of Price, Promotions, and Product Quality on Purchasing Decisions for Wardah Cosmetics in Sidoarjo**
Zulfiah Rachmawati, Supardi Supardi, & Wisnu Panggah Setiyono
Fakultas Bisnis Hukum dan Ilmu Sosial, Universitas Muhammadiyah Sidoarjo

**The Effect of Product and Service Quality on Customer Loyalty: The Moderating Role of Price at Pouter Coffee, Cempaka Putih**
Abriandi Abriandi, & Anjar Pambudi
Fakultas Ekonomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta

**The Influence of Live Streaming, Price, and Product Quality on Purchase Intention Toward Second-Hand Clothing: Lifestyle as a Moderating Variable among Generation Z in Batam City**
Robert Edwart, & Yesaya Pascalya
Fakultas Ekonomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta

**The Effect of Hedonic Shopping Motivation and Fear of Missing Out (FOMO) on Impulse Buying in Consumers Who Participate in the Shopee Twin Date Promo in Surabaya**
Anisa Mauriska Chairani, & Nuruni Ika Kusuma Wardhani
Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional "Veteran" Jawa Timur

**The Mediating Role of Employee Engagement in the Effect of Organizational Justice on Employee Performance in the Digital Work Transformation Era**
Ary Rahim Maulana, Arif Firmansyah, & Cindy Shangri Kinanti
Faculty of Economics and Business, Universitas Airlangga

**The Mediating Role of Employee Engagement in the Effect of Organizational Justice on Employee Performance in the Digital Work Transformation Era**
Ary Rahim Maulana, Arif Firmansyah, & Cindy Shangri Kinanti
Faculty of Economics and Business, Universitas Airlangga

| EDISI | VOLUME 12 | NOMOR 1 | HALAMAN | ISSN : 2527–9947 |
|---|---|---|---|---|
| November 2026 | | | 083 – 280 | TGL : 16 JUNI 2016 |

Diterbitkan Oleh :
PROGRAM STUDI MANAJEMEN, FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

VOLUME 11, NOMOR 2, NOVEMBER 2026

# JEM 17: JURNAL EKONOMI MANAJEMEN

**PEMBINA**
**Dekan Fakultas Ekonomi dan Bisnis**
Prof. Dr. Hj. Tri Ratnawati, MS., AK., CA., CPA.

**PENASEHAT**
**Wakil Dekan Fakultas Ekonomi dan Bisnis**
Dr. Ulfi Pristiana, MSi.

**Kepala Program Studi Manajemen**
Dr. Gustaf Naufan Febrianto, AMd., SE., MM.

**Ketua Redaksi / Editor in Chief**
Dr. Gustaf Naufan Febrianto, AMd., SE., MM.

**Sekertaris Redaksi / Section Editor & e-Journal Manager**
Dr. Tan Evan Tandiyono, S.E., S.Pd.K., M.PSDM., CHCM., CKWU.

**Editor on Board**
Dr. Nor Intan Adha Binti Hafit
Dr. Dwi Lesno Panglipursari., SE., MM.
Dr. Agung Edy Wibowo, SE., M.Si.
Dr. Nekky Rahmiyati., MM.
Dr. Endah Budiarti, M.Si.
Dr. Angga Dutahatmaja, S.Kom., MM.
Dr. I.G.N. Andhika Mahendra, SE., MM.
Drs. Ec. Istiono, MBA.

**Mitra Bestari/Reviewer**

Dr. Beni Agus Setyono, M.Si.
Dr. Suhardi, SE., MM.
Dr. Wulandari Harjanti, S.Sos., S.E., MM., CPHCM.
Dr. Abdul Kadir, S.E., MM.
Dr. Imam Nazarudin Latif, S.E., M.Si., Akt., CA.
Dr. Santirianingrum Soebandhi, S.E., M.Com.
Dr. M. Yusuf Alnol, S.E., MM.
Dr. M. Ikhsan Setiawan, ST., MT.
Dr. Anton Respati Pamungkas. SE., MM., MH.
Prof. Dr. Ika Barokah Suryaningsih, SE., MM.
Dr. Enni Sustiyatik, SE., MM.
Kristian Suhartadi Widi Nugraha, S.E., MM.
Cempaka Paramita, S.E., M.Sc, CRA., CMA., CPIA., CHRM., CRP.
Shereen Noranee, Ph.D.
Dr. Agus Santosa., S. Kp., M. Kes
Chintya Krisna Inggira., S.Si., M. PSDM., CHCM

**Sirkulasi**
Achmad Gojali, S.T.

**Alamat Redaksi**
Fakultas Ekonomi dan Bisnis
Universitas 17 Agustus 1945 Surabaya
Jl. Semolowaru 45 Surabaya
Telp. (031) 5925289 / 081332418586
https://jurnal.untag-sby.ac.id/index.php/JEM17
Email : jem17@untag-sby.ac.id / tanevan@untag-sby.ac.id

**JEM17: Journal of Economics and Management is a scientific journal published biannually in May and November by the Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya. This journal features research articles and scholarly studies in the field of Economics and Management.**

# DAFTAR ISI

06. Halaman 083 - 100
**Product Innovation as a Driver of Customer Loyalty in the Competitive Coffee Shop Industry: A Study in Bandung City**
M. Zaki Naufal, & Eka Yuliana
Fakultas Ekonomi Dan Bisnis, Telkom University, Indonesia

07. Halaman 101 - 124
**The Effect of Job Training and Career Development on Community Health Center Employee Performance with Job Satisfaction as an Intervening Variable**
Suntari Suntari, & Suhana Suhana
Program Studi Magister Manajemen, Fakulas Ekonomi dan Bisnis, Universitas Stikubank Semarang, Indonesia

08. Halaman 125 - 142
**Strategic Political Marketing: The Role of Coopetition in Voter Decision-Making**
Daniel Manek, & Diah Yulisetiarini
Fakultas Ekonomi dan Bisnis, Universitas Mahasaraswati Denpasar, Indonesia
Fakultas Ekonomi dan Bisnis, Universitas Jember, Indonesia

09. Halaman 143 – 154
**Strategies for Improving Ground Transportation Services at Juanda International Airport to Enhance Passenger Satisfaction**
Septian Dwi Nugroho, Slamet Riyadi, & Riyadi Nugroho
Fakultas Ekonomi Dan Bisnis, Universitas 17 Agustus 1945 Surabaya, Indonesia

10. Halaman 155 - 168
**How User-Generated Content Drives Purchase Decisions: The Mediating Role of Brand Awareness**
Irma Ronauli Patricia , Ati Mustikasari, & Laksmi Saraswati Hadiansyah
Fakultas Ilmu Terapan, Telkom University

11. Halaman 169 - 192
**The Influence of Price, Promotions, and Product Quality on Purchasing Decisions for Wardah Cosmetics in Sidoarjo**
Zulfiah Rachmawati, Supardi Supardi, & Wisnu Panggah Setiyono
Fakultas Bisnis Hukum dan Ilmu Sosial, Universitas Muhammadiyah Sidoarjo

12. Halaman 193 - 212
**The Effect of Product and Service Quality on Customer Loyalty: The Moderating Role of Price at Pouter Coffee, Cempaka Putih**
Abriandi Abriandi, & Anjar Pambudi
Fakultas Ekonomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta

13. Halaman 213 - 236
**The Influence of Live Streaming, Price, and Product Quality on Purchase Intention Toward Second-Hand Clothing: Lifestyle as a Moderating Variable among Generation Z in Batam City**
Robert Edwart, & Yesaya Pascalya
Fakultas Ekonomi, Bisnis, dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta

14. Halaman 237 - 256
**The Effect of Hedonic Shopping Motivation and Fear of Missing Out (FOMO) on Impulse Buying in Consumers Who Participate in the Shopee Twin Date Promo in Surabaya**
Anisa Mauriska Chairani, & Nuruni Ika Kusuma Wardhani
Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional "Veteran" Jawa Timur

15. Halaman 257 - 280
**The Mediating Role of Employee Engagement in the Effect of Organizational Justice on Employee Performance in the Digital Work Transformation Era**
Ary Rahim Maulana, Arif Firmansyah, & Cindy Shangri Kinanti
Faculty of Economics and Business, Universitas Airlangga