

**JEM17  
UNTAG SBY**

# **JOURNAL EKONOMI MANAJEMEN**



**THE EFFECT OF RETURN ON ASSET, CURRENT RATIO, DEBT TO ASSET RATIO TO THE VALUE OF PROPERTY, REAL ESTATE AND BUILDING CONSTRUCTION SECTORS COMPANIES LISTED ON IDX BEFORE AND DURING THE COVID-19 PANDEMIC**

Dina Retno Ullupy & Nekky Rahmiyati  
Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya

**IMPACT OF ONLINE LEARNING DURING THE COVID-19 PANDEMIC ON LEARNING ACTIVITIES**

Ratnaningsih & Cholis Hidayati  
Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya

**ADVERTISING AND PACKAGING ANALYSIS OF GUDANG GARAM CIGARETTE PURCHASES**

Maharani Eka Putri, Asep Muslihat & Abdul Yusuf  
Faculty of Economics and Business, University of Singaperbangsa Karawang

**EFFECT OF WORKING CAPITAL MANAGEMENT, SALES GROWTH AND LIQUIDITY ON PROFITABILITY IN MANUFACTURING COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (IDX) FOR THE PERIOD 2018-2020**

Rety Talia Syasa Bella & Deny Yudiantoro  
Sharia Financial Management, Faculty of Economics and Business, Sayyid Ali Rahmatullah Tulungagung State Islamic University

**THE INFLUENCE OF LIQUIDITY AND PROFITABILITY ON FIRM VALUE WITH CORPORATE SOCIAL RESPONSIBILITY (CSR) AS A MEDIATION VARIABLE**

Nuril Firdausi Hidayah & Umrotul Khasanah  
Department of Management, Faculty of Economics, UIN Maulana Malik Ibrahim Malang

**UNDERSTANDING THE CONCEPT OF HALAL AND HALAL AWARENESS IN CONSUMER BEHAVIOR MUSLIMS IN SURABAYA**

Nuning Nurna Dewi, Achmad Fathoni Rodly, Maris Wahidatul 'Ailah, Relita Rofiqoh & Maslahatus Saidah  
Maarif Hasyim Latif University Sidoarjo

**CONCEPT ANALYSIS AND FINANCIAL PERFORMANCE IN CONVENTIONAL AND ISLAMIC BANKS ON PERIODE 2016-2020**

Annisa Kusumawardani & Insiyatul Iftitah  
Manajemen Teknologi Informasi, Institut Teknologi Sepuluh Nopember Surabaya

**IDX BUMN20 PERFORMANCE MEASUREMENT WITH SHARPE, TREYNOR, AND SORTINO**

Ahmad Hilmy & Lidya Valent Shafira  
School of Interdisciplinary Management and Technology, Institut Teknologi Sepuluh Nopember

**EDISI  
Mei 2022**

**VOLUME 7**

**NOMOR 1**

**HALAMAN  
1 - 128**

**ISSN : 2527-9947  
TGL : 16 JUNI 2016**



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

## JEM 17 : JURNAL EKONOMI MANAJEMEN

### PEMBINA

**Dekan Fakultas Ekonomi dan Bisnis**

Dr. Slamet Riyadi, M.Si., AK., CA.

### PENASEHAT

**Wakil Dekan Fakultas Ekonomi dan Bisnis**

Dra. Ec. Ida Ayu Sri Brahmayanti, M.M.

**Kepala Program Studi Manajemen**

Dr. Ulfi Pristiana, M.Si.

**Ketua Redaksi / Editor in Chief**

Dr. Nanis Susanti, MM.

**Sekretaris Redaksi / Section Editor & e-Journal Manager**

Tan Evan Tandiyono, S.E., S.Pd.K., M.PSDM., CHCM.

### Editor on Board

Dr. Endah Budiarti, M.Si.

Drs. Ec. Istiono, MBA.

Drs. Kridho Hery Gunawan, M.Si.

Dra. Ec. Dyah Rini Prihastuty, MM.

### Mitra Bestari

Prof. Dr. drg. Hj. Ida Aju Brahmasari, Dipl., DHE., MPA.

Prof. Dr. Hj. Tri Ratnawati, MS., Ak., CA., CPA.

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.

### Sirkulasi

M. Sholikan, SE.

Abdul Muntholib

### Alamat Redaksi

Fakultas Ekonomi dan Bisnis

Universitas 17 Agustus 1945 Surabaya

Jl. Semolowaru 45 Surabaya

Telp. (031) 5925289 / 081332418586

<http://jurnal.untag-sby.ac.id/index.php/JEM17>

Email : [jem17@untag-sby.ac.id](mailto:jem17@untag-sby.ac.id) / [tanevan@untag-sby.ac.id](mailto:tanevan@untag-sby.ac.id)

**JEM17 : Jurnal Ekonomi Manajemen adalah jurnal ilmiah yang diterbitkan setiap bulan Mei dan November oleh Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Surabaya. Jurnal ini memuat artikel dari hasil penelitian dan kajian ilmiah di bidang Ekonomi Manajemen**

**DAFTAR ISI**

001 Halaman 1 - 14

**THE EFFECT OF RETURN ON ASSET, CURRENT RATIO, DEBT TO ASSET RATIO TO THE VALUE OF PROPERTY, REAL ESTATE AND BUILDING CONSTRUCTION SECTORS COMPANIES LISTED ON IDX BEFORE AND DURING THE COVID-19 PANDEMIC**

Dina Retno Ullupy & Nekky Rahmiyati

Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya

002 Halaman 15 - 28

**IMPACT OF ONLINE LEARNING DURING THE COVID-19 PANDEMIC ON LEARNING ACTIVITIES**

Ratnaningsih & Cholis Hidayati

Faculty of Economics and Business, Universitas 17 Agustus 1945 Surabaya

003 Halaman 29 - 44

**ADVERTISING AND PACKAGING ANALYSIS OF GUDANG GARAM CIGARETTE PURCHASES**

Maharani Eka Putri, Asep Muslihat & Abdul Yusuf

Faculty of Economics and Business, University of Singaperbangsa Karawang

004 Halaman 45 - 62

**EFFECT OF WORKING CAPITAL MANAGEMENT, SALES GROWTH AND LIQUIDITY ON PROFITABILITY IN MANUFACTURING COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (IDX) FOR THE PERIOD 2018-2020**

Rety Talia Syasa Bella & Deny Yudiantoro

Sharia Financial Management, Faculty of Economics and Business, Sayyid Ali Rahmatullah Tulungagung State Islamic University

005 Halaman 63 - 80

**THE INFLUENCE OF LIQUIDITY AND PROFITABILITY ON FIRM VALUE WITH CORPORATE SOCIAL RESPONSIBILITY (CSR) AS A MEDIATION VARIABLE**

Nuril Firdausi Hidayah & Umrotul Khasanah

Department of Management, Faculty of Economics, UIN Maulana Malik Ibrahim Malang

006 Halaman 81 - 100

**UNDERSTANDING THE CONCEPT OF HALAL AND HALAL AWARENESS IN CONSUMER BEHAVIOR MUSLIMS IN SURABAYA**

Nuning Nurna Dewi, Achmad Fathoni Rodly, Maris Wahidatul 'Ailah, Relita Rofiqoh & Maslahatus Saidah

Maarif Hasyim Latif University Sidoarjo

007 Halaman 101 - 118

**CONCEPT ANALYSIS AND FINANCIAL PERFORMANCE IN CONVENTIONAL AND ISLAMIC BANKS ON PERIODE 2016-2020**

Annisa Kusumawardani & Insiyatul Iftitah

Manajemen Teknologi Informasi, Institut Teknologi Sepuluh Nopember Surabaya

008 Halaman 119 - 128

**IDX BUMN20 PERFORMANCE MEASUREMENT WITH SHARPE, TREYNOR, AND SORTINO**

Ahmad Hilmy & Lidya Valent Shafira

School of Interdisciplinary Management and Technology, Institut Teknologi Sepuluh Nopember