

## **Editorial Team**

---

### **Advisory:**

Genesis Sembiring Depari, Ph.D, Director of Formosa Publisher, Indonesia

### **Editor in Chief:**

Professor Jen Peng Huang, Ph.D, Department of Information Management, Southern Taiwan University of Science and Technology, Taiwan

### **Managing Editor:**

Nia D Simanjuntak, S.Pd, Formosa Publisher, Indonesia

### **Editor Board:**

Dr. Aaron Raymond See of Southern Taiwan University of Science and Technology, Taiwan

Wisuwat Wannamakok Ph.D of Graduate School, Dusit Thani College, Bangkok, Thailand

Lusius Sinurat, SS, M.Hum of Pena Sinergi, Indonesia

Lê Thị Bích Ngọc, Ph.D of National Economics University Hanoi, Vietnam

Kattareeya Prompreing, Ph.D of Rajamangala University of Technology Lanna, Thailand

Dr. Cris Norman P. Olipas of Nueva Ecija University of Science and Technology, Philippines

Vinay Singh of UPES, India

Khoirul Muhtadin, M.Ag, Ilmu Qira'at Prodi Ilmu Al-Qur'an dan Tafsir Sekolah Tinggi Ilmu Al-Qur'an As-Syifa Subang, Indonesia

Dr Muhammad Nur Abdi, S.E., M.M, Prodi Manajemen Universitas Muhammadiyah Makassar, Indonesia

MR. Charlie T. Anselmo of Isabela State University, Philippines

### **Reviewer Team:**

Charli Sitinjak, Ph.D, Universitas STEKOM, Indonesia

Dr. Djone Georges Nicolas, M. Th, Sekolah Tinggi Teologi Katharos Indonesia Bekasi, Indonesia

Dian Adi Perdana, S.Sos.I., M.M., IAIN Sultan Amai Gorontalo, Indonesia

Dr. Husna Nashihin, M.Pd.I., INISNU Temanggung, Indonesia

La Ode Asmin, S.Si., M.Sc., Institut Agama Islam Negeri Kendari, Indonesia

Pardomuan Robinson Sihombing, SST, M.Stat, C.PS, BPS-Statistics Indonesia, Indonesia

Dr. Janes Sinaga, S. Th, M. Fil, SEMINARI ALKITAB MEDIA SABDA BIBLIKA, Indonesia

Adirman Lafau, S.Kep., Ns., M.Kep, Sekolah Tinggi Kesehatan Langsa, Indonesia

Muannif Ridwan, S.Pd.I, MH, Universitas Islam Indragiri, Indonesia

Moh. Rizki Djibrán, S.Pd, M.Pd, Universitas Negeri Gorontalo, Indonesia

### **Administration:**

Nopa Ceria Wati Cibro, S.S, Formosa Publisher, Indonesia

### **Address:**

PT. FORMOSA CENDEKIA GLOBAL

Jl. Sutomo Ujung No.28 D, Durian, Kecamatan Medan Timur, Kota Medan, Sumatera Utara 20235, Indonesia.

Website: <http://formasapublisher.org>

Phone: +62 877-1388-1007

Email: [admin@formasapublisher.org](mailto:admin@formasapublisher.org)

**Table of Contents**

**Vol. 4 No. 12 December 2025**

---

Editorial Team  
Content  
Editorial

- Factors Influencing Gen Z's Interest in Investing in Companies that Adopt Blockchain Technology 5607-5620  
*Mustafa Santiadji, Sani Ahmad, Kartini, Sri Sundari*
- The Influence of Consumer Perception on Purchase Intention: Case Study of Kuasa Gelap, the First Indonesian Exorcism Film 5621-5640  
*Panji Mukadis, Kristin Nomleni*
- Analysis of the Influence of Brand Experience and Perceived Value on Repurchase Intention through Brand Trust as Mediating Variable (Study on Fore Coffee Consumers) 5641-5654  
*Alexander Christian, Arry Widodo, Nurafni Rubiyanti*
- The Influence of Debt to Equity Ratio (DER) and Debt to Asset Ratio (DAR) on Profitability in Telecommunications Companies Listed on The Indonesian Stock Exchange (IDX) Period 2021 – 2024 5655-5668  
*Muhammad Luthfi Raharja, Arry Widodo, Nurafni Rubiyanti*
- E-WOM Factors on Gen Z Purchase Intention for Skintific Products on E-Commerce Using the Information Adoption Model Extension: A Conceptual Framework 5669-5684  
*Avifah, Arry Widodo, Nurafni Rubiyanti*
- The Use of Soft Systems Methodology (SSM) In Evaluating the Cross-Regional Tourism Management of Coban Sewu (Tumpak Sewu), East Java: Problems and Solutions 5685-5702  
*Purwoto, Agus Sholahuddin, Praptining Sukowati*
- Perceived Value, e-WOM, and Trust as Driving Factors for Purchase Intention at Umrah Travel Agencies in Pekanbaru City 5703-5718  
*Tahany Nur Fadhilah Jupri, Nurafni Rubiyanti, Arry Widodo*
- The Role of Digital Transformation and Responsible Leadership in Green Innovation through Knowledge Sharing in Hybrid Work Environments in Indonesia's Manufacturing Industry: A Conceptual Framework 5719-5736  
*Farah Fikri Amelia Putri, Arry Widodo, Nurafni Rubiyanti*
- The Role of Product Innovation and Digital Marketing Strategy in Building Competitive Differentiation through Brand Image: A Study on Uniqlo Indonesia 5737-5752  
*Farah Khofifah Ilham, Nurafni Rubiyanti, Arry Widodo*
- Social Transformation of Women in Public Space Case Study: Female Members of Andalan Credit Union in Singgamanik Village 5753-5768  
*Eviera Michalta Bangun, Ria Manurung, Hadriana Marhaeni Munthe*
- The Innovation of Roti 7 Lapis (7-Minute Response Time for Free Firefighting Services) in Surabaya City from a Public Value Perspective 5769-5780  
*Diana Safitri, Indira Arundinasari*

- Transformative Clinical Art Therapy: From Anxiety to Growth Mindset through Cognitive-Emotional Integration 5781-5792  
*Robertus Heru Setyo Suhartono*
- The Effect of Self-Efficacy and Self-Esteem on Work Readiness of Final Students of UNJ 2024/2025 5793-5810  
*Sweetylive Junitta, Roni Faslah, Ati Sumiati*
- Influence of Social Media Political Polarization on Urban Community Social Stability 5811-5820  
*Andi Naharuddin*
- The Role of Product Quality and Innovation in Improving Performance in Business Community Groups (Case Study of Gita Laras Business Group in Pancot Karanganyar) 5821-5830  
*Irwan Christanto Edy, Kristian Faskahariyanto, Suryo Adinugroho, Yulius Rudi Haryatno, Trulli Nugroho*
- Entrepreneurial Intentions of Vocational High School Students in Malang: A Study of the Contribution of Entrepreneurship Education, Communication Skills, and Digital Marketing 5831-5848  
*Irma Suryandari, Agung Winarno, Hadi Sumarsono*
- Systematic Literature Review: The Impact of Job Equalization on Civil Servant Performance 5849-5864  
*Alfath Zulhiansyah, Andre Satria Dwary, Eka Sulistiana, Gerrit Gebrian, Lalu Edwin Marjadi P*
- How Far Does Performance Analysis Apply to Indonesia Today? 5865-5874  
*Farizky Nindia Pangesti, Baiq Uul Husna Farida, Lusi Shinta Nugraha, Sinta Kerta Asmita, Nimash Miftahul Sakinah*
- Marketing Mix Strategy (7Ps) in Building User Loyalty in Specialized Hospitals and General Hospitals: A Systematic Review of Various Service Sectors with Implications for Healthcare Services 5875-5892  
*Aditya Yuda Pratama, Dadan Andiyana, Muhammad Maulana Akbar, Ni Putu Tiya Fenriyanti, Yuda Prasetya*
- The Utilization of Artificial Intelligence in Talent Recruitment and Knowledge Management: Its Influence on Corporate Performance Efficiency 5893-5906  
*Ayu Nurma Afriliya, Boy Nurdin, Ign Gde Ekaputra, I Kade Pasek4, Moh. Azhari Zulfani*
- Navigating Organizational Politics in Indonesian Family Owned Health Service SMEs: Non-Family Employees' Lived Experiences 5907-5924  
*Achmad Zani Pitoyo, Sudarmiatin, Puji Handayati, Naswan Harsono*
- Legal Reconstruction of the Right to be Forgotten Based on the Electronic Information and Transactions Law 5925-5932  
*I Putu Carlos Dolesgit, Putu Gede Arya Sumerta Yasa, I Gusti Agung Mas Rwa Jayantari, SagungPutri M.E Purwani*
- Analysis of the Implementation of the Sahaja Online Program at the Population and Civil Registration Office of Kediri Regency from the Perspective of David C. Korten's Theory 5933-5944  
*Aprilia Verlianti, Oktarizka Reviandani*

- Exploration and Characterization of Endophytic Bacteria from Antidiabetic Plants as Biocontrol Agents *Fusarium Sp* 5945-5952  
*Lita Nasution, Bahagia Sibotolungun Sipahutar, Ebin Hagata Pinem, Ersentabi Br Sembiring, Makhrani Sari Ginting*
- Hybrid Analysis of Financial Distress in Professional Football Clubs Using Network Analysis and XGBoost: Evidence from the English Premier League 5953-5970  
*Deasy Aisyah Safitri Musyawaman*
- Demographics and Implications for Christian Religious Education in Indonesia: A Data-Informed Framework Based on Telecommunication Statistics 2024 5971-5980  
*Rependi Sianturi*
- Character Education through Social Action Activities in Improving Student Morals at Al Iqra Kindergarten in Mataram 5981-5992  
*Baiq Almira Qurratul Ain, Najwa Tussholihah, Muhammad Isra, Lalu Sumardi, Dadi Setiadi*
- Application of Activity Based Management to Improve Company Operational Efficiency at Top Hotel Manado 5993-6002  
*Tiara Patricia Tani, Jullie J. Sondakh, Meily Y. B. Kalalo*
- Employee Performance in Essential Public Services 6003-6010  
*Raiyan Ahmad, Danial L. Asyhari, Supeno Joyo*
- Analysis of Efficiency and Effectiveness of Operational Cost Control on Financial Performance through the Implementation of Financial Technology 6011-6018  
*Baiq Wiria Amrina Rosadha, Dwi Yoghiana Supriyanti*
- The Role of Digital Leadership in Enhancing Organizational Resilience in the Digital Age 6019-6030  
*Rachmatsah Adi Putera, Palupi Lindasari Samputra, Stepri Anriani*
- An Analysis of Tax Mechanism Design in Individual Personal-Shopping Services, Their Function as Market Matchmakers, and the Resulting Implications for Tax Evasion 6031-6040  
*Novi Eka Handayani Susilo, I Wayan Sukadana*
- The Influence of Organizational Culture and Compensation on Employee Performance in Bank Syariah Indonesia (BSI) Regional 10 Makassar 6041-6048  
*Dwitriana Ulfi Rizqiningsih, Nidya Dudija*
- The Influence of Green Transformational Leadership and Work Discipline on Employee Performance with Work Environment as a Moderating Variable 6049-6068  
*Deden Abdul Mubarak*
- Analysis of the Acceptance of m-BCA and myBCA Digital Services and Their Impact on Customer Satisfaction at PT Bank Central Asia Tbk 6069-6080  
*Silvy Bastalia Zevanya, Putu Nina Madiawati, Yogi Suprayogi*
- The Effect of Water Extraction Intensity and Product Quality on Brand Image through Public Perception of Water Scarcity (Bottled Drinking Water Industry in the Greater Bandung Area) 6081-6100  
*Rayhan Guyapi Avania, Arry Widodo, Nurafni Rubiyanti*
- The Effect of Bank Size, Leverage, and Loan to Deposit Ratio (LDR) on Bank Profitability 6101-6112  
*Firman Syarif*
- Legal Aspects of the Division of Joint Property After Divorce in Mixed Marriages: Analysis of Indonesian Positive Law, Islamic Law Perspectives, and Implications According to International Law 6113-6124  
*Haeratun*

Welcome to the Formosa Journal of Multidisciplinary Research (FJMR), a platform dedicated to advancing scholarship across a diverse range of academic disciplines. Our mission is to encourage research that transcends conventional boundaries, fostering an integrative approach to understanding complex global challenges through a multidisciplinary lens. By bringing together perspectives from fields such as social sciences, technology, health, environmental studies, humanities, and beyond, FJMR serves as a nexus for knowledge that bridges gaps and enriches understanding across academic domains.

In this inaugural issue, we are proud to present contributions from researchers who are exploring a wide spectrum of topics and methodologies. Each article has been selected based on its originality, rigor, and potential impact on its respective field, as well as its relevance to the multidisciplinary approach we champion. Through rigorous peer review, our editorial team and dedicated reviewers have ensured that every piece of research upholds the highest standards of academic quality and integrity.

The Formosa Journal of Multidisciplinary Research aspires to become a catalyst for scholarly dialogue and collaborative research, inspiring readers to consider new perspectives and apply integrative approaches in their own work. We believe that by combining insights from various disciplines, we can better address today's most pressing issues, from technological innovation and healthcare improvements to sustainable development and cultural understanding.

We extend our deepest gratitude to the contributors, reviewers, and editorial team who have played an integral role in bringing this journal to life. As you explore this issue, we hope you find inspiration in the diverse perspectives and are encouraged to contribute to future editions of FJMR. Together, we look forward to building a robust, inclusive community of scholars united by a shared commitment to multidimensional exploration and discovery.

Thank you for your support, and welcome to the Formosa Journal of Multidisciplinary Research (FJMR).

Happy reading

Professor Jen Peng Huang, Ph.D  
Editor in Chief