

Employee Performance and The Influence Of Motivation, Discipline, And Loyalty

Indira Basalamah¹

STIE Wira Bhakti Makassar

6agustus2005@gmail.com

Muhammad Carda P²

STIE Wira Bhakti Makassar

muhammadcarda99@gmail.com

Nizmah A.Bahasoan³

ITB STIKOM Ambon

nizmabhs@gmail.com

Korespondensi penulis ,e- mail: 6agustus2005@gmail.com

Abstract. Finding out what effect motivational, disciplined, and loyal attitudes have on employee performance when used in the workplace was one of the authors' research objectives. The study was conducted at the Makassar Regional Office of the Ministry of Social Affairs, which had 52 persons working there. Research of this kind was quantitative. The major data used are responses obtained from delivering surveys to respondents, which were collected through observation and questionnaires. Multiple linear regression is the test type used. In the past, several research tests were conducted, such as instrument tests composed of validity and reliability tests. The Effects of Loyalty, Motivation, and Rules on Employee Performance.

Keywords Motivation, Discipline, Loyalty Employee

1. INTRODUCTION

The organization also makes an effort to reward the hard work of its staff by providing incentives. Incentives provided by a corporation to its employees give them optimism that they can meet all of their demands and that employee welfare may be promptly accomplished, so this approach might be acceptable. Remember that the environment is the primary factor that has a sizable enough impact on an institution. A workplace that provides enough support for employees to perform at their best will increase the likelihood that the agency's predetermined goal will be easily attained.

A reward from an organization is vital for encouraging individuals to improve the quality of their work and to take greater responsibility for team projects. An institution's employee rewards must be sufficient and equitable. An organization is also not permitted to provide its employees with prizes based on whether they like them or not. This is because

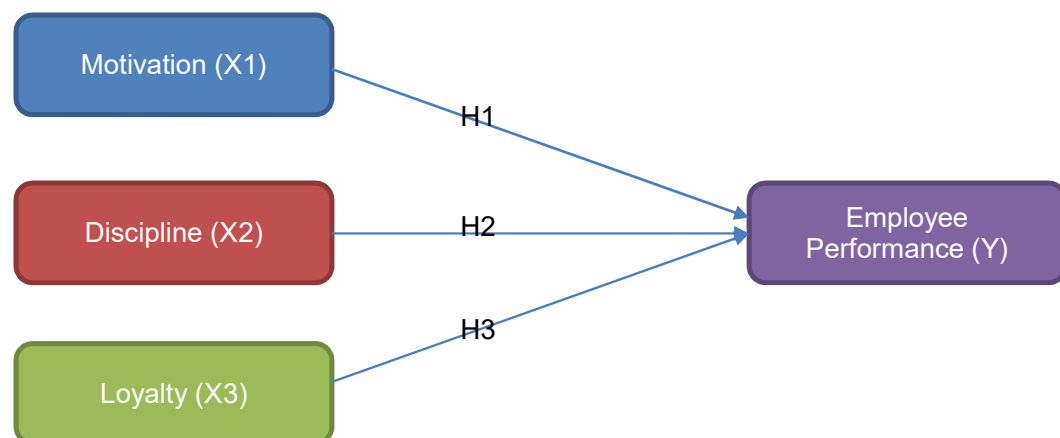
doing so will lead to social jealousy among the recipients of the gift. This move will lead to a strained working relationship, which will lower employee performance.

2. ANALYZE REFERENCES

The embodiment of time duty to finish current work can serve as an example of the high level of staff discipline. This circumstance can raise spirits and make it easier for an institution to accomplish goals that have been set. As stated by Hasibuan (2016, p. 193) perspective In the field of HRM, discipline is essential since a change in attitude is followed by an increase in productivity. Discipline is a type of voluntary attitude from an employee to comply with all the rules set by the agency in order to pay attention to all employees of an agency so that it can be carried out by all employees, ok with initiative Alone or with insistence. If there is no good sense of discipline, then it is very difficult for an agency to maximize its achievements.

According to Hasiban (2021:210), a variety of social positions and individuals use their time and thoughts in order to achieve an agency's stated aims. While Suhendi (2017:252) claims that an employee's dedication to a company demonstrates their devotion to that company. Commitment This may be created using a positive aspect from either a business or an individual.

2.1 Frame Of Mind



Which results are displayed are:

H1: Employee performance is indeed impacted by motivation (X1).

H2: Employee performance is indeed impacted by discipline (X2)

H3: Actual employee performance and loyalty (X3)

3. MODEL STUDY

The Regional Office of the Ministry of Social Makassar, where the research is being conducted, is home to 52 persons who are all employed by the Office of the Ministry of Social Affairs Macassar. Amount made as well as a sample. quantitative investigation that includes type writing and data collection through observation and a questionnaire. Data that is used for further processing includes one that is primarily characteristic since it is collected through the distribution of questionnaires to respondents. Secondary data of this kind is gathered from third parties or literature that is relevant to the study question. The test makes use of multiple linear regressions and starts with instrument validation and reliability testing before moving on to evaluate classical hypotheses, which sequentially range from normality through heteroscedasticity to multicollinearity. The t test is the final test that will demonstrate the existence of the independent factors' influence on the dependent variable. 98 (Ghozali, 2018). The results of the effect test of all independent variables on changes in the dependent variable are obtained, and the f test is then used (Ghozali, 2018: 98). In order for the level of the independent variable to have a known variable bound, determination testing is also used (Ghozali, 2018).

4. ASSESSMENT & RESULTS

4.1 A Test Of The Hypothesis

Simultaneous Test F

Tabel 3
Uji F Smilutan

3.1.2. Uji t

ANOVA ^a					
Model		df	Mean Square	F	Sig.
1	Regression	3	99.185	30.956	.000 ^b
	Residual	56	3.204		
	Total	59			

a. Dependent Variable: Kinerja Karyawan (Y)

b. Predictors: (Constant), Loyalitas (X3), Motivasi (X1), Disiplin (X2)

Sumber: SPSS 26 (2023)

The tests that have been run reveal a sig value of 0.000 0.05 with a computed f value (30.956) > f table 2.77, indicating that all X variables concurrently have a significant and positive on variable (Y) in Office Ministry Social Region Macassar.

T Test, Partial

Tabel 4
Uji T Parsial

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	2.242	2.005	1.119	.268
	Motivasi (X1)	.243	.114	2.127	.038
	Disiplin (X2)	.237	.098	2.409	.019
	Loyalitas (X3)	.448	.096	4.672	.000

Sumber: SPSS 26 (2023)

The results of the t test show that the sig values for the following variables are as follows: motivational variable (X1) = sig 0.38 0.05 with t count (2.127) > t table (2.003); discipline (X2) = sig 0.019 0.05 with t count (2.409) > t table (2.003); and loyalty variable (X3) = 0.000 0.05 with t count (4.672) > t table (2.003). That is, each of the supplied X variables has a sizable and favorable impact on the changes in Y variables.

Test Double Regression Linear

$Y = 2,242 + 0.243x_1 + 0.237x_2 + 0.448x_3 + e$, built model regression linear double based on test results.

These are, with equal justification:

- Positive constant value of 2.242 indicates a parallel influence of variable X over variable Y. Since all X variables are fixed at 0%, the Y variable, or 2,242, is also unchanged.
- The regression coefficient value for (X1) is 0.243, indicating that a rise in (X1) of 1% will be followed by an increase in (Y) of 0.243 with variable (X), which will increase by another 0.243.
- The regression value (X2) = 0.237 is found, indicating that a 1% increase in (X2) will be followed by an increase in (Y) of 0.237% with variable (X), which is still another factor.
- The obtained mark regression (X3) = 0.448 indicates that the variable (Y) will grow by 0.448 with the variable (X), which is still, after (X3) by 1%.

Tabel 5
Uji Determinasi (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.604	1.790
a. Predictors: (Constant), Loyalitas (X3), Motivasi (X1), Disiplin (X2)				

Sumber: SPSS 26 (2023)

Testing Results (R 2)

The value of $R^2 = 0.624$ (62.4%) in the table above indicates the number of ability variables (X) in explain influence on change variable (Y), and 37.6% the remainder influenced by variable (X). Which No comprised

5. DISCUSSION

5.1 Motivating Employees To Perform Well

The Makassar Region Office of the Ministry of Social Affairs has adopted a good enough stated motivation. Because it can enhance employee performance, motivation must be maintained. In order for the firm and the employee to operate in harmony, the leader must never stop moving forward. Workplace motivation is crucial for assisting employees in carrying out their responsibilities effectively and producing the best results possible for the business.

5.2 Influencing A Worker's Performance Through Discipline

The test's "Discipline (X2) Has a Significant Effect Which Positive to Performance Employee (Y)" sig value is significant. Rejection on H_0 and occurrence That is consistent with Friend Suwanto (2019), which shows positive attitude discipline about performance change.

There is discipline in the working environment. Every employee or employee needs to have a disciplined work attitude since it demonstrates consistency in performance and good performance achievement. Employee performance may suffer as a result, or perhaps there is an issue in the Office Ministry Social Region Macassar.

5.3 Influence Employee Loyalty to Performance

"Loyalty (X3) has a significant effect and positive on the performance of employees (Y) of the Ministry of Social Affairs for the Makassar Region," the test's significant sig value reads. In order for these results to be congruent with those of Fatriani Widayati, Happy Fitria, and Yessi Fitriani (2020), who contend that job loyalty has a substantial impact on performance Teacher, there was a rejection for H0 and acceptance of Ha.

Employees with a high level of loyalty will always be truthful and pleased to do any responsibilities assigned to them. An employee who is less committed to the organization, though, won't feel at ease working there. Employers must be able to keep their workers' loyalty by providing better HR and working conditions.

6. BOTTOM LINE & RECOMMENDATION

Conclusion

Study This employing this sort of quantitative research, with a population of 52 persons, which is the entirety of the staff Office Ministry Social Macassar, may be concluded based on the results of the study which already held. Amount made as well as a representative research. According to the partial t test results table, the independent variables positively contribute to changes in the dependent variable. The F test, on the other hand, demonstrates that motivation (X1), discipline (X2), and loyalty (X3) all work in concert to significantly and favorably influence performance employee (Y) at Office Ministry Social Region Macassar.

REFERENCES

- Agustina, R., Yusuf, M., Sutiyan, O. S. J., Ardianto, R., & Norvadewi, N. (2022). Employee Performance Mediated Quality Of Work Life Relationship Satisfaction On The Job And Organizational Commitment. *Jurnal Darma Agung*, 30(2), 589-605.
- Alfiah, A., Suhendar, A., & Yusuf, M. (2023). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, 6(1), 492-503.
- Arta, D. N. C., Leuhery, F., Abubakar, H., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah Perusahaan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 162-168.
- Atmaja, D. S., Zaroni, A. N., & Yusuf, M. (2023). Actualization Of Performance Management Models For The Development Of Human Resources Quality, Economic

- Potential, And Financial Governance Policy In Indonesia Ministry Of Education. *Multicultural Education*, 9(01), 1-15.
- Atra, D. N. C., Yeti, Y., Rahayu, B., & Yusuf, M. (2022). EFFECT OF COMPETENCE AND COMPENSATION ON EMPLOYEE PERFORMANCE. *Journal of Innovation Research and Knowledge*, 2(6), 2477-2482
- Alhusaini, A., Kristiawan, M., & Eddy, S. (2020). Pengaruh Motivasi Kerja dan Disiplin Kerja terhadap Kinerja Guru. *Jurnal Pendidikan Tambusai*, 4(3), 2166-217
- Aris, N. (2022). *PENGARUH MOTIVASI, KOMPENSASI DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN DI PT. ALAM LESTARI UNGGUL* (Doctoral dissertation, Unsada).
- Baidun, A., Prananta, R., Harahap, M. A. K., & Yusuf, M. (2022). Effect Of Customer Satisfaction, Marketing Mix, And Price In Astana Anyar Market Bandung. *Al-Kharaj: Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia–Food & Beverage Sector. Enrichment: Journal of Management*, 12(5), 3873-3881
- Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). *Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia–Food & Beverage Sector. Enrichment: Journal of Management*, 12(5), 3873-3881.
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). *The Impact Of Goods Product Pricing Strategies On Consumer Purchasing Power: A Review Of The Literature. Jurnal Ekonomi*, 11(03), 1115-1120. *Journal of Islamic Economic and Business*, 4(2)
- Dacholfany, M. I., Khataybeh, A. M., Lewaherilla, N. C., Yusuf, M., Sihombing, H. B. M., & Chang, M. L. (2022). APPLICATION OF THE BALANCED SCORE CARD CONCEPT AS A HUMAN RESOURCE PERFORMANCE MEASUREMENT TOOL AT THE MINISTRY OF HIGHER EDUCATION IN INDONESIA. *MULTICULTURAL EDUCATION*, 8(04), 1-13
- Dian, N. (2020). *PENGARUH KOMUNIKASI, DISIPLIN DAN MOTIVASI KERJA TERHADAP KINERJA KARYAWAN BAGIAN PRODUKSI PT. EXTRUPACK BEKASI BARAT* (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta).
- Ekhsan, M. (2019). Pengaruh Motivasi dan Disiplin Kerja terhadap Kinerja Karyawan. *Optimal: Jurnal Ekonomi dan Kewirausahaan*, 13(1), 1-13.
- Ernayani, R., Fauzan, R., Yusuf, M., & Tahirs, J. P. (2022). The Influence of Sales And Operational Costs on Net Income in Cirebon Printing Companies. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2)
- Fachrurazi, F., Zarkasi, Z., Maulida, S., Hanis, R., & Yusuf, M. (2022). INCREASING MICRO SMALL MEDIUM ENTERPRISES ACTIVITY ENTREPRENEURIAL CAPACITY IN THE FIELD OF DIGITAL MARKETING. *Jurnal Ekonomi*, 11(03), 1653-1660.
- Fasiha, F., Yusuf, M., Sihombing, H. B. M., Mujahidin, M., & Chenini, R. (2022). The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets. *Ikonomika: Jurnal Ekonomi dan Bisnis Islam*, 7(2), 177-192.
- Hanis, R., & Yusuf, M. (2022, December). Applying A Swot Analysis Approach To A Sharia Marketing Perspective At Alunicorn Shops In Bandung. In *Proceeding of The*

International Conference on Economics and Business (Vol. 1, No. 2, pp. 653-670).

- Haribowo, R., Moridu, I., Rafid, M., Kamar, K., & Yusuf, M. (2022). COMPARATIVE ANALYSIS OF INDONESIAN HOUSEHOLD CONSUMPTION EXPENDITURE 2018-2021. *Journal of Innovation Research and Knowledge*, 2(6), 2497-2504.
- Haribowo, R., Tannady, H., Yusuf, M., Wardhana, G. W., & Syamsurizal, S. (2022). Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 4024-4032.
- Herdianti, H., Arta, D. N. C., Yusuf, M., Sutrisno, S., & Suyatno, A. (2022). Pengaruh Penerapan Sistem Keadilan Distributif dan Keadilan Interaksional terhadap Kepuasan Kerja Pegawai Perusahaan: Literature Review. *Jurnal Mirai Management*, 7(2), 523-530.
- Heryadi, D. Y., Fachrurazi, F., Nurcholifah, I., & Yusuf, M. (2023). During the Covid-19 Pandemic, Marketing Strategy Analysis for Crispy MSMEs" MA ICIH". *Jurnal Publikasi Ilmu Manajemen*, 2(1), 184-201.
- Ilham, I., Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., & Yusuf, M. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.
- Ismunandar, I., Andriani, N. Y., Hanis, R., Hamzah, R., & Yusuf, M. (2023). GRAND PREANGER BANDUNG EFFECTIVE MARKETING COMMUNICATION STRATEGY IN THE STAYCATION PROGRAM. *Jurnal Ekonomi*, 12(01), 48-53.
- Ismunandar, I., Sari, D. I., Maryoso, S., & Yusuf, M. (2023). Honda PCX Motorcycle Promotion Consumer Satisfaction. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).
- Istikomah, I., Saputra, G. W., & Yusuf, M. (2022). Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. *Journal of Applied Management and Business Administration*, 1(1), 21-27
- Kaharuddin, K., & Yusuf, M. (2022, December). The Impact of Liquidity Risk Optimization on the Stability of Islamic Commercial Banks in Indonesia. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 671-688).
- Kurhayadi, K., Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia. *Riwayat: Educational Journal of History and Humanities*, 5(2), 381-385.
- Kurhayadi, K., Yusuf, M., Masrifah, S., Rincani, E. D., & Fauzi, M. (2022). ANALYSIS OF BUMDESA COMPETITIVENESS STRATEGY THROUGH THE UTILIZATION OF TOURISM OBJECTS TO IMPROVE COMMUNITY WELFARE. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 157-171.
- Kurniawan, A., Yusuf, M., Manueke, B., Norvadewi, N., & Nurriqli, A. (2022). In Tokopedia Applications, The Effect Of Electronic Word Of Mouth And Digital Payment On Buying Intention.
- Kushendar, D. H., Kurhayadi, K., Saepudin, A., & Yusuf, M. (2023). BANDUNG CITY GOVERNMENT ENVIRONMENT AND SANITATION SERVICE CAPACITY IN WASTE MANAGEMENT. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 2(1), 50-60.

- Kumaladewi, R., Sakung, J., & Yusuf, H. (2017). *Pengaruh Motivasi Dan Disiplin Kerja Terhadap Kinerja Pegawai Di Kantor Dinas Kesehatan Provinsi Sulawesi Barat*. PROMOTIF: Jurnal Kesehatan Masyarakat, 7(1), 52. <https://doi.org/10.31934/promotif.v7i1.25>
- Mujahidin, M., Yusuf, M., Ardianto, R., Sutaguna, I. N. T., & Sampe, F. (2022). The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia). *Technium Social Sciences Journal*, 38, 312-323.
- Mujahidin; Yusuf, Muhammad; Ardianto, Rian; Sutaguna, I. Nyoman Tri; Sampe, Ferdiandus. (2022). The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia). *Technium Soc. Sci. J.*, 38, 312.
- Norvadewi, N., Sampe, F., Ardianto, R., & Yusuf, M. (2023). The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 336-351.
- Novie Citra Arta, D., Leuhery, F., Abubakar, H., Yusuf, M., & Adi Cakranegara, P. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah Perusahaan.
- Nugroho, A. P., Norvadewi, N., Wulansari, M., Akbarina, F., & Yusuf, M. (2023). DIGITAL ENTREPRENEURSHIP STRATEGY IN ONLINE BUSINESS COMPANIES IN WEST JAVA. *Transformasi: Journal of Economics and Business Management*, 3(2), 01-12.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.
- Nia Fitratun, N. (2020). PENGARUH KEPUASAN KERJA DAN MOTIVASI KERJA TERHADAP LOYALITAS KARYAWAN PADA TAMAN SARI RESORT (Doctoral dissertation, Universitas Pendidikan Ganesha).
- Pudjowati, J., Cakranegara, P. A., Pesik, I. M., Yusuf, M., & Sutaguna, I. N. T. (2021). The Influence Of Employee Competence And Leadership On The Organizational Commitment Of Perumda Pasar Juara Employees. *Jurnal Darma Agung*, 30(2), 606-613
- Purnawijaya, F. M. (2019). Pengaruh Disiplin Kerja Dan Fasilitas Kerja Terhadap Kinerja Karyawan Pada Kedai 27 Di Surabaya. *Agora*, 7(1).
- Rafid, M., Sutaguna, I. N. T., Rukmana, A. Y., Fauzan, R., & Yusuf, M. (2023). Social Media Application For Coffee Shop Development In Bandung City. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).
- Razali, G., Akbarina, F., Arubusman, D. A., Rukmana, A. Y., & Yusuf, M. (2023). Loyalty and the Effects of Trust and Switching Barriers. *Jurnal Mirai Management*, 8(1), 237-248.
- Rifaldo, M. (2022). *PENGARUH DISIPLIN KERJA, BUDAYA ORGANISASI, KEPUASAN KERJA, DAN LINGKUNGAN KERJA TERHADAP LOYALITAS KERJA KARYAWAN (Studi Kasus Pada Karyawan PT. ACT Logistic International Wilayah Jakarta dan Surabaya)* (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta).
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public*

Policy, 1(1), 42-50.

- Saepudin, A., & Yusuf, M. (2022). THE EFFECTIVENESS OF VILLAGE FUND POLICY ON INFRASTRUCTURE DEVELOPMENT. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 172-180.
- Sampe, F., Haryono, A., Pakiding, D. L., Norvadewi, N., & Yusuf, M. Y. (2022). Analysis Of Typical Capabilities And Entrepreneurial Orientation Against Competitive Advantage In Bandung Traditional Foods Msmes.
- Saputro, R. H., Anggoro, T., Muslim, S., Wardani, I. U., Fatmawati, E., Yusuf, M., ... & Yusuf, M. A. (2023). Gaining Millenial and Generation Z Vote: Social Media Optimization by Islamic Political Parties. *resmilitaris*, 13(1), 323-336.
- Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto, I., & Rahayu, S. (2022). The Influence of Taste and Price on Consumer Satisfaction. *Quantitative Economics and Management Studies*, 3(6), 998-1007.
- Siregar, N., Nursyamsi, S. E., Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182-198.
- Soukotta, A., Sampe, F., Putri, P. A. N., Cakranegara, P. A., & Yusuf, M. (2022). FINANCIAL LITERACY AND SAVINGS BEHAVIOR FEMALE ENTREPRENEURS IN KIARACONDONG MARKET, BANDUNG CITY. *Jurnal Darma Agung*, 30(2), 652-662.
- Soukotta, A., Yusuf, M., Zarkasi, Z., & Efendi, E. (2023). Corporate Actions, Earning Volatility, And Exchange Rate Influence On Stock Price Stability. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 197-214.
- Sucipto, B., Yusuf, M., & Mulyati, Y. (2022). Performance, Macro Economic Factors, And Company Characteristics In Indonesia Consumer Goods Company. *Riwayat: Educational Journal of History and Humanities*, 5(2), 392-398.
- Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdwiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(2), 110-126.
- Sudirjo, F., Ratnawati, R., Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE. *Journal of Management and Creative Business*, 1(2), 156-181.
- Sudirjo, F., Sutaguna, I. N. T., Silaningsih, E., Akbarina, F., & Yusuf, M. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON CAFE YUMA BANDUNG PURCHASE DECISIONS. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(3), 27-36.
- Sudirjo, F., Razali, G., Sari, D. I., Sutaguna, I. N. T., & Yusuf, M. (2023). ANALYSIS OF BRAND IMAGE AND PRICE IMPACT ON BUYING BEHAVIOR AT BU IMAS BANDUNG RESTAURANT. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen dan E-Commerce*, 2(2), 24-35.
- Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). Hanan Catering's Instagram promotions, pricing, and menu variety influence consumer purchasing decisions in

- Bandung. *International Journal of Economics and Management Research*, 2(1), 76-87.
- Sutaguna, I. N. T., Sampe, F., Dima, A. F., Pakiding, D. L., & Yusuf, M. (2022). Compensation and Work Discipline's Effects on Employee Achievement at Perumda Pasar Juara. *YUME: Journal of Management*, 5(3), 408-428.
- Sutaguna, I. N. T., Yusuf, M., Ardianto, R., & Wartono, P. (2023). The Effect Of Competence, Work Experience, Work Environment, And Work Discipline On Employee Performance. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 367-381.
- Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 3476-3482.
- Sutrisno, S., Panggalo, L., Asir, M., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Mitigasi Resiko dan Prosedur Penyelamatan pada Sistem Perkreditan Rakyat. *COSTING: Journal of Economic, Business and Accounting*, 6(2), 1154-11
- Suwanto, S. (2019). Pengaruh disiplin kerja dan motivasi kerja terhadap kinerja karyawan pada Rumah Sakit Umum Tangerang Selatan. *JENIUS (Jurnal Ilmiah Manajemen Sumber Daya Manusia)*, 3(1), 16-23.
- Widayati, F., Fitria, H., & Fitriani, Y. (2020). Pengaruh Kepuasan Kerja dan Loyalitas Kerja terhadap Kinerja Guru. *Journal of Education Research*, 1(3), 251-257.
- Widjaja, W., Kartini, T., Yuningsih, E., Yusuf, M., & Hayati, F. A. (2023). KAHATEX BANDUNG REGENCY'S EMPLOYEE SELECTION AND PLACEMENT IMPACT. *Transformasi: Journal of Economics and Business Management*, 2(2), 72-84.
- Wowling, S. A. S., Yusuf, M., Gampu, S., & Sahala, J. (2022). PRODUCT QUALITY AND PRICING INFLUENCE ON THE BRAND REPUTATION OF LOCO COFFEE FAST FOOD PRODUCTS. *Jurnal Darma Agung*, 30(2), 541-548
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2022). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.
- Yusuf, M., Haryono, A., Hafid, H., Salim, N. A., & Efendi, M. (2022). Analysis Of Competence, Leadership Style, And Compensation In The Bandung City Pasar Bermartabat. *Jurnal Darma Agung*, 30(1), 524-2.
- Yusuf, M., & Matiin, N. (2022). ANALYSIS OF THE EFFECT OF THE MARKETING MIX ON PURCHASING DECISIONS. *International Journal of Economics and Management Research*, 1(3), 177-182.
- Yusuf, M., Saiyed, R., & Sahala, J. (2022, December). Swot Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 573-588).
- Yusuf, M., Sutrisno, S., Putri, P. A. N., Asir, M., & Cakranegara, P. A. (2022). Prospek Penggunaan E-Commerce Terhadap Profitabilitas Dan Kemudahan Pelayanan Konsumen: Literature Review. *Jurnal Darma Agung*, 30(1), 786-801
- Yusuf, M., Saepudin, A., Prihadi, M. D., Kurhayadi, K., Kushendar, D. H., & Sulistyan, R. B. (2023). A Workshop For Lecturer To Improve Their Competence. *Perigel: Jurnal Penyuluhan Masyarakat Indonesia*, 2(2), 21-30.

Yusuf, M., Sutaguna, I. N. T., Hariyanto, M., Fauzan, R., & Miftahuljannah, R. H. (2023). Tokopedia Marketplace, The Effect Of Digital Marketing And Service Quality On Purchase Decisions. *Jurnal Mirai Management*, 8(1), 448-457.