

Binus Business Review

Editor in Chief

Haryadi Sarjono Bina Nusantara University, Indonesia

Managing Editor

Haryo Sutanto Bina Nusantara University, Indonesia

Editorial Board

Alfons Palangkaraya	Swinburne University of Technology, Australia
Marcin Staniewski	University of Economics and Human Sciences in Warsaw, Poland
Martin Falk	University of South-Eastern Norway, Norway
Mohammad Kabir Hassan	University of New Orleans, United States
Sulaimon O. Adebisi	Nottingham Trent University, United Kingdom
Yudi Fernando	Universiti Malaysia Pahang, Malaysia
Levyda	Sahid University, Indonesia
Nur Budi Mulyono	Bandung Institute of Technology, Indonesia
Yasinta Soelasih	Atma Jaya Catholic University of Indonesia, Indonesia
Rindang Widuri	Bina Nusantara University, Indonesia

Editorial Assistant

Dewi Novianti	Bina Nusantara University, Indonesia
Eka Yanti Pangputri	Bina Nusantara University, Indonesia
Holil	Bina Nusantara University, Indonesia

Description

Binus Business Review is an international journal published in March, July, and November. The journal is hosted by the Research and Technology Transfer of Bina Nusantara University supported by Forum Manajemen Indonesia. The journal contents are managed by Binus Business School and Forum Manajemen Indonesia (FMI). The journal invites professionals in the world of education, research, and entrepreneurship to participate in disseminating ideas, concepts, new theories, or science development in the field of Management & Business through this scientific journal. Currently Binus Business Review has been accredited by DIKTI under the decree number 10/C/C3/DT.05.00/2025 (SINTA 2) and has been indexed by CrossRef, ASEAN Citation Index, Directory of Open Access Journals (DOAJ), Science and Technology Index 2, Indonesia OneSearch, Garda Rujukan Digital (Garuda), Google Scholar, Academic Resource Index (ResearchBib) and Indonesian Research Repository (Neliti).

Research and Technology Transfer, Bina Nusantara University, Anggrek Campus, Jl. Kebon Jeruk Raya 27, Kebon Jeruk, Jakarta Barat 11530, Tel. +621-5350660 ext. 1705/1708, Fax. +621-5300244, E-mail: bbr@binus.edu, <https://journal.binus.ac.id/index.php/BBR/>, FB: <https://www.facebook.com/BinusBusinessReview>

B^{inus} Business Review

TABLE OF CONTENTS

Ryan Tegar Pamungkas; Ujang Sumarwan; Megawati Simanjuntak Understanding Repurchase Intentions in Dental Care: The Mediating Role of Regret and Service Factors	223–235
Uzoma Ononye; Perpetual Ekpeni; Nwanne Okwechime Social Media Activities and Consumer Purchase Regret in Delta State, Nigeria: A Serial Mediation of Brand Credibility and Brand Trust	237–245
Debby Yunitasari; Fahrurrozi; Muhammad Isbad Addainuri Analysis of Influencing Generation Z Purchasing Decisions in East Java Through Electronic Word of Mouth (E-WOM) Mediation	247–260
Fransisca Meliana; Abdurrahman Corporate Governance Mechanisms, Gender Diversity, and Firm Value: Environmental Social Governance as Moderating Variable	261–274
Rifqi Nur Fakhrurozi; Nyoman Indah Kusuma Dewi; Putu Adriani Prayustika; Ida Ayu Putri Widiyasuari Riyasa Exploring the Role of Experiential and Emotional Marketing in Building Customer Satisfaction and Loyalty in Coffee Shop	275–289
Ahmad Maulana; Catharina Clara; Nurkardina Noyalia Market Orientation, Competitive Environment, and Value Creation in Private Higher Education: Evidence from Palembang During COVID-19	291–302
Amaris Sih Kinanthi; Damayanti Octavia Ecolabeling, Green Advertising, and Branding: Drivers of Green Purchasing Behavior Among Generation Z	303–317
Ni Putu Gita Rahmaniati; Perminas Pangeran Integrating Enterprise Risk Management (ERM) and Environmental, Social, and Governance (ESG) Risks into Balanced Scorecard (BSC) for Sustainable Performance in a Rural Bank	319–339
Index	341–346