

Binus Business Review

Management, Accounting, and Hospitality Management

Editor in Chief

Haryadi Sarjono Management Department, Bina Nusantara University, Indonesia

Managing Editors

Arta Moro Sundjaja Information System Department, Bina Nusantara University, Indonesia

Noerlina Information System Department, Bina Nusantara University, Indonesia

International Editor Board

Alfons Palangkaraya	Faculty Business and Law, Swinburne University of Technology, Australia
Ana-Rosa del-Aguila-Obra	Social Studies and Work Faculty, Universidad de Málaga, Spain
Antonio Padilla-Meléndez	Department of Management and Entrepreneurship, Universidad de Málaga, Spain
Erich Kirchlner	Faculty of Psychology, University of Vienna, Austria
Halimin Herjanto	School of Business, McKendree University, United States
Hossein Nezakati	Islamic Azad University (IAU), Islamic Republic of Iran
In Sue Kim	Technology Management, Korea Advanced Institute of Science and Technology (KAIST), Republic of Korea
Marcin Staniewski	Management Science Department, University of Finance and Management in Warsaw, Poland
Martin Falk	Industrial Economics, Innovation and International Competition, Austrian Institute of Economic Research, Austria
Mohammad Kabir Hassan	Department of Economics and Finance, University of New Orleans, United States
Paweena Kongchan	Faculty of Business Administration and Accountancy, Accounting Department, Khon Kaen University, Thailand
Raghu Bir Bista	Department of Economics, Tribhuvan University, Nepal
Rodiel Crisostomo Ferrer	Accountancy Department, De La Salle University, Philippines
Rodrigo F. Malaquias	Accounting Department, Federal University of Uberlândia, Brazil
Rubi Ahmad	Department of Finance & Banking, University of Malaya, Malaysia
Sulaimon O. Adebisi	Business Administration Department, Fountain University, Nigeria
Stephen Pratt	School of Hotel and Tourism Management, The Hongkong Polytechnic University, Hong Kong
Terry Shevels	Faculty of Health and Enterprise, Newcastle College, United Kingdom
Yudi Fernando	Graduate School of Business, Universiti Sains Malaysia, Malaysia
Erika Takidah	Economic Education Department, State University Jakarta, Indonesia
Levyda	Management Department, Sahid University, Indonesia
Nur Budi Mulyono	School of Business and Management, Bandung Institute of Technology, Indonesia
Sani Susanto	Department of Industrial Engineering, Parahyangan Catholic University, Indonesia
Yasinta Soelasih	Management Department, Atmajaya University, Indonesia
Agus Ridwan	Management Department, Bina Nusantara University, Indonesia
Mohamad Heykal	Accounting Department, Bina Nusantara University, Indonesia
Rindang Widuri	Accounting Department, Bina Nusantara University, Indonesia
Rudy Aryanto	Management Department, Bina Nusantara University, Indonesia
Vitria Ariani	Hotel Management Department, Bina Nusantara University, Indonesia

Language and Layout Editor

Eka Yanti Pangputri	Bina Nusantara University, Indonesia
Dina Nurfitri	Bina Nusantara University, Indonesia
Atmawati	Bina Nusantara University, Indonesia
Holil	Bina Nusantara University, Indonesia

Secretariat

Haryo Sutanto 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 Office of Universitas Bina Nusantara and supported by Forum Manajemen Indonesia. The journal contents are managed by School of Business Management and Faculty of Economics and Communications. 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 Economics, Business, Management, Accounting, Finance, Tourism, and Hotel Management through this scientific journal. Currently Binus Business Review (BBR) has been accredited by the Ministry of Research, Technology and Higher Education under the decree number 51/E/KPT/2017 and has been indexed by CrossRef, ASEAN Citation Index, Directory of Open Access Journals (DOAJ), Science and Technology Index (SINTA), Microsoft Academic Search, Indonesian Publication Index (IPI), Google Scholar, Academic Resource Index (ResearchBib) and Indonesian Research Repository (Neliti).

Binus **Business Review**

Management, Accounting, and Hospitality Management

TABLE OF CONTENTS

Usep Suhud; Sheila Maryam Bajunaid Satisfied, but Will They Spread a Word? The Role of Customer Satisfaction at Jamu Café	1-8
Abel Gandhi; Julio Arthur Hairuddin Analysis of Promotion and Product Differentiation of Jukajo on Consumer Purchase Decision	9-18
Bayu Adi Nugroho; Edhi Juwono; Inung Wijayanti Do Leading Macroeconomic Factors Impact on Optimal Portfolio Return in Indonesia?	19-27
Indra Gamayanto; Henry Christian The Development of Innovative CRM E-Commerce: The Case of Blibli.Com	29-38
Natali Yustisia The Impact of Stock Split on the Performance in Indonesian Manufacturing Companies	39-46
Lucas O. Elumah; Peter B. Shobayo Performance Analysis of Nigerian Brewery Industry	47-53
Yud Buana Exploratory Mapping Research on Crowdfunding	55-61
Riza Aulia Fitri; Agus Munandar The Effect of Corporate Social Responsibility, Profitability, and Leverage toward Tax Aggressiveness with Size of Company as Moderating Variable	63-69
Azman Ismail; Anis Anisah Abdullah; Umi Hamidaton Mohd Soffian Lee; Nur Izzaty Mohamad; Nurul Inani Ibrahim Administrators' Roles in Training Programs and Their Relationship with Trainees' Motivation	71-78
Mulyono; Adi Teguh Suprpto; Danang Prihandoko The Effect of Corporate Governance and Firm Performance on Stock Price: An Empirical Study on Indonesia Stock Exchange	79-85