Editor in Chief
Haryadi Sarjono                 Bina Nusantara University, Indonesia

Managing Editors
Nico Sarantra                 Bina Nusantara University, Indonesia
Christian Harito                Bina Nusantara University, Indonesia

International Editor Board
Alfons Palangkaraya            Swinburne University of Technology, Australia
Halimn Herjanto                 University of the Incarnate Word, United States
Marcin Staniowski              University of Economics and Human Sciences in Warsaw, Poland
Martin Falk                     Austrian Institute of Economic Research, Austria
Mohammad Kabir Hassan          University of New Orleans, United States
Salaimon O. Adebiyi             University of Lagos, Nigeria
Yudi Fernando                   Universiti Malaysia Pahang, Malaysia
Levyda                          Sahid University, Indonesia
Nur Budi Mulyono                Bandung Institute of Technology, Indonesia
Yasinta Soesatik                AtmaJaya University, Indonesia
Rindang Widuri                  Bina Nusantara University, Indonesia

Language and Layout Editor
Eka Yanti Pangputri            Bina Nusantara University, Indonesia
Dina Nurfitria                  Bina Nusantara University, Indonesia
Shavira Sarashita              Bina Nusantara University, Indonesia
Holil                          Bina Nusantara University, Indonesia
Atmawati                      Bina Nusantara University, Indonesia

Secretariat
Dewi Novianti                  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 Binus Business School 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 Management & Business through this scientific journal. Currently Binus Business Review (BBR) has been accredited by DIKTI under the decree number 30/E/KPT/2018 (SINTA 2) and has been indexed by CrossRef, ASEAN Citation Index, Directory of Open Access Journals (DOAJ), Science and Technology Index 2, Microsoft Academic Search, Garda Rujukan Digital (Garuda), Google Scholar, Academic Resource Index (ResearchBib) and Indonesian Research Repository (Neliti).
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heru Santosa Hadiyanto</td>
<td>Customer Retention and Related Factors Analysis in Financial Services Company</td>
<td>93-101</td>
</tr>
<tr>
<td>Lim Sanny; Darma Kusuma; Martinus Evan Willyanto</td>
<td>Competitiveness of Indonesian Shrimp Export to the United States</td>
<td>103-112</td>
</tr>
<tr>
<td>Mulikat Abdulraheem; Ebun Omoniyi Imouokhome</td>
<td>The Influence of Social Media Sites on Consumer Buying Behavior in Shoprite Nigeria Limited</td>
<td>113-120</td>
</tr>
<tr>
<td>Christiana Fara Dharmastuti; Jonathan Laurentxius</td>
<td>Factors and Benefits that Affect Lender’s Interest in Giving Loans in Peer to Peer (P2P) Lending Platform</td>
<td>121-130</td>
</tr>
<tr>
<td>Muhamad Yudi Setiawan; Tanti Novianti; Mukhamad Najib</td>
<td>The Impact of Bank Indonesia Regulation No. 17/3/2015 on Exchange Rate: Analysis Using Vector Error Correction Model (VECM)</td>
<td>131-141</td>
</tr>
<tr>
<td>Hadi Jauhari; Periansya</td>
<td>Economic Growth, Poverty, Urbanization, and the Small and Medium Enterprises (SMEs) in Indonesia: Analysis of Cointegration and Causality</td>
<td>143-150</td>
</tr>
<tr>
<td>Nanang Shonhadji</td>
<td>The Determinant of Whistleblowing Intention in the Case of Bank Fraud</td>
<td>151-164</td>
</tr>
<tr>
<td>Yudhy Kristiawan; Hartoyo; Budi Suharjo</td>
<td>Customer Satisfaction on Service Quality or Product Quality: A Case Study at Fast Food Restaurant in Jabodetabek</td>
<td>165-176</td>
</tr>
<tr>
<td>Putri Utami Ruswandi; Hartoyo; Mukhamad Najib</td>
<td>Attention, Interest, Search, Action, and Share (AISAS) Analysis of Zomato Promotion Effectiveness</td>
<td>177-188</td>
</tr>
</tbody>
</table>