


 The logo for Binus Business Review features the word "Binus" in a large, white, stylized font with a yellow outline, and "Business Review" in a smaller, yellow, cursive font below it. The entire logo is set against a dark green rectangular background.
Editor in Chief

Haryadi Sarjono Bina Nusantara University, Indonesia

Managing Editors

Nico Surantha Bina Nusantara University, Indonesia
Christian Harito Bina Nusantara University, Indonesia

International Editor Board

Alfons Palangkaraya	Swinburne University of Technology, Australia
Halimin Herjanto	University of the Incarnate Word, United States
Marcin Staniewski	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
Sulaimon 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 Soelasih	Atmajaya University, Indonesia
Rindang Widuri	Bina Nusantara University, Indonesia

Language and Layout Editor

Eka Yanti Pangputri	Bina Nusantara University, Indonesia
Dina Nurfitri	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, Garuda Rujukan Digital (Garuda), Google Scholar, Academic Resource Index (ResearchBib) and Indonesian Research Repository (Neliti).

Research and Technology Transfer Office, Bina Nusantara University, Angrek 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>



Binus Business Review

TABLE OF CONTENTS

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