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

Nagian Toni; Enda Noviyanti Simorangkir; Thomas Sumarsan Goh
Dividend Policy as Moderating Variable to the Consumer Goods Company on the Indonesia Stock Exchange …… 189-196

Dino Caesaron; Yunita Nugrahaini Safrudin; Sheila Amalia Salma; Tiara Verita Yastica; Afin Rizqi Pramadya
Factors Affecting the Perceived Effectiveness in Preventing the Transmission of COVID-19 in Indonesia: Integrating the Extended Theory of Planned Behavior and Health Belief Model................................................................. 197-210

Bovi Mutiara Sofi; Heti Mulyati; Deni Achmad Soeboer
Risk Management of Training Services in PT MMK .............................................................................. 211-223

Zaenal Abidin; Rizki Reinaldy Putra; Mahelan Prabantarikso
Effect of Capital Structures on Firm Value with Sales Growth and Return on Sales as Control Variables in Consumer Goods Companies …………………………………………………………………………………… 225-230

Agita Arrasy Asthu; William Kalua Putra
Demographical Analysis and Cultural Characteristic to Attract Japanese Tourists to Indonesia …………………… 231-239

Mayong Ajiwinanto; Megawati Simanjuntak; Hendri Tanjung
Investigating Brand Switching on Cosmetics Products: A Case Study of Nu Skin …………………………………… 241-254

Alfina; Marisya Mahdia Khoirina; Muwahiddatul Ulya
The Role of Omnichannel and Experiential Marketing to Build Brand Association in ZAP Clinic …………………… 255-261

Indra Muis; Puji Isyanto
Market Orientation, Transformational Leadership, Partnership Effects on Organizational Performance: A Competitive Advantage as a Mediator ………………………………………………………………………………… 263-277

Engkos Achmad Kuncoro; Dony Saputra; Robin Cahyadi; Ridho Bramulya Ikhsan
Sustainability and Competitiveness of Logistics Services Providers in Indonesia…………………………………… 279-287

Index ……………………………………………………………………………………………………………………………… 289-294

Vol. 12 No. 3 November 2021
P-ISSN: 2087-1228
E-ISSN: 2476-9053