

# Binus Business Review

## Editor in Chief

Haryadi Sarjono Bina Nusantara University, Indonesia

## Managing Editor

Haryo Sutanto Bina Nusantara University, Indonesia

## Editorial Board

Amiruddin bin Ahamat	Universiti Teknikal Melaka Malaysia
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
Filda Rahmiati	Universiti Teknikal Melaka Malaysia
Didi Sundiman	Universitas Universal, Indonesia
Levyda	Sahid University, Indonesia
Nur Budi Mulyono	Bandung Institute of Technology, Indonesia
Rindang Widuri	Bina Nusantara University, Indonesia
Rita Ambarwati	Universitas Muhammadiyah Sidoarjo, Indonesia
Sevenpri Chandra	Bina Nusantara University, Indonesia
Yasintho Soelasih	Atma Jaya Catholic University of Indonesia, 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 hosted by the Research and Technology Transfer of Universitas Bina Nusantara. The journal contents are managed by the Binus Business School. 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), Indonesia OneSearch, Garuda Rujukan Digital (Garuda), Google Scholar, Academic Resource Index (ResearchBib) and Indonesian Research Repository (Neliti).



# B<sup>inus</sup> Business Review

## TABLE OF CONTENTS

<b>Librina Sumani; Steven Yonathan</b> The Influence of Responsible Financial Behavior on the Financial Well-Being of Paylater Users .....	125–139
<b>Tinjung Desy Nursanti; Monica Charren Wijaya</b> Click, Scroll, and Buy: Fear of Missing Out (FOMO) as a Mediation Between Social Media Interaction and Impulsive Buying Among Indonesian Female Mobile Game Users .....	141–153
<b>Yuddy Giovana Priscilla; Siti Saqinah; Muhammad Donal Mon</b> Revisiting HR Practices: Why Job Satisfaction Fails to Mediate the Effects of Training, Motivation, and Organizational Culture on Employee Performance in Conventional Banks in Batam .....	155–170
<b>Ita Prihatining Wilujeng; Ahfas Arsyad; Shafa' Annisa Puspasari; Raisa Aulia Pratistha Putri</b> Understanding Repurchase Intention of Gen Y and Gen Z Through E-Servicescape and E-Trust in the Indonesian Marketplace .....	171–183
<b>Gunistiyo; Deddy Prihadi</b> Driving Marketing Performance Through Innovation and Differentiation: The Mediating Role of Technological Capability in Small Metal Firms .....	185–198
<b>Antonius Jan Wellyantony</b> ESG Branding and Consumer Trust: The Mediating Role of Brand Authenticity (A SEM-PLS Approach).....	199–211
<b>Leonita Siwiyanti; Heny Hendrayati; Lennora Putit; Nadhrathul Ain Binti Ibrahim</b> Technological Capacity as a Mediator between Womenpreneur Leadership and Entrepreneurial Competencies on Business Success in MSME: Evidence from Culinary MSMEs in West Java, Indonesia.....	13–226
<b>Anies Wardhana; Harjanto Prabowo; Dinar Dewi Kania; Erwansyah Sjarief</b> Improving Coordination Between the Ministry and the Private Sector in Aircraft Spare Parts Import Policy to Support the MRO Sector in Indonesia .....	227–239