CONTENTS

Jessica Novia
The Effect of Visual Merchandising on Impulsive Buying with Impulsive Buying Tendency as Moderating Variable................................................. 1-5

Devy M. Puspitasari; Nugroho J. Setiadi; Nurrina Rizkiyanti
Implementation of The Indonesian Banking Architecture as A Blueprint of The Direction and Order of The National Banking System: Empirical Study of Indonesian Commercial Banking 6-14

Jerry Marcellinus Logahan; Janita Sembiring Meliala; Iskandar Putong
Mapping the Customer Experience Management Strategies for Customer Loyalty in Retail Hypermarket Jabodetabek.................................................. 15-24

Lily Suhailly; Yasintha Soelasih
Factors Affecting Student Achievement in Faculty of Economics “X” University................... 25-35

Farah Margareth; Firzitya
The Effect of Cash Dividend, Retained Earnings, and Stock Price of Manufacturing Company Listed in Indonesia Stock Exchange.............................................. 36-43

Yulia Listianti; Arif Yusuf Hamali
The Effect of Leadership toward Employees’ Job Satisfaction in Quality Control Division of PT X Padalarang................................................................. 44-56

Mochamad Sandy Triady; Ami Fitri Utami
Analysis of Decision Making Process in Moneyball: The Art of Winning an Unfair Game...... 57-63

Citra Kusuma Dewi; Despri Lolita br Sinuraya
The Influence of Online Store Beliefs towards Impulse Buying (Study on Elevania.Co.Id)..... 64-70