

# PROCEEDING

UNIKOM International Conference on Business, Economic, Social Sciences and Humanities (ICOBEST) 2024

# "

Sustainable Transformation based on Environmental, Social and Governance (ESG) in Digitalized Era

"

🗬 icobest.unikom.ac.id







## Proceeding of

### The International Conference on Business, Economics, Social Sciences, and Humanities Volume 7, 2024

#### **Conference Chair**

Prof. Dr. Lia Warlina, M. Si

#### **Technical Chair**

- 1. Assoc. Prof. Dr. Poni Sukaesih Kurniati, S.IP., M.Si.
- 2. Dr. Senny Luckyardi, S.P., M.M.
- 3. Bobi Kurniawan, S.T., M.Kom.

#### **Advisory Board and Scientific Committee**

- 1. Thomas Chocole, Ph.D. (University of West Bohemia Czech Republic)
- Assoc. Prof. Dr. Intan Salwani Mohamed (Universiti Teknologi Mara - Malaysia)
- 3. Prof. Ryo Takahashi, M.Ed., M.A., Ph.D. (Sendai University Japan)
- 4. Prof. Dr. Gordana Pesakovic (Webster University USA)
- 5. Prof. Daniel F. Meyer (University of Johannesburg South Africa)
- 6. Prof. Kosjenka Dumančić, (University of Zagreb Croatia)
- Prof. Dr. Faridah Hj. Hassan (Universiti Teknologi Mara -Malaysia)
- 8. Prof. Aziz Jaafar (Bangor University -United Kingdom)
- 9. Prof. Khaled Hussainey (Portsmouth University United Kingdom)
- Assoc. prof. Dr. Norhayati Mohamed (Universiti Teknologi MARA -Malaysia)
- 11. Prof. Dr. H. Eddy Soeryanto Soegoto (Universitas Komputer Indonesia)
- Prof. Dr. Hj. Umi Narimawati, Dra., S.E., M.Si. (Universitas Komputer Indonesia)
- 13. Assoc. Prof. Dr Agus Riyanto, S.T.,M.T (Universitas Komputer Indonesia)
- 14. Assoc. Prof. Dr. Ir. Herman S. Soegoto, MBA. (Universitas Komputer Indonesia)

PROCEEDING BOOK

The 7th International Conference on Business, Economics, Social Sciences, and Humanities 2023 E-ISSN: 2830-0637

- 15. Assoc. Prof. Dr. Rahma Wahdiniwaty, Dra., M.Si. (Universitas Komputer Indonesia)
- Assoc. Prof. Dr Ely Suhayati, S.E., M.Si., Ak. CA (Universitas Komputer Indonesia)
- Assoc. Prof. Dr. Lilis Puspitawati, S.E., M.Si., Ak., CA (Universitas Komputer Indonesia)
- 18. Prof. Dr. Lia Warlina, M.Si, Ir (Universitas Komputer Indonesia)
- 19. Dr. Hetty Hassanah, S.H., M.H. (Universitas Komputer Indonesia)
- 20. Assoc. Prof. Dr. Soni Mulyawan Setiana, S.Pd, M.Pd (Universitas Komputer Indonesia)
- Assoc. Prof. Dr. Dewi Kurniasih, S.IP., M.Si. (Universitas Komputer Indonesia)
- 22. Dr. Rismawaty, S.Sos., M.Si. (Universitas Komputer Indonesia)
- 23. Andrias Darmayadi, S.IP., M.Si., Ph.D. (Universitas Komputer Indonesia)
- 24. Assoc. Prof. Dr. Raeny Dwisanty, S.E., M.Si. (Universitas Komputer Indonesia)
- 25. Assoc. Prof. Dr. Siti Kurnia Rahayu, S.E., Ak., M.Ak., CA. (Universitas Komputer Indonesia)
- 26. Assoc. Prof. Dr. Deden A Wahab S, M.Si. (Universitas Komputer Indonesia)
- 27. Dr. Desayu Eka Surya, S.Sos., M.Si. (Universitas Komputer Indonesia)
- 28. Assoc. Prof. Dr. Dedi Sulistiyo S., M.T. (Universitas Komputer Indonesia)
- 29. Assoc. Prof. Dr. Inta Budi Setya Nusa, S.E., M.Ak. (Universitas Komputer Indonesia)
- Assoc. Prof. Dr. Ely Suhayati, S.E., M.Ak. (Universitas Komputer Indonesia)



- Assoc. Prof. Dr. Sri Dewi Anggadini, S.E., M.Si., Ak., CA. (Universitas Komputer Indonesia)
- 32. Assoc. Prof. Dr. Sahat Maruli T. Situmeang, S.H., M.H. (Universitas Komputer Indonesia)
- 33. Prof. Dr. Suryanto, S.E., M.Si (Universitas Padjadjaran Bandung)
- Assoc. Prof. Dr. Herwan Abdul Muhyi, S.IP., M.Si (Universitas Padjadjaran Bandung)
- 35. Dr. Candradewini, S.IP., M.Si.
- Assoc. Prof. Dr. I Made Sumada, Drs., M.M. (Universitas Ngurahrai Denpasar)
- 37. Dr. Dina, S.IP., M.Si. (Univeritas Alghifari)
- Assoc. Prof. Dr. Tunggul Sihombing, Drs., M.Si. (Universitas Sumatera Utara Medan)
- 39. Dr. Muhammad Riduansyah Syafari (Universitas Lambung Mangkurat Banjarmasin)
- 40. Dr. Supriyadi, S.E., M.Si (STIE STEMBI Bandung)
- 41. Dr. Ratna Ekawati, S.E., M.Si (STIE STEMBI Bandung)
- 42. Dr. Bakri Hasanuddin, S.E., M.Si (Universitas Tadulako Palu)
- 43. Dr. Budi S. Purnomo, S.E., M.M., M.Si. (Universitas Pendidikan Indonesia Bandung)



X O

- M.M (STIMA IMMI Jakarta)
- 45. Dr. Abd. Rahman Pakaya, M.Si (Universitas Negeri Gorontalo)
- 46. Dr. Dian Indiyati, S.H., S.E., M.Si. (Universitas Jenderal Achmad Yani)
- 47. Dr. Hj. Lilis Karnita Soleha, M.Si (STIE Pasundan Bandung)

#### **Keynote Speaker**

- 1. Dr. Nikolay Megits (Webster University, United States)
- 2. Dr. Nazar Mustapha (Dillard University, United States)
- 3. Prof. Ting Su Hie (Universiti Malaysia Sarawak, Malaysia)
- 4. Dr. Ciorstan Smark (University of Wollongong, Australia)
- 5. Dr. Dewi Triwahyuni, S.IP., M.Si. (Universitas Komputer Indonesia, Indonesia)
- 6. Dr. DũngAnh Tran (Van Hien University, Vietnam)

#### Publisher

Universitas Komputer Indonesia Bandung, Indonesia

#### **Editorial Staff Address**

Jl. Dipati Ukur No.112-116, Lebakgede, Kecamatan Coblong, Kota Bandung, Jawa Barat 40132 https://www.unikom.ac.id

## ANALYSIS OF ONLINE ADVERTISING AND PRODUCT DISCOUNTS ON SALES VOLUME OF BREASTFEEDING CLOTHES PRODUCTS IN ONLINE STORES

Reza Nur Arvi, Geraldi Catur Pamuji

PDF

# ENHANCING COMMUNICATION AND ENGAGEMENT: THE IMPLEMENTATION OF NON-VERBAL COMMUNICATION IN ANGKLUNG EXTRACURRICULAR ACTIVITIES FOR DEAF STUDENTS AT CICENDO STATE SPECIAL SCHOOL (SLBN) IN BANDUNG CITY

Rismawaty Rais, Yasundari, Tirza Aquire Lie End Rorong

PDF

# CHARACTERIZATION OF THE MAIN CHARACTER IN THE MOVIE ORION AND THE DARK (2024)

Rifky Iqbal Kukuh Pamungkas, Asih Prihandini

PDF

# SUSTAINABLE INTERNATIONAL INVESTMENT SOLUTIONS ACCORDING TO ESG STANDARDS IN VIETNAM

Le Thi Nam Phuong, Phan Thanh My

PDF

## ILLUSTRATED BOOK AS INFORMATION MEDIA FOR AUTHORITARIAN PARENTING

Ahmad Nurzaeni Fauzi, Wantoro, Mira Pratiwi

PDF

# THE IMPLEMENTATION OF THE SUBSIDIZED CHEAP FOOD DISTRIBUTION POLICY IN THE CITY OF SOUTH JAKARTA

Poni Sukaesih Kurniati, Silvia Cesilia Paliama

PDF

# THE EFFECT OF CORPORATE EARNINGS MANAGEMENT AGAINST BOND RATING AT FINANCIAL INSTITUTIONS ISLAMIC BANKING FINANCIAL INSTITUTIONS LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE PERIOD 2018-2022

Yayah Sutisnawati, Luqman Hakim, Raysha Andini

1-20

21-32

33-43

44-50

50-60

## COMMUNICATION PROCESS THROUGH THE QURAN SMART PROGRAM IN SHAPE CHILDREN'S ISLAMIC CHARACTER AT RIMBA INDONESIA SCHOOL, BANDUNG DISTRICT

Inggar Prayoga, M Adri Almufariddun Saifullah

PDF

### **CROSS-CULTURAL FICTION IN FIRE EMBLEM FATES**

Freddy Setiawan Widjaya, Juanda, Asep Supriadi

PDF

### ILLOCUTIONARY ACT IN STEVE HARVEY'S INTERVIEW "WHY DO MEN CHEAT?"

Mutia Syava Nuraisyah, Juanda

# ANTI-SUICIDE CAMPAIGN STUDY GORONTALO & SOUTH SUMATERA PROVINCIAL HEALTH **DEPARTMENT POSTERS 2019**

Dina Rifandary, Kankan Kasmana

PDF

## VISUAL ANALYSIS OF THE CHARACTER MIYAMOTO MUSASHI IN THE COMIC "VAGABOND" **BY TAKEHIKO INOUE**

Indra Awaludin Mukti, Kankan Kasmana

PDF

# POSTER AS A PROMOTIONAL MEDIA FOR COMPUTER COURSE PROGRAM OF LKP SCTC **MRANGGEN DEMAK**

Dyah Ayu Kusumaningrum, Rini Maulina

PDF

# ANALYZING VISUALS OF SHOE PRODUCT PHOTOS IN 2023 THROUGH INSTAGRAM MEDIA **USING QUALITATIVE SEMIOTIC METHODOLOGY**

Muhammad Farhan Agsha, Rahma Wahdiniwaty



88-93

103-117

94-102

118-124

125-132

PDF

## CULTURAL ACCULTURATION IN THE INTERIOR OF CHENG HO PANDAAN MOSQUE IN EAST **JAVA**

Tiara Rijayanti Fitriana, Tiara Isfiaty

**OVERVIEW OF INTERIOR ELEMENTS OF ANAHATA'S HOLISTIC PSYCHOLOGY SERVICES** 

Nuzila Damarwanti, Febry Maharlika 157-166 PDF

## **GENDER INEQUALITY IN THE MOVIE LEGALLY BLONDE (2001)**

Marilyn Fiona Sinurat, Asih Prihandini 167-176

PDF

## MARKETING STRATEGIES FOR TRAVEL AGENTS TO INCREASE CONSUMER INTEREST

Rofi Abdul Hafidz, Herman S Soegoto 177-188

PDF

## ANALYSIS OF CONSUMER SATISFACTION WITH PERFORMANCE OF PROPERTY DEVELOPERS

Andicka Pertiwi, Deden A. Wahab Sya'roni

PDF

## **DEVELOPMENT STRATEGY AGRICULTURE BUSINESS**

Dafrian Wicaksana, Deden A. Wahab Sya'roni

PDF

# INFLUENCE OF THE VISUAL NOVEL GAME PROJECT SEKAI: COLORFUL STAGE! AS AUDIO VISUAL MEDIA FOR MOTIVATION TO LEARN JAPANESE VOCABULARY

Raisa Siti Nurhaliza, Soni Mulyawan Setiana

PDF

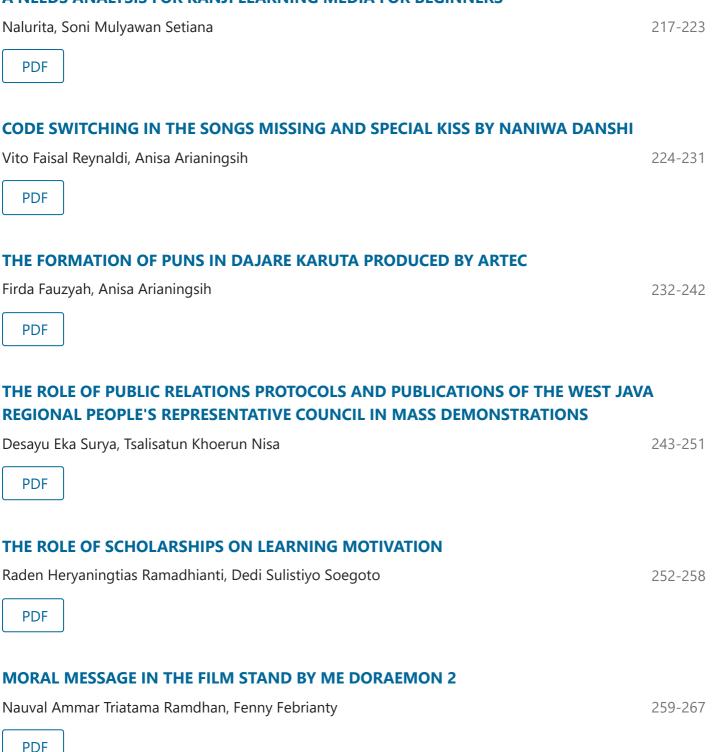
PDF

210-216

189-199

200-209

### A NEEDS ANALYSIS FOR KANJI LEARNING MEDIA FOR BEGINNERS



# THE COLOR OF CHOCOLATE PRODUCT PACKAGING AT INTEGRATED SERVICE UNIT SIKKA INNOVATION CENTER, SIKKA DISTRICT, EAST NUSA TENGGARA

Yohanes Paulus Karrol, M Syahril Iskandar

268-276

PDF

## COLOURS ON SIKKA ARTS COUNCIL LOGO "WANIANA"

Frenomena Minggo, Taufan Hidayatulla

## OPTIMIZING FINANCIAL REPORTING IN SMALL BUSINESSES: LEVERAGING MICROSOFT EXCEL FOR EFFICIENCY AND ACCURACY

Adi Rachmanto, Evita Rizki Utami

284-294

295-303

304-314

315-325

PDF

## FOOD AS A MEMORY TRIGGER: A STUDY OF LITERARY GASTRONOMY

Nabila Khoirunnisaa, Fenny Febrianty

PDF

# ILLUSTRATED BOOK AS A MEDIA OF INFORMATION ABOUT THE MYTH OF KALIMANTAN KUYANG VERSION OF ACHMAD BENBELA

Rifki Nugraha, Ganjar Miftahuddin, Ivan Kurniawan

PDF

# INTERWEAVING CONFLICTS AND CHANGES OF AINZ CHARACTERIZATION IN ANIME OVERLORD

Dhafin Arya Nugraha, Fenny Febrianty

1	D	П	E
		υ	Г.

## **PROBLEMS IN LEARNING JAPANESE LANGUAGE FACED BY STUDENTS**

Soni Mulyawan Setiana, Muhammad Faiz Khoerul Musyaafa , Linda Setiawati, Melinda	326-334
Dirgandini, Dewi Saparina Halibanon	

PDF

# THE ROLE OF INTERNATIONAL ORGANIZATIONS IN HANDLING THE HUMANITARIAN CRISIS AS A IMPACT OF THE RUSSIAN-UKRAINIAN WAR

Andrias Darmayadi, Aelina Surya, Januario Rangel Soares

335-347

PDF

## FURNITURE DESIGN ANALYSIS OF CULINARY INDUSTRY OUTLETS IN BANDUNG CITY

Nefi Salsabila Hadi, Ahadiat Joedawinata

Risman Taufik Rohendi Natamiharja, Fenny Febrianty

PDF

#### SMALL BUT MIGHTY: MARKETING STRATEGIES FOR MSMES LAUNDROMATS

Yogi Wibisono, Rahma Wahdiniwaty

SHUGI NO KYOUSHITSU E

PDF

# ANIMATED CHARACTERS OF SASA AND WIWIT IN PUBLIC SERVICE ADVERTISEMENTS AS INFORMATION ON THE BENEFITS OF OIL PALM BY BPDPKS (PALM PLANTATION FUND MANAGEMENT AGENCY)

Dessy Tasya Renita, Tiara Isfiaty

PDF

## ONOMATOPOEIA USAGE IN "AO NO HAKO" MANGA

Archi Maulana Ibrahim, Mohammad Ali

PDF

## INDONESIAN COFFEE DIPLOMACY TOWARDS THE UNITED STATES THROUGH INDONESIAN COFFEE CUPPING

Henike Primawanti, Azizah Tisnakusumahnita, Diyat Nurrahman

PDF

PDF

## YAKUWARIGO ON SAMURAI CHARACTERS IN THE RUROUNI KENSHIN MEIJI KENKAKU ROMANTAN

Muhamad Rizqi Rizaldi, Mohammad Ali

<b>ON'IN DATSURAKU IN THE TRANSLATION</b>	<b>OF PLACE NAMES</b>	IN THE GAME	FATE/GRAND
ORDER			

Daffa Setia Darussalam, Mohammad Ali

382-394

360-372

373-381

395-406

407-415

# PSYCHOLOGICAL ASPECTS OF THE CHILD FIGURES IN THE ILLUSTRATION OF "SASKIA GITA SAKANTI" WITH THE TITLE "DON'T LOOK BACK" Pritha Fitria Natasha Natasha Bekti 429-436 PDF ANALYSIS OF KEY ASPECTS OF SOCIAL MEDIA MARKETING Alham Nur Aenih, Avik Putri Purwani, Naflah Rihhadatul Aisya, Noval Satria 437-443 PDF BACKGROUND AS METAPHOR AND ATMOSPHERE IN THE NOVEL NORUWEI NO MORI Solechatun Salamah, Fenny Febrianty 444-451 PDF **DIRECTIVE SPEECH ACT IN MANGA** Yahya Ayash Faizal, Mohammad Ali 452-458 PDF VARIED CHANGES IN MANGA KYOU KARA ORE WA!! INTO THE DRAMA VERSION Wahyu Aji Pamungkas, Fenny Febrianty 459-467 PDF ANALYSIS OF RESTAURANT TAX ON ORIGINAL REGIONAL INCOME REVENUE IN MEDAN CITY Nina Angelia, Marlon Sihombing, Heri Kusmanto, Hatta Ridho 468-476 PDF THE MEANING OF TAKAKI NORIKO'S NICKNAME AS THE DEMON OF TRUTH IN ZETTAI SEIGI **BY AKIYOSHI RIKAKO**

Muhammad Hafiz, Fenny Febrianty

477-485

PDF

## COMPARATIVE ANALYSIS OF MANISAN KULIT JERUK SNACK LABELS

Adityo Baskoro Hardoyo

PDF

# ELEMENTS OF PLAGIARISM IN NIRMANA 2D ASSIGNMENTS WITH THE CONCEPT OF **PRIMARY COLORS**

Merlina Fatimah Nasruddin

PDF

# THE USE OF ATEJI IN JAPANESE LIGHT NOVEL SEKAI SAIKOU NO ANSATSUSHA ISEKAI **KIZOKU NI TENSEI SURU**

Fajri Khoerul Umam, Mohammad Ali

PDF

# ID. EGO AND SUPEREGO OF ZUKO IN THE LEGEND OF AANG: THE LAST AIRBENDER MOVIE (2005)

Windy Arista Raminda, Asih Prihandini

PDF

## CHINA'S ECONOMIC CYBER STRATEGY IN FACING ECONOMIC CYBER THREATS 2020 - 2023

Sylvia Octa Putri, Hanna Tri Indah Farras S, Dio Fathul Rachman, Intan Fauzi Septiana, Jerry 517-527 Yeremiah Sihombing

PDF

## **RESEARCH ON THE RELATIONSHIP BETWEEN VIETNAM AND NORTH KOREA SINCE THE** 2000s

Phan Thi Hanh, Nguyen Doan Quang Anh

PDF

## **CUSTOMER EXPERIENCE AND SATISFACTION WITH DIGITAL BANKING SERVICES**

Ai Huu Trani, Dung Anh Tran

548-555

528-547

PDF

498-505

506-516

486-490

# IMPACT OF SOCIAL CAPITAL ON BUSINESS RESULTS OF ENTERPRISES - TEXTILE AND GARMENT INDUSTRY IN THE

Ai Huu Tran, Dung Anh Tran

556-563

PDF

# THE ART OF ENGLISH USAGES – LESSONS LEARNT FROM A TEACHER DEVELOPMENT FIELD TRIP

Nguyen Thi Tan

564-579

580-592

593-604

PDF

# COINTEGRATION AND INTERDEPENDENCY OF GOVERNMENT BOND YIELD: EVIDENCE FROM ASEAN-4, INDIA, AND CHINA WITH GLOBAL GOVERNMENT BONDS YIELD

Andro Maruli Pandapotan Hutabarat, Buddi Wibowo

PDF

# ENHANCING LEGAL POLICIES IN THE LOGISTICS SECTOR IN THE CONTEXT OF INTERNATIONAL INTEGRATION IN VIETNAM

Le Thi Nam Phuong

PDF

STRATEGIC ADJUSTMENT OF RUSSIA, THE UNITED STATES, CHINA AND VIETNAM'S RESPONSE	
Pham Thi Yen	605-621
PDF	

## LECTURERS' ADVOCACY ON SOCIAL MEDIA FLATFORMS

Nguyen Minh Duc, Nguyen Duy Cuong

PDF

# MARJAMBAR AS A TRADITIONAL COMMUNICATION MEDIUM IN MAINTAINING INTERFAITH RELATIONSHIPS IN THE BUNG BONDAR SUBDISTRICT, SIPIROK DISTRICT, NORTH SUMATRA

Rezki Aulia, Suwardi Lubis, Iskandar Zulkarnain , Dewi Kurniawati

### THE CHARACTERIZATION CHANGES OF HUMBERT'S CHARACTER IN THE LOLITA 1997 MOVIE

Rika Yanti Purba, Juanda, Asep Supriadi, Silvi Munawaroh

640-648

649-659

670-676

677-684

685-689

PDF

# THE EFFECT OF GOVERNMENT INTERNAL AUDIT MATURITY ON IMPROVING PUBLIC ADMINISTRATION PERFORMANCE

Muhammad Syafral, Mardiasmo, Ertambang Nahartyo, Suyanto

PDF

# ENHANCING MSME PERFORMANCE THROUGH IMPROVEMENTS IN ACCOUNTING INFORMATION SYSTEMS: A COMPARATIVE STUDY OF INDONESIA AND MALAYSIA

Sri Dewi Anggadini, Asep Saepudin, Fairuzyah Rofifah Azis, Surtikanti Surtikanti, Egi Fahrana,	660-669
Sari Damayanti	

PDF

## TOURISM SERVICES IN PURWAKARTA DISTRICT BASED ON OGAN LOPIAN APPLICATION

Poni Sukaesih Kurniati, Muhammad Edwin

PDF

# MAKASSAR GOVERNMENT POLICY IN INVOLVING STUDENTS IN THE FREE EDUCATION PROGRAM

Poni Sukaesih Kurniati, Monalisa Rattealo

PDF

# PUBLIC HEALTH FACILITY PROVISION IN BANDUNG CITY: A POLICY EVALUATION AND FUTURE CHALLENGES

Poni Sukaesih Kurniati, Cici Nurnovianti

PDF

# POLICY IMPLEMENTATION RURAL INFRASTRUCTURE DEVELOPMENT PROGRAM (PPIP) IN LOPANA VILLAGE, NORTH SULAWESI PROVINCE

Poni Sukaesih Kurniati, David Natanael Sitorus

PDF

# IMPLEMENTATION OF PUBLIC HEALTH POLICY IN THE NATIONAL HEALTH INSURANCE PROGRAM BY BPJS

Poni Sukaesih Kurniati, Syauqi Maulana

697-703

704-719

720-730

PDF

# SELECTIVE EXPOSURE OF PERSUASIVE COMMUNICATION IN COMMERCIAL ADVERTISING BOTTLED DRINKING WATER PRODUCTS

Irwan Tarmawan, Raditya Fadillah

PDF

# NAVIGATING COMMUNICATION DYNAMICS: COUNSELOR-RESIDENT INTERACTIONS IN THE AFTERCARE PHASE AT SEKAR MAWAR REHABILITATION CENTER

Yasundari, Rismawaty Rais, Sindi Sulyanti

PDF

## INTERNAL AND EXTERNAL FOCALIZATION IN THE NOVEL "BEAUTY AND THE BEAST"

Vina Kho	perunnisa, Juanda	731-73	38
PDF	ך ר		

# THE ROLE OF GAME THEORY IN ECONOMICS FOR FUTURE CORPORATE PURPOSE: AN OVERVIEW

Niklas Parlindungan Simorangkir, Ivan Kurniawan

PDF

## DEVELOPING THE IMPACT OF ILLEGAL ONLINE LOANS COMICS FOR YOUTH AUDIENCES

Ivan Kurniawan, Muhammad Nur Faisal

750-758

739-749

PDF

## MAXIM VIOLATION IN THE NOVEL IT STARTS WITH US

Tiara Cantikawati, Tatan Tawami, Retno Purwanisari

759-769

PDF

### **INSIDE ISAAC'S MIND: A PSYCHOANALYSIS OF DEFENSE MECHANISMS IN DEAD SPACE 2**

846-856

#### Wildan Firdaus, Juanda

PDF

# SIGN SYSTEM AS AN INFORMATION MEDIA SOLUTION AT CURUG TILU LEUWI OPAT

Wantoro, Andreas Hirditanium Tangyong

PDF

# THE CONCEPT OF FEMINISM IN THE INTERIOR SPACE OF WOMEN SPECIAL FITNESS CENTERS

Siti Rahmah Cintya, Dina Fatimah

PDF

# ANALYSIS OF SUCCESS FACTORS FOR TRANS METRO BANDUNG BUS STOPS

Tatik Rohmawati, Fadlan Karunia Hidayat

PDF

# TRANSLATION STRATEGIES AND CULTURAL ADAPTATION: A CASE STUDY OF IDIOMS IN THE AVATAR THE LAST AIRBENDER SERIES E1

Nisrina Ambarwati, Retno Purwani Sari

PDF

# TECHNOLOGY AUDIT AND ETHICAL CULTURE FOR FRAUD PREVENTION IN THE DIGITAL ERA

Wati Aris Astuti , Siti Kurnia Rahayu, Sendi Azahra Angelina

PDF

# VISUAL ANALYSIS OF MIKAZUKI MUNECHIKA'S CHARACTER IN THE GAME TOUKEN RANBU AND ITS CONNECTIONS WITH JAPANESE HISTORY

Satria Indra Praja Persada, Dea Nisrina Nurrahmah

PDF

# **Taxation Strategies in The Global Space Economy for Global Digital Inclusion Through Starlink**

Siti Kurnia Rahayu



777-787

788-795

814-826

838-845

796-813

## ANALYZING TOTAL DEBT AND INTEREST INCOME'S IMPACT ON NET PROFIT GROWTH

Wati Aris Astuti, Widia Santiyani

MOUNT SINABUNG DISASTER MITIGATION CHALLENGES AND STRATEGIES TO IMPROVE COMMUNITY SUSTAINABILITY

Riri Rezeki Hariani, Badaruddin, Bengkel Ginting

PDF

## SLANGS IN ARCTIC MONKEYS' SONG: A STUDY OF SOCIOLINGUISTICS

Muhammad Faiq Athallah Nurindra, Retno Purwani Sari

PDF

# STORYLINE STRUCTURE OF THE PROPHET RASULULLAH MOHAMMED SAW MUSEUM GALLERY AL JABBAR MOSQUE BANDUNG

Ryanty Derwentyana Nazhar, Praymoedya Alramadhan Bahroun

PDF

# MOTIVATIONAL FACTORS OF STUDENTS IN CHOOSING JAPANESE LITERATURE STUDY PROGRAM AT A PRIVATE UNIVERSITY IN BANDUNG

Muhammad Faiz Khoerul Musyaafa, Soni Mulyawan Setiana

PDF

# CONSTRUCTIVIST THEORY IN ANALYZING CYBERWAR BETWEEN THE UNITED STATES AND CHINA

Kharisma Putri Nur Fatima, Dewi Triwahyuni

PDF

## **REGULATION AND CORPORATE ENVIRONMENT SOCIAL GOVERNANCE SCORE IN INDONESIA**

Alfita Rakhmayani, Maya Aresteria, Deddy Sulestiyono, Yunita Lisnaningtyas Utami

914-924



VL

866-874

857-865

875-880

881-890

891-903

WEST KALIMANTAN DAYAK TATTOO AS A CULTURAL IDENTITY IN INDONESIA	
M Rafli Lutful Aziz, Yulia Ambarsih Ekawardhani 9	25-934
PDF	
CONCEPTUAL METAPHORS IN JUSTIN BIEBER'S SONG HOLY	
Selvia, Nungki Heriyati 9	35-942
PDF	
ENVIRONMENTAL COMMUNICATION THROUGH EDUCATIONAL SOCIALIZATION WAST RECYCLING BY SAMPAH BERSINAR BANK BANDUNG WEST JAVA INDONESIA	E
Desayu Eka Surya, Siti Sri Andini 9	43-952
PDF	
THE USE OF AIZUCHI IN THE 'BLUE PERIOD' MANGA	
Bunga Tafrizia, Mohammad Ali 9	53-960
PDF	
ANALYSIS OF INTEREST AND MOTIVATION TO LEARN JAPANESE AT SMK KESEHATAN RAJAWALI	
Muhammad Fahmi Saputra Chandra, Anisa Arianingsih 9	61-967
PDF	
VARIATIONS IN THE PRONUNCIATION OF [oml] IN SUNDANESE SPEAKERS	
Gerri Aliansyah Hermawan, Anisa Arianingsih 9	68-976
PDF	
THE ROLE OF CYBER LAW IN PROTECTING INTELLECTUAL PROPERTY RIGHTS IN THE DI- WORLD	GITAL
Sahat Maruli Tua Situmeang, Wishal Adya Jatmika 9	77-984

# PATIENT RIGHTS OF SOCIAL BADAN PENYELENGGARA JAMINAN SOSIAL (BPJS) PARTICIPANTS REGARDING THE FULFILLMENT OF MEDICATION NEEDS BY HOSPITALS

## Existentialism in the Characterization of the Main Character in the Novel Joseito

Fhoeby Nursoufiliani, Fenny Febrianty

PDF

### ANALYSIS OF MSME READINESS IN IMPLEMENTING SAK EMKM

Deddy Sulestiyono, Maya Aresteria, Alfita Rakhmayani

PDF

# ANALYSIS OF THE USE OF THE MINISTRY OF LAW AND HUMAN RIGHTS' SIMPEG APPLICATION INFLUENCES THE DIRECTORATE GENERAL OF IMMIGRATION'S PERSONNEL ADMINISTRATION SERVICES AT ONE OF THE IMMIGRATION OFFICES

Isniar Budiarti, Faridz Muhammad

PDF

## PHONEMES ADDITION (ON'IN TENKA) IN THE TRANSLATION OF FOREIGN NAME IN TO **JAPANESE**

De Diki Andriana, Moh Ali

PDF

## **GUILT EFFECT TO CHARACTER'S HARUMA SELF-DEFENSE MECHANISM**

Yuda Prawira Dinata, Fenny Febrianty

PDF

# JUDICAL REVIEW OF PERPETRATORS OF PREMEDITATED MURDER COMMITED ON THE BASIS **OF SUPERIOR ORDERS**

Sahat Maruli Tua Situmeang, Diani Nur Aishah

PDF

# ANALYSIS OF FORM AND MEANING OF THE IKAT WEAVING MOTIFS DALA MAWARANI, SIKKA DISTRICT, FLORES, EAST NUSA TENGGARA

996-1003

1030-1037

1021-1029

1038-1045

1011-1020

# THE INFLUENCE OF SERVICE QUALITY ON THE IMAGE OF THE DESTINATION OF GARUT **STATION**

Dani Adiatma, Deden Firman Syuyaman Rukma

PDF

### INDONESIAN MUSLIMAH INFLUENCER'S FASHION STYLE ON SOCIAL MEDIA

Gilang Aghistya Ramadhan, Yully Ambarsih Ekawardhani

PDF

## THE PERSONA OF THE MAIN CHARACTER IN THE NOVEL NINGEN SHIKKAKU BY OSAMU DAZAI

Putri Nurhayat, Fenny Febrianty

PDF

## MEANING SHIFTS IN THE LYRICS OF TRANSLATED SONGS "EUREKA MILIK KITA" AND "SEVENTEEN" BY JKT48

Silmi Rawdhotunnimah, Mohammad Ali

PDF

## UNLOCKING REVENUE POTENTIAL: A KLASSEN TYPOLOGY ANALYSIS OF REGIONAL TAX **POLICIES IN GARUT REGENCY, INDONESIA**

Muslim Al Kautsar, Hanifah, Acep Abdul Basit, Surtikanti

PDF

## CHINESE ESPIONAGE ACTIVITIES AGAINST THE UNITED STATES MILITARY INDUSTRY

Ghina Arindiya, Dewi Triwahyuni

PDF

# THE SETTLEMENT OF COMPETITION BETWEEN THE UNITED STATES AND CHINA IN CYBERSPACE IN THE PERSPECTIVE OF LIBERALISM

1056-1069

1070-1079

1097-1107

1108-1119

1080-1090

1120-1130

PDF

## DEVELOPING ASEAN AUTOMOTIVE INDUSTRY'S FRAMEWORK USING BUSINESS INTELLIGENCE APPROACH

Abdusy Syakur Amin, Tinneke Hermina

1146-1155

PDF

## CONTRIBUTION OF INVESTIGATIVE AUDIT AND PROFESSIONAL SKEPTICISM TO FRAUD DETECTION IN STATE-OWNED PUBLIC INSURANCE SERVICES COMPANIES IN INDONESIA

Surtikanti Surtikanti, Sri Dewi Anggadini , Asep Saepudin , Haslina Hassan , Luthfi Athar Haidar, 1156-1165 Denise Vivi Faadhilah

PDF

# CLASHING PERSPECTIVES FOR THE EXISTENCE OF HAMAS IN THE ISRAEL-PALESTINE CONFLICT: INDEPENDENCE SUPPORTING GROUPS OR TERRORIST GROUPS RESULTING FROM WESTERN RHETORIC

Andrias Darmayadi, Katie Nur , Evi Novrisari Nainggolan, Risa Hazkiasyah Putri, Nabila Nurul 1166-1173 Zahra

PDF

## ECONOMIC RECOVERY OF THE POST-WEST JAWA PROVINCE COVID-19 PANDEMIC

Shylvia Windary

1174-1188

PDF

## BUSINESS PERFORMANCE MODEL BASED ON PRODUCT DIFFERENCE AND MANAGERIAL ABILITIES IN COFFEE SHOP BUSINESSES

Agus Riyanto, Fajar Simon Prederick Hutajulu, M. Yani Syafei, Gabriel Sianturi, Muhammad Azka 1189-1193 Fadhilla

PDF

# QUALITY, SATISFACTION, AND LOYALTY: A POWERFUL TRIGGER FOR RURAL TOURISTS REVISIT INTENTION

Aceng Gima Sugiama

## ANALYSIS OF TOURIST VILLAGE AND TOURIST CHARACTER IN KAMPOENG LAMA VILLAGE DELI SERDANG REGENCY

Rahmi Khairani Nasution, R. Hamdani Harahap, Dewi Kurniawati, Hatta Ridho 1206-1217

PDF

# THE INFLUENCE OF DIGITAL PAYMENT SERVICE FEATURES ON CONSUMERS' EASE IN TRANSACTING IN E-COMMERCE

Fajar Bara Maulana, Saepul Nazar , Naim, M. Bucci Ryando, Syaipul Ramdhan

PDF

# SMART HEALTHCARE MODEL FOR HUMAN MONITORING IN THE COVID-19 ZONE USING IOT TECHNOLOGY APPROACH: A SYSTEMATIC LITERATURE REVIEW

1218-1233

Satria Audria Sakti, Aldi Akbar Al Hafid, Arni Retno Mariana, Afrizal, Alfiah Khoirunisa 1234-1246

PDF

# THE EFFECT OF RISK MANAGEMENT IMPLEMENTATION ON RETURN ON ASSETS OF INDONESIAN CONVENTIONAL COMMERCIAL BANKS AFTER THE COVID 19 PANDEMIC IN THE DIGITAL ECONOMY ERA

Sri Rahayu, Ken Sabardiman Soetjipto, Sutarman, Ahmad Arifin, Ahmad Bachtiar Zen 1247-1264

PDF

# STRATEGIC OF CORONAVIRUS DISEASE-19 (COVID-19) VACCINE SERVICES IN BANDUNG CITY GOVERNMENT

Tatik Fidowaty, Lita Wulantika, Rimi Gusliana Mais, Rini Ayu Susanti, Dian Aryanti 1265-1270

PDF

## IMPROVING FINANCIAL STATEMENT QUALITY WITH ACCOUNTING UNDERSTANDING

Adeh Ratna Komala, Mari Maryati, Nurhasanah, Vanessa Putri Christianty Sinulingga 1271-1278

PDF

# THE URGENCY OF THE WITNESS AND VICTIM PROTECTION INSTITUTION (LPSK) IN THE CRIMINAL JUSTICE SYSTEM

# Indonesia's Diplomatic Strategy in Optimizing the Potential of the Internet of Things (IoT) on the Global Digital Economy Map

Sylvia Octa Putri, Rino Adibowo, Diyat Nurrahman, Ilham Nurahmat, Diva Priti Andini 1287-1296

PDF





# ANALYSIS OF THE USE OF THE MINISTRY OF LAW AND HUMAN RIGHTS' SIMPEG APPLICATION INFLUENCES THE DIRECTORATE GENERAL OF IMMIGRATION'S PERSONNEL ADMINISTRATION SERVICES AT ONE OF THE IMMIGRATION OFFICES

Isniar Budiarti<sup>1</sup>

Departement Management, Indonesian Computer University, Indonesia <u>isniar.budiarti@email.unikom.ac.id</u>;

# Faridz Muhammad<sup>2</sup>

Departement Management, Indonesian Computer University, Indonesia Faridz.21220039@mahasiswa.unikom.ac.id

#### ABSTRACT

This research aims to implement a management information system based on the SIMPEG application in providing services to the community. This research used a sample of 54 respondents at one of the directorates general of immigration at the Immigration Office. This research uses simple linear regression analysis and non-probability sampling techniques are used in the sampling method by collecting data through questionnaires, interviews and observation. The results obtained by the personnel management information system (SIMPEG) have a positive and significant effect on the personnel administration services of the Directorate General of Immigration at one of the Immigration Offices. This is because the resulting data reporting is in accordance with requirements. Apart from that, data in SIMPEG can be searched easily and the facilities available in SIMPEG are easy for employees to use, so that personnel administration services are better.

Keywords : Management Information System, Personnel Administration Services

#### INTRODUCTION

The bureaucracy has a big responsibility in providing basic services such as decision making, regulations and policy making. Services like this require the performance of professional and competent apparatus employees. Employees who are able to understand the problems faced and at the same time meet the needs of society as a whole. Government institutions, both at the central, regional and special institutions, have a major part in giving open administrations to the community. The victory of government teach in giving productive and successful administrations depends incredibly on the quality of their human assets (HR).

The Law on Civil Service that regulates State Civil Apparatus (ASN) employees is Law Number 20 of 2023 concerning State Civil Apparatus (ASN). This Law regulates the State Civil Apparatus by setting limits on the terms used in its regulation. The main regulatory points contained in this Law are: 1) strengthening supervision of the Merit System; 2) determining the need for Civil Servants (PNS) and Government Employees with Work Agreements (PPPK); 3) welfare of civil servants and PPPK; 4) arrangement of honorary staff; and 5) digitalization of ASN Management including transformation of ASN Management components. ASN employees consist of PNS and PPPK.

One way to achieve good service is by encouraging the use of information systems so that HR management becomes more effective and efficient. Presidential Instruction Number 3 of 2003 concerning National Procedures for Promoting e-Government, government administration is encouraged to use electronic systems in every service and activity. In order to implement these instructions, the Ministry of Law and Human



Rights is required to innovate a government system based on information technology so that it can carry out the duties and functions of the Ministry of Law and Human Rights effectively and efficiently in accordance with the values of the Ministry of Law and Human Rights, namely: Professional, Accountable, Synergistic, Transparent and Innovative (PASTI).

Currently, various agencies or organizations in Indonesia under the auspices of the Ministry of Law and Human Rights have established policies regarding the use of SIMPEG. The applicable regulation, namely Number 10 of 2016, is an important instrument in modernizing the personnel management of the Ministry of Law and Human Rights by utilizing information technology. This aims to increase efficiency, transparency and accuracy in the management of human resources and public services in this Ministry.

Likewise, the Immigration Office has implemented a personnel management information system or SIMPEG. A system that aims to facilitate access to management and also IT-based personnel services. Apart from that, the SIMPEG application aims to facilitate the assessment of employee performance within the Ministry of Law and Human Rights as a form of implementing employee discipline enforcement. So that information related to attendance, performance allowances and other matters related to personnel services can be integrated through this application.

The personnel management information system (SIMPEG) is an course of action for the method of collecting, handling, analyzing, displaying information and data required to bolster organization and administration related to employees[1].

The Human Resources Information System (HRIS) or SIMPEG focuses on creating formats for personnel data and governing the system for gathering, processing, storing, and presenting personnel information. This includes various types of data such as employee details, position information, educational background, awards, training records, family information, attendance records, and other relevant data. The primary objective of SIMPEG is to facilitate the management of employee-related activities such as workforce planning, performance evaluations, career development, welfare management, as well as handling dismissals or retirements[1].

A management information system is a cohesive ensemble of interconnected components designed to operate as a unified entity. Its purpose is to amalgamate, process, and retain data, enabling managers to leverage it for decision-making. [2]. As a public organization, the government is also required to collect data to be processed into information, as material for the government's consideration in implementing a policy [3].

The personnel management information system (SIMPEG) is a facility to make it easier to provide services, especially in the field of personnel. With SIMPEG, civil servants do not need to collect data repeatedly because the data is already stored in the system. Apart from that, there was a phenomenon found at the research location which stated that SIMPEG could help the personnel administration process. and problems arising from SIMPEG can have an impact on service quality, for this reason researchers suspect that there is an influence between SIMPEG and the quality of personnel administration services. This is in accordance with the statement that the better SIMPEG is, the better the quality of service [4].

Efficient, effective and quality services are a really critical component in keeping up open believe and fulfillment with the government. Good public services are not only a benchmark for the performance of a government institution, but also reflect the quality of life of the community [5]. Based on this, the bureaucracy has a big responsibility in providing services that are able to understand the problems faced and at the same time meet the needs of society as a whole. Government institutions, both at the central, regional and special institutions, Effective management information systems play a crucial role in delivering public services to communities. The efficiency and effectiveness of government institutions in providing these services heavily rely on the quality and functionality of their systems.

Activities carried out by public organizations or government agencies which aim to meet the community's needs for goods and services are carried out in accordance with established standards and regulations. The government, through its institutions and all apparatus, is tasked with providing and administering services to the community.



With the presence of SIMPEG, it is now hoped that it will have a good impact on the quality of personnel administration services because with the presence of SIMPEG, employee data will be stored and collected in one structured personnel database so that it can provide easy access to employee data, thereby improving the personnel administration process. later it will be smoother.

However, implementing SIMPEG is not an easy thing for an organization, one of which is the TPI Bandung Class I Immigration Office because there are still several obstacles found, the obstacles that exist include delays in updating employee data, another obstacle found is regarding the quality of human resources available. using SIMPEG due to lack of training and socialization regarding SIMPEG so that its implementation still needs to be improved regarding the use of SIMPEG.

Another problem behind this research is the comes about of research that is influenced by personnel management information systems. Based on the results of previous research, there are several performance indicators that are still not meets expectations, this shows that the performance of the TPI Bandung Class I Immigration Office has not been optimal [6]. The results of other inquire about state that there's no critical impact between computer-based administration data frameworks on employee execution within the Central Tambusai District office (t value <t table = -0.649<2.04227in other words computer-based information management systems have a negative impact on worker performance, meaning that the administration data system does not have a significant impact on worker performance [7]. The research results differ based on the results that the personnel management information system has an influence on employee performance in the drug installation staff at the West Java Provincial Mental Hospital by 47.7% [8]. According to research results stated the execution of SIMPEG has had a positive and critical impact on the administration of civil service organizations in Field I of the Tanjung Priok Migration Office. SIMPEG can be realized well then the management organization will run fine. meeting the needs of representatives, situations, exchanges and progress of workers perfectly in accordance with control [9]. Meanwhile, different research results produce that the implementation of HRIS was proven to influence time efficiency. Our research also shows that HRIS implementation is not a determinant of cost efficiency. Furthermore, it can be concluded that HRIS implementation has no effect on the quality of information[10]. Finally, it was also stated that the implementation of HRIS had an effect on managerial satisfaction. The varied and contradictory results of research on performance show that there are still research gaps.

Seeing the importance of using SIMPEG for personnel administration services, especially at the directorate general of immigration in one of the immigration offices, it is important to carry out this research to find out and prove whether there is an influence of the personnel management information system (SIMPEG) on personnel administration services, in addition to better understanding the problem. because if the problems regarding SIMPEG above are left unchecked it will have an impact on personnel administration services.

#### LITERATURE REVIEW

#### Human Resource Information System SIMPEG

SIMPEG is an coordinates totality comprising of handling gear counting collectors, strategies, handling faculty and computer program; Capacity gadgets incorporate information centers, information handling and communication gadgets which are interrelated, subordinate and decide each other within the context of giving data within the staff segment.

Administration data system as an coordinates human/machine system to display data to back operations, administration and decision-making capacities in an organization [11].

Decree of the Ministry of Law and Human Rights Number 10 of 2016 concerning Personnel Management Information Systems states that "personnel management data systems can be in the form of a series of employee data and information that is compiled efficiently, comprehensively and in coordination with technology-based tasks that are tasked with carrying out various forms of work and produce valuable data in the implementation of Personnel Management".



The Human Resources Information System (HRIS) or SIMPEG focuses on creating formats for personnel data and governing the system for gathering, processing, storing, and presenting personnel information. This includes various types of data such as employee details, position information, educational background, awards, training records, family information, attendance records, and other relevant data. The primary objective of SIMPEG is to facilitate the management of employee-related activities such as workforce planning, performance evaluations, career development, welfare management, as well as handling dismissals or retirements[1].

In general, the Personnel Management Information System was built with Mc Leod and G. Schell's objectives: 1. Implement a personnel administration data system that's coordinates in a computer arrange and is able of creating tall quality information that has an affect on organizational viability. 2. Ensure efficient, effective, integrated and accountable HR management. 3. Providing fast, simple and accountable personnel administration services. There are four indicators in the personnel management information system, namely 1. Data Collection 2. Data Processing 3. Data Storage 4. Reporting Data that has become Information[1].

#### **Personnel Administration Services**

Assessing the quality of public services is not a very easy activity, especially the provision of service and administrative public services, but regardless of the existence of problems or problems regarding the quality of public services, this is currently a concern of democratic governments, especially Indonesia, because the current provision of public services as a benchmark for a country is said to be failing or good. [12]

Service quality is the customer's recognition of the administrations they get. Separated from that, Parasuraman moreover expressed that benefit quality is an in general assessment of the benefit work really gotten by clients (specialized quality) and how the benefit is conveyed (useful quality). In case the benefit gotten and seen is in agreement with client desires at that point the quality of the benefit is considered to be great quality, and alternately in the event that the quality of the benefit gotten isn't in understanding with client desires at that point the quality of benefit given to shoppers, there are five measurements of benefit quality, specifically: Tangible, Reliability, Responsiveness, Assurance, Empathy [13].

#### METHODOLOGY

The author puts forward two variables that will be studied. This research was conducted at one of the Directorate Generals of Immigration at the Immigration Office. This type of research uses descriptive verification analysis methods with a quantitative approach.

Primary data and secondary data are the data sources used, through interviews and questionnaires with structured questions to obtain accurate information, for secondary data it comes from literature studies, literature books, previous research journals and relevant internet media so that this secondary data can help complete primary data that has been obtained. Operational measurements use Likert scale measurement instruments, data analysis is tested using linear regression. Non-probability sampling was used to take samples with 54 employees being the sample.

In the analysis of the personnel management information system (SIMPEG) there are 4 indicators, data collection, data processing, data storage, reporting data that has become information[1]. Meanwhile, there are 5 indicators for the quality of personnel administration services, Tangible, Reliability, Responsiveness, Assurance, Empathy [14].

#### **RESULTS AND DISCUSSION**

#### Validity Test

The validity test was carried out to test the extent to which the questionnaire used could produce valid data using Pearson correlation analysis. by determining whether a questionnaire is valid or not in making a decision is if rvalue > rtable. The rtable value in this study is 0.266 so if the value is > 0.266 then the questionnaire is declared valid. The test results of the calculated r value for all questions on the administrative services questionnaire exceed the r table. That way, all questionnaire exceeds the r table. That way, all question items are declared valid. The table application usage questionnaire exceeds the r table. That way, all question items are declared valid.





#### **Reliability Test**

This test can be declared reliable if the Cronbach's alpha value exceeds 0.70.

Table	<ol> <li>Reliability</li> </ol>	Test
-------	---------------------------------	------

questionnaire	Cronbach's Alpha	N of Items
SIMPEG (X)	0,718	12
Administrative Services (Y)	0,823	12

table 1 of

the reliability test analysis, each questionnaire has a Cronbach's alpha value exceeding 0.70. Thus, the questionnaire used in the research is reliable.

#### CLASSIC ASSUMPTION TEST

#### Normality Test

Table 2: Normanty rest					
	Unstandardized				
	Residual				
Ν	54				
Normal	Mean	0,000			
Parameters <sup>a,b</sup>	Std. Deviation	2,780			
Most Extreme	Absolute	0,100			
Differences	Positive	0,079			
	Negative	-0,100			
Test Statistic	0,100				
Asymp. Sig. (2-tail	0,200				

#### Table 2. Normality Test

Results on table 2 show the Sig value. amounting to 0.200 exceeds the significance level of 0.05. This means that the normality assumption is met.

#### Heteroscedasticity test

The statistical test chosen is the Glejser test, the basis for making heteroscedasticity test decisions is through the Glejser test as follows:

- If the Sig. > 0.05 there are no symptoms of heteroscedasticity
- If the Sig. < 0.05 heteroscedasticity symptoms occur

Tuble 3. Heterobecaubility Tebe						
		Unstandardized		Standardized		
		Coefficients Co		Coefficients		
Mod	lel	В	Std. Error	Beta	t	Sig.
1	(Constant)	4,843	2,042		2,372	0,021
	х	-0,064	0,049	-0,178	-1,306	0,197

#### Table 3. Heteroscedasticity Test

Table 3

shows that the Sig value is obtained. the incentive variable is 0.197. Because this value is greater than the significance of 0.05, It can be stated that there are no symptoms of heteroscedasticity.





#### Autocorrelation Test Results

This test is seen from the Durbin Watson value, a good regression model is a regression that has no autocorrelation.

Table 4. Autocorrelation Test						
Model	Б	P. Coupro	Adjusted R	Std. Error of	Durbin-	
Model	R	R Square	к square	Square	the Estimate	Watson
1	0,778 <sup>a</sup>	0,605	0,597	2,80708	1,820	

Autocorrelation in table 4, the Durbin-Watson statistical value is 1.820. Because the Durbin-Watson statistical value is between dU and 4-dU, namely 1.598 < 1.820 < 2.402, it can be stated that the non-autocorrelation assumption is met.

#### **Simple Linear Regression Analysis**

Simple linear regression analysis test to predict how much influence the variable using the SIMPEG application has on the administrative service variable.

Tuble J, ompre zimer negreberen imarjere reet neoante						
Model		Unstandardized		Standardized	tandardized	
		Coefficients		Coefficients	t	Sig.
		В	Std. Error	Beta		
1	(Constant)	20,299	3,428		5,921	0,000
	х	0,735	0,082	0,778	8,924	0,000

### Table 5. Simple Linier Regression Analysis Test Results

Based on

the table 5 a simple linier regression equation above, the constant (a) value is 20.299, while the value (b/regression coefficient) of the SIMPEG application usage variable is 0.735. From these results, the following regression equation is obtained.

#### Y = 20,299 + 0,735X

1) The constant value is 20.299, which means that if the value of the variable X is equal to 0 then the value of the administrative services variable (Y) is 20.299.

2) The regression coefficient on the SIMPEG application usage variable (X) is 0.735 and is positive, meaning that if the value of the SIMPEG application usage variable (X) increases significantly by 1 unit, the administrative service variable (Y) will increase by 0.735.

#### **T Test Results**

The t test can be carried out using the t test statistic by comparing the Sig value. t with an alpha value of 0.05. Following are the results of the t test.

Table 6. T lest Results						
Model		Unstandardized		Standardized		Sig.
		Coefficients		Coefficients	t	
		В	Std. Error	Beta		
1	(Constant)	20,299	3,428		5,921	0,000
	х	0,735	0,082	0,778	8,924	0,000
-						

T test on

table 6 the sig value is 0.000 and the beta is negative. This means that there is a significant positive influence of the SIMPEG application usage variable on the administrative service variable.





#### **Test Results Coefficient of Determination**

Table 7. Determination Test Results

Model	R	R Square	Adjusted R Square
1	0,778 <sup>a</sup>	0,605	0,597

Based on

table 7 of the coefficient of determination test results above, the R2 (R Square) value of the regression model is 0.605 or 60.5%, meaning that variations in the administrative service variable (Y) can be explained by the SIMPEG application usage variable. And 39.5% is influenced by variables that were not examined. **Hypothesis Testing** 

Hypothesis	T-Value	T-table	R <sup>2</sup>	Conclusion
SIMPEG	8,924	1.675	0.605	H1-Accepted
$\rightarrow$				(significant)
Personnel Administration Service				

Hyphothesis test on table 8 the results, it show that SIMPEG has a positive and significant effect on personnel administration service in one of general immigration.

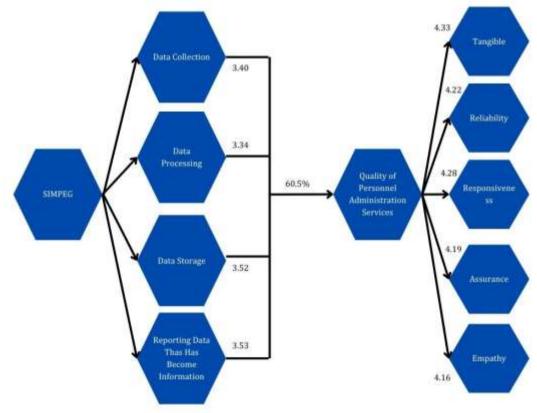


Figure 1. Recapitulation of Indicators



Based on figure 1 the effect produced For the SIMPEG variable, each indicator was calculated with the result that the average value obtained for the first indicator was 3.40, which means it is in the "medium" category because it is in the interval range 2.61-3.40. These results were obtained from 3 questions in the first indicator. Based on these results it can be stated that in this data collection indicator, employees at the immigration office have carried out data collection quite well. In the second indicator, an average result of 3.34 was obtained, which means it is in the "medium" category, where processing employee data has been done quite well. The third indicator produces an average value of 3.52, which means it is in the "high" category. With these results it can be seen that the data in SIMPEG is in accordance with the stipulated provisions and employees have updated their respective latest data periodically. The fourth indicator which has the highest average result value is 3.53 which is included in the "high" category, meaning that employee data stored in SIMPEG can be guaranteed to be secure and the resulting data is in accordance with the required requirements, apart from that the data in SIMPEG is also can be searched easily.

In the Personnel Administration Services variable, each indicator studied was also calculated with the result of the first indicator being 4.33, which is included in the "very high" category because it is in the interval value range of 4.21-5.00, which means that the service on the SIMPEG application is very satisfactory and the facilities for data tracking and the reports are also very satisfying, making it easier for employees to search for data and create reports on performance results and personal data. The second indicator produces an average value of 4.22 and is included in the "very high" category, which means that the quality of service on the SIMPEG application is generally satisfactory and the speed of accessing the SIMPEG application is also satisfactory. Apart from that, the flexibility to access the SIMPEG application is very satisfying so Employees who need data or reports can access it anywhere, which makes employee performance more effective and efficient. The third indicator produces an average value of 4.28 which is included in the "very high" category. Based on these results, it can be seen that apart from the satisfactory service on the SIMPEG application, the service by the Immigration Office personnel section is very satisfactory and helps employees in operating the SIMPEG application. making it easier for employees to update data or create performance results reports. Furthermore, the fourth indicator has a value of 4.19 which is in the "high" category, meaning that when carrying out administrative services, employees can feel that they trust staff in the personnel sector so that employees can focus more on their work. The fifth indicator produces an average value of 4.16 and is included in the "high" category, which means that employees find it easy to operate the SIMPEG application and the personnel department pays attention to reminding employees to use the SIMPEG application so that employees become more optimal in utilizing the SIMPEG application to carry out their activities. collecting data and creating performance results reports.

#### Conclusion

The results of research that has been carried out based on the t test show that the personnel management information system (SIMPEG) has a positive and significant effect on personnel administration services at one of the Directorate Generals of Immigration at the Bandung City Immigration Office. this means that 60.5% of the variation in the administrative service variable (Y) can be explained by the SIMPEG application usage variable. The fourth indicator which has the highest average result value is 3.53 which is included in the "high" category, meaning that employee data stored in SIMPEG can be guaranteed to be secure and the resulting data is in accordance with the required requirements, apart from that the data in SIMPEG is also can be searched easily. So it can be concluded that if SIMPEG is good it will have an impact on personnel administration services. On the other hand, if SIMPEG's personnel administration services are poor then this will affect the personnel administration services which will also decline.



International Conference on Business Economics, Social Sciences & Humanities



#### Acknowledgments

The author would like to express his thanks and appreciation to the Chancellor of UNIKOM and his staff who have provided the opportunity for this research; All Heads of the Immigration Office who have given permission to the author to conduct research at the Immigration Office; Immigration Office employees who have helped and provided support to the author in collecting data so that this research can be completed.

#### Refernce

[1] McLeod, R., & Schell, G. P. (2011). Management Information Systems Edition 11. Salemba Empat.

- [2] Kaleb, B. J., Lengkong, V. K., & Taroreh, R. N. (2019). *Implementation of Management Information Systems* and Supervision at the Pratama Manado Tax Service Office. Emba Journal, 7 (1), 781 – 790.
- [3] Samsudin, M. (2021). Public Service Performance Analysis of Human Resources and Employee Responsiveness at the Kecandran Village Office, Sidomukti District, Salatiga City. Journal of Education, Humaniora and Social Sciences (JEHSS), 4(2), 1028-1034. doi:https://doi.org/10.34007/jehss.v4i2.794.
- [4] Syahrizal, M. (2014). Pengaruh Sistem Informasi Manajemen Kepegawaian terhadap Kualitas Pelayanan Administrasi Kepegawaian pada Badan Kepegawaian, Pendidikan, dan Pelatihan Kabupaten Bandung. https://etheses.uinsgd.ac.id/id/eprint/1840.
- [5] Akbar, G. D., & Finaldi, A. (2023). The Influence of M-Passport Application Service Quality on Immigration Service User Satisfaction at the Non-TPI Agam Class II Immigration Office. PUBLICNESS: Journal of Public Retrieved from. https://publicness.ppj.unp.ac.id/index.php/publicness/article/view/6.
- [6] Yuliandi, R. (2019). The Influence of Personnel Management Information Systems (SIMPEG) and Work Motivation on Employee Performance. Bandung: Master Thesis, Widyatama University.
- [7] Saprizal. (2016). The Influence of Computer-Based Management Information Systems on the Performance of Tambusai Tengah Subdistrict Office Employees, Rokan Hulu Regency. Upper Rokan.
- [8] Erpuni, W. (2019). The Influence of the Personnel Management Information System (Simpeg) and the Work Environment on Employee Performance at the Narcotics, Psychotropics and Addictive Substances (Drugs) Installation at the West Java Province Mental Hospital. West Java: Journal of Geoeconomics.
- [9] Hadianto, A., & Purnomo, A. (2021). The Influence of the Implementation of Personnel Management Information System, Utilization of Information Technology and Human Resource Competence on the Management of Personnel Administration. Intenational Journal of Education and Social Science, <u>https://doi.org/10.56371/ijess.v2i1.77</u>.
- [10] Yazid, A. R., Kertahadi, & Riyadi. (2016). ANALYSIS OF HUMAN RESOURCES INFORMATION SYSTEMS IMPLEMENTATION (Case study on Aston Hotel Jember JI.Sentot Prawirodirjo 88, Jember). Malang: Jurnal Administrasi Bisnis, administrasibisnis.studentjournal.ub.ac.id.
- [11] Kumorotomo, W., & Margono, S. A. (2018). *Management information systems in public organizations ISBN* : 979-420-333-5. Yogayakarta: Yogyakarta Gadjah Mada University Press 1996.
- [12] Rudiansyah, Y. A., Argenti, G., & Febriantin, K. (2021). Kualitas pelayanan administrasi kependudukan pada masa pandemi covid 19 di dinas kependudukan dan pencatatan sipil. Jurnal Ekonomi dan Manajemen, https://doi.org/10.30872/jkin.v18i4.9837.
- [13] Anggraini, N., & Alhempi, R. R. (2021). Analisis Kepuasan Konsumen PT Hawaii Holiday Hotel. Pekanbaru: JIP Jurnal Inovasi Penelitian, 1(9), 1923-1930. https://stp-mataram.ejournal.id/JIP/article/download/367/312/.



International Conference on Business Economics, Social Sciences & Humanities



#### **About The Authors**

#### Isniar Budiarti, Email : isniar.budiarti@email.unikom.ac.id

**Assoc Prof. Dr. Isniar Budiarti, SE., M.Si** is an Associate Professor. He is the director of academic development and learning data resources. In S3 as a postgraduate teaching staff with a doctorate in management science. He teaches undergraduate courses in taxation, human resource management, global human resource management, professional ethics, PIE, and he teaches philosophy of science courses and colloquiums

#### Faridz Muhammad, Email : Faridz.21220039@mahasiswa.unikom.ac.id

**Faridz Muhammad** is a student at an Indonesian computer university majoring in management. He once participated in the student activity unit organization as deputy chairman and is currently chairman of the student activity unit. He once participated in an internship program at the TPI Bandung class I immigration office with excellent results.