

J-BOM

Journal of Business and Organization Management

Vol. 4 No. 1 | May 2025

Influence of Promotion and Product Quality on Online Repurchase Intention Mediated by Customer Satisfaction: A Study on Skintific Customers in Yogyakarta

Rafa Rafiq Reyhan Ranindita, Ign. Agus Suryono, Krisnandini Wahyu Pratiwi, Sudaryatie Sudaryatie

1-14

Influence of Overconfidence, Illusion of Control, and Availability on Debt Decision Making in Micro, Small, and Medium Enterprises in Klaten Regency

Valientino Mahoni Haris Pangestu, Shinta Heru Satoto

15-24

Influencer Credibility Impact on Somethinc Purchase Intention via Online Engagement: Study of Tasya Farasya on YouTube

Anisa Fitriani

25-36

Influence of Brand Ambassador, Price, and Product Quality to Purchase Decision: Survey of Somethinc Consumers in Sleman Regency Area

Arini Raihana Syahida, Sri Budiwati Wahyu Suprpti

37-48

Influence of Work Motivation, Workload, and Work Discipline on Employees Performance: Study at KSPPS Tunas Artha Mandiri Cabang Brebes

Adinda Nurfitriani Maulida, A.Y.N Warsiki

49-58

Job Burnout and Competence Effects on Performance Mediated by Work Motivation: A Study at DPMPSTSP DIY

Faradila Fiani, Yuni Siswanti

59-58

Influence of Entrepreneurial Orientation on Business Performance Mediated by Differentiation Strategy in Batik Nitik SME

Fadhea Syahwa Cantika Putri, Sri Harjanti

69-80

The Influence of Workplace FOMO and Work-Life Balance on Work Motivation, Mediated by Social Media Use Among Gen Z Creative Workers in Yogyakarta

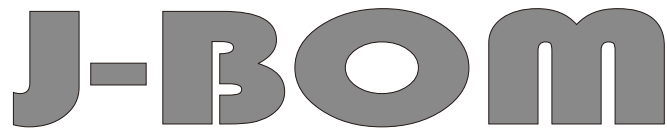
Ratna Atika Firzanty, Herlina Dyah Kuswanti

81-92

Effect of Product Quality and eWOM on Repurchase Intention Mediated by Customer Satisfaction: Uniqlo Consumers in Yogyakarta

Putri Galih Hindratna, Ign. Agus Suryono

93-106



Journal of Business and Organization Management

Vol. 4 No. 1 | First Published: May 30, 2025

Journal of Business and Organization Management publishes the results of empirical research and theoretical studies in the field of business and organization management. Manuscripts that are suitable for publication in this journal cover the area such as business strategy and policy, marketing management, finance management, human resource management, inter-organization processes, entrepreneurship, organizational behavior, and organizational theory.

Journal of Business and Organizational Management is published by Management Department - Faculty of Economics and Business - UPN "Veteran" Yogyakarta, together with Institute for Research and Community Service (Lembaga Penelitian dan Pengabdian Masyarakat - LPPM) of UPN "Veteran" Yogyakarta. Published twice a year, every May and November.

Chief Executive Dr. Titik Kusmantini, SE, MSi

Editor in Chief Herlina Dyah Kuswanti, SE., MSi

Editors Asri Sekar Mawar Firdausi, S.M., M.Sc.
Shinta Heru Satoto, SE, M.Si.
Dr. Widhy Tri Astuti, SE, MSi

Reviewers Prof. Dr. M. Irhas Effendi, M.Si
UPN "Veteran" Yogyakarta
Prof. Dr. Arief Subyantoro, M.S.
UPN "Veteran" Yogyakarta
Prof. Dr. Sabihaini, SE, M.Si
UPN "Veteran" Yogyakarta
Prof. Dr. Irwan Tri Nugroho, SE, MSi
Universitas Sebelas Maret Surakarta
Nurul Asyekeen, PhD
Management Science University, Malaysia
Samer Ali Al-Shami, PhD
Universitas Teknikal Melaka (UTeM), Malaysia
Nico Wiryawan, PhD
Thai Global Business College

Journal of Business and Organization Management

Address:

Department of Management
Faculty of Economics and Business
UPN "Veteran" Yogyakarta
Jl. Padjadjaran, Condong Catur
Sleman, Yogyakarta 55283, Indonesia

Published by:

Institute for Research and Community Service
(Lembaga Penelitian dan Pengabdian Masyarakat - LPPM)
UPN "Veteran" Yogyakarta

from the
DESK
of the **EDITOR**

Dear Readers,

We are pleased to welcome you to the latest edition of J-BOM (Journal of Business and Organization Management), featuring a rich selection of research articles that reflect current trends and challenges across various sectors. This issue brings together studies on consumer behavior, employee performance, entrepreneurial strategy, and digital work culture, offering multidimensional insights into both organizational practices and individual decision-making in today's dynamic environment.

Several articles in this issue study consumer purchasing behavior, highlighting the role of factors such as product quality, price, promotional strategies, brand ambassadors, and influencer credibility. These studies examine how customer satisfaction and online engagement mediate repurchase and purchase intentions, particularly within the beauty and skincare industry. The findings underscore the growing power of digital marketing tools and social influence in shaping consumer decisions, especially in younger markets that are highly active on social media platforms like YouTube.

Other articles turn the spotlight toward organizational behavior and employee performance. Topics such as work motivation, burnout, workload, job discipline, and competence are explored in the context of both private and public organizations. These studies offer valuable recommendations for improving workforce effectiveness and well-being through strategic human resource practices. In addition, the exploration of work-life balance, workplace FOMO, and social media use among Gen Z workers provides timely insights into how digital culture intersects with motivation in the modern creative workforce.

This edition also presents research on entrepreneurship and SME performance, with a focus on how entrepreneurial orientation and differentiation strategies influence business outcomes. By examining decision-making biases and financial behavior in MSMEs, the journal offers practical implications for both business development and policy design. We sincerely thank all contributing authors and reviewers for their dedication and insight. We hope this issue of J-BOM serves as a valuable resource for researchers, practitioners, and students alike, and we look forward to continuing to share impactful scholarship in future editions.

Happy reading!

Editorial Team

