Volume 14, No. 3, Desember 2021

THE ANTECEDENTS OF IMPULSE BUYING BEHAVIOR DURING COVID-19 PANDEMIC: REVEALING OF PANIC BUYING, GOVERNMENT STIMULUS, PERCEIVED SCARCITY, AND FEAR APPEALS 230
Alfian Budi Primanto, Rahmawati

TALENT MANAGEMENT PRACTICES ON EMPLOYEE TURNOVER INTENTION 248
Wahelmina Rumawas

EDUCATION LEVEL OF THE BOARD OF DIRECTORS AND FINANCIAL PERFORMANCE OF GO PUBLIC BANKS AT THE INDONESIA STOCK EXCHANGE 264
Muhammad Madyan, Rayindha Galuh Setyowati, Wulan Rahmadani Setiawan

THE ROLE OF DREAMS OF ADS AND EXPOSURE TO ADS ON PURCHASE INTENTION WITH THE MODERATION EFFECT OF PRICE 280
Fara Hajar Puspita Putri, Tantri Yanuar Rahmat Syah

ANALYSIS OF SERVICE QUALITY AND TRUST ON CUSTOMER SATISFACTION OF OJEK ONLINE IN BANYUWANGI 298
Titin Lestariningsih

THE IMPACT OF INTERACTIVITY, PERCEIVED EFFECTIVENESS, TRUST, AND EXPERIENTIAL MARKETING ON ONLINE TRANSPORTATION CUSTOMER LOYALTY 324
Ananda Sabil Hussein, Raditha Hapsari

THE EFFECT OF LIQUIDITY RISK ON BANK PERFORMANCE: MODERATING EFFECT OF BOARD SIZE AND BOARD MEETING 346
Indira Nuansa Ratri
JURNAL MANAJEMEN TEORI DAN TERAPAN
Journal of Theory and Applied Management

Editor-in-Chief
Prof. Dr. Badri Munir Sukoco, Universitas Airlangga

Managing Editors
Rahmat Heru Setianto, Universitas Airlangga
Nidya Ayu Arina, Universitas Airlangga
Raras Kirana Wandira, Universitas Airlangga
Erika SefilaPutri, Universitas Airlangga

Board of Editors
Assoc. Prof. Dr. Zulnaidi Yaacob, Universiti Sains Malaysia, Malaysia
Assist. Prof. Dr. Mihai Tichindelean, Universitatea Lucian Blaga din Sibu, Romania
Prof. Dr. Christopher Gan, Lincoln University, New Zealand
Assist. Prof. Dr. Abdelghani Echchabi, Higher Colleges of Technology Abu Dhabi, United Arab Emirates
Assist. Prof. Dr. Muhammad Rizky Prima Sakti, University College of Bahrain, Bahrain
Assoc. Prof. Dr. Muhammad Abdul, Universiti Brunei Darussalam, Brunei Darussalam
Asst. Prof. Dr. Abdul Rahim Ridzuan, Universiti Teknologi Mara, Malaysia
Asst. Prof. Dr. Forbis Ahmed, Management and Sciences University, Malaysia
Prof. Dr. Tanti Handriana, Universitas Airlangga, Indonesia
Assist. Prof. Dr. Hendra Wijaya, Widya Mandala Catholic University, Indonesia
Assoc. Prof. Dr. Praptini Yulianti, Universitas Airlangga, Indonesia
Assoc. Prof. Dr. Masmira Kurniawati, Universitas Airlangga, Indonesia

Jurnal Manajemen Teori & Terapan | Journal of Theory & Applied Management (JMTT), with registered number ISSN 1979-3650 (Print) and ISSN 2548-2149 (Online), is a peer-reviewed journal published three times a year (January-April, May-August, and September-December) by Universitas Airlangga, Department of Management. JMTT is intended to be the journal for publishing articles reporting the results of research on business.

The JMTT invites manuscripts in the various topics include, but not limited to, functional areas of marketing management, finance management, strategic management, operation management, human resource management, e-business, knowledge management, management accounting, management control system, management information system, international business, business economics, business ethics and sustainable, and entrepreneurship.

This journal is currently indexed in: Science and Technology Index (SINTA 3); The Directory of Open Access Journals (DOAJ); INDEX-COPERNICUS International; Garba Rujukan Digital (GARUDA); Google Scholar; Crossref (DOI); DIMENSIONS; The PKP Index; Bielefeld Academic Search Engine (BASE); Indonesian Scientific Journal Database (ISJD); The Indonesian Publication Index (IPI)
# TABLE OF CONTENTS

- **The Antecedents of Impulse Buying Behavior During Covid-19 Pandemic: Revealing the Role of Panic Buying, Government Stimulus, Perceived Scarcity, and Fear Appeals**  
  Alfian Budi Primanto, Rahmawati  
  230-247

- **Talent Management Practices on Employee Turnover Intention**  
  Wehelmina Rumawas  
  248-263

- **Education Level of The Board of Directors and Financial Performance of Go Public Banks at The Indonesia Stock Exchange**  
  Muhammad Madyan, Rayindha Galuh Setyowati, Wulan Rahmadani Setiawan  
  264-279

- **The Role of Dreams of Ads and Exposure to Ads on Purchase Intention with The Moderation Effect of Price**  
  Fara Hajar Puspita Putri. Tantri Ynuar Rahmat Syah  
  280-297

- **Analysis of Service Quality and Trust on Customer Satisfaction of Ojek Online in Banyuwangi**  
  Titin Lestariningsih  
  298-323

- **The Impact of Interactivity, Perceived Effectiveness, Trust, and Experiential Marketing on Online Transportation Customer Loyalty**  
  Ananda Sabil Hussein, Raditha Hapsari  
  324-345

- **The Effect of Liquidity Risk on Bank Performance: Moderating Effect of Board Size and Board Meeting**  
  Indira Nuansa Ratri  
  346-358
EDITORIAL

The recovery phase after the covid pandemic has arrived. Economic growth in various countries is showing signs of recovery. The fairly well-controlled COVID-19 case has made business activities gradually return to normal, although there is still uncertainty regarding the development of new variants. It's time for business leaders to determine the best strategy to take advantage of the recovery momentum and grow faster. Various disruptions in business need the right response so that the business can survive. This edition discusses various issues related to buying behaviour after COVID-19, cost of debt, nurse performance during the covid pandemic, bank credit risk, service management, job satisfaction and green supply chain management.

The first paper by Primanto and Rahmawati (2021) tests the buying behavior during the COVID-19 pandemic. The research finds that panic buying, government stimulus, perceived scarcity, and fear appeal have a significant direct effect on impulse buying behavior. Further result indicates that fear appeal mediates between panic buying, whereas impulse buying behavior has no significant effect. Furthermore, fear appeal mediates between government stimulus, and scarcity of essential products has a significant effect on impulse buying behavior.

The second paper by Rumawas (2021) look at the effect of employee training, employee engagement, and work motivation on nurse performance in the healthcare industry when the COVID-19 pandemic occurred. The research concluded that appropriate employee training, employee engagement, and work motivation had a significant effect on nurse performance. However, employee training and work motivation have no significant effect on nurse performance through employee engagement when the COVID-19 pandemic occurred.

Furthermore, having experience, knowledge, and expertise in banking is important for the board of directors to properly manage its activities, which is indicated by their financial performance. Study by Madyan et al., (2021) investigates the effect of the formal education level of the board of directors on financial performance in terms of profitability. The study indicates that the board of directors with the highest educational level of Masters and Ph.D has positive effect on profitability. Meanwhile, the board of directors with the and education level of Masters has a significant negative effect, and the board of directors with the highest education level of Ph.D has a significant positive effect on interest margin.

The fourth paper by Putri and Syah (2021) explore the relationship between these variables to provide additional information in marketing science and to provide information in the field of marketing in creating managerial strategies for companies. The study finds a positive influence between Exposure to Ads on Dreams of Ads, Dream of Ads on Purchase Intentions, Exposure to Ads on Purchase Intentions, and the moderating role of Price. However, the mediating part of Dreams of Ads between Exposure to Ads and Purchase Intention does not have a significant relationship. The
implication of this research is to provide managerial advice to companies in making advertisements that follow the dreams of the company's target market.

Lestariningsih (2021) analyzes the factors that influence online motorcycle taxi customer satisfaction in Banyuwangi. The results of this study indicate that service quality has a significant positive effect on customer satisfaction and trust. Trust has no significant effect on customer satisfaction. Service quality has no significant effect on customer satisfaction with trust moderation. This research is to improve the service quality of online motorcycle taxi partners.

Hussein and Hapsari (2021) study the effect of interactivity, perceived effectiveness, trust, and experiential marketing on online transportation customers' loyalty in Indonesia. The findings of the study indicate that interaction is a significant predictor of online transportation consumer loyalty. The report also discusses the implications of the results and the direction for further research.

The last paper is trying to analyses the effect of liquidity on bank performance and the moderating effect of the size and board meeting. The results of this study indicate that liquidity has a positive effect on bank performance, the size of the board of commissioners weakens the positive effect of liquidity on bank performance, and the number of board meeting weaken the positive effect of liquidity on bank performance (Ratri, 2021).

References


