

DEWAN REDAKSI
Editorial Board

KETUA DEWAN REDAKSI
Editor in Chief

Bustami, Politeknik Negeri Bengkalis

ANGGOTA DEWAN REDAKSI
Members of Editorial Board

Andri Nofiar. Am, Politeknik Negeri Bengkalis
Tri Handayani, Politeknik Negeri Bengkalis
Larbiel Hadi, Politeknik Negeri Bengkalis
Endro Sugiantono, Politeknik Negeri Jember
Muhammad Ichsan Hadjri, Universitas Sriwijaya
fachroh fiddin, Politeknik Negeri Bengkalis
Muhammad Arif, Politeknik Negeri Bengkalis
Rizqa Arimurti, Politeknik Negeri Bengkalis
Armita Novriana Rambe, Politeknik Negeri Bengkalis
Yanisha Dwi Astari, Politeknik Negeri Bengkalis

MITRA BESTARI
Peer Reviewer

Muafi Muafi, Universitas Islam Indonesia
Dian Indri Purnamasari, UPN Veteran Yogyakarta
Ari Kuncara Widagdo, Universitas Sebelas Maret
Gancar candra Premananto, Universitas Airlangga
Mahyarni, UIN Sulthan Syarif Kasim Riau
M.Ichsan Hadjri, Universitas Sriwijaya
Khairul Amri, UIN Ar-rairy Banda Aceh
Efendi, STIE Sultan Agung Pematang Siantar
Aprih Santoso, Universitas Semarang

STAF SEKRETARIAT
Secretariat Staff

Nurlaili Sari

Inovbiz: Jurnal Inovasi Bisnis diterbitkan oleh Pusat Penelitian dan Pengabdian Masyarakat Politeknik Negeri Bengkalis. Terbit dua kali setahun (Semi Annually Publication) pada bulan Juni dan Desember.

Alamat Redaksi:

Pusat Penelitian dan Pengabdian kepada Masyarakat Politeknik Negeri Bengkalis
Jl. Bathin alam, Sungai Alam Bengkalis-Riau 28711

E-mail : inovbiz@polbeng.ac.id

Website: <https://jurnal.polbeng.ac.id/index.php/IPB>

DAFTAR ISI Table
of Contents

Artikel

1. The Timeliness of Financial Reporting: The Interplay Between Tax Avoidance and Public Accounting Firm Reputation 54-60
(Muhammad Rinaldi, Irwansyah, Melda Aulia Ramadhani)
2. Enhancing User Experience in Business Education Gamification: A Study of Engagement Elements and Learning Effectiveness 61-67
(Julius Sutrisno, Reynard Justino Nehemia Makarawung, Falencia Hartanti)
3. Determinants of Consumer Purchasing Decisions for Aquaviva Packaged Water: An Analysis of Brand Trust, Product Quality, and Digital Marketing with Purchase Intention as a Mediating Factor 68-75
(Rezha Isyraqi Qastalano, Rizky Adhitya Nugroho, Imam Abrori, Muhammad)
4. Analysis of the Effectiveness of Digital Marketing in Improving the Finances of Batik Fahira MSMEs in Sumenep 76-80
(Mohammad Firlie Pranata, Johan Dharmawan, Norsain)
5. Financial Behavior Of Students At Islamic College In Pekanbaru 81-88
(Muklis, Ikhwan Ratna, Rahma Junianti Puspita Sari)
6. Analysis of the Relationship between ChatGPT and Learning Outcomes and the Role of Digital Literacy in Individual Learning of Mahkota Tricom Unggul University Students 89-95
(Taufiq Azmi Harahap, Manda Dwipayani Bhastary, Nidya Banuari, Amelia Khairina Ilmi, Dewi Rafiah Pakpahan)
7. Product Innovation Using the Scrum Framework in Children's Educational Games, Focusing on Augmented Reality Products: the Seven Wonders of the World to Achieve SDG Number 4 96-103
(Muhammad Fajar Ariwibowo, Fathya Salsabilla Handra, Bima Puja Kesuma, Panji Rizki Purnomo, Jane Gwenanata Clara)
8. Influencer Perspectives on Digital Marketing: Strategies, Challenges, and Best Practices in Content Creation and Brand Collaborations 104-109
(Reynard Justino Nehemia Makarawung, Raissa Camilla Maringka)
9. The Effect of Self Management and Financial Literacy on the Management of Online Loans by Young Entrepreneurs in South Sumatera 110-114
(Ratih Eka Sakti, Fatma Oktarendah, Susyanto Tunu)
10. Cognitive Ability and Employee Performance: The Strategic Importance of Organizational Commitment as a Mediator 115-123
(Melda Aulia Ramadhani, Muhammad Rinaldi, Sugeng Raharjo, Muhamad Amir Ariandi)
11. Strengthening the Role of Coastal Women in the Blue Economy Ecosystem 124-131
(Ika Puspa Satrianny, Irwadi, Manda Dwipayani Bhastary, Robin, Yogie Pratama)

12. Evaluating the Role of Polbeng Business Expo in Enhancing the Technological and Marketing Capabilities of MSMEs for Domestic Market Competition 132-137
(Wan Junita Raflah, Marhadi Sastra)
13. The Influence of Promotion on Customer Transaction In-terest in Gold Installment Products at PT. Bank Syariah Indonesia (BSI) KCP. Duri Hangtuah 1 138-144
(Mhd Lukmanur Hakim, Supriati)
14. The Influence of Workload, Motivation, and Compensation on Employee Performance in Public Relations and Protocol Division of the Regent and Deputy Regent of Buleleng Regency 145-151
(Theresia Dirda Rosari Widyadara, Gd Pandya Wicaksana Gara, Ni Wayan Mega Sari Apri Yani, Muhammad Fajrul Islam F)
15. The Impact of Financial Technology (Fintech) and Self-Control on Financial Management among Micro Business Actors in Depok, WestJava 152-162
(Jamal Hanaffy)
16. Analysis Of The Business Potential Of Stevia In Indone-sia: Opportunities, Challenges, And Market Prospect 163-170
(Adrian Irnanda Pratama)
17. The Influence of Product Quality on Customer Satisfac-tion at Arabella Bakery 171-176
Bangkinang
(M.Alkadri Perdana, Rahmad Akbar, Bustami, Andri Nofiar. Am)

