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**Table of Contents**

Vol. 5 No. 2 May 2026

Editorial Team  
Content  
Editorial

An Ergonomic Work Space to Boost Productivity <i>Gempur Santoso</i>	417-426
Becoming International without Leaving the Island: Inbound Internationalization of Homestay SMEs in Gili Lampu, Nusa Tenggara Barat <i>Yuyun Kristianingsih, Sudarmiati, Heri Pratikto</i>	427-446
Internationalization Strategy of Farmer Groups in the Export Value Chain of <i>Elaeocarpus Ganitrus</i> Seeds <i>Aris Sunandes, Sudarmiati, Heri Pratikto</i>	447-462
Institutional Capacity and Bureaucratic Structure in the Implementation of Land and Abandoned Areas Management Policy in South Sumatra Province <i>Deby Chintia Hestiriniah, Konar Zuber, Arif Rahman Hakim</i>	463-472
Public Program Evaluation of Productive Zakat in Encouraging Mustahiq Economic Independence <i>Nopriawan Mahriadi, Amiruddin Sandy, M. Febrianza</i>	473-482
Analysis of the Implementation of Training and Development Program Policies at the UPTD Vocational Education Development Center of the South Sumatra Provincial Education Office <i>Yusirwan, Femi Asteriniah, Deby Chintia Hestiriniah</i>	483-494
Infrastructure Governance Study at UPTD Graha Teknologi Sriwijaya South Sumatra Province <i>Iwan Afrianto, Femi Asteriniah, Atrika Iriani</i>	495-506
Institutional Adaptation in Digitizing Population Administration at the Village Level <i>Femi Asteriniah, Lishapsari Prihatini, Indah Pusnita</i>	507-514
The Influence of Leadership on Employee Performance Mediated by the Job Satisfaction of the Secretariat of the Palembang City DPRD <i>Muhammad Asywat, Sulaiman Helmi, Trisninawati, Dewi Sartika</i>	515-530
Building Customer Loyalty through Product Quality, Price, and Customer Experience: The Mediating Role of Customer Satisfaction <i>Ivan Kharisma, Putu Nina Madiawati, Yogi Suprayogi</i>	531-544
The Influence of Product Quality and Price on Purchase Decision for Processed and Preserved Meat Products at Kanasap Businesses in Sungai Raya Subdistrict <i>Cici Amanda, Samsuddin</i>	545-560
The Influence of People, Process, and Physical Evidence on Customer Satisfaction among Users of Savings and Loan Services at the Tirta Dharma Employee Consumer Cooperative in Pontianak <i>Rizkia Dian Pramesti, Samsuddin</i>	561-576

- The Influence of Financial Literacy, Financial Behavior, and Transaction Convenience on the Personal Financial Management of QRIS Users in Pontianak and Singkawang  
*Kendedes, Edy Suryadi* 577-592
- The Effect of Service Quality and Perceived Value on the Loyalty of Spotify-Using Students in Pontianak, with Satisfaction as an Intervening Variable  
*Nova Anggilia, Helman Fachri* 593-608
- The Effect of Location, Promotion, and Service Quality on Customer Satisfaction at Sita Official Salon in Pontianak  
*Huriyah Salsabila, Samsuddin* 609-624
- The Effect of Job Satisfaction and Work Motivation on the Work Ethic of Civil Servants at Boyan Tanjung Public Health Center, Kapuas Hulu Regency  
*Heri Yadi, Eru Ahmadia* 625-640
- The Influence of ShopeePay Digital Payment and Discount on Gen Z's Repurchase Intention at Coffee Shops in Pontianak  
*Ananda Rizky Pratama, Fenni Supriadi* 641-654
- The Influence of Work Stress and Work-Life Balance on Organizational Citizenship Behavior of Civil Servants at the Department of Population and Civil Registration of Pontianak  
*Aprillia Lingga Sanjaya, Devi Yasmin* 655-668
- The Influence of Organizational Culture and Self-Efficacy on Organizational Commitment of Civil Servants at the Central Bureau of Statistics of Pontianak  
*Maulidya Raissa Insyira, Eru Ahmadia* 669-684
- The Influence of Employee Engagement and Self-Esteem on Job Satisfaction of Civil Servants at the Department of Cooperatives, Micro Enterprises and Trade of Pontianak City  
*Siti Sabania Lestari, Arninda* 685-698
- The Influence of Leadership and Work Discipline on Employee Performance at the River, Lake, and Crossing Transportation Polytechnic (Poltektrans SDP Palembang) NCEDs Mediated by Job Satisfaction  
*Muhammad Fajerin, Sulaiman Helmi, M Izman, Sholahuddin* 699-718

We are delighted to present the latest issue of the Asian Journal of Applied Business and Management (AJABM), a platform dedicated to the dissemination of innovative research and practical insights across the fields of business and management. This journal aims to bridge the gap between academic theory and practical application, fostering a deeper understanding of the dynamic business landscape within Asia and beyond.

The Asian region has emerged as a global hub for economic growth, technological advancements, and cultural diversity, making it a fertile ground for groundbreaking studies and transformative practices. In this issue, we feature a diverse collection of research articles, case studies, and reviews that reflect the multifaceted nature of the business world. These contributions explore contemporary challenges, propose sustainable solutions, and highlight emerging trends that influence decision-making processes in organizations of all sizes.

We extend our heartfelt gratitude to our contributors, whose rigorous research and thoughtful analyses have enriched the journal. We are also deeply thankful to our editorial board, reviewers, and staff for their tireless efforts in ensuring the quality and integrity of this publication. Their dedication to academic excellence ensures that AJABM remains a trusted resource for researchers, practitioners, and policymakers.

As you engage with the articles in this issue, we hope you find inspiration and practical value that can drive meaningful change in your respective fields. We encourage feedback and collaboration to continue advancing the discourse on applied business and management in Asia and the global arena.

Thank you for your continued support of the Asian Journal of Applied Business and Management.

Happy reading

Genesis Sembiring Depari, Ph.D,

Editor in Chief