

## ARTICLES

### THE INFLUENCE OF WORK ENVIRONMENT, WORK CULTURE, AND WORK ROTATION ON EMPLOYEE PRODUCTIVITY AT HUMAN RESOURCES DEVELOPMENT CENTRE KEMENDAGRI YOGYAKARTA

Sri Herlina, Ade Kristianus Kaloeti

350-361



### THE INFLUENCE OF EMOTIONAL INTELLIGENCE, SPIRITUAL INTELLIGENCE, INTELLECTUAL INTELLIGENCE ON THE PERFORMANCE OF PRIMARY IQRO COOPERATIVE EMPLOYEES (PRIMKOPIQ)

Udi Iswadi, Ahlu Dzikri, Teddy Aprilliadi

362-372



### THE EFFECT OF IMPLEMENTING GREEN ACCOUNTING AND ENVIRONMENTAL PERFORMANCE ON COMPANY FINANCIAL PERFORMANCE

Mutia Dwicahyani, Hendrato Setiabudi Nugroho

373-380



### THE INFLUENCE OF MOTIVATION AND WORK ENVIRONMENT ON THE PERFORMANCE OF EMPLOYEES OF THE REGIONAL DISASTER MANAGEMENT AGENCY IN SOLOK DISTRICT

Nurhayati Nurhayati, Ida Nirwana, Dutanof Kurniawan

381-388



### THE INFLUENCE OF SERVICE QUALITY AND PRICE ON PURCHASING DECISIONS THROUGH CUSTOMER SATISFACTION AS MEDIATION IN RETAIL BUILDING STORE IN SEKAYU CITY

Rossaria Sari, Sri Rahayu, Maftuha Nurrahmi

389-402



### THE INFLUENCE OF BRAND IMAGE, INTERNET MARKETING ON STUDENTS' DECISIONS TO CHOOSE MALAHAYATI UNIVERSITY.

Reza Hardian Pratama, Mohammad Athian Manan, Muhammad Irfan Pratama, Hiro Sejati, Ayyumi Khusnul Khotimah

403-412



### THE EFFECT OF LEADERSHIP, WORK MOTIVATION AND RECRUITMENT ON EMPLOYEE PERFORMANCE AT PT. TUNAS AUTO GRAHA

RZ M Rahman

413-420



### THE ROLE OF TRUST IN MEDIATING BRAND AMBASSADOR AND BRAND AWARENESS TOWARDS PURCHASE DECISIONS

Irma Christiana, Nasywasuri Hasibuan

421-430



### THE EFFECT OF COMPANY SIZE, AUDIT TENURE, AND AUDIT COMMITTEE ON AUDIT QUALITY

Nurmaretha Afrianti, Rusmida Jun Hutabarat, Yuni Rachmawati, Shelly Farida Tobing

431-438



### THE INFLUENCE OF LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE AT THE CELIKAH COMMUNITY HEALTH CENTER, KAYU AGUNG DISTRICT, OGAN KOMERING ILIR REGENCY

Henson Enjein Manurung

439-449



### FACTORS THAT INFLUENCE THE SUCCESS OF IMPLEMENTING TOTAL QUALITY MANAGEMENT (TQM) IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDONESIA

Raras Risia Yogasnumurti, Rizal Afif A Napitupulu, Dika Setiagraha

450-459



### THE RELATIONSHIP BETWEEN PRODUCT QUALITY AND RETURN SERVICE WITH SHOPEE CUSTOMER SATISFACTION

Nurbaiti Nurbaiti, Reza Hardian Pratama

460-468



# 2024

Program Studi Manajemen  
Fakultas Ekonomi  
Universitas Palembang

Volume 12 No 4 Tahun 2024