

Volume 26, Issue 2, December 2025

ISSN 1411-6375 (Print)
ISSN 2541-6790 (Electronic)

TELAAH BISNIS

Digital Marketing Strategy and Its Influence on Consumer Purchasing Decisions at Kopi Kenangan Surabaya: The Mediating Role of Brand Awareness

Fidel Jonathan Kontarya, Daniel Joel Immanuel Kairupan, Dewi Mustikasari Immanuel

Sustainable Palm Oil Certification for Sustainable Food: Are Indonesian Consumers Buying?

Bunga Alfausta Amalia, Alivia Meyrizka Utami

The The Impact of Women and Board Structure on Corporate Performance: A Study of Indonesian Palm Oil Firms

Alga Aprila Dwi Purwito, Suparmono Suparmono, Ascariena Rafinda, Rasistia Wisandianing Primadineska

Innovative Behavior: The Role of Self-Efficacy and Work Engagement of Gen Z employees

Karen Christabel Reviana, Fenika Wulani, Dominicus Wahyu Pradana

Revolutionizing Digital Banking: Bridging Generational Gaps to Deliver Exceptional Customer Loyalty

Ignatius Hari Santoso, Maryono Maryono, Ali Maskur, Sri Nawatmi, Mulyo Budi Setiawan

The Moderating Role of Brand Attachment in the Relationship between Brand Awareness and Brand Engagement on Apparel Purchase Retention on TikTok Shop among Generation Z

Abdul Hadi Hari, Sri Ekanti Sabardini

DOI: 10.35917/tb.v26i2

In collaboration with:



Volume 26, Issue 2, December 2025

ISSN 1411-6375 (Print)
ISSN 2541-6790 (Electronic)

TELAAH BISNIS

Editor-in-Chief

Ralina Transisari, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Managing Editor

Tri Utomo Prasetyo, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Editorial Board and Reviewer

Anna Partina, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Ascariena Rafinda, Scopus ID: 59186843500, Universitas Gadjah Mada, Indonesia

Bunga Alfausta Amallia, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Muhammad Roni Indarto, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Rasistia Wisandianing Primadineska, Scopus ID: 58075396000, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Sri Rejeki Ekasasi, Scopus ID: 57192063425, Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta, Indonesia

Google Scholar Citation Index



Telaah Bisnis

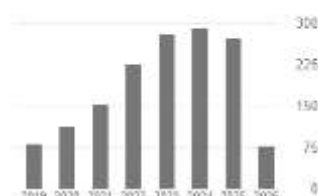
Sekolah Tinggi Ilmu Manajemen YKPN

Verified email at stimykn.ac.id - [Homepage](#)

[STIM YKPN](#) [Manajemen](#) [Akuntansi](#) [Bisnis](#)

Google Scholar

	All	Since 2021
Citations	1810	1305
h-index	21	16
i10-index	49	36



TELAAH BISNIS

TABLE OF CONTENTS

Digital Marketing Strategy and Its Influence on Consumer Purchasing Decisions at Kopi Kenangan Surabaya: The Mediating Role of Brand Awareness

Fidel Jonathan Kontarya, Daniel Joel Immanuel Kairupan, Dewi Mustikasari
Immanuel [1-14](#)

Sustainable Palm Oil Certification for Sustainable Food: Are Indonesian Consumers Buying?

Bunga Alfausta Amalia, Alivia Meyrizka Utami [15-26](#)

The The Impact of Women and Board Structure on Corporate Performance: A Study of Indonesian Palm Oil Firms

Alga Aprilia Dwi Purwito, Suparmono Suparmono, Ascariena Rafinda, Rasistia
Wisandianing Primadineska [27-37](#)

Innovative Behavior: The Role of Self-Efficacy and Work Engagement of Gen Z employees

Karen Christabel Reviana, Fenika Wulani, Dominicus Wahyu Pradana [38-47](#)

Revolutionizing Digital Banking: Bridging Generational Gaps to Deliver Exceptional Customer Loyalty

Ignatius Hari Santoso, Maryono Maryono, Ali Maskur, Sri Nawatmi, Mulyo Budi
Setiawan [48-69](#)

The Moderating Role of Brand Attachment in the Relationship between Brand Awareness and Brand Engagement on Apparel Purchase Retention on TikTok Shop among Generation Z

Abdul Hadi Hari, Sri Ekanti Sabardini [70-82](#)