

E-JURNAL EKONOMI DAN BISNIS
UNIVERSITAS UDAYANA



Volume 14 Nomor 07
Juli 2025

Tim Editor

Editor-In-Chief

I Gst Ayu Eka Damayanthi, Udayana University, Bali-Indonesia

Managing Editor

Ni Nyoman Triaryati, Udayana University, Bali, Indonesia

Ni Ketut Budiningsih, Udayana University, Bali, Indonesia

Editorial Board

Norzaidi Haji Mohn Daud, MARA University of Technology Malaysia, Kuala Lumpur, Malaysia

Nurul Asyikeen Binti Abdul Jabar, Management and Science University, Shah Alam, Malaysia

Indra Wijaya Kusuma, Gajah Mada University, Yogyakarta, Indonesia

Made Sudarma, Brawijaya University, Malang, Indonesia

Yuliansyah, Lampung University, Bandar Lampung, Indonesia

Dodik Ariyanto, Udayana University, Bali, Indonesia

Agoes Ganesha Rahyuda, Udayana University, Bali, Indonesia

Dewa Gede Wirama, Udayana University, Bali, Indonesia

Ayu Aryista Dewi, Udayana University, Bali, Indonesia

Ni Putu Santi Suryanthini, Udayana University, Bali, Indonesia

I Gst. Bgs. Wiksuana, Udayana University, Bali, Indonesia

Ni Nyoman Yuliarmi, Udayana University, Bali, Indonesia

Wiwin Setyari, Udayana University, Bali, Indonesia

E-Jurnal Ekonomi dan Bisnis Universitas Udayana (EEB) [[e-ISSN 2337-3067](#)] is an electronic scientific journal that publishes the results of economic and business studies. EEB is published periodically every month with an online format. EEB Editor receives written results of studies in the fields of economics, management, and accounting, both empirical and theoretical studies which are analyzed qualitatively and quantitatively and have never and will not be published in other media. The incoming script will be evaluated and edited for uniformity of formats, terms and other procedures according to the style of the environment that applies to the E-Jurnal Ekonomi dan Bisnis Universitas Udayana

EEB Indexed by:



Vol. 14 No. 07 Juli Tahun 2025

Published: 2025-07-31

Articles

Peran *Brand Love* Memediasi Kualitas Layanan dan Persepsi Harga terhadap *Positive Word-Of-Mouth* di Salon Suki Beauty

I Ketut Adi Winanda Sila Putra, Ida Bagus Raka Suardana

920-935

Determinants of Qris Continuance Intention Among Gen Z Indonesia with System Quality as Moderation

Annisa Amalia, Nurabiah

936-951

The Impact of Organizational Culture and Employee Engagement on Employee Performance in Bali's Hospitality Industry

Ni Wayan Merry Nirmala Yani, Ni Nyoman Sri Astuti, Putu Tika Virginiy, Ni Ketut Bagiastuti

952-964

Do Tax Sanctions Affect Taxpayer Compliance in Paying Land and Building Tax?

Tiara Annisa, Wahidatul Husnaini

965-976

Apakah Kepemilikan Aset Mempengaruhi Jam Kerja Anak di Rumah Tangga Pertanian?

Faiz Abdullah Wafi, Dhiatira Biananda Apsari

977-992

Pengaruh Moral Pajak, Pengetahuan Perpajakan, dan Sosialisasi Perpajakan terhadap Kepatuhan Wajib Pajak Orang Pribadi

Putu Risa Intan Purnama Padma Yoni, Ni Luh Sari Widhiyani

993-1005

Pemanfaatan Dana PNPM Mandiri untuk Pemberdayaan Ekonomi Masyarakat Desa Bulian Jaya Kecamatan Maro Sebo Ilir

Alfridea Rahma Pradina, M Nazori Majid, Sucipto

1006-1016

The Role of The Government in Addressing Poverty in Maluku: The Sys-GMM Approach

Tirsa Natasha Thenu, Dhian Adhitya

1017-1033

Motivation Mediation Pathway: From Self-Efficacy and Non-Physical Work Environment to State Civil Apparatus Performance

Hefni Rosyadi, Ida Aryati, Sarsono

1034-1047

Fungsi Audit Internal dan *Love Of Money* terhadap Kecurangan Pelaporan Keuangan: Pendekatan Eksperimen

Siti Naa'imah, Lu'lu' Nafiati, Rusdianto

1048-1062

Antara Inovasi dan Kolaborasi: Peran Mediasi Entrepreneurial Marketing pada UMKM Pariwisata Kreatif di Bali

Putu Dyah Permatha Korry

1063-1078

Structure and Dynamics of The Economy in Bandung City

Bayu Kharisma, Sutyastie S. Remi

1079-1092