



Volume 2, Nomor 1, Oktober 2025

Daftar Isi

Halaman

Analysis Of Merchandise Inventory Accounting At Mini Market Sirajudin, Bintuhan, Kaur Regency Maria Concesa, Nenden Restu Hidayah, Ramadan Subhi	1-10
The Influence Of Viral Marketing, Price, And Free Shipping Promotions On Purchase Decisions For Glad2glow Skincare Products On Tiktokshop Eka Salsa Patrisia, Sri Handayani, Ermy Wijaya	11-18
The Influence Of Environment, Capital, And Income Expectations On The Decision To Become An Entrepreneur Collecting Used Goods In Bengkulu City Muhammad Aldi Rizky Efendi, Karona Cahya Susena, Nirta Vera Yustanti	19-28
The Effect Of Price And Digital Marketing on The Purchase Intention Of Pt. Indofood Sukses Makmur Tbk Products In Bengkulu Akbar, Sri Handayani, Zoniarti	29-42
The Effect Of Affiliate Credibility And Tiktok Video Content Quality On Purchase Decisions Among Generation Z In Bengkulu City Septi, Karona Cahya Susena, Yanto Effendi	43-50