

**EDITORIAL BOARD OF THE JOURNAL OF ECONOMICS
AND BUSINESS**
VOL. 5 NO. 1, MEI 2026

Journal of Economics and Business is a scientific publication that welcomes scholarly works in the fields of economics, business, and entrepreneurship, including original research articles, review papers, and research reports written in Indonesian. The editorial team accepts only manuscripts that have not been previously published and that undergo a rigorous peer-review process. The *Journal of Economics and Business* is published twice a year, in May and November.

Journal Manager

Asriadi, SKM., M.Kes

Editor in Chief

La Sudarman, S.Pd., M.M.

Editorial Board

La Jejen, S.Sos., MM
Muhamad Stiadi, SE., M.M.
Riski Alfadillah Nasution, S.P., M.M.
Moeljono, SE., M.Si., M.M.
Sukrianto, SE., M.Ak.
Evie Sukma, S.E., M.M.
Saiful Anwar, M.Acc
Murni Sari, S.A.B., M.M.
Winda Ayu Virginia, S.Kom., M.Ak.
Sukrin, SE., MM.
Resfika Aswira, Amd., SE., MM.
Abel Hariyanto, SE., M.M.

Peer Review

Wilda Fatmala, S.Sos., M.Si.
Jefriyanto, SE., M.Ak.
Jureid, M.E.I.
Rahmadani, SE., M.Si.
Reijeng Tabara, MM.
Agus Nurofik, S.Kom., M.M.
Tri Widyastuti Ningsih, M.Ak
Sudarnice, S.Pd., MM.
Dr. Irma Suryahani, SE, M.Si
Dr. Dhiana Ekowati, S.E., M.M.

Dr. Eliya Isfaatun, S.E., M.M.
Dr. Farika Nikmah, S.Sos., M.AB
Dahlan Tampubolon, PhD

Publisher:

This journal is published by Politeknik Baubau, Yayasan Kesehatan Nasional.
All correspondence regarding manuscripts, subscriptions, and other matters may be addressed.

Editorial Office:

Editorial Board of the Journal of Economics and Business
Attn : Mr. La Sudarman
Address : Directorate of Politeknik Baubau, 2nd Floor
E-mail : sudarmanla132@gmail.com

PREFACE

All praise be to Allah SWT for the publication of *Journal of Economics and Business*, Volume 5, Number 1, Year 2026. This edition features six scientific articles that cover a range of current studies in the fields of economics and business. Each article has undergone a rigorous review process to ensure its academic quality and contribution to the advancement of knowledge. The topics presented include economic dynamics, digital marketing strategies, human resource management, the impact of fiscal policy on economic growth, and the development of micro, small, and medium enterprises (MSMEs) in facing the challenges of the digital era.

We hope this journal will serve as a valuable reference for academics, practitioners, researchers, and students who are interested in deepening their understanding and practice in the fields of economics and business. We would like to express our sincere gratitude to all authors, reviewers, and the entire editorial team for their contributions and dedication in making this edition possible. May the *Journal of Economics and Business* continue to grow as a credible and inspiring scientific platform.

This volume represents the sixth publication, released in **Mei 2026**. The *Journal of Economics and Business* has been accredited with **Sinta 4** based on the Decree of the Director General of Research and Development, Ministry of Higher Education, Science, and Technology of the Republic of Indonesia, **Number 10/C/C3/DT.05.00/2025**, stating that *Journal of Economics and Business* (e-ISSN 29618169) is accredited from **Volume 1 Number 2 of 2022 through Volume 6 Number 1 of 2027**.

TABLE OF CONTENTS

List of titles	Page
<p>Analysis of the Effect of Economic Growth, Open Unemployment Rate and Capital Expenditure on Income Disparity</p> <p><i>Daya Amarta Suwarjana, Niniek Imaningsih</i></p>	1-10
<p>Consumer Perceptions of the Influence of Brand Image, Store Atmosphere, Promotions and Product Innovation on Coffee Purchasing Decisions</p> <p><i>Nurul Hidayati Hafizza, Darnetti, Roni Afrizal</i></p>	11-22
<p>The Influence of Food Crop, Livestock, and Fishery Sub-Sectors on Gross Regional Domestic Product (GRDP) of Malang Regency</p> <p><i>Junita Mega Sari Sihombing, Thomas Soseco</i></p>	23-32
<p>The Influence of Financial Literacy and Demographic Factors on Investment Decisions in the Capital Market</p> <p><i>Yeti Asrini, Agus Zul Bay, Niar Astaginy</i></p>	33-41
<p>The Impact of Cybercrime on Customer Trust in Bank Syariah Indonesia</p> <p><i>Sriwahyuni Rustan, Ifayani Haanurat, Nurlina</i></p>	42-51
<p>The Effect of Social Media, Flash Sales, and Islamic Lifestyle on Impulsive Buying Behavior on The Shopee Platform</p> <p><i>Nur Salsabila, Rahmadani, Marlya Fatira, Rizal Agus</i></p>	52-64