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Reshaping Business Strategy Through Technological Innovation from Post Covid-19 Recovery

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ICEBE-059

Analysis of Social Support, Customer Review Quality, Social Commerce Trust On E-Commerce Satisfaction Study Tokopedia in Indonesia

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Abstract. This study aims to find out how social support, customer review quality, social commerce trust and e-commerce satisfaction are at Tokopedia Indonesia. The authors choose Tokopedia because Tokopedia is an e-commerce from Indonesia and is influential not only in Indonesia but in Southeast Asia. Currently, Tokopedia also supports Micro, Small and Medium Enterprises and individuals to develop their businesses by marketing their products online with the Government and other parties. The method used for this research is quantitative method. Then analyzed using the method, factor analysis, and hypothesis testing using PLS. The unit of analysis in this study is the consumer from Tokopedia. The data supports the hypothesis H1 that social support has a positive effect on social commerce trust, and H2 supports the hypothesis that customer review quality has a positive influence on social commerce trust, as well as H3 supports the hypothesis that social commerce trust has a positive effect on e-commerce satisfaction

Keywords: social support, customer review quality, social commerce trust, and e-commerce satisfaction.

ICEBE-060

The Effect of Burnout on Employee's Performance: Perceived of Distributive Justice as Moderator

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Abstract. The purpose of this study is to empirically examine the effect of burnout on employee performance and the effect of distributional justice as a moderating variable of the relationship between burnout and performance. This study uses primary data obtained from distributing questionnaires via email to employees in the finance⁵ department. The results of this study indicate that there is a negative influence between burnout on employee performance. In addition, this study provides empirical evidence that fair distribution of justice can moderate burnout on performance. The study results provide practical implications that management should pay attention to the fair distribution of incentives as an indicator to improve employee performance.

Key Word: Burnout, Performance, Distributive Justice.