

The Effect of Service Quality and Promotion on the Trust of Indonesian Migrant Workers with Perceived Value as an Intervening Variable (Case Study at LPK Bahana Inspirasi Muda)

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Abstract — Migrant workers contribute significantly as foreign exchange earners, prompting the government to enhance their protection through supportive policies. Rising labor demand abroad, especially in Japan, offers opportunities for job training institutions like LPK Bahana Inspirasi Muda to prepare future workers. However, trust issues toward placement agencies remain, often affected by service quality and promotional efforts. This study investigates how service quality and promotion influence prospective migrant workers' trust, with perceived value as a mediating variable. Conducted at LPK Bahana Inspirasi Muda, the research involved 134 respondents and used a quantitative approach with Structural Equation Modeling (SEM) - Partial Least Squares (PLS). The findings reveal that both service quality and promotion positively and significantly impact trust. Furthermore, perceived value strengthens the effect of these variables. The study's outcomes are expected to support better policy and practice development in protecting Indonesian migrant workers.

Keywords — Service Quality, Promotion, Trust, Perceived Value

I. INTRODUCTION

Indonesian Migrant Workers (PMI) play a significant role in the national economy, especially through remittances sent from abroad. These remittances not only enhance the welfare of families in Indonesia but also strengthen the country's foreign exchange reserves. The average remittance between 2015–2019 reached USD 9.8 billion annually (KKBPRI, 2022), while remittances from South Korea alone amounted to USD 22 million in Q2 2022.

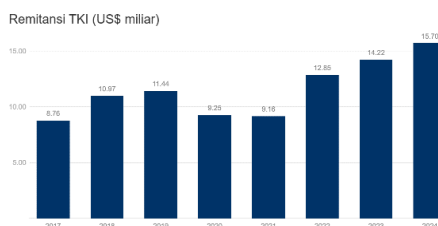


Figure 1 TKI remittance 2017-2024

To protect and support migrant workers, the government has implemented various initiatives such as the Government-to-Government (G to G) scheme, removed placement-related costs, and increased financing support through the Migrant Worker People's Business Credit (KUR PMI), raising loan ceilings to IDR 100 million (Ekon.go.id, 2022). Placement of PMI has shown an increasing trend, with 296,970 workers placed abroad in 2024—an 8.4% increase over the previous year. Top destination countries include Hong Kong, Taiwan, Malaysia, Japan, Singapore, and South Korea (DataIndonesia.id, 2025).

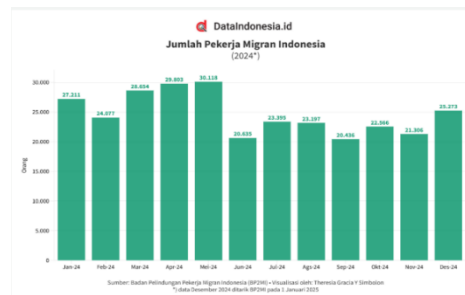


Figure 2 Number of Indonesian Migrant Workers

Japan has become a key destination, especially in the healthcare sector. Placement is available through both government and private channels, particularly via vocational training institutions (LPK). Bahana Inspirasi Muda is one such institution providing intensive training and support for PMI candidates, collaborating with the Ministry of Health and BP2MI. The institution offers free programs, scholarships, and guaranteed legal frameworks (Liputan6.com, 2023). Despite these opportunities, challenges remain. High costs imposed by some LPKs, visa manipulation, and placement without procedural integrity have eroded trust. BP2MI has mapped non-compliant LPKs and cooperated with the Ministry of Manpower to freeze their licenses (Kompas.id, 2024; SinPo.id, 2023).



Figure 3 Number of Complaints from Indonesian Migrant Workers

Trust in training institutions is shaped by service quality, transparency, reputation, alumni success, and effective promotion. Bahana Inspirasi Muda uses strategies such as “Promo Bareng Bestie” and paid Instagram ads to boost awareness and improve perceived value of their services. This study aims to explore the influence of service quality and promotion on trust among prospective migrant workers to Japan, using perceived value as an intervening variable. This is based on previous research showing these relationships to be significant (Muslihin, 2024; Damayanti, 2023; Pricilian, 2021; Yogi, 2024; Bunga, 2022).

The Relationship Between Service Quality and Trust

Service quality is a strategic effort to meet consumer expectations and shapes a company’s image, which in turn influences perceived quality. Daud et al. (2023) found that service quality significantly impacts trust, a finding supported by Yogi (2024), who observed that higher service quality increased user trust in SPayLater due to fast, responsive solutions. Muslihin (2024) echoed this result within the education context, noting students’ trust in STIT Pemalang grows with better service quality. However, Wardatul (2023) offered a contrasting view, arguing that service quality does not significantly affect trust in certain settings. These studies highlight that while service quality often builds trust, its impact may vary across sectors. This research aims to explore additional factors such as promotion and perceived value that may contribute to trust, with a specific focus on vocational training institutions (LPKs), a context not yet explored in prior studies.

H1: Service quality has a positive and significant effect on trust

Service quality is a strategic effort to meet consumer expectations and shapes a company’s image, which in turn influences perceived quality. Daud et al. (2023) found that service quality significantly impacts trust, a finding supported by Yogi (2024), who observed that higher service quality increased user trust in SPayLater due to fast, responsive solutions. Muslihin (2024) echoed this result within the education context, noting students’ trust in STIT Pemalang grows with better service quality. However, Wardatul (2023) offered a contrasting view, arguing that service quality does not significantly affect trust in certain settings.

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H2: Service quality has a positive and significant effect on perceived value

Service quality reflects how well a company's services meet customer expectations. Research by Annisa (2022) shows that service quality has a positive and significant impact on perceived value. Continuous innovation in service delivery enhances perceived value, as seen in the case of Gojek customers. Muhammad (2022) also confirms that service quality strongly influences perceived value, noting that customer satisfaction driven by fast responses, quality interactions, and product reliability elevates perceived evaluations of the service.

This study bridges a gap in previous research by introducing perceived value as a mediating factor between service quality, promotion, and trust. Unlike prior studies focused on sectors like internet services, this research examines vocational training institutions (LPKs), adding a relevant and underexplored dimension. By integrating promotion as an additional variable, the study reinforces prior findings and demonstrates how both service quality and promotion contribute to perceived value within education and training contexts.

H3: Promotion has a positive and significant effect on trust

Promotion serves as a communication tool to convey product descriptions, quality, usage, and benefits—enabling consumers to assess and make purchase decisions. Yuni et al. (2022) emphasize that effective promotion builds consumer confidence and trust. Runi (2023) supports this by showing that promotion significantly influences customer trust and loyalty, particularly through soft marketing strategies like workshops.

Fajrin (2021) further demonstrates that promotion not only boosts sales but fosters a positive brand image, reinforcing consumer trust and long-term loyalty. Promotional activities such as advertising and outreach prove effective in shaping perceptions and building reliability.

This study integrates service quality and promotion as key variables, with perceived value serving as a mediating factor. Unlike previous research that overlooks perceived value, this study offers a fresh perspective—showing how these dimensions jointly contribute to trust within the context of vocational training institutions. It strengthens earlier findings and provides a more nuanced understanding of trust formation.

H4: Promotion has a positive and significant effect on perceived value

Perceived value reflects the alignment between customer satisfaction and the sacrifices made to obtain a product, driven by utility, pleasure, and relevance. Annisa (2023) found that perceived value has a positive and significant effect on trust, emphasizing that customers evaluate offerings before committing to them. Higher perceived value leads to increased consumer trust.

Similarly, Alifia (2021) observed that perceived value influences trust in the context of healthcare, particularly among patients and families using maternal and child services. When perceived benefits equal or exceed the sacrifices made, trust grows ultimately fostering patient loyalty.

This study introduces a new perspective by examining vocational training institutions (LPKs), diverging from previous research focused on hospitals or other industries. It underscores the importance of perceived value in education and training environments, supporting prior findings while providing broader evidence. By incorporating service quality and promotion, this research offers a comprehensive understanding of how perceived value builds trust.

H5: Perceived value has a positive and significant effect on trust

After formulating the hypothesis directly, there is also a hypothesis mediated by intervening variables, which is:

H6: Service quality has a positive and significant effect on trust through perceived value

H7: Promotion has a positive and significant effect on trust through perceived value

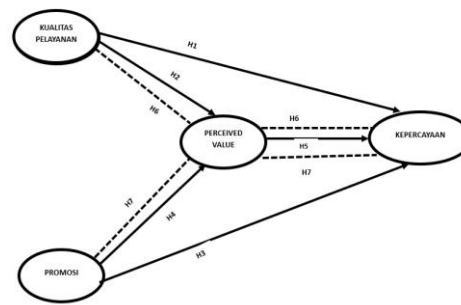


Figure 4 Framework

II. METHOD

This study adopts a quantitative approach using a causal-comparative method to examine the influence of service quality and promotion on trust, with perceived value as an intervening variable. The research is designed to identify the presence and significance of cause-effect relationships among multiple constructs. Data collection was carried out using structured questionnaires distributed to 134 prospective Indonesian migrant workers enrolled at LPK Bahana Inspirasi Muda. These individuals form the unit of analysis, allowing the study to assess responses at the individual level.

To analyze the data, the study employed Structural Equation Modeling using the Partial Least Squares (SEM-PLS) technique. This method is particularly suitable for evaluating complex models involving latent variables and small sample sizes. A cross-sectional time horizon was adopted, meaning data were gathered and analyzed during a single period.

The research framework is built around four primary variables: service quality and promotion as independent variables, perceived value as the mediating variable, and trust as the dependent variable. Each construct is operationalized through multiple indicators drawn from theoretical foundations and measured using a four-point Likert scale, excluding neutral responses to encourage decisiveness.

The entire population of 134 participants was included as the research sample through saturated sampling, ensuring comprehensive representation. Data sources include both primary data—collected via questionnaires—and secondary data from literature, journals, and prior research on related topics.

The validity of the instrument was assessed using product-moment correlation to ensure each item accurately reflects its underlying construct. Reliability was evaluated using Cronbach's Alpha and Composite Reliability, with thresholds set at >0.6 and >0.7 respectively.

In analyzing the data, the study applied both descriptive and structural modeling techniques. Descriptive analysis illustrated respondents' perceptions across all variables, while SEM-PLS enabled simultaneous testing of the measurement model and structural relationships. The outer model validated the correlation between indicators and their constructs, while the inner model assessed the direct and indirect effects between variables, supported by R-square and Q-square values for explanatory and predictive strength.

Seven hypotheses were formulated to test both direct and mediated pathways. These included examining the impact of service quality and promotion on trust directly and through perceived value. Hypothesis testing was conducted using one-tailed bootstrapping in SmartPLS v3.2.9, with a significance threshold set at a t-value of 1.649, ensuring rigorous statistical validation.

III. RESULT AND DISCUSSION

The data analysis used in this study to determine the effect of service quality and promotion on trust through perceived value was conducted using the Structural Equation Modelling (SEM) method. The outer model or measurement model is a model that explains the measurement of variables through indicators that can be analyzed and is very important to ensure valid and reliable results. The testing was conducted using SmartPLS 3.1 software. The criteria for assessing the outer model were convergent validity, discriminant validity, and composite validity.

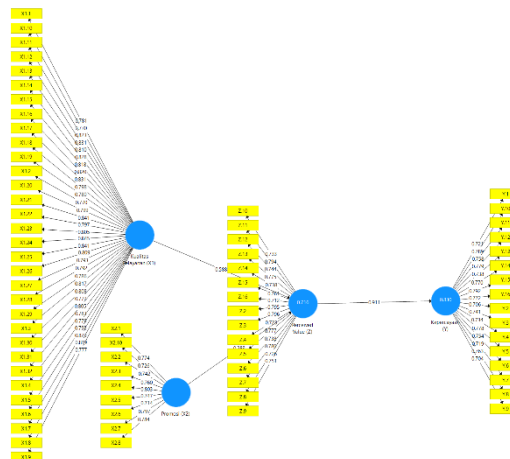


Figure 5 Path Diagram Inner Model

Based on Figure, the outer loading results for each indicator are above 0.7, so it can be said that all indicators are valid.

Convergent validity can be considered valid evidence if the scores obtained from measuring concepts or using different methods have a high correlation. The correlation between indicator scores and variable scores becomes a measure of convergent validity of the measurement model. The test results are as follows:

Table 1. Validity Test

Variable	Indicator	Loading Factor (>0,5)	Ave (>0,5)	Conclusion
Service Quality	X1.1	0.781	0.648	Valid
	X1.10	0.770		
	X1.11	0.823		
	X1.12	0.831		
	X1.13	0.810		
	X1.14	0.828		
	X1.15	0.818		
	X1.16	0.820		
	X1.17	0.831		
	X1.18	0.798		
	X1.19	0.780		
	X1.2	0.770		
	X1.20	0.799		
	X1.21	0.841		
	X1.22	0.797		
	X1.23	0.805		
	X1.24	0.845		
	X1.25	0.841		
	X1.26	0.809		
	X1.27	0.793		
	X1.28	0.792		
	X1.29	0.786		
	X1.3	0.817		
	X1.30	0.808		
	X1.31	0.772		
	X1.32	0.805		
	X1.4	0.783		
	X1.5	0.779		
	X1.6	0.793		
	X1.7	0.829		
	X1.8	0.819		
	X1.9	0.777		

Variable	Indicator	Loading Factor (>0,5)	Ave (>0,5)	Conclusion
Promotion	X2.1	0.774	0.579	Valid
	X2.10	0.726		
	X2.2	0.742		
	X2.3	0.760		
	X2.4	0.803		
	X2.5	0.747		
	X2.6	0.714		
	X2.7	0.797		
Trust	X2.8	0.784	0.565	Valid
	Y.1	0.721		
	Y.10	0.789		
	Y.11	0.758		
	Y.12	0.779		
	Y.13	0.738		
	Y.14	0.770		
	Y.15	0.792		
	Y.16	0.772		
	Y.2	0.706		
	Y.3	0.741		
	Y.4	0.734		
	Y.5	0.778		
	Y.6	0.754		
	Y.7	0.719		
	Y.8	0.763		
	Y.9	0.704		
Perceived Value	Z.10	0.733	0.573	Valid
	Z.11	0.794		
	Z.12	0.744		
	Z.13	0.775		
	Z.14	0.738		
	Z.15	0.761		
	Z.16	0.712		
	Z.2	0.795		
	Z.3	0.796		
	Z.4	0.723		
	Z.5	0.777		
	Z.6	0.738		
	Z.7	0.786		
Innovation Performance	Z.8	0.726	.1909	Valid
	Z.9	0.751		
	IP1	.870		
	IP2	.932		
	IP3	.830		

Source: Data Processed (2025)

Based on the data presented, most indicators for each research variable have outer loading values above 0.7. While a few indicators fall between 0.5 and 0.7, Chin (as cited in Ghazali) states that loadings within this range are still acceptable to meet the criteria for convergent validity. Notably, no indicators recorded outer loadings below 0.5, confirming that all items are valid and suitable for further analysis.

Additionally, the Average Variance Extracted (AVE) values for all constructs exceed the critical threshold of 0.5, indicating that every variable meets the requirements for convergent validity. Cross loadings and Fornell Lacker are ways to examine discriminant validity. If the data shows that the construct correlation of each

indicator value is greater than the value of other constructs, then the variable has a high cross loading factor and Fornell Lacker. The results of the cross-loading factor using SmartPLS 3.0 can be seen as follows:

Table 2. Cross Loading

	Trust (Y)	Service Quality (X1)	Perceived Value (Z)	Promotion (X2)
X1.1	0.626	0.781	0.630	0.722
X1.10	0.662	0.770	0.692	0.692
X1.11	0.710	0.823	0.728	0.702
X1.12	0.714	0.831	0.686	0.739
X1.13	0.723	0.810	0.749	0.716
X1.14	0.674	0.828	0.673	0.728
X1.15	0.692	0.818	0.702	0.707
X1.16	0.698	0.820	0.676	0.688
X1.17	0.709	0.831	0.687	0.762
X1.18	0.706	0.798	0.701	0.681
X1.19	0.618	0.780	0.629	0.670
X1.2	0.615	0.770	0.633	0.711
X1.20	0.704	0.799	0.678	0.700
X1.21	0.683	0.841	0.677	0.691
X1.22	0.666	0.797	0.629	0.656
X1.23	0.674	0.805	0.664	0.703
X1.24	0.677	0.845	0.685	0.696
X1.25	0.704	0.841	0.694	0.729
X1.26	0.633	0.809	0.653	0.661
X1.27	0.673	0.793	0.663	0.701
X1.28	0.693	0.792	0.691	0.738
X1.29	0.645	0.786	0.646	0.714
X1.3	0.660	0.817	0.694	0.683
X1.30	0.694	0.808	0.671	0.745
X1.31	0.659	0.772	0.691	0.699
X1.32	0.677	0.805	0.698	0.710
X1.4	0.649	0.783	0.628	0.699
X1.5	0.601	0.779	0.619	0.646
X1.6	0.630	0.793	0.624	0.666
X1.7	0.680	0.829	0.668	0.748
X1.8	0.648	0.819	0.658	0.698
X1.9	0.619	0.777	0.646	0.651
X2.1	0.649	0.653	0.586	0.774
X2.10	0.532	0.653	0.554	0.726
X2.2	0.626	0.603	0.582	0.742
X2.3	0.664	0.668	0.588	0.760
X2.4	0.683	0.695	0.607	0.803
X2.5	0.657	0.652	0.590	0.747
X2.6	0.593	0.630	0.585	0.714
X2.7	0.683	0.679	0.648	0.797

	Trust (Y)	Service Quality (X1)	Perceived Value (Z)	Promotion (X2)
X2.8	0.692	0.730	0.693	0.784
Y.1	0.721	0.557	0.596	0.567
Y.10	0.789	0.621	0.693	0.638
Y.11	0.758	0.711	0.741	0.670
Y.12	0.779	0.638	0.709	0.644
Y.13	0.738	0.644	0.700	0.681
Y.14	0.770	0.590	0.703	0.612
Y.15	0.792	0.603	0.715	0.628
Y.16	0.772	0.682	0.721	0.669
Y.2	0.706	0.632	0.660	0.653
Y.3	0.741	0.509	0.630	0.574
Y.4	0.734	0.619	0.619	0.628
Y.5	0.778	0.679	0.705	0.682
Y.6	0.754	0.650	0.699	0.631
Y.7	0.719	0.668	0.666	0.678
Y.8	0.763	0.626	0.711	0.640
Y.9	0.704	0.560	0.665	0.563
Z.10	0.665	0.553	0.733	0.584
Z.11	0.712	0.615	0.794	0.559
Z.12	0.709	0.632	0.744	0.586
Z.13	0.703	0.591	0.775	0.564
Z.14	0.697	0.615	0.738	0.611
Z.15	0.696	0.652	0.761	0.618
Z.16	0.632	0.541	0.712	0.511
Z.2	0.732	0.674	0.795	0.671
Z.3	0.722	0.669	0.796	0.637
Z.4	0.630	0.598	0.723	0.558
Z.5	0.671	0.676	0.777	0.676
Z.6	0.734	0.673	0.738	0.649
Z.7	0.719	0.684	0.786	0.651
Z.8	0.633	0.648	0.726	0.559
Z.9	0.675	0.635	0.751	0.572

Source: Data Processed (2025)

Based on Table, the discriminant validity criteria have been met, so that all constructs in the model can be estimated. The square root value of the AVE for each construct is greater than the correlation value between constructs, which is a requirement, so that in this study, the indicators used have met this requirement.

Table 3. Fornell Lacker

	Trust (Y)	Service Quality (X1)	Perceived Value (Z)	Promotion (X2)
Trust (Y)	0.911			
Service Quality (X1)	0.805	0.853		
Perceived Value (Z)	0.761	0.705	0.835	
Promotion (X2)	0.752	0.846	0.796	0.872

As can be seen in the table above, the value of the variable itself is greater than the values of other variables. This indicates that Fornell Lacker's criteria have been met, meaning that it passes the requirements. To measure reliability, two methods can be used: composite reliability and Cronbach's alpha. A construct is considered reliable if both the composite reliability and Cronbach's alpha values are above 0.7. Below are the results of the reliability test using SmartPLS 3.0 software:

Table 4. Reliable Test

	Cronbach's Alpha	Composite Reliability	Syarat Minimum	Conclusion
Trust (Y)	0.949	0.954	> 0,7	Reliable
Service Quality (X1)	0.982	0.983		Reliable
Perceived Value (Z)	0.947	0.953		Reliable
Promotion (X2)	0.909	0.925		Reliable

Based on the table, it can be seen that each variable has a Composite Reliability and Cronbach's Alpha value of more than 0.7. Therefore, it can be said that the data has high reliability or consistency. In the next latent variable test, a structural model (Inner Model) is used. In the inner model test, the determination coefficient (R-Square), predictive relevance (Q-Square), and goodness of fit model (Model Fit Test) will be processed to determine the accuracy of the proposed model. This test is obtained through the bootstrapping process. The path diagram of the inner model in this study is as follows:

The coefficient of determination (R-Square) test is used to measure the extent to which the variation in the dependent variable is explained by the statistical model used.

Table 5. R Square

	R Square	R Square Adjusted
Trust (Y)	0.830	0.829
Perceived Value (Z)	0.716	0.712

It can be seen that the R-Square value for the trust variable is 0.830. Therefore, it can be stated that the service quality and promotion variables have an influence on the trust variable by 83%, while 17% is influenced by other variables not examined in this study. Meanwhile, the R-Square value for the perceived value variable is 0.716. Therefore, it can be stated that the service quality and promotion variables influence perceived value by 71.6%, while 28.4% is influenced by other variables not examined in this study. Predictive relevance (Q-Square) is performed to validate the predictive ability of the model. If the result of q-square is $Q^2 > 0$, it indicates that the exogenous latent variable is a good explanatory variable capable of predicting the endogenous variable. Predictive relevance testing can be performed using the following formula:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

$$Q^2 = 1 - (1 - 0,828^2)(1 - 0,720^2)$$

$$Q^2 = 0,848$$

It can be seen from the results above that the model has a relevant predictive value because the Predictive Relevance is 0.848, which is greater than 0 (zero). Goodness of fit models are used to determine whether the model used in the study is suitable for the data.

Table 6. Model Fit

	Saturated Model	Estimated Model
SRMR	0.051	0.057
d_ULS	6.888	8.450
d_G	8.274	8.354
Chi-Square	4216.989	4241.093
NFI	0.636	0.634

Based on the table, it can be seen that the SRMR (Standard Mean Root Square) value is $0.051 < 0.10$, which indicates that the value meets the criteria for fitting the data.

Table 7. Research Hypothesis Test

Hypothesis	T Statistic	P Value	Result
H1	7.087	0.000	Accepted
H2	69.378	0.000	Accepted
H3	3.245	0.001	Accepted
H4	7.087	0.000	Accepted
H5	6.892	0.000	Accepted
H6	6.964	0.000	Accepted
H7	3.237	0.001	Accepted

This study involved 134 prospective workers from LPK Bahana Inspirasi Muda, with data collected via Google Forms shared through WhatsApp. Most respondents were female (85.1%), aged 17–20 years (55.2%), and held a bachelor's degree (56.7%). The results showed that service quality, promotion, trust, and perceived value were all rated very highly. Service quality (82.5%) and promotion (84.7%) were considered excellent, reflecting LPK's commitment to meeting participant expectations and effectively communicating program benefits. Trust scored the highest at 86.5%, indicating strong confidence among participants. Perceived value (82.7%) also showed that participants felt the benefits of the program outweighed their efforts and costs.

Statistical analysis confirmed that service quality and promotion both had significant positive effects on trust and perceived value. Additionally, perceived value acted as a mediator, strengthening the influence of service quality and promotion on trust. In summary, LPK Bahana Inspirasi Muda has successfully built participant trust through high-quality services and effective promotions, enhanced by the strong perceived value of its programs.

VI. CONCLUSIONS

This study concludes that service quality, promotion, trust, and perceived value are all perceived as very good by respondents. The findings indicate that both service quality and promotion positively and significantly influence trust and perceived value. Perceived value also has a significant positive effect on trust and mediates the relationship between service quality and trust, as well as between promotion and trust.

Based on these results, it is recommended that the institution regularly updates training materials to ensure they remain accurate and relevant to industry needs. Feedback on promotional efforts should be systematically collected and analyzed for improvement. Providing additional support and skills training can help strengthen participants' trust, while regular evaluations should be conducted to ensure training effectiveness and participant satisfaction.

Future research is encouraged to examine different objects within the same profession for comparative insights, develop enhanced models with additional variables, and utilize larger, more randomized samples to produce more accurate and generalizable results.

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