

Jurnal Bisnis dan Teknologi

Volume 15, No. 2, December 2023

EDITOR IN CHIEF

Usman Rachman

MANAGING EDITOR

Ayi Muhiban

EDITORIAL BOARDS

Abdul Hafiz Tanjung

Dahlan Ramdhani

Arief Suharto

Doni Dirgantara Asikin

LAYOUTER

Abdul Rojak

WEBSITE/IT

Abdul Rojak

PUBLISHER

Books and Journals Publishers

Faculty of Economics, Pasim National University

Jurnal Bisnis dan Teknologi, an economic journal articles presenting research results and the latest conceptual ideas that include Economics, Accounting and Management. Jurnal Bisnis dan Teknologi published twice a year that is June and December.

Editorial Address: Jl. Dakota 8A 40175. Tel. 022-6072803, Fax. 082122122234

Website: [https:// pasim.ac.id/](https://pasim.ac.id/), E-mail : unaspasim8@gmail.com

Table of Content

Volume 15, No. 2, December 2023

Analisis Perancangan Tata Letak Pabrik Menggunakan METODE ACTIVITY RELATIONSHIP CHART (ARC)

Deny Hamdani.....1 - 10

PENGARUH PROMOSI ONLINE TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN BRAND KEEN.IDD (Studi Kasus pada Konsumen di Bandung)

Desfitriady.....11 - 30

PENGARUH PERPUTARAN PIUTANG, PERPUTARAN PERSEDIAAN DAN PERPUTARAN KAS TERHADAP RETURN ON ASSETS PADA PERUSAHAAN OTOMOTIF YANG TERDAFTAR DI BEI PERIODE 2018 - 2022

Enough Bhaktiar.....31 - 39

PERFORMANCE ANALYSIS OF PRODUCTION SECTION EMPLOYEES AT PT KAHATEX CIJERAH CIMAH WEST JAVA

Sonia Andriani, Dahlan Ramdhani 40 - 59

The Influence of Service Quality and Facilities on Satisfaction at the Sukajadi District Office, Bandung City

Doni Dirgantara Asikin, Dini Rosidah.....60 - 68

Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Lip Ice Tint (Studi Kasus Pembelian Produk Lip Ice Tint) di Kota Cimahi

Moh. Aep Nurjamad, Sri Relawati..... 69 – 83

PENGARUH PROMOSI PENJUALAN DAN KUALITAS PELAYANAN TERHADAP MINAT BELI PAKET UMROH DI PT BAROKAH MI'RAJ UTAMA KOTA BANDUNG

Budi Prasetyo, Ahmad Seffendi.....84 - 96