



polbeng

# Inovbiz:

## Jurnal Inovasi Bisnis

Seri Manajemen, Investasi dan Kewirausahaan

diterbitkan oleh:

Pusat Penelitian dan Pengabdian kepada Masyarakat  
Politeknik Negeri Bengkulu







---

**Volume 1 Nomor 2 Edisi Desember 2021**

---

**DEWAN REDAKSI**  
**Editorial Board**

**KETUA DEWAN REDAKSI**  
Editor in Chief

Nageeta Tara Rosa, S.E., M.BA.

**ANGGOTA DEWAN REDAKSI**  
Members of Editorial Board

Hutomo Atman Maulana, S.Pd., M.Si.  
Wan Junita Raflah, B.Sc., M.Ec.Dev.  
M. Alkadri Perdana, B.IT., M.Sc.  
Adrian Irnanda Pratama, S.Sos., M.BA

**MITRA BESTARI**  
Reviewer

Dr. Dian Indri Purnamasari, M.Si., Ak., CA  
(UPN "Veteran" Yogyakarta)  
Ari Kuncara Widagdo, S.E., M.BA, Ph.D, Ak.  
(Universitas Sebelas Maret)  
Dr. Gancar Candra Premananto, S.E., M.Si.  
(Universitas Airlangga)  
Dr. Mahyarni, S.E., M.M  
(Universitas Islam Negeri Sultan Syarif Kasim Riau)  
Dr. M. Ichsan Hajri, S.T., M.M  
(Universitas Sriwijaya)  
Dr. Efendi, S.E., M.M  
(Sekolah Tinggi Ilmu Ekonomi Sultan Agung)  
Khairul Amri, S.E., M.Si  
(Universitas Islam Negeri Ar-Raniry Banda Aceh)

**STAF SEKRETARIAT**  
Secretariat Staff

Wahyu Triono, A.Md.

---

Inovbiz: Jurnal Inovasi Bisnis diterbitkan oleh Pusat Penelitian dan Pengabdian Masyarakat Politeknik Negeri Bengkalis. Terbit dua kali setahun (*Semi Annually Publication*) pada bulan Juni dan Desember.

---

**Alamat Redaksi:**

Pusat Penelitian dan Pengabdian kepada Masyarakat Politeknik Negeri Bengkalis  
Jl. Bathin alam, Sungai Alam Bengkalis-Riau 28711

*E-mail:* [inovbizmk@polbeng.ac.id](mailto:inovbizmk@polbeng.ac.id)

*Website:* <http://ejournal.polbeng.ac.id/index.php/IBIMK>



## DAFTAR ISI Table of Contents

### Artikel

1. The Influence of Price and Store Atmosphere on Cafe Customer Satisfaction in Bengkalis (Case Study at Bikin Betah Cafe) 33-38  
(*Wildaniati*)
2. The Influence of Perceived Risk toward Online Purchase Intention (Case Study: Students of Bengkalis State Polytechnic) 39-46  
(*Suryani*)
3. STRATEGY ANALYSIS OF VILLAGE OWNED BUSINESS ENTITIES (BUMDES) IN IMPROVING THE COMMUNITY'S ECONOMY IN THE VILLAGE OF MADDANRENG PULU SUB-DISTRICT PATIMPENG 47-56  
(*Asdar Saputra*)
4. Analysis of Factors Affecting Profitability in Trading Sector Listed in Indonesia Stock Exchange 57-61  
(*Hikmah*)
5. Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City 62-66  
(*Julia Ningsih, Wan Junita Raflah*)
6. Analysis of Customer Satisfaction Level on International Departure Terminal Waiting Room Facilities at Sultan Syarif Kasim II International Airport 67-75  
(*Chairunnisa*)
7. Analysis of Customer Satisfaction in The Online Shopping System for Fashion Product 76-81  
(*Rini Gusnita*)

8. The Effect of Salary and Working Period on Employees Performance 82-93  
at Ued-Sp Bengkalis Sub-District  
(*Nur Afiza*)
9. An Analysis on The Creation of Conduasive Working Envi-ronment 94-104  
Conditions at Bob PT Bumi Siak Pusako-Pertamina Hulu  
(*Siska Sri Wahyuni*)

