International Journal of Asian Business and Management (IJABM)
ISSN 2964-3651
DOI 10.55927 Prefix
Editoral Team **Vol, 5. No, 5. October 2026**

Advisory:
Genesis Sembiring Depari Ph.D , Director Formosa Publisher, Indonesia

Editor in Chief:
Dr. Dompak Pasaribu, M.Si, CPA, CACP, Formosa Publisher, Indonesia

Managing Editor:
Nia D Simanjuntak SPd, Formosa Publisher, Indonesia

Editor Board:
Dr. Ir. Tri Ngudi Wiyatno, Mt Universitas Pelita Bangsa
Jahid Siraz Chowdhury Lincoln Univesity College , Malaysia
dr hab. Anna Rutkowska-Miczka Univeristy of Warmia and Mazury in Olsztyn, Poland
Dr. Naveen Nandal DIHE
Dr. Aaron Raymond See Southern Taiwan University of Science and Technology, Taiwan
Wisuwat Wannamakok Ph.D Graduate school, Dusit Thani College, Bangkok, Thailand
Assoc.Prof. Dr. Hery Winoto Tj, SE., MM., CPHR®., CHCP-A. Krida Wacana Christian University, Indonesia
Lê Thị Bích Ngọc, Ph.D National Economics University Hanoi, Vietnam
Kattareeya Prompreing, Ph.D Rajamangala University of Technology Lanna, Thailand
Dwi Fany Fransiska Dewi, M.Pd STIE IBMI Medan
Dr. Uma Shankar Yadav Motilal Nehru National Institute of Technology Allahabad Pryagraj, India
Dr. Kamran Abdullayev Institute of Economics of Azerbaijan National Academy of Sciences, Azerbaijan
I Gusti Agung Musa Budidarma, PhD Universitas Klabat, Indonesia
Dr. Lanita Winata Griffith University, Australia
Dr. Paramasivam P. M.A., Ph.D., Assistant Professor of Economics, Takshashila University, Tamilnadu, India-604305
Dr. Cris Norman P. Olipas Nueva Ecija University of Science and Technology, Philippines
Dr. Viveka Nand Sharma Founder-International Society for Hospitality Education, India
Dr muhammad nur abdi SE MM Dosen tetap prodi manajemen universitas muhammadiyah makassar

Reviewer Team:
Dr. Abhishek Sharma (Shri Jagdishprasad Jhabarmal Tibrewala University, Rajasthan)
Jayant Kumar Sahoo, MBA., Ph.D (Kolhan University, Chaibasa, Jharkhand)
Dr. Rahul kanaoujiya (Department of Chemistry, University of Allahabad, Prayagraj, India)
Dr. Naila Mukhtar (University of Okara, Pakistan)
Dr. Harlis Setiyowati, S.E., M.M. (Universitas Pradita)
Dr. Abdul Aziz, S.Ag., M.Ag (FEBI IAIN Cirebon)
Nedy S. Coldovero (Capiz State University, Philippines)
Pardomuan Robinson Sihombing, SST, M.Stat,C.PS (BPS-Statistics Indonesia)
Abu Muna Almaududi Ausat, S.Sos.,M.AB (Universitas Subang)
Dr. Janes Sinaga, S. Th, M. Fil (Seminari Alkitab Media Sabda Biblika)
Andri Cahyo Purnomo, S.Pd., M.Pd. (Universitas Raharja Tangerang)
Amir Reza Kusuma (Universitas Darussalam Gontor)

Administration:
Elmanna Kasifya M, S.Tr. Politeknik Negeri Cilacap

Address:
Jl. Sutomo Ujung No.28 D, Durian, Kecamatan Medan Timur, Kota Medan, Sumatera Utara 20235, Indonesia
Email: admin@formosapublisher.org

International Journal of Asian Business and Management (IJABM)
ISSN 2964-3651
DOI 10.55927 Prefix

Table of Contents **Vol. 5, No. 4 August 2026**

Editorial Team
Content
Editorial

Evaluation of the Principal's Supervision Program Based on the CIPP Model in Improving Teacher Discipline and Work Ethic
Muhammad Vahdy Hafizh Syahputra, Nurulanningsih, Dian Yulistarini, 353-364

The Role of the School Principal in Improving the Management of Basic Education Data (Dapodik) at SDN 18 Pulau Rimau, Banyuasin Regency
Nur Afiana, Nurulanningsih, Darmawan Budiyanto, 365-378

Digital Competence and Employee Performance: Mediating AI Support, Moderating Organizational Support in Gorontalo City
Syamsul B. Biki, Mentari Rizki Sawitri Pilomonu, Mohammad Dimas Suronoto, 379-398

Immersive, Spiritual, and Differentiation Marketing Strategies on Perceived Value and Their Implications for Student Trust
Lati Sari Dewi, Nandan Limakrisna, Cartono, 399-410

The Influence of Destination Image, Electronic Word of Mouth, and Facilities on Tourists' Visiting Decisions at Nyanyi Beach, Bali
Ni Made Rustini, Gusti Ayu Sugiati, Ketut Sudarmini, 411-422

Optimizing the Role of the Koperasi Desa Merah Putih in Encouraging Inclusive and Sustainable Economic Growth for the Achievement of Village SDGs in Ambon City
Linda Grace Loupatty, 423-436

International Journal of Asian Business and Management (IJABM)
ISSN 2964-3651
DOI 10.55927 Prefix
Editoral **Vol. 5, No. 4 August 2026**

The International Journal of Asian Business and Management is dedicated to fostering an exchange of ideas and insights into the diverse landscape of Asian business practices, strategies, and management principles. In an era where Asian economies are increasingly influential in the global market, this journal serves as a vital platform for academics, industry professionals, and policymakers to explore the intricacies and unique dynamics of business across the Asian continent.

Our mission is to bridge gaps in knowledge, bringing together research that covers both the macro and micro aspects of business in Asia. From examining the economic policies of emerging markets to studying innovative management techniques within established corporations, the journal aims to provide a comprehensive view of the Asian business environment. We feature articles that are theoretically rigorous and practically relevant, offering valuable perspectives for a wide audience involved in or studying theregion.

In this volume, we are proud to present a collection of articles that delve into a range of topics, from sustainable business practices and digital transformations to cross-cultural management and entrepreneurial strategies. Each piece has been selected for its contribution to advancing the understanding of Asian business, with careful peer review ensuring academic quality and relevance.

We extend our gratitude to the authors, reviewers, and editorial board members whose hard work and dedication make this publication possible. We also thank our readers, whose engagement drives us to continually enhance the quality and impact of the journal. It is our hope that the International Journal of Asian Business and Management serves as both a resource and inspiration for future research and practice in this ever-evolving field.

HappyReading

Profesor Jen Peng Huang, Ph.D
Editor in Chief