

**Journal**



ISSN E 3123-5956

# **SIMBAN**

**Sumber Informasi Manajemen Bisnis  
dan Akuntansi**

**Vol. 3, No. 1, 2026**



**Published by :**

**Gabungan Riset Edukasi, dan Eksplorasi Teori (GREET)**

Punge Blang Cut, Jaya Baru – Banda Aceh

Website : <https://greet-research.org/index.php/Simban>

# SIMBAN

*Sumber Informasi Manajemen Bisnis dan Akuntansi*

Volume. 3 | Issue 1

February 2026

*This Journal Index by :*



**Gabungan Riset Edukasi, dan Eksplorasi Teori (GREET)**  
Banda Aceh, Indonesia

**Editor in Chief**

**Budi Safatul Anam**, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

**Editorial Board**

Azwan bin Abdullah, Universiti Malaysia Kelantan, Kelantan, Malaysia

Dzulkarnain Musa, Politeknik Sultan Abdul Halim Mu'adzam Shah, Kedah, Malaysia

Syukriy Abdullah, Universitas Syiah Kuala, Banda Aceh, Indonesia

Sulaiman, Universitas Syiah Kuala, Banda Aceh, Indonesia

Zulkifli Umar, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

**Managing Editor**

Saiful Baharee, Politeknik Tuanku Sultanah Bahiyah, Kedah, Malaysia

Saiful, Universitas Islam Negeri Ar-Raniry, Banda Aceh, Indonesia.

Hendri Mauliansyah, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

Rina Maulina, Universitas Teuku Umar, Maulaboh, Indonesia

Suprianto, Politeknik LP3I Medan, Indonesia.

**Language & Copy Editor**

Erlinda, Universitas Muhammadiyah Aceh, Banda Aceh, Indonesia.

**Layout Editors**

Rola Manjaleni, Universitas Teknologi Digital, Bandung, Indonesia

Anhar Firdaus, Politeknik Negeri Lhokseumawe, Indonesia

**Technical Editor/IT Support**

Tengku Mohd Diansyah, Universitas Harapan Medan, Indonesia.

## Contents

***PRIVACY, TRUST, AND CUSTOMER EXPERIENCE AS KEY DRIVERS OF ONLINE PURCHASE DECISIONS: EVIDENCE FROM SHOPEE USERS IN BANDA ACEH***

*Mahyuddin | 1-10*

***THE EFFECT OF ONLINE CUSTOMER REVIEWS ON BOOKING INTENTION: THE MEDIATING ROLE OF TRUST AND PERCEIVED VALUE IN THE HOTEL INDUSTRY***

*Harbiyah G, Ichsan Akmal Mazas, Aida Fitri | 11-20*

***HOME GARDENS AND FOOD SECURITY: AN ECONOMIC ANALYSIS IN LAMDINGIN, BANDA ACEH***

*Ade Elvi Rahmah | 21-27*

***ANALYZING THE IMPACT OF MICROCREDIT ACCESS ON THE GROWTH OF SMALL-SCALE INDUSTRIES***

*Surya Fatma | 28-34*

***SUSTAINABLE HOSPITALITY MODEL: THE INTEGRATION OF GREEN PRACTICES AND CUSTOMER PERCEIVED VALUE TOWARD GUEST LOYALTY***

*Ichsan Akmal Mazas, Aida Fitri | 35-41*