

EXECUTIVE SUMMARY

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We are pleased to present the inaugural issue of *Journal of Multidisciplinary Issue*. The Editorial Board has worked thoughtfully to assemble the journal's very first publication. This issue highlights many topics tied together by multidisciplinary issues.

In the first paper of the issue, Maharani and Pangaribuan attempt to analyze the key elements affecting purchase intention of drugstore beauty products. The results reveal that enjoyment in shopping and price have significant impacts on purchase intention. For a contrast in scope, the second empirical article by Novitasari and Pangaribuan call on the effect of religiosity and product awareness on switching from conventional to Islamic insurance. Their study found that religiosity has a significant influence on switching attitudes and switching behavior of Muslim customers of major life insurance. In their opinion piece, Antari and Pangaribuan call attention to reusable shopping bags being utilized by millennials in Bali to assess their pro-environmental behavior. The result of their paper mentioned personal belief to be the dominant factor affecting consumer's attitude, while government regulation and media exposure have no influence. Sherisa, Pangaribuan, and Setiawan offer an empirical paper of analyzing the mediating effect of Gojek's merger with its competitor. According to the result from survey distributed to 506 active users, they found that attachment to Gojek, satisfaction with the company, and acceptance of merger with competitor are significant contributors to brand popularity. Finally, the article in this issue delivers an evaluation of ERP (Enterprise Resource Planning) as a case study. Yosevine, Oetama, Setiawan, and Princes review the success rate of ERP in a company by using the Ifinedo method and found out that lack of IT support due to the management's ignorance has made the ERP implementation failed to reach optimum performance.

As always, I welcome constructive feedback and hope that our work inspires you to engage with the issue and more publications to come. If you have any questions, comments, or concerns, please do not hesitate to contact me at elfindah@jmis.site