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UNIVERSITAS HAYAM WURUK
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UNIVERSITAS HAYAM WURUK



ICOBBI

**MARKETING INTERNATIONAL SEMINARS
AND THE 4th INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS**

Surabaya, 29th January 2022

 Pascasarjana.Perbanas.ac.id  [mmuhw.perbanas](https://www.instagram.com/mmuhw.perbanas)

 0822-4784-5434  info.mm@perbanas.ac.id

Published by :

Program Studi Magister Manajemen
Universitas Hayam Wuruk Perbanas
Jl. Wonorejo Utara No. 16 Rungkut Surabaya
Telp. 031-5947151 | Ext. 2402
Fax. 031-87862621
Website. www.pascasarjana.perbanas.ac.id

The 4th ICOBBI

*The Strategy of Digital in Business
for Gaining Competitive Advantages after Pandemic*



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**Proceeding Book of
The 4th International Conference on Business and Banking Innovations
(ICOBBI) 2022
“The Strategy of Digitalization in Business for Gaining Competitive
Advantages after Pandemic”**

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Editor and Layout :

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2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.

Published 29th January 2022

Magister Manajemen Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia

Jalan Wonorejo Utara No. 16, Rungkut Surabaya, East Java 60296

Telpon 082247845434

Website : <http://pascasarjana.perbanas.ac.id/>

Indexed by google scholar

ISBN :

The originality of the paper is the author's responsibility





FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4th International Conference on Business and Banking Innovations (ICOBBI) with the topic “The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic”. This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4th International Conference on Business and Banking Innovations was held on 29th January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Elisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

I would like to give high appreciation to the Rector of Universitas Hayam Wuruk Perbanas for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE YKPN Yogyakarta, Universitas Negeri Gorontalo, Universitas Surabaya and Universitas Muhammadiyah Surakarta which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program
Universitas Hayam Wuruk Perbanas

Prof. Dr. Tatik Suryani, M.M.



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The 4th
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Surabaya,
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**PROCEEDING BOOK OF
THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS AND
BANKING INNOVATIONS(ICOBBI) 2022
“The Strategy of Digitalization in Business for Gaining Competitive Advantages after
Pandemic”**

**29th January 2022
At Zoom Meeting**

Published by:

Magister Manajemen Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia
Jalan Wonorejo Utara No. 16, Rungkut Surabaya, East Java 60296
Telpon 082247845434 Website : <http://pascasarjana.perbanas.ac.id/>



**IMPACT OF WFH IN SURABAYA CITY
THE EFFECT OF WORKLOAD, EMPLOYEE BURNOUT
ON WORK LIFE QUALITY AND EMPLOYEE PERFORMANCE**

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Since the beginning of the Covid-19 pandemic, the order of life has completely changed, especially the world of work. Indonesia with a very large population had affected by the new paradigm work from home (WFH). The policy of WFH has become a transition period that is not easy to implement given the major changes in attitudes and behavior in the world of work. WFH creates a less conducive atmosphere because the home environment is not ready to support new habits. Regulating the workload becomes biased by managing obligations at home, cannot clearly separate work life and family life. This study aims to prove and analyze the effect of work load and employee burnout on the quality of work life and employee performance. The method used is a quantitative method with the type of explanatory research. The population uses purposive sampling, namely employees in the city of Surabaya who are currently / have been working from home with a sample of 100 people. The results showed (1) work load has a significant effect on quality work life (2) work load has a significant effect on employee performance (3) employee burnout has a significant effect on quality work life (4) employee burnout has a significant effect on employee performance (5) quality work life has no significant effect on employee performance.

Key words: employee burnout, employee performance, work load, quality work life