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Kontak



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Sertifikasi Dosen

No. 18-001036-0142,
tgl. 4 Mei 2018

Pendidikan

S1	Universitas Kristen Satya Wacana, Salatiga	• Manajemen	• 1987 - 1991
S2	Universitas Tarumanagara, Jakarta	• Pemasaran	• 1993 - 1995
S3	Universitas Indonesia, Depok	• Pemasaran	• 2010 - 2014

Pengalaman

1992 - 1997

BCA Sudirman • Corporate Credit Analyst • Supervisor

1997 - 1999

Bank Ciputra • Account Officer • Asisten Manager

2000 - sekarang

FEB Untar • Dosen Manajemen

2002 - 2009

FEB Untar • Sekretaris Jurusan S1 Manajemen

2012 - 2016

Yayasan dan Universitas Tarumanagara • Ka. Marketing

2012 –

Berbagai kepanitiaan di Untar

HKI

2020

- Kuesioner Pengukuran Etika Pemasaran Dan Tanggung Jawab Sosial Perusahaan pada Industri Fast Moving Consumer Goods Di Indonesia

2021

- Pengukuran Persepsi Etis Konsumen Terhadap Penciptaan Nilai Bersama pada Platform Ekonomi Berbagi
- Pengukuran Kepuasan Keseluruhan Pada Pengguna Moda Transportasi MRT pada Masa Pandemi Covid-19

Publikasi

2018

- Yoana, M., & Tjokrosaputro, M. (2018). Pengaruh Brand Experience, Brand Trust, Customer Satisfaction Terhadap Brand Loyalty Produk Cimory. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(5).

2019

- Simon, P., & Tjokrosaputro, M. (2019). Pengaruh Brand Awareness, Perceived Quality Dan Brand Trust Terhadap Customer Loyalty Produk Tolak Angin. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(5).
- Febriani, S., & Tjokrosaputro, M.(2019). Pengaruh Brand Packaging Terhadap Brand Preference Dengan Kualitas Makanan Sebagai Variable Mediator Pada Produk Yoghurt Heavenly Blush Di Mal Kelapa Gading. *Jurnal Manajerial Dan Kewirausahaan*, 1(1).

2020

- Sumi, S., & Tjokrosaputro, M. (2020). Pengaruh Customer Participation Dan Customer Ethical Perception Terhadap Value Co-Creation. *Jurnal Manajerial Dan Kewirausahaan*, 2(4), 1079-1085.
- Naufaldi, I., & Tjokrosaputro, M. (2020). Pengaruh Perceived Ease Of Use, Perceived Usefulness, Dan Trust Terhadap Intention To Use. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 715-722.
- Aditya, I., & Tjokrosaputro, M. (2020). Pengaruh Brand Satisfaction, Brand Trust, Dan Brand Experience Terhadap Brand Loyalty Kompas Digital. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(1), 60-64.
- Tjokrosaputro, M. (2020). Peran Innovativeness Sebagai Moderasi Pada Keterkaitan Pengaruh Sosial Terhadap Minat Pembelian Kopi Starbucks. *Peran Innovativeness Sebagai Moderasi Pada Keterkaitan Pengaruh Sosial Terhadap Minat Pembelian Kopi Starbucks*.
- Tjokrosaputro, M., & Cokki, C. (2020, June). The Role Of Social Influence Towards Purchase Intention With Value Perception As Mediator: A Study On Starbucks Coffee As An Environmentally Friendly Product. atlantis Press. In *8th International Conference Of Entrepreneurship And Business Management Untar (ICEBM 2019)* (Pp. 183-189). Atlantis Press.
- Tjokrosaputro, M., & Ongkowidjaja, Y. (2020). Citra Merek Dan Dukungan Selebriti Untuk Memprediksi Ekuitas Merek Berbasis Pelanggan Pengguna Shopee: Kredibilitas Merek Sebagai Variabel Mediasi [Brand Image And Celebrity Support For Predicting Brand Equity On Shopee Users: Brand Credibility As A Mediating Variables]. *Derema*

(Development Research Of Management): *Jurnal Manajemen*, 15(2), 227-243.

- Ponarwan, C., & Tjokrosaputro, M. (2020). Pengaruh Social Media Marketing Dan Trust Terhadap Minat Menggunakan Gopay Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 2(2), 520-530.
- Tjokrosaputro, M. (2021). Value Co-Creation In The Sharing Economy Platform: The Role Of Ethical Perceptions. *Jurnal Manajemen*, 25(03), 346-363.
- Sumi, S., & Tjokrosaputro, M. (2020). Pengaruh Customer Participation Dan Customer Ethical Perception Terhadap Value Co-Creation. *Jurnal Manajerial Dan Kewirausahaan*, 2(4), 1079-1085.

2021

- William, G., & Tjokrosaputro, M. (2021). Persepsi Kegunaan Dan Promosi Untuk Memprediksi Niat Penggunaan E-Wallet: Sikap Sebagai Variabel Mediator. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 74-88.
- Kevin, L., & Tjokrosaputro, M. (2021). Pengaruh Perceived Price Dan Country Of Origin Terhadap Repurchase Intention Merek Minuman Xing Fu Tang Di Jakarta: Word Of Mouth Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 3(1), 52-60.
- Syamsoeyadi, H., & Tjokrosaputro, M. (2021). The Study Of Sharing Economy Platform In Indonesia: Ethical Perceptions As Mediator. *Russian Journal Of Agricultural And Socio-Economic Sciences*.
- Tjokrosaputro, M. (2021, May). The Roles Of CSR And Marketing Ethics In FMCG Company's Reputation During The Covid-19 Pandemic. In *Ninth International Conference On Entrepreneurship And Business Management (ICEBM 2020)* (Pp. 379-385). Atlantis Press

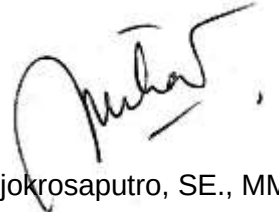
2022

- Tjokrosaputro, M. (2022, May). Factors Determining MRT Users' Satisfaction During Covid-19 Pandemic. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 356-363). Atlantis Press.
- Wijardi, C., Tjokrosaputro, M., Ekarista, M., & Krisnaputra, A. (2022, May). The Effect of Consumer Engagement as a Mediation Variable on Brand Experience and Brand Loyalty on E-Commerce in Covid-19 Pandemic. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 193-199). Atlantis Press.
- Winata, S., & Tjokrosaputro, M. (2022, May). The Roles of Effort Expectancy, Attitude, and Service Quality in Mobile Payment Users Continuance Intention. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 121-126). Atlantis Press.

- Syamsoeyadi, H., & Tjokrosaputro, M. (2022, May). The Role of e-WOM towards Value Co-Creation on Sharing Economy Platform in Indonesia. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 499-504). Atlantis Press.
- Jonathan, S., & Tjokrosaputro, M. (2022, May). The Effect of Attitude, Health Consciousness, and Environmental Concern on the Purchase Intention of Organic Food in Jakarta. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 567-574). Atlantis Press.
- Irawan, A. P., Supriyatna, E., Miharni, M., Keni, K., & Anggarina, P. T. (2022, April). Utilization of Social Media as a Communication Tool in Introducing the Advantages of a Higher Education. In *3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)* (pp. 6-10). Atlantis Press.

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggung jawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima risikonya.

Jakarta, 10 September 2022



(Dr. Miharni Tjokrosaputro, SE., MM)