

ORGANIZED BY:



SUPPORTED BY:



ICMRES 2018

AUSTRALIA
OCTOBER 29-30, 2018

BOOK OF CONFERENCE PROCEEDING

International Conference and
Global Forum on
Multidisciplinary Research
towards Social Value Creation

Abstract Proceeding Book
of
International Conference
and Global Forum on
Multidisciplinary Research
towards Social Value
Creation (ICMRES)

October 29 - 30, 2018

Melbourne, Australia



Abstracts Proceeding Book
of
International Conference and Global Forum on
Multidisciplinary Research towards Social Value
Creation
(ICMRES)

ISBN:

978-602-5902-11-6

Chief of Editor:

Hendrati Dwi Mulyaningsih

Cover and layout:

Hidiyah Ayu

Publisher:

Yayasan Sinergi Riset dan Edukasi

Office Address:

Jl. Kancra No. 11, Bandung 40262, Indonesia

Contact: (+62) 8112331733

Email: contact@researchsynergy.org

First publication, October 2018

Copyright © 2018 by Yayasan Sinergi Riset dan Edukasi.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

TABLE OF CONTENTS

| | |
|--|-------------|
| ORGANIZING COMMITTEE | V |
| SCIENTIFIC AND REVIEW COMMITTEE | VI |
| CONFERENCE CHAIR MESSAGE | VIII |
| KEYNOTE SPEAKER | IX |
| CONFERENCE AGENDA | XII |
| | |
| A. SOCIAL SCIENCE RESEARCH | 1 |
| B. HEALTH SCIENCE RESEARCH..... | 13 |
| C. BUSINESS RESEARCH | 17 |
| D. MANAGEMENT RESEARCH..... | 32 |
| E. LIFE SCIENCE RESEARCH..... | 35 |
| F. ENGINEERING RESEARCH..... | 42 |
| G. APPLIED SCIENCE RESEARCH..... | 48 |
| FUTURE EVENTS..... | 54 |

ORGANIZING COMMITTEE

Conference Chair

Prof. Sutarto Hadi

Co-Conference Chair

Dr. Hendrati Dwi Mulyaningsih

Conference Coordinator

Prof. Yudi Firmanul Arifin

Head of scientific review

Dr. Arief Budiman

Conference Support

Hidiyah Ayu

Information and Technology Support by Scholarvein Team

SCIENTIFIC REVIEW COMMITTEE

Hendrati Dwi Mulyaningsih

Telkom University, Indonesia

Ismi Rajjani

Universitas Lambung Mangkurat, Indonesia

Ahmad Rozelan Yunus

Universiti Teknikal Malaysia Melaka, Malaysia

Rosmeriany Nahan Suomela

Swedish School of Economics, Sweden

Andri Putra Kesmawan

Universitas Gadjah Mada, Indonesia

Yau-De Wang

National Chiao Tung University, Taiwan

Suparman Abdullah

Universitas Hasanuddin, Indonesia

Thariga Pholloke

Khon Kaen University, Thailand

Omkumar Krishnan

IIM Kozhikode, India

Sultan Altass

King Abdul Aziz University, Saudi Arabia

Jerny Dase

Universitas Hasanuddin, Indonesia

Thanh Hyunh

Bournemouth University, England

Leo Aldianto

Bandung Institute of Technology, Indonesia

Montha Chumsukon

Khon Kaen University, Thailand

Kavin Asavanant

Chulalongkorn Business School, Thailand

Santi Rahmawati

Research Synergy Foundation

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research towards Social Value Creation (ICMRES) by Research Synergy Foundation and Scholarvein as official partner held on October 29 – 30, 2018 at Hotel Grand Chancellor – Melbourne, Australia.

The aim of Conference is provide global forum for academician, researchers and scholars to exchange and share their experiences and multidisciplinary research results in business, management, social science, humanities, life science, engineering, and health science all aspects of towards social value creation. ICMRES 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Melbourne, Australia and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Co-Conference Chair of ICMRES 2018

KEYNOTE SPEAKER



Prof. Dr. H. Sutarto Hadi, M.Si, M.Sc is Professor of Mathematics Education, Lambung Mangkurat University and Rector of Lambung Mangkurat University 2018 - 2022. He holds Master degree in mathematics from Gadjah Mada University in 1996 before taking another Master degree in Educational

and Training Systems Design from Universiteit Twente in 1999. He holds a PhD in Mathematics Education from Universiteit Twente in 2002. He is also Vice Chairman Indonesian Rector Forum (FRI) 2018, member of regional council in research for South Kalimantan Province, member of the Indonesian Mathematical Society, and member of editorial board Journal of Science and Mathematics Education in Southeast Asia.

His contribution to mathematics education is recognized internationally. He deliver regular lecture at International Congress on Mathematical Education (ICME-12) in Seoul, 2012. He was appointed as fellow of the society at The International Society for Design and Development in Education (ISDDE). He was Keynote Speaker for International Congress on School Effectiveness and Improvement (ICSEI-27) in Yogyakarta. His latest article entitled “*Developing students’ mathematical literacy: PMRI Schools Revisited*” was presented at ICSEI-27.

KEYNOTE SPEAKER



Dr. Mali Abdollahian is an academic in the School of Science. Her research interests are mainly in the areas of statistical quality control and quality assurance and statistical modelling. Mali received her Master in Applied Mathematics and Astronomy and Ph.D. in Statistical Quality Control from University College Cardiff in UK. Her research interests are mainly

in the area of; univariate and multivariate statistical quality control and quality assurance and Statistical modelling, but also include the design of sampling strategy for compliance testing and benchmarking, performance analysis and quality control monitoring of health and environment trends.

Much of her research involved developing optimal quality control and quality assurance procedures for monitoring and improving the quality of products and services in a cost effective manner. She has been extensively involved in consulting projects and delivery of short courses to different industries. His current research interest “*Optimal profile limits for maternal mortality rate (MMR) in South Sudan*” was published in BMC pregnancy and childbirth Journal.

KEYNOTE SPEAKER



Prof. Ahmad Rozelan Yunus, Ph.D. is an associate professor of Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia. He holds a Ph.D. in Guidance and Counseling from Universiti Putra Malaysia (UPM). He is also a Registered Counselor (Malaysian Counsellor Act), a

Certified Trainer of Human Resources Development Fund, Malaysia, TAJMA Personality Practitioner, Assessor for Malaysian Qualification Agency (MQA) for Counseling Psychology Field, a Member of American Psychological Association and Malaysian Psychology Association.

He receive Book Publication Award (2013) and a Bronze Medal Award (2012) from UTeM, Melaka. On Sultan of Pahang's birthday in 2011, he was among those who received Setia Ahmad Shah Pahang awards. His current research interest in the field of guidance and counseling, psychometrics, organizational behavior, human development and entrepreneurs.

CONFERENCE PROGRAM

Day 01- Monday | October 29, 2018
Venue : Chancellor two
Hotel Grand Chancellor – Melbourne, Australia

| Time | Duration | Activities |
|---------------|----------|--|
| 09.00 - 10.00 | 60' | Welcome Reception and Registration |
| 10.00 - 10.10 | 10' | Welcoming MC |
| 10.10 - 10.25 | 15' | Welcome Remarks |
| | | Dr. Hendrati Dwi Mulyaningsih |
| | | Co-Conference Chair ICMRES 2018 & Founder of Research Synergy Foundation |
| 10.25 - 10.40 | 15' | Coffee Break |
| 10.40 - 11.00 | 20' | Keynote Speech: “ULM: towards a leading and competitive university in wetlands environment studies” |
| | | Prof. Sutarto Hadi |
| | | Rector of Lambung Mangkurat University, Indonesia |
| 11.00 – 11.20 | 20' | Keynote Speech: “Research with Impact on Solving Real World Problems” |
| | | Dr. Mali Abdollahain |
| | | Senior Lecturer at School of Science RMIT University, Australia |
| 11.20 - 11.40 | 20' | Keynote Speech: “Personnel Personality Profiling in the Era of Industrial Revolution 4.0” |
| | | Prof. Ahmad Rozelan Yunus, Ph.D |
| | | Professor at Faculty of Technology Management and Technopreneurship Universiti Teknikal Malaysia Melaka |
| 11.40 - 12.00 | 20' | Award Ceremony & Group Photo |

| Time | Duration | Activities |
|---------------|-----------------|---|
| 12.00 - 13.00 | 60' | Lunch Break |
| 13.00 - 16.00 | 180' | Parallel Session |
| 16.00 - 16.10 | 10' | Closing Speech |
| | | Prof. Sutarto Hadi |
| | | Rector of Lambung Mangkurat University |
| 16.10 – 16.20 | 10' | Closing Speech |
| | | Dr. Ismi Rajiani |
| | | Advisory Board of Research Synergy Foundation |
| 16.20 - 16.40 | 20' | Award Ceremony |
| 16.40 – 16.45 | 5' | Closing MC |

Day01

Monday, 29 October 2018

Chancellor Two

Session 1 (13.00 – 14.00)

Session Chair: Prof. Ahmad Rozelan/Dr. Muhammad Hudaya

Track Sosial Science

| Paper ID | Author | Media | Paper Title |
|-----------------------|--|-------------------|---|
| ICM18107 | Mirza Satria Buana | Oral Presentation | The Rise of Ethnic-Religious Populism in Indonesia: The Challenge of Multiculturalism Democracy in Approaching the 2019 Presidential Election |
| ICM18108 | Ifrani | Oral Presentation | Forest Management Based on Local Culture of Dayak Kotabaru in the Perspective of Customary Law to Maintain Forest Sustainability |
| ICM18120/ ICM18153 | Andi Tenri Sompia/ Varinia Pura Damaiyanti | Oral Presentation | Relations between Bureaucracy and Private Sector in Coal Mining Business in Tanah Bumbu Regency |
| ICM18148 | Yuanita Setyastuti | Oral Presentation | Facebook Addict Tendency of Housewife with toddler |
| ICM18151 | Ersis Warmansyah Abbas | Oral Presentation | Social Life of Santri in the Bank of Martapur River as the Learning Sources of Social Science Studies |

Day01

Monday, 29 October 2018

Chancellor Two

Session 1 (14.00 – 14.30)

Session Chair: Prof. Ahmad Rozelan/Dr. Muhammad Hudaya

Track Health Science

| Paper ID | Author | Media | Paper Title |
|----------|--------------------|-------------------|--|
| ICM18127 | Rosihan Adhani | Oral Presentation | Lactobacillus sp. Identification in Caries-Affected Students in SMP Negeri 1 Sungai Pinang Kabupaten Banjar |
| ICM18132 | Ratna Setyaningrum | Oral Presentation | The influence of tenure and quantity of fluid intake to core body temperature among workers in scalding work environment (Analytical Observational Study in Heavy Equipment Repair and Maintenance Department in Sebuk Iron Lateritic Ores (SILO) Company) |

Coffee Break 15 Minutes

Day 01

Chancellor Two

Session 1 (14.45 – 15.45)

Monday, 29 October 2018

Session Chair: Dr. Mirza Satria Buana/Dr. Rosihan Adhani

Track Business

| Paper ID | Author | Media | Paper Title |
|----------|---------------------------|-------------------|---|
| ICM18119 | Muhammad Hudaya | Oral Presentation | Exploring accountability system in the public sector: A review of literature |
| ICM18122 | Arief Budiman | Oral Presentation | Blood Donating Behavior in Indonesia: Theory of Planned Behavior Perspective |
| ICM18124 | Tinik Sugjati | Oral Presentation | Product Knowledge, Loyalty Program and Customer Satisfaction Study on Alfamart's Customer In Banjarmasin, South Kalimantan |
| ICM18155 | Benny Hutahayan | Oral Presentation | Entrepreneurial Intention of Jakarta Citizen |
| ICM18141 | Nur Widyawati | Oral Presentation | Readiness for loading and unloading equipment, weather and time Arrival of Dry Bulk Ship Against Waiting Time Berth at Terminal Jamrud Tanjung Perak Branch |
| ICM18142 | Meyti Hanna Ester Kalangi | Oral Presentation | Analysis of Brand Image and Service Quality on Brand Trust Honda Motor |
| ICM18138 | Rizki Nurannisa Heryanti | Oral Presentation | Education Analysis, Work Experience, and Training on Work Productivity |
| ICM18143 | Kajanto | Oral Presentation | Corporate Social Responsibility on Company Image in PT Meiko Ekspres Surabaya |
| ICM18146 | kadek Pusparini | Oral Presentation | Analysis of Product and Quality Personal Selling on Purchase Decisions |
| ICM18139 | Soedarmanto | Oral Presentation | The Modification Information System Model in Indonesian Tax Information System |
| ICM18144 | Juli Prastyorini | Oral Presentation | Company and Corporate Social Responsibility Image to Loyalty of Service Users PT. Pelindo III |
| ICM18147 | Iwan Sabatini | Oral Presentation | Analysis of Receivables and Current Debt on Profitability in PT. Java Shipping Lines Surabaya |

| Paper ID | Author | Media | Paper Title |
|----------|----------------------|-------------------|---|
| ICM18140 | Wulyo Raharjo | Oral Presentation | Labor Gang Number and Equipment Capacity on Loading and Unloading Performance |
| ICM18145 | Indriana Kristiawati | Oral Presentation | Company Image and Customer Satisfaction on Customer Loyalty of PT. Ambra Logistik Mandiri |

Day01

Monday, 29 October 2018
Session 1 (15.45 – 16.00)

Chancellor Two

Session Chair: Dr. Mirza Satria Buana/Dr. Rosihan Adhani

Track Management

| Paper ID | Author | Media | Paper Title |
|----------|-----------------|-------------------|--|
| ICM18136 | Randy Kurniawan | Oral Presentation | Shaping Organizational Agility through Complete Market-Oriented Product Development, Networking Capability, and Nimble Organizational Structure in Cloud Computing Era |

Day01

Thursday, 2 August 2018

Session 1 (13.00 – 14.15)

Chancellor Four

Session Chair: Dr. Ismi Rajiani/Dr. Agung Nugroho

Track Life Science

| Paper ID | Author | Media | Paper Title |
|----------|------------------------|-------------------|--|
| ICM18103 | Oski Illiandri | Oral Presentation | Phenyl Butyrate Acid Inhibit TNF-Alpha-Induced Nuclear ATF6 Expression in Endothelial Cells |
| ICM18114 | Ahmad Kurnain | Oral Presentation | Role of forest canopy on the proton budget of selectively logged peat swamp forest in Central Kalimantan, Indonesia |
| ICM18115 | Yudi Firmanul Arifin | Oral Presentation | Site Quality and Growth Performance of Acasia (Acacia sp.) and Sengon (Paraserientes falcataria) on Post-mining Areas in South Kalimantan, Indonesia |
| ICM18130 | Maulana Khalid Riefani | Oral Presentation | Waterbirds in The Reclamation Area of PT Adaro Indonesia, South Kalimantan |
| ICM18125 | Mrs. Sasi Gendro Sari | Oral Presentation | Ethnobotanical survey of Wild Swamp Vegetables Consumed by Banjarese in Banjar Regency, South Kalimantan |

Day01

Monday, 29 October 2018

Session 1 (14.15 – 14.45)

Chancellor Four

Session Chair: Dr. Ismi Rajiani/Dr. Agung Nugroho

Track Engineering

| Paper ID | Author | Media | Paper Title |
|----------|----------------|-------------------|--|
| ICM18104 | Muthia Elma | Oral Presentation | Coagulation, Flocculation and filtration Processes for Wetland Water Treatment |
| ICM18150 | Noordiah Helda | Oral Presentation | Assessment of Land Use Changes using EEFlux Approach |

Coffee Break 15 Minutes

Day01

Monday, 29 October 2018

Session 1 (15.00 – 16.00)

Chancellor Four

Session Chair: Arief Budiman, Ph.D. / Dr. Muthia Elma

Track Applied Science

| Paper ID | Author | Media | Paper Title |
|----------|--------------------|-------------------|--|
| ICM18111 | Agung Nugroho | Oral Presentation | HPLC Quantitative Analysis of Flavonoid Glycosides in the Leaves of Five Different Varieties of <i>Carica papaya</i> L. |
| ICM18117 | Ahmadi | Oral Presentation | The Interconnection of Capture Fishery, Fish Processing Business and Fish Farming Prospect for the Featherback (<i>Notopterus chitala</i>) in Barito Kuala District, Indonesia |
| ICM18134 | Dewi Erika Adriani | Oral Presentation | Genotype Performance of M6 of Local Rice Mutant Lines on Tidal Swamp by Crop Modelling Approach |
| ICM18131 | Liling Triyasmono | Oral Presentation | FTIR and Chemometrics Application on Determination of Total Flavonoid Content of Pasak Bumi Root Extract (<i>Eurycoma longifolia</i> Jack.) |

Day 02

Tuesday (October 30, 2018)
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose

Track: Business Research

Blood Donating Behavior in Indonesia: Theory of Planned Behavior Perspective

Arief Budiman¹, Arif Fahyudi², Doni Setiadi³

^{1,2,3}Lambung Mangkurat University

¹arief.budiman@unlam.ac.id

Abstract

Background – *There is a scarcity in the literature with regard blood donation research from Indonesia, as such a study in blood donation from non western perspective is important.*

Purpose – *This study aimed to examine the effect of attitude, subjective norm, perceived Behavioral Control, and Intention to blood donated behavior the general public in Banjarmasin City*

Design/methodology/approach – *This study employed a quantitative approach with Structural Equation Modeling- AMOS. Sample were taken are 300 respondents, 150 respondents society has ever donated blood, and 150 respondents have never donated blood*

Findings – *The result of study showed attitude, Subjective Norm, and Intention significant positive effect to blood donated ever behavior general public, And Perceived Behavioral Control does not affect the Intention and blood donated ever behavior in general public. Attitude, and Perceived Behavioral Control significant positive effect to Intention general public never blood donation. Subjective Norm does not affect the Intention general public have never blood donation.*

Research limitations – *The limitation of the current study was to the sample of the study that could not generalise to all Indonesian population*

Originality/value – *This study has contribute to the body of knowledge by investigate the blood donation behavior in Indonesia that still very limited similar study conducted in the study setting.*

Keywords: Theory of Planned Behavior, Indonesia, blood donation

Introduction

Theory of Planned Behavior is an extension of the previous theory, the Theory of Reasoned Action developed by Fishbein and Ajzen (1975). In the previous theory, TRA explained that a person's intentions towards behavior is formed by two main factors, namely attitude toward the behavior and subjective norms (Fishbein and Ajzen, 1975). Where the attitude factor toward the behavior is the attitude that someone has and it refers to an action or behavior carried out by a person. While subjective norms arise when someone not doing the same actions or behaviors as others do.

Then an additional factor to intentions related to individual control, that is perceived behavioral control (PBC) (Ajzen, 1988). The addition of this factor later changed the Theory of Reasoned Action (TRA) to the Theory of Planned Behavior (TPB). This theory or the model is very suitable to examine the behavior that someone will do, where in this research will be examined is the behavior of someone to donate blood.

On this study we employ TPB related to blood donation behaviour. Based on the TPB theory we formulated research questions as follow: (1) Whether the attitude has a significant effect on Intention? (2) Do subjective norms have a significant effect on intention? (3) Do control behavior has a significant effect on intention? (4) Are behavioral controls influential significant to the decision? (5) Does intention have a significant effect on the decision?

Literature review

Theory of Planned Behavior (TPB) is an extension of the previous theory, namely Theory of Reasoned Action (TRA). In the previous theory, TRA explained that intention someone towards behavior is formed by two main factors, namely attitude toward the behaviour and subjective norms (Fishbein and Ajzen, 1975). Where is the attitude factor toward the behaviour is an attitude that someone has that refers to an action or behaviour carried out by the person, while subjective norms are subjective norms that will emerge if someone does not do the same actions or behaviors as others

do it Then add a factor to the intentions related to control individuals, namely Perceived behavioral control (PBC) (Ajzen, 1988). Addition of this one factor which then changes the Theory of Reasoned Action (TRA) to become the Theory of Planned Behavior (TPB).

According to Feldman (1995), intention will manifest in actual behavior, if the individual has a good opportunity and the right time to make it happen. In addition, this intention will be able to predict behavior when on measure correctly. Intention is a person's tendency when the person tries to use specific attitudes. Intention can be measured using subjective norms and attitudes that influence one's intention in acting while subjective norms are at influence by beliefs and motivation where do you want other people involved in inside. Therefore belief, evaluation and motivation will influence intentions with itself (Ajzen and Fishbein, 1980). The behaviors and situations encountered determine the extent where the importance of attitude, subjective norms, and

control of behavior in making predictions about intention (Ajzen 1991).

Fishbein and Ajzen (1975) state that intensity measurement must contain 4 elements, namely: behavior, object or target, situation, and time. Another important thing that must be in pay attention in measuring intentions is the level of target specifications. If attitudes and intentions are measured in different specification levels, it will be difficult to get a high relationship between both of them.

Attitude is a factor in someone who is learned to give positive or negative response to an assessment of something given. Tung (2011) mentions that attitude toward the behavior is the degree to which a person has a favourable or unfavorable evaluation of a behavior. It depends on the person's assessment of the expected outcomes of the behavior. "Attitudes toward behavior are the extent to which a person has evaluation is beneficial or unfavorable of behavior. This depends on the person's assessment of the expected hash of behavior ". Definition of attitude according to Ajen (2005) is a disposition to respond favorably or unfavourably against objects, people, institutions or events. According to Hoog & Vaughan (2005). Aiken (2002) describe some attitudes definitions according to some experts, including Gagne and Brig (1974) describe attitudes as individual internal conditions that influence individual choices to display behavior towards objects, people or events.

Eagly and Chaiken (1993) define attitude as a tendency to evaluate an entity with a level of agreement or disagreement, expressed in cognitive, affective, and conative forms. Fisbein and Ajzen (1977 in Aiken, 2002) conducted a review of some research results are related to attitudes and concluded that attitudes as intention also consists of 4 elements, namely: behavior itself, target behavior behavior, the context of behavior, and the time the behavior is done. Besides that, you need to remember that the attitude that is meant here is the attitude towards behavior (donating blood) not an attitude towards the object (blood donor). For example if someone considers something useful for him then he will give a positive response to it, on the contrary if something is not useful then he will give a negative response.

According to Baron and Byrne (2002), subjective norms are individual perceptions of whether people are others will support or not realize the action. Subjective norms are also interpreted about social perceptions or pressures in carrying out certain behaviors (Feldman, 1995). According to Tung (2011) mention that "subjective norms refer to the social pressures perceived by individuals to perform or not to perform the behavior. It relates to the beliefs that other people encourage or discourage to carry out a behavior "(subjective norm refers to social pressure felt by individuals to do or not do behavior).

Subjective Norms are based on two things, namely normative belief and motivation to comply. Normative belief relates to the subject's perception of the referent attitude about behavior intended. While motivation to comply relates to strength / the power that the referent has to the subject concerned. Then norm measurement subjective is also obtained from the multiplication of the two.

Behavioral control is the perception of ease or difficulty in doing something behavior. Tung (2011) suggests that behavioral control is: relate to the availability of support and resources or barriers to perform an entrepreneurial behavior (control beliefs) (related to beliefs about availability of support and resources or obstacles to conduct an entrepreneurial behavior). According to Feldman (1995) PBC is a perception of difficulty or ease in carry out behavior, based on previous experience and obstacles anticipated in carrying out certain behaviors. Someone feels they will do behavior or action if someone feels support for actions will be done, as well as the obstacles that will get if someone will behave or take an action.

Intention is a source of motivation that encourages someone to do what they want done when free to choose (Hurlock, 1993). Intention is a feeling of preference and taste linkage to a thing or activity, without anyone telling. Basically Intention is acceptance of a relationship between yourself and something outside yourself. Stronger or near the relationship, the greater the sense of Intention (Slamet, 2011). Community Intention in donating blood depends on what you will get the community by taking this blood donor action. Because of Intention in an object certain contains hope which then becomes a desire to get something that interests him. This can be interpreted that the public will be interested in donate blood, if they know what they get from the action that will do it.

According to Kotler and Armstrong (2001), consumer decisions are the stage in the process of purchasing decisions where consumers really buy. Purchase process ends at the after-purchase behavior stage where consumers feel the level of satisfaction or dissatisfaction that is felt will affect the behavior (Hasan, 2008: 139). Kotler and Keller (2009) explain purchasing decisions made by consumers through several stages, namely: the stage of the introduction of problems or needs, the stage of seeking information, alternative evaluation stages, purchasing decisions and behavioral stages after purchase.

- a. Introduction to Problems or Needs
- b. Information Search Activities
- c. Alternative Evaluation
- d. Buying decision
- e. Action After Purchase

Based on the relationship between variables, we developed hypothesis as follow:

- H₁: There is a significant influence on attitudes towards intention
H₂: There is a significant influence on subjective norms of intention
H₃: There is a significant effect of Control of Behavior on intention
H₄: There is a significant effect of Behavioral Control on decision
H₅: There is a significant influence intention on decision

Research Method

Simple random sampling technique was employed for this study to the general

population in Banjarmasin. By using the accidental sampling method, which is the sampling technique of anyone who by chance / incidental meeting with researchers can be used as a sample, if viewed as someone who happened to be found suitable as a data source (Sugiyono, 2012:96). The sample size guidelines used are as follows (Hair et al, 1995; Ferdinand, 2002) Where 150 for people who have not donated blood and 150 samples for people who have donated blood before.

In this study data analysis using Structural Equation Modeling (SEM) using AMOS (Analysis of Moment Structure) statistics. This is because the model studied is a causality model or relationship with the level of complexity a model to be studied. Analysis of the research model using SEM for identify the dimensions of a construct and at the same time SEM can measure the degree or influence of relationships between factors that have been identified its dimensions (Ferdinand, 2006).

Validity is the degree of validity of the instrument in measuring the concept to be measured, or in other words, how well a construct (latent construct) is defined by instruments or sizes. Validity test can be done by convergent validity (convergent validity). Convergent validity is fulfilled if there is sufficient intercorrelation between variables (indicators) used to measure the same construct. Wrong

one way that can be done to evaluate convergent validity is by using loading factor (estimated path coefficient value) and its significance in the measurement model that can be shown through confirmatory factor analysis. Based on these criteria, at least all loading factors are statistically significant, and as the minimum loading limit reference is 0.45, however it is suggested 0.70.

After the feasibility test of the tested model (model fit), another evaluation is carried out assessment of unidimensionality and reliability. Unidimensionality is an assumption in a One-dimensional models, the indicators that have a good degree of suitability. The recommended approach in assessing a measurement model (measurement model) is to assess the composite reliability and variance extracted from each construct (Ferdinand, 2006). The limit value of composite reliability used to assess

an acceptable level of reliability is 0.60, although it is suggested in assumptions SEM reliability level is 0.70. For a measure of reliability on high extracted variances shows that the indicators have well represented the latent construct developed (Ferdinand, 2006).

The final step is to interpret and modify the model for the models does not meet the testing requirements. Hair et al (1995) provide guidelines for consider whether or not modification of a model is necessary by looking at the amount of residuals produced by the model. The security limit for the amount of residual is 5%. If the amount is the residual is 2% greater than all the covariance produced by the model, then a Start modifications need to be considered to add a new path to the model estimated it. Residual values greater than or equal to 2.58 are interpreted as statistically significant at the 5% level.

Results and Discussion

Tabel 1

Regression Weight have been blood donated

| | Estimate | S.E | C.R | P |
|------------------------------|----------|-------|-------|-------|
| Intention ← Attitude | 0.418 | 0.088 | 4.765 | 0.000 |
| Intention ← Subjective Norm | 0.164 | 0.053 | 3.089 | 0.002 |
| Intention ← Behavior Control | 0.091 | 0.127 | .719 | 0.472 |
| Decision ← Intention | 0.959 | 0.155 | 6.201 | 0.000 |
| Decision ← Behavior Control | -.022 | 0.044 | -.489 | 0.625 |

Hypothesis Result for have been blood donated

H1 : Accepted

H2 : Accepted

H3 : Rejected

H4 : Accepted

H5 : Rejected

Tabel 2

Regression Weight for never been blood donated

| | Estimate | S.E | C.R | P |
|------------------------------|----------|-------|-------|-------|
| Intention ← Attitude | 0.420 | 0.106 | 3.973 | 0.000 |
| Intention ← Subjective Norm | 0.070 | 0.069 | 1.008 | 0.314 |
| Intention ← Behavior Control | 0.538 | 0.070 | 7.679 | 0.000 |

Hypothesis Result for not have been blood donated

H1 : Accepted

H2 : Rejected

H3 : Accepted

Discussion of Research Results on have been donated

1. Influence of attitudes towards intention in donating blood

The study results were in line with previous research conducted by Amaliah (2008), which states that attitudes contribute significantly to the process of forming behaviour student interest in cycling on campus. Also according to Gagne's statement Brigg (1974), which describes attitudes as internal conditions of influencing individual choices to display behavior towards objects, people or events. And as defined by Eagly and Chaiken (1993), define attitudes as the tendency to evaluate an entity with a level of agreement or disagreement, which is expressed in cognitive, affective, and conative forms. So that it can be concluded that someone will do the behavior in accordance with a person's positive belief with what what he will do, so that this is attached to the respondent, namely the general public at Banjarmasin city, where someone believes in taking blood donation will get positive things in him.

Based on the explanation above, it can be concluded that attitude influences intention of the general public in the city of Banjarmasin to make blood donations, with the relationship between attitudes and intentions of 0.509 shown in the Standardize table on results of data analysis.

2. Effect of Subjective Norms on intention in donating blood

The results of the research are in line with Amaliah (2008), which states that subjective norms influencing student interest on campus. Likewise in this study namely Subjective Norms influence the intention of the general public in the city of Banjarmasin donate blood. According to Tung (2011) subjective norms refer to social pressure perceived individual to do and not do something.

This research shows that a person tends to do something based norm values that occur between them, so that someone feels what is carried out based on norms or coercion that will be caused if someone does not do things in accordance with the applicable norms. Social norms very close to the individual who is family, in the family of a child tends to will do something done by both parents and expected by family. So it is with the existing social norms and formed in the existing society in the surrounding environment. So this affects someone's attitude to donate blood, someone tends to be affected by the social norms and pressures that will be generated if the person does not carry out blood donation.

The explanation above shows that subjective norms have a significant effect on the intention of the general public in the city of Banjarmasin to donate blood, with the relationship between subjective norms and intentions is 0.290 as shown in the table Standardize the results of data analysis.

3. Effect of Behavioral Control on intention in blood donation

The results of this study are in line with the research of Widi Hidayat, Argo Adi Nugroho Airlangga University, Surabaya (2010), that is, behavioral control has a negative influence and not significant towards the intention to not comply with the tax.

So someone tends to take blood donation if someone it gets encouragement and support if someone is doing a donor blood. Behavioral control is also said to be a determining factor of other factors, namely subjective attitudes and norms, although a person's attitude is positive towards blood donations and norms Existing subjective leads to blood donor actions exist, but behavioral control most determines the realization that will be carried out in the future both intention and decision.

In contrast to the results of research conducted, behavioral control has no effect significant to the intention of respondents / the general public in the city of Banjarmasin for donate blood, some possibilities that cause no control of behaviour influence the decision, which is generally the respondent / community found in the field is the general public who conduct repeated blood donation actions or in other words, people who take blood donor actions more than once, so indirectly the community already has a commitment in itself to do repeated blood donation actions based on a predetermined time span, so that without behavioral control to intention, the community will directly remain carry out blood donation.

Based on the explanation above, behavioral control has no significant effect towards the intention of the general public in Banjarmasin to donate blood, with the relationship between behavior control and intention of 0.132 shown in the table Standardize the results of data analysis.

4. Influence of Intention in Decision

The results of this study explain that intention or intention affects the decision or that is in the TPB model is behavior. According to Feldman, (1995), states that intention is an individual plan or resolution to carry out behaviour that suits their attitude. The conclusion of this definition is emphasizing that intention is the individual's intention to conduct behavior or decisions in the future. This matter indicates that intention has an impact on the decisions of respondents who do blood donation action.

The emergence of decisions that are felt by respondents is influenced by revelation - statements such as respondents interested in donating blood, respondents can explain information about blood donation to others, respondents were very interested in donating blood, and respondents want to find information about blood donors who each get the dominant answer agrees to some of the statements given to the respondent. Indicator- the indicator statement is taken into consideration by the respondent in generating desire and realization in the form of behavior or decision.

As one of the factors that underlie behavior, significant influence intention against the decision of the general public in Banjarmasin to donate blood, with the relationship between intentions and decisions of 0.966 shown in the table Standardize the results of data analysis g.

5. Effect of behavioral control on decisions

The results of this study indicate that behavioral control has no effect on Decisions, in line with Wijaya's (2013) research that is not behavioral control

have a significant effect on the buying behavior of organic food for the consumer context Indonesia. In this study behavioral control does not affect behavior or decisions directly or spontaneously.

Like someone who has high behavioral control because of attitude support, subjective norms or social pressure already exist, and feel the belief will availability of support for blood donation actions to be taken. As is confidence and availability of support for blood donation affect people who have already donated blood, generally repeated respondents / they will take blood donor action again if they have

past a span of 3 (three) months, without considering beliefs or intention to do this behavior.

Based on the explanation above, there is a conclusion that behavior control does not have a significant effect on the decision to donate the blood of the general public in the city of Banjarmasin, with the relationship between behavior control and decision-making - 0.031 shown in the Standardize table on the results of data analysis.

The conclusion of some of the variables above is attitude XI, Subjective Norm X2, behavior control X3, intention in Y1, and Decision Y2. There are two variables that have no effect, namely control behavior (X3) has no effect on intention, and behavior control has no effect on the decision of the respondent is the general public in Banjarmasin to donate blood to people who have donated blood.

Discussion of Research Results not yet donated blood

1. Influence of attitudes towards intention

The results of this study are in line with Wijaya (2013), namely the influence of buying attitudes organic food positively and significantly towards the intention to buy organic food. Based on several answers to the statements given to respondents, namely the first blood donation is a profitable (beneficial) decision on him, second blood donation is a good idea or idea, blood donation is wise decision, and the last one is blood donation is a decision admired by others. In accordance with the statements of Gagne and Brigg, (1974) which describe attitudes as individual internal conditions that influence individual choices to display behavior towards objects, people or events. Such that defined by Eagly and Chaiken (1993) defines attitude as tendency to evaluate an entity with a level of agree or disagree, expressed in cognitive, affective, and conative forms.

Someone tends to do something if someone is have a positive belief in something or a particular object. Someone tends will act or act according to what he considers positive.

Based on the explanation above, it can be concluded that attitude is influential significant to the intention of the general public who have not donated blood in the city of Banjarmasin donate blood, with the relationship between attitudes and intention of 0.365 shown in the Standardize table on the results of data

processing.

2. The influence of subjective norms on intention

The results of this study indicate that subjective norms do not affect intention blood donors. So in line with the research conducted by Adib Saeroji, Ali Maskur, Endang Tjahjaningsih Stikubank University, Semarang (2015) namely subjective norms are not positive and significant effect on the variable Micro KUR borrowing intention in Pati. Along with with the times that have occurred and the decline of social values or norms, then the average person does something regardless of what will be the norm subjective to be obtained, and perhaps lack of good social pressure from the family, friends, and the environment that will affect someone for action blood donors. The closest person plays an important role in influencing the behavior that will done by a person, both directly and indirectly, the public does not care with what other people do. So as to cause a lack of awareness of the community that there is a subjective norm that arises when a person does not blood donation action.

Based on the explanation above, it can be concluded that subjective norms are not affect the intention of the general public who have not donated blood in the city of Banjarmasin donate blood, with the relationship between the objective norm and intention of 0.081 shown in the Standardize table on the results of data analysis.

3. Effect of Behavioral Control on intention

The results of this study are in line with Putri's (2014) study of behavioral control significant influence on personal taxpayer compliance in the city of Yogyakarta. Behavioral control is a determining factor after the attitudes and norms subjective, behavioral control is also called planned behavior. Where control behavior plays important role in the Thoery of Plan Behavior. Where the higher the control of behavior then will determine what the person will do in the future. Someone has full control of the behavior to be carried out, with the continued support for donate blood, a positive attitude towards blood donation behavior, the norm that is realized is there and will arise if someone does not do blood donation, but it could be someone it is only interested in carrying out blood donation, because of that person have full control of the establishment both the obstacles that will be caused such as someone's fear of a large blood donor needle and fear of seeing blood.

Based on the explanation above, it can be concluded that behavior control influential effect on the intention of the general public who have not been donors in the city of Banjarmasin for blood donation, with the relationship between behavioral and intention control of 0.723 shown in the Standardize table on the results of data processing. Based on some of the variables above, namely XI, X2 and X3, there is one variable that does not effect on Y (intention), namely the variable X2 (subjective norm). While variable XI attitude and X3 behavioral control affect the public interest in the City Banjarmasin to donate blood especially for people who have never been donate blood.

CONCLUSION

Blood donor

1. Attitudes have a significant effect on intention of the general public in the City Banjarmasin to donate blood.
2. Subjective Norms have a significant effect on the intention of the people in the City Banjarmasin to donate blood.
3. Behavioral control does not have a significant effect on public intention in Banjarmasin to donate blood.
4. Behavioral Control does not affect the intention of the general public in the City Banjarmasin to donate blood.
5. intention has a significant effect on the decisions of the general public in the City Banjarmasin to donate blood.

Not blood donor

1. Attitudes have a significant effect on the intention of the general public in the City Banjarmasin to donate blood.
 2. Subjective norms have no significant effect on the intention of the people who are in Banjarmasin city to donate blood.
- Behavioral control has a significant effect on the intention of the general public who are in Banjarmasin city to donate blood.
-

FUTURE EVENTS

November 15 – 16, 2018

2nd Korea International Conference on Business, Management and Social Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

November 19 – 20, 2018

2nd International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS)

<http://www.2ndbemss.researchsynergy.org/>

November 29 – 30, 2018

2nd International Conference on Management Studies and Social Science (MASOS)

<http://www.2ndmasos.researchsynergy.org/>

December 3 – 4, 2018

2nd International Conference on Emerging Issues in Social Studies, Economy, Education and Management in Digital Era (EISDE)

<http://www.2ndeisde.researchsynergy.org/>

December 13 – 14, 2018

2nd International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective (GEMSH)

<http://www.2ndgemsh.researchsynergy.org/>

December 20 – 21, 2018

2nd International Conference on Interdisciplinary Studies for Leveraging Innovation (ISLI)

<http://www.2ndisli.researchsynergy.org/>



ICMRES
2018

AUSTRALIA
OCTOBER 29-30, 2018