



International Conference of Organizational Innovation


## International Conference of Organizational Innovation

### Sponsor Institutes

-  International Association of Organizational Innovation
-  University of Ulsan, South Korea
-  Airlangga University, Surabaya, Indonesia

-  FMI Forum Manajemen Indonesia
-  Shanghai University of Medicine & Health Science

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-  La Trobe Business School, La Trobe University, Australia
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-  Huaqiao University, Fujian China

-  Universitas Tanjungpura Indonesia
-  Guilin University of Technology, Guilin China
-  Universitas Sumatera Utara Indonesia

### Conference Date

July 20-22, 2019

### Location

University of Ulsan, South Korea  
93 Daehak-ro, Nam-gu, Ulsan (44610), Korea

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# **PROCEEDINGS OF 2019 ICOI THE INTERNATIONAL CONFERENCE OF ORGANIZATIONAL INNOVATION**

**July, 20 – 22, 2019**

## **Editor**

**Dr. Charles Shieh**

International Association of Organizational Innovation, USA

**Mr. T. Aria Auliandri**

Department of Management, Faculty of Economics and Business,  
Airlangga University, Surabaya, Indonesia

**Ms. Minnie Hsieh**

International Association of Organizational Innovation, USA

## **HOSTED & ORGANIZED**

### **Institute of Sponsor:**

1. International Association of Organizational Innovation
2. University of Ulsan, South Korea
3. FMI Forum Manajemen Indonesia
4. Airlangga University, Surabaya, Indonesia
5. Shanghai University of medicine & health Science, China

### **Institute of Co-sponsor:**

1. La Trobe Business School. La Trobe University, Australia
2. Fukuoka University, Japan
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4. Huaqiao University, Fujian China
5. Universitas Tanjungpura Indonesia
6. Guilin University of Technology, Guilin China
7. Universitas Sumatera Utara Indonesia



## WELCOME TO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION, ULSAN, SOUTH KOREA, 2019



On behalf of the [International Association of Organizational Innovation](#), I welcome you to the 2019 [International Conference on Organizational Innovation \(ICOI\)](#). We have organized a great conference for you!

It is an honor and a pleasure for me to be in this great city of Ulsan and to interact with all of you distinguished scholars and business men & women at this conference! I look forward meeting you and hearing your presentations.

I would like to thank all of the people who worked very hard to organize this conference. I know the effort that they put forth getting this conference together.

I especially thank the President of the University of Ulsan, Oh Yeon-cheon, Dr. Professor, Jung Junkeum, as well as its' Administrators, Faculty, Staff & Students for hosting this conference. I would also like to thank my colleague (and former Ph.D. student), Dr. Chich-Jen Shieh and his colleagues for their hard work organizing this conference.

The [International Association of Organizational Innovation](#) has had a great year! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. As a presenter at this Conference or publishing in our Journal, you are automatically included as a member of the Association.

Besides hosting this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. *IJOI* has great news this year! I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal (You will receive a 33% discount if you submit the paper you present at this conference - see the details in your Conference Materials). Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. Send an email to me if you are interested in serving as an Assistant Editor of *IJOI*.

I look forward to meeting you all and working with you over the next few days.

For those of you who have published in the *IJOI* or serve as an Assistant Editor, Please come up and introduce yourself to me.

Also, please take the opportunity to explore this exciting city, region and country. Enjoy the conference!

### **Dr. Frederick Dembowski,**

President, [The International Association of Organizational Innovation](#)

Editor, [The International Journal of Organizational Innovation](#)

Hibernia National Bank Endowed Professor Emeritus, Southeastern Louisiana University

[ijoinnovation@aol.com](mailto:ijoinnovation@aol.com)

# FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2019ICOI- the International Conference on organizational Innovation in beautiful city, Ulsan, Korea. The conference will take place during July, 20 to 22; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2019 ICOI Conference has been established on a global basis. We have received 251 submissions from 20 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 200 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Taiwan attend the meeting. Accepted papers are scheduled for presentation in 40 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2019ICOI Conference for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, 2 keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Ulsan, Korea.

**Dr. Yamazaki Yoshihiro,**

Faculty of Economics, Fukuoka University, Japan

2019 ICOI, Honorable conference Chair

Email: yamazaki@fukuoka-u.ac.jp

# FOREWORD

## Welcome to the 13<sup>th</sup> International Conference of Organizational Innovation (2019 ICOI, Ulsan, South Korea)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 13<sup>th</sup> ICOI Annual Conference 2019 in Ulsan, South Korea. Our previous 12 conferences in China, Thailand, Malaysia, Indonesia and Japan were a resounding success, and on this positive note, we continue the primary activity of our esteemed association. A special word of appreciation to our Conference Chair, Professor Charles Shieh, Dr Sri Gunawan and Mr T. Aria Auliandri for their efforts in organizing the conference. Also, our gratitude to Professors Yamazaki from Fukuoka University, as well as our hosts from The University of Ulsan. We also extend our appreciation to Vickie and her team for endless hours and dedication to back-office activities. We also thank our annual sponsors for their valued contributions, identified by their logos in the conference materials and proceedings.

We are fortunate to remind all delegates of our organisation's journal publication, The International Journal of Organizational Innovation (IJOI), under the dedicated editorship of Dr Frederick. L. Dembowski. This year, selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals.

This year we had in excess of 251 paper submissions, with 200 accepted papers in the Conference proceedings. These will be delivered over the next 2/3 days over 40 sessions. Please consult the proceedings and timetable for the themed and parallel presentation sessions, including keynote presentations from special guests. We would also like to take this opportunity to thank track chairs and paper reviewers, who put in endless hours reviewing papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. And if you ever visit Australia, please visit us at The La Trobe Business School in Melbourne. Last but certainly not least, please unwind, relax and take some time out during the networking functions organised by our hosts.

### **Professor Alex Maritz**

Vice President: The International Association of Organizational Innovation  
Professor of Entrepreneurship  
La Trobe Business School  
La Trobe University: Melbourne, Australia  
[a.maritz@latrobe.edu.au](mailto:a.maritz@latrobe.edu.au)



Accountable Connected Innovative Care

# FOREWORD



It is my great pleasure to welcome you all in the 2019 International Conference of Organizational Innovation (ICOI) in Ulsan – South Korea. I would like to deliver my sincere thanks to the working team from University of Ulsan, for their enormous contribution towards the detailed arrangement of this conference.

I also want to thank the kind support of Sponsor Institutes: International Association of Organizational Innovation (IAOI), USA; University of Ulsan, South Korea; Airlangga University, Indonesia; Forum Manajemen Indonesia (FMI); Shanghai University of medicine & health Science, Shanghai, China; and Co-Sponsor Institutes: Huaqiao University, Fujian, China; Universitas Sumatera Utara, Indonesia; Fukuoka University, Japan, Guangxi University for Nationalities, Guangxi China; La Trobe Business School, La Trobe University, Australia; Guilin University of Technology, Guilin China. Universitas Tanjungpura Indonesia.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Sincerely,

**Sri Gunawan, DBA.**

Conference Chair – ICOI 2019

President – Forum Manajemen Indonesia (FMI)

Faculty Member – Universitas Airlangga, Department of Management

# FOREWORD



Welcome to the 2019 ICOI the International Conference on Organizational Innovation. The aim of the 2019 ICOI Conference is to serve as a forum for scholars of the business, education and information disciplines.

This ICOI conference, being one of the largest academic meetings ever held in this city Ulsan, will be a grand gala of growing trend of international meeting. We hope this conference will provide all the global family of industry and engineering professionals in the area of Industrial globalization and Technology Innovation with a meeting to share and exchange research interests and applications.

The 2019 ICOI Conference has been established on a global basis. We have received 251 submissions from all five continentals of the world, Asia, Europe, America, Australia and Taiwan attend the meeting.

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 200 papers are accepted for presentation in the conference. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2019 ICOI Conference for their precious time and expertise. We hope you enjoy this conference and this city Ulsan.

## **Dr. Ridong Hu**

Dean and Professor, Institute of Quantitative Economics,  
Huaqiao University, China  
Address: 361021 Xiamen City, Fujian Province, China, PRC  
Email: j\_rdhu@hqu.edu.cn



# FOREWORD



It is my great pleasure to welcome you to 2019 ICOI the International Conference on Organizational Innovation and to the beautiful city of life – Ulsan, South Korea. The conference will take place during July, 20 to 22; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

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**Prof. Dr. Bal Kishan Dass,**

Former Professor of Mathematics, University of Delhi, India

2019ICOI Conference chair

Email: [bkdass@tarupublications.com](mailto:bkdass@tarupublications.com)

# FOREWORD



Prof. Harold G. Kaufman, Director, Research Program in Human Capital Analytics, Department of Technology Management & Innovation, New York University Tandon School of Engineering

Dr. Harold G. Kaufman is Director of the Research Program in Human Capital Analytics and is a Research Professor as well as Professor Emeritus in the Department of Technology Management and Innovation at the NYU Tandon School of Engineering. He formerly served as Academic Director of the Organizational Behavior, Systems and Analytics, a graduate program he established which was a unique and pioneering curriculum integrating the management of people, organizations, technology and analytics. In addition, Dr. Kaufman initiated the annual conferences in Human Capital Innovation in Technology & Analytics, focusing on the cutting edges of technology in HRIS, talent management, work engagement, human capital engineering and analytics. He also took the initiative in developing a Quantitative Human Capital Management research program, initially with SAP, whose focus started with career paths among knowledge workers and has evolved into exploring applications of AI to predicting future skills and their obsolescence. He currently directs this research program.

Dr. Kaufman specializes in the study of the utilization, obsolescence and career development of technical professionals. He has reported his research in numerous publications, including three books, the first one receiving recognition as advancing the state of knowledge in the field by the Harvard Business School. Dr. Kaufman's research has been supported by grants from the National Science Foundation (NSF) and other government agencies as well as from private foundations. He was elected Fellow of the Society for Industrial and Organizational Psychology (SIOP) as well as the American Psychological Association. In addition, he served on panels for the National Research Council as well as NSF and received an award for his research from the American Society for Engineering Education. Dr. Kaufman earned his PhD at New York University in Industrial Psychology. He also holds a Master of Industrial Engineering from New York University and a Bachelor of Mechanical Engineering from the Cooper Union for the Advancement of Science & Art.

**Email: [hgk224@nyu.edu](mailto:hgk224@nyu.edu)**

# **FOREWORD**



Dr. Engelberg has been Master of a University College in Sydney, Australia; Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia; taught at Clarke University and Derby University, England; and consulted to the World Bank, UNICEF, IBM, Microsoft and Intel.

He is currently on the faculty of the Schwartz Program in Nonprofit Management , School of Social Work and Social Welfare and the Nonprofit Management and Leadership program at the Rothberg International School, both at the Hebrew University, as well as being a senior faculty member at Ono Academic College, Jerusalem and a Visiting Professor at the Business School, University of Bologna, Italy.

He has his own consulting practice with clients in the private, public and nonprofit sectors.

Dr. Engelberg has published widely and run executive workshops in Latin America, Europe, Great Britain and the USA

**Dr. Sydney Engelberg**

Email: [sydneye@hotmail.com](mailto:sydneye@hotmail.com)

# ACKNOWLEDGEMENTS



The 2019 ICOI- International Conference of Organizational Innovation was held in the University of Ulsan, South Korea. Ulsan City, it is officially the Ulsan Metropolitan City, and it is the seventh largest city in Korea and the eight largest cities with a population of more than 1.1 million. It is located in the southeast of the country, neighboring Busan to the south and Gyeongju to the north.

Ulsan city is the Korea's industrial power and the center of the Ulsan Industrial Zone. It has the world's largest automotive assembly plant, and it is operated by Hyundai Motor Company; the world's largest shipyard, and operated by Hyundai Heavy Industries; it is the world's third largest refinery, owned by SK Energy. In 2017, Ulsan's per capita GDP was US\$65,093, the highest among all regions in Korea.

The 2019 ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 200 papers were accepted for oral presentation at 2019 ICOI. These papers were presented in a single track of 40 sessions spanning two days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 2 invited keynote address : 1. Dr. Brendan Galbraith, Zayed University, United Arab Emirates, 2 Dr. Sydney Engelberg, Hebrew University, Jerusalem, Israel.

I thank all authors and participants for their contributions. Moreover, I wish all of you to have a wonderful time in Ulsan, Korea. Please let us know if there is anything we can do to make your stay more enjoyable.

## **Prof. Dr. Chich-Jen Shieh (Charles)**

2019ICOI, Executive Director

International Conference of Organization Innovation, USA

Email: [charles@iaoiusa.org](mailto:charles@iaoiusa.org)





## 2019 ICOI ORGANIZATION LISTING

<b>Honorable Conference Chairs</b>	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. Jung Junkeum	Dean of College of Social Science, University of Ulsan, Korea
Dr. Yamazaki Yoshihiro	Faculty of Economics, Fukuoka University, Japan
Dr. Sri Gunawan	Airlangga University and President of FMI, Surabaya, Indonesia
<b>Conference Chairs</b>	
Dr. Alex Maritz	Professor in department of Management & Marketing, La Trobe University, Australia
Dr. Fernando Cardoso de Sousa	Founder and director of the Marketing Research Office (GAIM) and the Portuguese Creativity and innovation Association (APGICO)
Dr. Bal Kishan Dass,	Department of Mathematics, University of Delhi, India
Dr. Ridong Hu	Dean of School of Institute of Quantitative Economics, HuaQiao University, China
Dr. Tomáš Tichý	Professor in VSB-Technical University Ostrava, Czech Republic.
Dr. Cho Jaeho	Department of economics, University of Ulsan, Korea
Dr. Pei Yu	Vice president of Nanjing Auditing University, Nanjing China
Dr. Chen Yu-Feng	Dean of school of Electrical & Information, Hubei University of Automobile Technology, Hubei, China
Dr. Muhammet Usak	Institute of Pedagogy and Psychology, Kazan (Volga Region) Federal University ,Kazan, Russia
Dr. Dongwoo Yoo	Department of economics, University of Ulsan, Korea
Dr. Qian Zhiwang	School of Nursing & Health Management, Shanghai University of Medicine & Health Science, China
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Dr. Denis S. Ushakov	Suan Sunandha Rajabhat University, Bangkok, Thailand
Prof. Jenn-Yang Lin	Professor in National Cheng Kung University, Taiwan, R.O.C
Dr. Dian Agustia	Dean of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
Dr. Harold G. Kaufman	Professor in department of Technology Management & Innovation at NYU Polytechnic School of Engineering, USA
Dr. Sydney Engelberg	Faculty of The Schwarz Program in Non-Profit Management and The Community Leadership and Management Program at The Hebrew University
Dr. Ing.Barbara	DIEM Department Mechanical, Nuclear, Aviation, and

Cimatti	Metallurgical Engineering University of Bologna, Italy
Dr. Giampaolo Campana	Professor in department of Industrial Engineering DIN - University of Bologna, Italy
Dr. Andy Klein	American University of Sharjah, UAE.
Dr. Shih Wen Hsiao	Department of Industrial Design at the National Cheng Kung University, Taiwan,
Dr. Marius Potgieter,	Tshwane University of Technology, South Africa
Dr. Gerrit Anton de Waal	Senior Lecturer in Innovation and Entrepreneurship ,New Zealand
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Dr. Yuzhou Luo	School of Medical Instruments, Shanghai University of Medicine & Health Sciences
Ms. Darina Prokhorova	Actual Problems of Economics, National Academy of Management, Ukraine
Dr. Nikolov / Todor Georgiev,	Professor emeritus - Sofia University. Academician (Fellow) of the Bulgarian Academy of Sciences
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Ms. Hsin-Ming Hsieh	Department of Business Administration, National Sun Yat-Sen University, Taiwan
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Prof. Harvey T. Ong	Decision Sciences and Innovation (DSI) Dept. Ramon V. del Rosario College of Business De La Salle University, Manila , Philippines
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Dr. Shu-Han Jiang	Department of International Business, Chung Yung Christian University, Taiwan
Dr. Madeline Berma	Faculty of Economics and Business University Kebangsaan Malaysia, Malaysia
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Dr. Wu, Yi-Te	Department Head of Marketing and Logistics Management, Hsing Kuo University of Management
Dr. Jui-Fang Chang	National Kaohsiung University of Applied Sciences, Taiwan
Dr. Chien-Hua Wang	School of Management, Fujian University of Technology China





# 2019 The International Conference on Organizational Innovation Agenda

**DATE :** July, 20 2019, Saturday

**LOCATION :** University of Ulsan, Ulsan, Korea

TIME	ACTIVITY	PLACE
08 : 30—09 : 00	<b>REGISTRATION</b>	
09 : 00—09 : 50	<p><b><u>Conference Host :</u></b> Ms. Minnie Hsieh, International Association of Organizational Innovation. USA</p> <p><b><u>Conference Grand Opening Speech :</u></b></p> <ol style="list-style-type: none"> <li>1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA</li> <li>2. Prof. Dr. Yamazaki Yoshihiro, Faculty of Economics, Fukuoka University, Japan</li> <li>3. Prof. Dr. Dongwoo Yoo. Department of economics, University of Ulsan, Korea</li> </ol> <p><b><u>Honored VIP Speech :</u></b></p> <ol style="list-style-type: none"> <li>1. Prof. Dr. Alex Maritz: La Trobe Business School, La Trobe University, Australia</li> <li>2. Prof. Dr. Harold G. Kaufman, NYU Tandon School of Engineering, USA</li> <li>3. Prof. Dr. Bal Kishan Dass, Department of Mathematics, University of Delhi, India</li> <li>4. Prof. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic</li> <li>5. Dr. Sri Gunawan, Faculty of Economics and Business, Airlangga University, Surabaya Indonesia</li> <li>6. Dr. Pranav Dass, Bharati Vidyapeeth's College of Engineering, India</li> <li>7. Dr. Jun Dang, Xian International Studies University, China</li> </ol>	Building43 Room101
09 : 50—10 : 10	<b>Tea Time and Academic Exchange</b>	
10 : 10—11 : 00	<p><b>Keynote Presentation</b> Speaker : Dr. Brendan Galbraith Topic: An innovators imperative: market-driven social and environmental progress</p>	Building43 Room101
11 : 10—12 : 00	<p><b>Keynote Presentation</b> Speaker : Dr. Sydney Engelberg Topic: Rethinking Our Innovation Beliefs</p>	Building43 Room101
12 : 15—13 : 30	<b>Lunch</b>	

**DATE : July, 20 2019, Saturday**

**LOCATION : Room 15-117**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 1.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA</b>	
	1. 19R-038: Research on Product Design Strategy Based on “Divergence-Convergence”	Peng Lu Taiwan
	2. 19R-039: Research on Color Images of Role Design of Disney and Ghibli	Fang-Chen Hsu Taiwan
	3. 19R-050: Cultural and Creative Industries: Probing Its Nature by Indicators Development and Practice Investigation	Jui-Wei Hsu Taiwan
	4. 19R-060: Explore the Efficiency of Green Design in Information Technology Industry Based on Data Envelopment Analysis	Szu-Lan Yang Taiwan
	5. 19R-063: The Study of Spatial Equity of Park by Using the GWR	Xu-chao Wu Taiwan
6. 19R-128: The Effect of Implementing Graphic Design in Digital Marketing on Sales of Products in Travel Companies	Putri Malum Godiva Situmorang Indonesia	
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 1.2</b> 15 : 10   16 : 30	<b>Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA</b>	
	1. 19R-114: Learning Organization in Practices: A Study Case of the Indonesian Companies	Andreas Budihardjo Suriyah Indonesia
	2. 19R-143: Knowledge Transfer within the Context of Family Business Succession: A Single Case Study	Andiana Rosid Indonesia
	3. 19R-153: Management Succession: A Case Study of a Chemical Industry in Indonesia	Liliana Dewi Indonesia
	4. 19R-176: The Effect of Innovation on Business Competitiveness Small and Medium Enterprise in Indonesia	Yayan Hendayana Indonesia
	5. 19R-181: Evaluation of the Information Quality of E-Government Websites of the Provincial Governments of Eastern Indonesia (Case Study: NTT Province, Maluku, North Maluku, West Papua and Papua)	Melkior Nikolar Ngalumsine Sitokdana Indonesia
6. 19R-222: Consumer Ethnocentrism, Cultural Sensitivity, and Brand Credibility on Purchase Intentions of Domestic Cosmetics	Ramadania Indonesia	
17 : 30	<b>Welcoming Dinner</b>	

**DATE : July, 20 2019, Saturday**

**LOCATION : Room 15-118**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
	<b>Chair : Dr. Bal Kishan Dass, University of Delhi, India</b>	
<b>Session 2.1</b> 13 : 30   14 : 50	1. 19R-107: Investigating the Role of Transformational Leadership in Creating a Learning Organization in a Private University	Rina Anindita Indonesia
	2. 19R-113: Risk in the Supply Chain Of Organic Rice: An Example From Mojokerto Regency, Indonesia	Retno Astuti Indonesia
	3. 19R-118: E-Marketplace Acceptance and Use by Millennials for Business Start-Up	Yasmin Chairunisa Muchtar Indonesia
	4. 19R-154: Green Product Differentiation And Green Product Launch Success. Does Impact On Green Product Innovation Performance ?	Nuryakin Indonesia
	5. 19R-157: Can Community Empowerment Leverage People's Income? Does Business Capability Play A Role?	Nonik Kusuma Ningrum Indonesia
	6. 19R-168: Service Quality of Mice (Meeting, Incentive, Conference and Exhibition) Industry	Yasmin Chairunisa Muchtar Indonesia
14 : 50   15 : 00	<b>Tea Time</b>	
	<b>Chair : Dr. Brendan Galbraith, Zayed University, United Arab Emirates</b>	
<b>Session 2.2</b> 15 : 10   16 : 30	1. 19R-121: Board Diversity and Corporate Performance Cases in Islamic Capital Market in Indonesia	Bagus Panuntun Indonesia
	2. 19R-134: Capital Buffer and Its Determinant Cases in Islamic Bank in Indonesia	Sutrisno Indonesia
	3. 19R-193: Performance Management Analysis: A Study of Measuring Business Performance of Small And Medium Enterprises in Jember Regency, Indonesia	Dewi Prihatini Indonesia
	4. 19R-230: The Influence of In-Service Training and Position Levels on the Performance of the Working Group on the Procurement of Goods and Services with Variable Mediation Productivity in the Procurement Service Section of the Regional Secretariat in Probolinggo Regency	Enni Sustiyatik Indonesia
	5. 19R-244: The Role of Organizational Citizenship Behavior as an Intervening Variable in the Influence of Servant Leadership and Employee Engagement on Performance	Bambang Suko Priyono Indonesia
	6. 19R-245: The Influence of Leader Member Exchange (LMX) and Compensation on Employee Performance with Organizational Culture as Moderating Variable	Tristiana Rijanti Indonesia
17 : 30	<b>Welcoming Dinner</b>	

**DATE : July, 20 2019, Saturday**

**LOCATION : Room 15-120**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
	<b>Chair : Dr. Mudiantono Soekirman, Diponegoro University, Indonesia</b>	
<b>Session 3.1</b> 13 : 30   14 : 50	1. 19R-043: Exploring the Key Success Factors of Green Hotel Management from the Perspective of Value Chain	I-Ting Hsieh Taiwan
	2. 19R-044: Exploring the Degree of Attention to Promote CSR in the Catering Industry	Min-Tzu Chu Taiwan
	3. 19R-101: Synergy, Diversification and Firm Performance in Mergers and Acquisitions	Christiana Fara Dharmastuti Indonesia
	4. 19R-102: An Indication of Window Dressing to Increase Stock Prices in Commercial Banking Companies in Indonesia	Namira Ufrida Rahmi Indonesia
	5. 19R-108: Efforts to Increase Marketing Performance of Small and Medium Enterprises in Central Java, Indonesia	Mudiantono Soekirman Indonesia
	6. 19R-123: Conceptual of Network Marketing Agility and Its Implications	Avianita Rachmawati Indonesia
14 : 50   15 : 00	<b>Tea Time</b>	
	<b>Chair : Dr. Yasintha Soelasih, Atma Jaya Catholic University of Indonesia, Indonesia</b>	
<b>Session 3.2</b> 15 : 10   16 : 30	1. 19R-112: Is There a Difference in Perceived Service Quality on Indonesia Low- Cost Carrier Passengers?	Yasintha Soelasih Indonesia
	2. 19R-120: Innovation and Market Orientation: The Effect on Competitive Advantage and Marketing Performance (A Study of Natural-Based Craft Industry in Semarang Regency, Central Java, Indonesia)	Berta Beki Retnawati Indonesia
	3. 19R-142: Organizational Citizenship Behavior towards the Environment between Employees of Service and Manufacturing Firms in Semarang	Bernadeta Irmawati Indonesia
	4. 19R-184: Social Media Marketing Effort (A Review and Analysis of the Existing Literature)	Yessica Ayu Febryanta Ginting Indonesia
	5. 19R-210: Collaborative Marketing Management in Building a Sustainable Karawang City Branding	Puji Isyanto Indonesia
	6. 19R-214: Introduction to Acculturative Isolating Advantages and Market Anticipation of SME Industries Enhancing Marketing Performance	Herning Indriastuti Indonesia
17 : 30	<b>Welcoming Dinner</b>	

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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 4.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic</b>	
	1. 19R-103: Dividend Policy and Compliance of Corporate Social Responsibility in Strengthening Financial Performance of Consumer Goods Industry Companies in Indonesia	Widya Sari Indonesia
	2. 19R-104: Sharia Bank Resilience in Facing Macroeconomic Factors	Irma Setyawati Indonesia
	3. 19R-105: Impact of Work Environment on Employee Performance in Local Government of Padang City	Prima Fithri Indonesia
	4. 19R-110: Financial Literacy and Demography Characteristics among Indonesian Millenials	Layyinaturobaniyah Indonesia
	5. 19R-111: Divestiture and Company's Financial Performance: An Empirical Study on Companies Listed in Indonesia Stock Exchange	Sumani Indonesia
	6. 19R-174: Effect of Financial Performance on the Return on Shares of Banks on the Indonesian Stock Exchange in 2012-2016	Nurfauziah Indonesia
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 4.2</b> 15 : 00   16 : 30	<b>Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic</b>	
	1. 19R-023: Closed Self-Help Sharing Printing Model for Library Service Improvement	Longjie Sun China
	2. 19R-131: Empirical Testing of the Five-Factor Model of Fama and French in Indonesia as an Emerging Capital Market	Mustaruddin Saleh Indonesia
	3. 19R-135: Working Capital Behavior and Risk: Empirical Study of Manufacturing Companies in Indonesia	Sulastri Indonesia
	4. 19R-137: Analysis of Financial Performance in the Restructuring of Pt Indonesia Asahan Aluminium (Persero) to a Mining Industry Holding Company Using the Economic Added Value Approach	Akhmad Fahmi Ridwan Indonesia
	5. 19R-150: Bounded Rationality under Sharia Norms: Evidence from Indonesia	Budi Purwanto Indonesia
	6. 19R-177: Analysis of the Effect of Corporate Governance on Yield to Maturity through Bond Rating in Indonesian Financial Institution	Sasya Sabrina Indonesia
17 : 30	<b>Welcoming Dinner</b>	

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<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 5.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Ica Rika Candraningrat, Udayana University, Indonesia</b>	
	1. 19R-115: Behavioural Biases of Overconfidence and Disposition Effect and Their Impact on Investment Decisions in the Indonesian Capital Market	Ica Rika Candraningrat Indonesia
	2. 19R-116: Green Human Resource Management, Green Organizational Culture, and Environmental Performance: An Empirical Study	Muhammad Ichsan Hadjri Indonesia
	3. 19R-127: The Construction of National Police Human Resource Empowerment in Facing the Challenges of Industrial Revolution 4.0 in Regional Police Indonesia, East Java	Vita Mayastinasari Indonesia
	4. 19R-141: The Interrelationship of Procedural Justice, Job Stress, Organizational Commitment, Job Satisfaction, and Employees' Turnover Intention in the Workplace	Marliana Junaedi Indonesia
	5. 19R-180: Internet of Things Technology Implementation in Indonesian Aluminium Smelting Plant	Aghnia Pangeran Siregar Indonesia
	6. 19R-189: Effective Employee Engagement Using SWOT Analysis	Suyanti Indonesia
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 5.2</b> 15 : 00   16 : 30	<b>Chair : Prof. Dr. Lia Amalia, Universitas Esa Unggul, Indonesia</b>	
	1. 19R-122: Determinants of Successful Lending Decision for Ultra-Micro Segment in P2P Lending Platform	Florentina Kurniasari Indonesia
	2. 19R-145: Determining Partnership Models According to the Expectations of Culinary SMEs Entrepreneurs	Wa Ode Zusnita Muizu Indonesia
	3. 19R-156: The Role of Transferors in Improving SMEs' Technology Capability in Developing Countries	Fourry Handoko Indonesia
	4. 19R-178: Analysis of Information Technology Services Management Using the ITIL V3 Domain Service Operation Framework on SIMDA (Case Study: Boyolali Regency Inspectorate)	Agustinus Fritz Wijaya Indonesia
	5. 19R-179: The Impact of Work Culture, Competence and Motivation on the Performance of Permanent Employees in Telaga Hikmah Palm Oil Mill (Sampoerna Agro Group Business Unit)	Lia Amalia Indonesia
	6. 19R-203: Six Sigma DMAIC Practice in Cigarette Production Process: Challenges and Opportunity	Indrianawati Usman Indonesia
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<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 6.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Alex Maritz, La Trobe Business School, Australia</b>	
	1. 19R-117: The Effect of Organizational Justice and Leader-Member Relation on Job Satisfaction and Nurses Turnover Intentions with Perceived Ease of Movement as Moderator	Ari Kuntardina Indonesia
	2. 19R-125: Understanding Critical Factors and Antecedents in Indonesian Small Dairy Industries	Nur Budi Mulyono Indonesia
	3. 19R-196: Intangible Assets: Do They Matter in the Performance of West Sumatran Universities?	Hendra Lukito Indonesia
	4. 19R-218: Toward a Model of the Linkages between Safety Culture and Employee Performance in Gold Mining Companies	Winda Widianty Indonesia
	5. 19R-229: The Effect of "Knowledge Management" Training to Improve Employee Performance in PT Semen Indonesia (Persero) Tbk	Tri Cicik Wijayanti Indonesia
6. 19R-249: Distributive Justice, Job Satisfaction and Organizational Commitment as Antecedents of Employee Performance: A Study in Indonesia National Health Insurance Workers	Harif Amali Rivai Indonesia	
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 6.2</b> 15 : 10   16 : 30	<b>Chair : Dr. Pranav Dass, Bharati Vidyapeeth's College of Engineering, India</b>	
	1. 19R-046: Internet of Things: Facts and Myths	Pranav Dass India
	2. 19R-130: Examining the Young Consumer Purchase Intention of Eco-Friendly Home: Insight from Indonesian	Maranatha Wijayaningtyas Indonesia
	3. 19R-133: Sustainable Consumption Behavior among University Students in Indonesia: The Role of Values and Norms	Nosica Rizkalla Indonesia
	4. 19R-136: Factors Influencing Consumer Affection and Consumer Engagement in Mobile Application	Yeshika Alversia Indonesia
	5. 19R-158: Antecedents Affecting Organic Food Purchase Intentions	Laurentia Verina Halim Secapramana Indonesia
6. 19R-175: Customer Green Awareness and Eco-Label for Organic Products	Doni Purnama Alamsyah Indonesia	
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<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 7.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Felisitas Defung, Universitas Mulawarman, Indonesia</b>	
	1. 19R-126: Factors Affecting Post-Adoption in a Music Streaming Application for Young Adults	Purnamaningsih Indonesia
	2. 19R-132: Social Media Engagement and Advertising Avoidance: A Comparison of Facebook, Youtube, and Instagram	Sony Kusumasondjaja Indonesia
	3. 19R-151: MSE's – Large Industry Partnerships Based on Technology Innovative in Indonesia	Idfi Setyaningrum Indonesia
	4. 19R-166: The Influence of Self-Efficacy and Social Media towards the Interest of Social Entrepreneurs on Cadres of Posyandu (Maternal and Child Health Services) in Medan Labuhan Sub-District	Ritha F Dalimunthe Indonesia
	5. 19R-215: Assessing of Bank Soundness by Risk Profile, Earnings and Capital; Regional Development Bank Case Study in Indonesia	Felisitas Defung Indonesia
6. 19R-225: The Performance Design of Higher Educations Based on QS Stars and ICT Web	Rini Juni Astuti Indonesia	
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 7.2</b> 15 : 10   16 : 30	<b>Chair : Dr. Marso, Sekolah Tinggi Ilmu Ekonomi Bulungan Tarakan, Indonesia</b>	
	1. 19R-129: Sustainable Digital Transformation in Hospitality Industry: Study of the Hotel Industry in Indonesia	J. Johny Natu Prihanto Indonesia
	2. 19R-163: A Structural Model of Service Quality, Perceived Value, Satisfaction, and Customer Loyalty in the Hotel Industry: A Case Study of Tarakan City, Indonesia	Marso Indonesia
	3. 19R-183: Holding Restructuring Analysis towards the Solvability and Profitability of PT Inalum (Persero)	Tengku Amrizal Azwin Indonesia
	4. 19R-188: Enhancing the Tourism MSMEs Performance Based on Soar Analysis	MG Westri Kekalih Susilowati Indonesia
	5. 19R-211: Quality Improvement on Resort Security Area, Vision of Machinery Technology and VLAN as Consumer Value to Increase Guest Revisit Intention	Igus Rahmat Ginanjar Indonesia
6. 19R-233: Barriers to Use Elearning Platform in Indonesian Higher Education: Factors Related to People and Organization	Meika Kurnia Puji Rahayu Indonesia	
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<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
	<b>Chair : Dr. Sydney Engelberg, Hebrew University, Jerusalem, Israel</b>	
<b>Session 8.1</b> 13 : 30   14 : 50	1. 19R-124: The Resource Immobility, Strategic Capability, and Competitive Performance of State-Owned Enterprise in Indonesia: A Study Case of PT PELINDO III (Persero).	Rumaji Indonesia
	2. 19R-138: Analysis of Development Strategy of Oil Palm Seeds Market	Eben Haeser Sembiring Indonesia
	3. 19R-186: A Marketing Mixed Strategy Using an Information System to Build Customer Relationships in the Logistics Sector	Andri A. Hakim Indonesia
	4. 19R-216: The Effect of Raw Material Supply, Service Quality, Product Quality to Outlet Performance	Ryani D Parashakti Indonesia
	5. 19R-241: Influence of Emotional Attachment, Trust, Political Engagement in 2019 Indonesian Presidential Election	Susilia Indonesia
	6. 19R-242: Strategic Information System, Supply Chain Performance and Operational Performance in the Fishing Industry: A Conceptual Model	Suryadi Hadi Indonesia
14 : 50   15 : 00	<b>Tea Time</b>	
	<b>Chair : Prof. Dr. Dyah Sawitri, Universitas Gajayana, Indonesia</b>	
<b>Session 8.2</b> 15 : 10   16 : 30	1. 19R-144: Corporate Social Responsibility Disclosure, Opportunistic or Ethical Behavior?	Eko Budi Santoso Indonesia
	2. 19R-147: Family Control Mechanism (Evidence From Indonesia Stock Exchange)	MZ. Fahrudin Indonesia
	3. 19R-148: Analysis the Impact of Leverage, Value Added and Size on Earning Management and Financial Performance of Indonesian Shariah Banking	Nisrul Irawati Indonesia
	4. 19R-190: Design of Circular Supply Chain Agent-Based Model: Case of Organic Fertilizer Producer	Ruth Nattassha Indonesia
	5. 19R-219: Strategy for Diversifying Typical Snacks of Trenggalek Products to Increase Competitiveness in the Era of SDGs by Using Business Model Canvas	Dyah Sawitri Indonesia
	6. 19R-235: Intention to Export of Small Firms in the Processed Foods Industry	Roos Kities Andadari Indonesia
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**LOCATION : Room 15-316**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 9.1</b>  13 : 30   14 : 50	<b>Chair : Dr. Harold G. Kaufman</b> <b>NYU Tandon School of Engineering, USA</b>	
	1. 19R-106: Egoistic and Altruistic Motives on the Purchasing Behavioral Model of Organic Food in the Indonesian Market	Stevia Septiani Indonesia
	2. 19R-139: Analysis of Rewards and Contest Effects in Increasing Marketing Employee's Motivation at PT Allianz Life Indonesia	Togar Hasudungan Tobing Indonesia
	3. 19R-140: The Role of the Board of Commissioners in Improving the Financial Performance of Sharia Insurance Industries in Indonesia	Irman Firmansyah Indonesia
	4. 19R-149: Entrepreneur Success in Micro and Small Enterprises (MSEs): Evidence from Indonesia	Elsye Tandelilin Indonesia
	5. 19R-200: Determinant of Corporate Turnaround: A Review Study	Novi Andrani Butar-Butar Indonesia
6. 19R-207: A Preliminary Study on the Importance of Internal Control Information in Corporate Reporting	Weli Indonesia	
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 9.2</b>  15 : 10   16 : 30	<b>Chair : Dr. K. K. RAJENDRAN,</b> <b>Bharathidasan University, India</b>	
	1. 19R-034: Psychological Well-Being and Occupational Stress Among Higher Secondary Teachers	K. K. RAJENDRAN India
	2. 19R-035: Professional Competencies of Secondary Education Teachers in Relation to Their Pedagogical Content Knowledge	K. K. RAJENDRAN India
	3. 19R-159: Sustain or Not Sustain? A Challenge in Maximizing Students' Entrepreneurship Capacity	Devi Rachmasari Indonesia
	4. 19R-173: Servant Leadership Dimension in Higher Education	Tina Melinda Indonesia
	5. 19R-194: An Analysis on Management Improvement and Fiscal Support for Vocational Education Development in Indonesia	Abdul Aziz Indonesia
6. 19R-202: The Employee Performance: Career Development, Work Motivation, and Job Satisfaction	Sri Langgeng Ratnasari Indonesia	
17 : 30	<b>Welcoming Dinner</b>	

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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 10.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Rudi Purwono, Universitas Airlangga, Indonesia</b>	
	1. 19R-161: Financial Inclusion and Financial Self-Efficacy in Indonesia	Richy Wijaya W. Indonesia
	2. 19R-191: Financial Literacy, Financial Attitude, and Financial Behavior of Young Pioneering Business Entrepreneurs	Wirawan Ed Radianto Indonesia
	3. 19R-209: Analysis of Human Resource Development Programs through Talent Management in Padjadjaran University	Leni Rohida Indonesia
	4. 19R-227: Adoption of SDGs-Related Financial Accounting Standard and Its Relevant Costs: New Burdens, Merely Complying, Beyond?	Patricia Devina Indonesia
	5. 19R-236: What Drives Mobile Banking in Digital Age? An Empirical Examination among Young Consumers	Rudi Purwono Indonesia
	6. 19R-248: Intellectual Capital Performance and Return on Invested Capital: Evidence From Indonesian Banking Industry	Elen Puspitasari Indonesia
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 10.2</b> 15 : 10   16 : 30	<b>Chair : Dr. Rosiwarna Anwar, Universitas Indonesia, Indonesia</b>	
	1. 19R-172: Parallel Series Scheduling for Aircraft Overhaul Maintenance	Ellysa Nursanti Indonesia
	2. 19R-182: Using Smartphone in Batik and Traditional Textile : Intention Measurement and TAM Approach	Yohan Wismantoro Indonesia
	3. 19R-185: Eradicating Poverty in Samosir Regency	Hendry Dolly Simbolon Indonesia
	4. 19R-198: Work Life Balance of Generation Y in Indonesia	Nuri Herachwati Indonesia
	5. 19R-208: Biodiesel from Palm Oil in Indonesia: Current Status and Opportunities	Fitriani Tupa R. Silalahi Indonesia
	6. 19R-232: Successful Information Communication Technology System on Enterprise Resources Planning Implementation A Case Study of Metal-Work Industries in Indonesia	Rosiwarna Anwar Indonesia
17 : 30	<b>Welcoming Dinner</b>	

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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 11.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Ika Yanuarti, Universitas Multimedia Nusantara, Indonesia</b>	
	1. 19R-152: The Influence of Factors Affecting Dividend Payout Ratio to Stock Price of Firms Listed in Indonesia Stock Exchange	Ika Yanuarti Indonesia
	2. 19R-187: Risk Management in Construction Service Industries	Dwi Wahyuningsih Indonesia
	3. 19R-199: Do the Index of Islamic Social Reporting and Sharia Supervisory Board Affect Sharia Bank's Financial Performance? Indonesian Evidence	Nur Fitriana Hamsyi Indonesia
	4. 19R-201: Bank-Specific and Macroeconomic Indicators for Indonesian Banking Financial Soundness	Elok Heniwati Indonesia
	5. 19R-238: Leverage, Financial Distress and Profit Growth: The Role of Tax Shield	Tigor Sitorus Indonesia
6. 19R-246: The Effect of Liquidity, Leverage, Profitability, Operating Capacity, and Managerial Agency Cost on Financial Distress of Manufacturing Companies Listed in Indonesian Stock Exchange	Yeye Susilowati Indonesia	
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 11.2</b> 15 : 10   16 : 30	<b>Chair : Dr. Tri Siwi Agustina, Universitas Airlangga, Indonesia</b>	
	1. 19R-195: Personal Value as the Reason to Switching From Workers to Entrepreneur as a Next Career	Tri Siwi Agustina Indonesia
	2. 19R-213: Exploratory Analysis Of Halal Hotel Services (Based On Practices Of Halal Hotels In Three Countries)	Aam Bastaman Indonesia
	3. 19R-217: The Effect of Service Quality and Product Innovation toward Competitive Advantage and Implications on Interest in Reference Customers "BRI" Bank in Bengkulu Province (Case Study in "BRI" Bank Bandar Bintuhan Branch)	Murwanto Sigit Indonesia
	4. 19R-223: Strengthening Marketing Mix Performance to Enhance the Competitiveness of Tourism MSMEs Using Importance Performance Analysis Approach	Retno Yustini Wahyuningdyah Indonesia
	5. 19R-224: Quick Win as Tourism Growth Driver for Visit Kalsel 2020	Muhammad Yasin Indonesia
6. 19R-251: Creative Techniques of Contemporary Batik Motifs Based on History	Endang Tjahjaningsih Indonesia	
17 : 30	<b>Welcoming Dinner</b>	

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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 12.1</b> 13 : 30   14 : 50	<b>Chair : Dr. Dongwoo Yoo, University of Ulsan Ulsan, Korea</b>	
	1. 19R-073: The Main Determinant of Startups in Ulsan	Dongwoo Yoo Korea
	2. 19R-074: Eminent Domain, Private Property and Economic Growth in Africa: Does the Mise En Valeur Principle Matter?	Yves Thierry Korea
	3. 19R-075: Analysis on the Birth Rate Supporting Policy in Korea	Junghye Ahn Korea
14 : 50   15 : 00	<b>Tea Time</b>	
<b>Session 12.2</b> 15 : 10   16 : 30	<b>Chair : Dr. Charles Shieh International Association of Organizational Innovation, USA</b>	
	1. 19R-024: Literature Clustering Analysis of Geriatric Nursing Research	Kaijun Yu China
	2. 19R-027: Using Fractal Theory to Study Application in Library and Information Science	Kaijun Yu China
	3. 19R-171: Model Disruptive Business and Financial Innovation	Isfenti Sadalia Indonesia
	4. 19R-192: The Influences of Website Design on Formation of Trust, E-Satisfaction and E-Loyalty of Bukalapak.Com Consumers: Relationship Marketing Revisited	Hermansyah Andi Wibowo Indonesia
	5. 19R-234: The Effects of Customer Value, Customer Experience and Utilitarian Value toward Repurchase Interest	Deasy Wulandari Indonesia
17 : 30	<b>Return</b>	

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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 1.3</b> 09 : 00   10 : 30	<b>Chair : Dr. Kaijun Yu, Library, Shanghai University of Medicine &amp; Health Sciences, Shanghai, China</b>	
	1. 19R-022: A Novel Method of Applying Big Data for Analysis Model of Library User Behavior	Kaijun Yu China
	2. 19R-026: Study on Temperature and Humidity Wireless Network Monitoring System of Hospital Imaging Room	Song Luo China
	3. 19R-062: Employee Cooperation, Hierarchies and Bonus Payment	Chia-Ming Liu China
	4. 19R-212: Product Sales Strategy PT Asuransi Jiwasraya Branch Medan Utara	Ika Mary Pasaribu Indonesia
	5. 19R-228: Small Industry Growth Resolution through the Readiness for Using Android Technology in Industrial Revolution 4.0 Challenge	A. Eliyana Indonesia
10 : 30   10 : 40	<b>Tea Time</b>	
<b>Session 1.4</b> 10 : 40   12 : 10	<b>Chair : Dr. Yen Hsu, Tatung University, Taipei, Taiwan</b>	
	1. 19R-036: Work Motivation and Teamwork of Taiwanese Designers in China	Yen Hsu Taiwan
	2. 19R-040: Effects of New Product Type and Launch Strategy an Consumers' Enjoyment and Purchase Decisions	Yen Hsu Taiwan
	3. 19R-051: Key Success Factors in the Establishment of Product Traceability Systems for Catering Based on the Analytic Hierarchy Process	Chun-Chieh Hsu Taiwan
	4. 19R-155: The Effect of Destination Image on Destination Branding and Revisit Intention	Sudarmiati Indonesia
	5. 19R-204: Analysis of Strategy Management Activities of Digital-Based Tourism Industry	Tuwanku Aria Auliandri Indonesia
12 : 10	<b>Return</b>	

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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 2.3</b> 09 : 00   10 : 30	<b>Chair : Dr. Yuzhou Luo, Shanghai University of Medicine &amp; Health Sciences, Shanghai, China</b>	
	1. 19R-025: Research Trend Analysis of Molecular Imaging Based on Bibliometric	Ruiyi Gong China
	2. 19R-031: Research on Clinical Engineering Technology Education under Internet +	Yuzhou Luo China
	3. 19R-032: Research on the Safety Management of Medical Oxygen Chamber	Xuejun Zhou China
	4. 19R-071: Prospect of the Objectification of Pulse Diagnosis in Traditional Chinese Medicine in the Age of Big Data	Xiao-tao Wang China
	5. 19R-170: An Individual Herding Behaviour Model: The Role of Personality, Gender and Information Asymmetry	Puput Tri Komalasari Indonesia
10 : 30   10 : 40	<b>Tea Time</b>	
<b>Session 2.4</b> 10 : 40   12 : 10	<b>Chair : Dr. Ming-Hung Lin, Tung-Fang Design University, Taiwan</b>	
	1. 19R-029: A Comparative Study of Clinical Engineering Education and Careers between China and the United States	Ruiyi Gong China
	2. 19R-045: Exploring Undergraduate Students' WTP for Participation in Social Enterprises To Community Activities in Taiwan	Yu-Sheng Huang Taiwan
	3. 19R-064: A Study of Local Culture Redesign and Digital Sharing Model	Chia-Ling Chang Taiwan
	4. 19R-070: Effects of the Application of Culture and Creativity to Service Innovation on Service Quality and Satisfaction in Logistics Industry	Ming-Hung Lin Taiwan
	5. 19R-243: The Influence of Mass Control Trainings on the Competency of Mass Control Members of Sabhara in Handling Demonstrations	Chairul Muriman Setyabudi Indonesia
12 : 10	<b>Return</b>	



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**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 3.3</b> 09 : 00   10 : 30	<b>Chair : Dr. Shu-hen Chiang, Chung-Yuan Christian University, Taiwan, Taiwan</b>	
	1. 19R-048: Creating Shared Value at The Sustainable City Dubai: the interplay between society and business impact	Brendan Galbraith Abu Dhabi, United Arab Emirates
	2. 19R-205: Potential Local Taxes Indicator Model	Acep Abdul Basit Indonesia
	3. 19R-206: Effect of Good Governance, Tax Understanding, and Tax Sanctions on Taxpayers Compliance, Micro, Small and Medium Enterprises in Medan	Herman P. Indonesia
	4. 19R-231: The Effect of Amnesty Tax Policy and Tax Sanction on Taxpayer Compliance through Motivation (Study on Primary Tax Office in Malang Raya Area)	Titis Shinta Dhewi Indonesia
10 : 30   10 : 40	<b>Tea Time</b>	
<b>Session 3.4</b> 10 : 40   12 : 10	<b>Chair : Dr. Wan-Yu Chang, Chung Hua University, Taiwan</b>	
	1. 19R-030: A study of the Application of Artificial Intelligence in the Medical Health	Yang Liu China
	2. 19R-041: Effects of Cause Marketing by the Tourism Industry on Consumer Willingness to Recommend	Wan-Yu Chang Taiwan
	3. 19R-047: Applying FA to Determine Properties of Touch Adjectives for Product Materials	Chien-Nan Chen Taiwan
	4. 19R-061: A Study of Product Design Factors Effect on Customers Purchasing Intention	Hong-Jun Ou China
	5. 19R-226: The Role of Supply Chain Management in Cocoa Industry	Atina Shofawati Indonesia
12 : 10	<b>Return</b>	

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<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 4.3</b> 09 : 00   10 : 30	<b>Chair : Dr. Yi-Chou Wang, Tainan University of Technology, Taiwan</b>	
	1. 19R-055: Application of Data Envelopment Analysis input /output to evaluate the performance on the introduction of electronic commerce to agriculture	Mike Tz-Yauw Lin Taiwan
	2. 19R-068: Concurrent Design Strategy in Modeling and Structure of Trash can research	Shih-Wen Hsiao Taiwan
	3. 19R-146: The Impact of Innovation, Competitive Advantage, and Market Orientation on a Firm's Marketing Performance in the Garment Industry in Indonesia	T.C. Efrata Indonesia
	4. 19R-165: The Role of Value Co Creation in Improving Customer Loyalty with Customer Satisfaction as Mediating Variable	Estik Hari Prastiwi Indonesia
10 : 30   10 : 40	<b>Tea Time</b>	
<b>Session 4.4</b> 10 : 40   12 : 10	<b>Chair : Dr. Gerrit Anton de Waal, RMIT University, Melbourne, Australia</b>	
	1. 19R-052: Study Service Trade and Expatriate Theory	Ying-Yun Hung Taiwan
	2. 19R-164: The Role of Social Identification Mediators on the Relationships of Authentic Leadership and Performance	Benediktus Margiadi Indonesia
	3. 19R-240: Company Profitability Before and After Employee Stock Ownership Program in 2011-2014	Nurhayati Indonesia
	4. 19R-247: Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta	Medina Diyah Kusumawati Indonesia
12 : 10	<b>Return</b>	

**DATE : July, 21 2019, Sunday**

**LOCATION : Room 15- 217**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
<b>Session 5.3</b> 09 : 00   10 : 30	<b>Chair : Dr. Jun Dang, School of Economics and Finance, Xian International Studies University, China</b>	
	1. 19R-056: The Application of Kansei Vocabulary and Graphic Image Generation in Product Form Development	Ming-Chyuan Lin China
	2. 19R-220: Liquidity, Firm Size and Dividend Policy to the Value of the Firm (Study in Manufacturing Sector Companies Listed on Indonesia Stock Exchange)	Mochammad Fahlevi Indonesia
	3. 19R-239: Positive Effect in Efficient Application of Corporate Social Responsibility from PT.Indonesia Asahan Aluminium as an Indicator Enhancement Efforts Public Welfare North Sumatra	Rico Nur Ilham Indonesia
	4. 19R-250: Analysis Capital Structure in Indonesia Stock Exchange	Elok Sri Utami Indonesia
10 : 30   10 : 40	<b>Tea Time</b>	
<b>Session 5.4</b> 10 : 40   12 : 10	<b>Chair : Dr. Madeline Berma, University Kebangsaan Malaysia, Malaysia</b>	
	1. 19R-053: Using Decomposed Theory of Plan Behavior Investigated Behavioral Factors Affecting Students' Intentions to Enroll Toward Fintech Program in Taiwan	Pi-Yueh Cheng Taiwan
	2. 19R-065: Application of Concurrent Design Strategy in Toaster Design	Shih-Wen Hsiao Taiwan
	3. 19R-169: The Influence of Celebrity Endorser to the Purchase Intention of Medan Napoleon Cake with Brand Image as Intervening Variable	Isfenti Sadalia Indonesia
	4. 19R-237: Challenges in Application the Efficient of Capital Market in Indonesia	Rico Nur Ilham Indonesia
12 : 10	<b>Return</b>	

**DATE : July, 21 2019, Sunday**

**LOCATION : Room 15- 218**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
	<b>Chair : Kai-Ping Huang, Fu Jen Catholic University, Taiwan</b>	
<b>Session 6.3</b> 09 : 00   10 : 30	1. 19R-057: Open Innovation on Innovation Performance: The Effect of Organizational Memory, Component Knowledge and Architectural Knowledge	Kai-Ping Huang Taiwan
	2. 19R-119: The Determinants of the Business Performance of Bank Muamalat Indonesia in the Sumatera Utara Business Region	Isfenti Sadalia Indonesia
	3. 19R-162: The Relationship between Profitability and Activity Ratios with the Shares Market Price of Public Bank Companies in Indonesia	Bambang Hadi Santoso Dwidjosumarno Indonesia
	4. 19R-167: The Antecedent and Consequences of Actual Participation: The Effect of Situational Participation and Motivation Pluriform on the Performance of University Structural Officers	Apriwandi Indonesia
10 : 30   10 : 40	<b>Tea Time</b>	
	<b>Chair : Dr. I-Ying Chang, Chung Hua University, Taiwan</b>	
<b>Session 6.4</b> 10 : 40   12 : 10	1. 19R-042: The Influence of Creative Thinking Teaching into the Introduction to MICE Industry on the Creativity of College Students	I-Ying Chang Taiwan
	2. 19R-109: The Effect of Capital Structure and Company Growth on the Value of Infrastructure Sectors in the IDX	Khilyatin Ikhsani Indonesia
	3. 19R-197: Testing Financial Information in Forming Investor Confidence	Eka Bertuah Indonesia
	4. 19R-221: The Effect of the Effectiveness of Third Party Funds, BOPO, Financing, and Capital Adequacy Ratio on Profit Distribution Management	Siti Nur Azizah Indonesia
12 : 10	<b>Return</b>	

**DATE : July, 21 2019, Sunday**

**LOCATION : Room 15- 219**

**University of Ulsan, Ulsan, Korea**

<b>Time</b>	<b>Topic of Seminar</b>	<b>Country/Region</b>
	<b>Chair : Dr. Shih-Wen Hsiao, National Cheng Kung University, Taiwan</b>	
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10 : 30	3. 19R-066: Application of Synchronous Design Strategy in Designing Travel Hair Dryers	Shih-Wen Hsiao Taiwan
	4. 19R-160: Village Tourism : The Implementation of Community-Based Tourism	Mira Maulani Utami Indonesia
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10 : 40		
	<b>Chair : Dr. Fernando Cardoso de Sousa, The Portuguese Association for Creativity and Innovation, Portugal</b>	
<b>Session 7.4</b>	1. 19R-028: Using Statistics Analysis to Study Service System Optimization of Capacity- limited Reading Pavilion	Kaijun Yu China
10 : 40	2. 19R-033: The Application of Artificial Intelligence in Smart Library	Kaijun Yu China
12 : 10	3. 19R-037: Time-varying Spillovers among Housing Markets in China	Shu-hen Chiang Taiwan
	4. 19R-069: The Research on Exploring the Influence of Psychological Capital and Innovation Behavior Based on the Perspective of Organization Support	Jih-Lian Ha Taiwan
	5. 19R-072: Influence of a Convenience Store's Attractiveness Factors on Consumers' User Experience	Chi-Hung Lo Taiwan
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## **Analysis of Rewards and Contest Effects in Increasing Marketing Employee's Motivation at Pt Allianz Life Indonesia**

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### **Abstract**

The purpose of this study was to determine the effect of giving rewards to increase work motivation of PT Allianz employees. PT Allianz has many branch offices throughout Indonesia. This research was carried out in the Allianz Indonesia branch of MDN123 Forum Nine, Plaza CIMB, Jl. Imam Bonjol, Medan. The sample consisted of 30 Business Executives (BE) and 30 Business Partners (BP), and surveys conducted with direct interviews were accompanied by filling in the correspondent questionnaire. PT Allianz has provided many rewards to employees without knowing the effectiveness of marketers. Therefore, scientific research is needed to determine the effectiveness of the reward. Based on this research, it is known that rewards have a significant effect on employees of Executive Business (BE) and Business Partners (BP). However, annual rewards are more significant than weekly, monthly, quarterly, or six-month rewards. Therefore, PT Allianz must focus on maintaining and even increasing annual rewards.

**Keywords:** *rewards, motivation, marketer*

## **Organizational Citizenship Behavior towards the Environment between Employees of Service and Manufacturing Firms in Semarang**

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### **Abstract**

Green business applied in the operations of firms will influence policies in their human resources management, one of which is the human behavior. OCBE is an employee voluntary behavior that is not followed by rewards or awards from the firm that leads to environment. OCBE is categorized into three; namely eco initiatives, eco-civic engagement, and eco helping. Hypothesis proposed in this research was that there were OCBE differences for employees in service and manufacturing firms. The number of respondents was 60 employees from service firms and 60 from manufacturing firms. Data collection method used questionnaires and the hypothesis testing was carried out by discrimination test of two averages. Based on the analysis, the hypothesis that there are OCBE differences in employees of service and manufacturing firms is supported.

**Keywords:** *Green Business, OCBE, Employees of Service and Manufacturing Firms*

## **Entrepreneur Success in Micro and Small Enterprises (Mses): Evidence from Indonesia**

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### **Abstract**

In the present era of globalization where business competition between countries is getting tighter, the Indonesian government seeks to encourage micro and small businesses to take part and strengthen business people to be ready to compete with other countries. In addition to providing a large contribution to the Gross Domestic Product (GDP), micro and small businesses also absorb a large number of labor. When viewed from the point of gender, male entrepreneurs and female entrepreneurs have relatively balanced number but their success rate in managing a business is not the same. The purpose of this study was to find out whether there were significant differences in success between male and female entrepreneurs. This study uses secondary data from BPS in 2015, with a total observation of 58,290 industries in 23 industrial classifications. The results showed a significant difference between the success of male entrepreneurs and female entrepreneurs in micro and small businesses in Indonesia.

**Keywords :** *entrepreneur success, male entrepreneur, female entrepreneur*

## **Determinant of Corporate Turnaround: A Review Study**

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### **Abstract**

The aim of this research is to discuss about factors that affect corporate turnaround with literature study. Corporate turnaround become a treasure to a company that had financial distress which can cause a company have bankruptcy. This literature study discusses some past research about factors can affect corporate turnaround. In this research we select the factors such as firm size, free asset and assets retrenchment as they represent from each corporate turnaround dimension

**Keywords:** *corporate turnaround, corporate distress, firm size, free assets, assets retrenchment.*

## **A Preliminary Study on the Importance of Internal Control Information in Corporate Reporting**

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### **Abstract**

This study aims to analyze financial statement users' perception of internal control information in annual reports of Indonesian corporations. This subject needs to be investigated because presently, there are no standards or rules for the presentation of internal control disclosure in annual reports. As the extent of information disclosure may influence financing and/or investment decisions of stakeholders, we believe that it is necessary to consider the possibility of creating a guide for presenting internal control information in company annual reports. Based on our analysis, we find that internal control system presentation/disclosure has to be improved; more detailed to meet the needs of users. Findings in this preliminary investigation will be further explored in our future studies.

**Keywords:** *Internal control, format, content, information, disclosure.*



## **Positive Effect in Efficient Application of Corporate Social Responsibility from PT.Indonesia Asahan Aluminium as an Indicator Enhancement Efforts Public Welfare North Sumatra**

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### **Abstract**

One of the commodities that can increase the source of foreign exchange, especially in north sumatra, is Aluminium ingots. The company which is the largest Aluminium ingot producer in north sumatra is pt inalum. Pt inalum is a joint venture between the indonesian government and a joint venture between a group of japanese private companies, under the name nippon asahan Aluminium company ltd., or abbreviated naa. Pt inalum is an Aluminium smelting company that contributes greatly to development, so the company is called a driver of development. Pt.inalum produces Aluminium bars or Aluminium ingots. This type of production includes industrial goods which are reprocessed into finished goods or ready to use. Then the production of Aluminium ingots is exported to japan and non-japan, and some are marketed domestically. Business ethics is a set of principles that must be followed when running a business. A company acknowledgment that business decisions can affect the community (community and environment) and broadly include corporate responsibility towards customers, employees and Aluminium smelter creditors in indonesia that have been operated for these three decades, it is right if socially, pt. Inalum considers to take part in improving the economic and social welfare of the people around the company. Because the company realizes that the smooth development and success of operations cannot be separated from all stakeholders. The success of the company and the independence of the surrounding community are expected to be created and grow together.

**Keywords:** *PT. Indonesia Asahan Aluminium, Positive Effect, Corporate Social Responsibility, Efficiency.*

## **The nature and the implement of Circular Economy - The case of Taiwan**

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### **Abstract**

The study is expected to let more people know the definition about Circular Economy(CE), using the indicator as a standard to examine if the domestic industries fit the nature of CE.

In FIFA World Cup 2018, there are half of the teams were using the environmental friendly gauze to made the jersey, and the ingredients were made from recycling bottle in Taiwan.

Now the economic development modes in force to overconsumption the resource, and produce large waste is motivating the awareness about CE gradually. CE is a kind of economy mode in Taiwan without awareness. CE is looking forward to using the ingredients, considered as the waste, can create new economic value, and recycling in the production chain. CE even motivates product reengineering and innovation design to make original product become the ingredient of the next product.

By rigorous literature review, practical case and proposition dialectic. From research the origin and definition about CE, refer to various indicators, and interview the CE mode of several enterprises, build the new indicator of CE. This study developed more appropriate indicators in examining CE. The indicators provide a reference, on the basis of literature review, for the firms to examine if their own CE mode meets the definition without ambiguous understanding , and provide the newcomer a reference level to build the CE business mode.

CE can increase the additional value with the original waste, and turn the waste into the product, even give a new economic value. Through the redesign of product and process, let the original ingredients and waste go back into the production chain, and make them circulate constantly, drastically reduce the consumption of energy and resources, and the generate of waste. The companies can apply and check whether they reach the business mode of CE by referring the indicator and instance of the study.

**Keywords:** *Circular Economy (CE), Indicator, Product Reengineering*

## Learning Organization in Practices: A Study Case of the Indonesian Companies

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### Abstract

The globalization has a significant influence on business, therefore, companies have to compete with one another to survive, grow and sustain. To win the fierce competition, a company should innovate appropriately; and this can be achieved by adopting a learning organization. This research aims to describe the application of learning paradigm in the medium-big size companies in Indonesia by using a qualitative method. Garvin's three-building block of learning organization concept is used. Four companies were selected and analyzed to describe their learning organization practices. Based on in-depth interviews and observation, it can be concluded that all four companies have adopted a learning organization with different styles. In fact, concrete continuous learning has not been perfectly practiced. Transformational leadership has been practiced; however it should be more consistently used. Sharing knowledge and Training & Development program as parts of the learning organization paradigm have been practiced. Based on the findings, all companies are suggested to practice learning organization more appropriately. In addition, ADDIE concept should be more effectively carried out to improve their training and development quality. Eventually being an effective learning organization, the companies will able to do some innovations and result in high performance.

**Keywords:** *Learning organization, Transformational leadership, Building block, knowledge sharing, ADDIE.*

## **Knowledge Transfer within the Context of Family Business Succession: A Single Case Study**

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### **Abstract**

This paper explore in depth, using qualitative approach, the process of knowledge transfer within the context of family firm as a part of the first generation efforts to prepare their successors. Knowledge transfer of knowledge will occur happen when succession has been planned and implemented. Yet, the findings indicated otherwise. Knowledge transfer has been carried out long before succession takes place. The knowledge being transferred is generally tacit and idiosyncratic. This research also found that the critical point of the effectiveness of knowledge transfer is determined by the readiness of recipient to accept new knowledge. Another finding revealed that knowledge transfer, as alleged, run very slowly and the process is spiral not linear.

**Keywords:** *family firm, succession, knowledge transfer*

## **Management Succession: A Case Study of a Chemical Industry in Indonesia**

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### **Abstract**

This study aims to determine whether conducting a succession management is crucial in improving the performance of family businesses. The type of research used in this study is a qualitative descriptive research. The method used by reviewing a case study. The data are collected via interviews, observations, and literature reviews. The participants of the study include the director and a second-generation successor from a chemical company in Indonesia. The selection of objects is based on a purposive sampling method with related selection based on accessibility between researchers and the research participants. The result of this study shows that managing succession with professional behavior will promote the performance of the company.

**Keywords:** *management, succession, performance, family company.*

## **Evaluation of the Information Quality of E-Government Websites of the Provincial Governments of Eastern Indonesia (Case Study: Ntt Province, Maluku, North Maluku, West Papua and Papua)**

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### **Abstract**

Provincial Governments in Eastern Indonesia have long had e-Government Websites, but in their implementation there are still various problems, one of which is the lack of information quality presented in e-Government Websites, although the quality of information is one of the important indicators in information services. Therefore, a study was conducted to evaluate the quality of information on e-Government Websites of Provincial Governments in Eastern Indonesia, namely: East Nusa Tenggara (NTT), Maluku, North Maluku, West Papua and Papua. Each of these Websites is measured using 10 (ten) dimensions of information quality, i.e. Accuracy, Consistency, Timeliness, Completeness, Reliability, Availability, Relevancy, Believability, Efficiency and Value-Added. Based on the results of the evaluation, it was found that all e-Government Websites in the Eastern Indonesia Region were not enough to provide quality information to the public. Therefore, a number of things are recommended, namely: Provincial Governments must always improve the accuracy of the presentation of information; they must be consistent in presenting information and make sure that data is always updated and completed; they must ensure that data is always available; they must increase the added value in public services and make their websites as the main media for public information services.

**Keywords:** *Information Quality, e-Government, Websites*

## **Assessing of Bank Soundness by Risk Profile, Earnings and Capital; Regional Development Bank Case Study in Indonesia**

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### **Abstract**

As part of the Indonesian banking sector, regional development banks (RDB, known as BPD in Indonesian) have played an important ongoing role in Indonesian economy. This role is channeled through its strong existence in almost each provincial level of Indonesia. This paper aims to investigate the soundness of regional development banks during the period from 2013 through to 2017. Soundness was measured by assessing the risk profile, earning or profitability and capital adequacy of the banks using a composite rank based on BI standard. The results imply that, overall, the RDBs are collectively in a very good condition.

**Keywords:** *Bank, Regional Development Bank, Risk Profile, Earning, Capital*

## **The Effect of Service Quality and Product Innovation toward Competitive Advantage and Implications on Interest in Reference Customers “Bri” Bank in Bengkulu Province (Case Study in “Bri” Bank Bandar Bintuhan Branch)**

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### **Abstract**

As one of the banking institutions in Indonesia which is one of the largest state-owned banks in Indonesia, BRI Bank has various service strategies that are intended for benefit of its customers. Especially the BRI Bank Bandar Bintuhan Branch in Bengkulu Province which is located at Jln. Merdeka Bintuhan South Bengkulu, Bengkulu Province, 38963 of course also puts forward strategy for service of its customers, most of who come from Bengkulu Province. The specific objective of this research is to know and analyze the influence of service quality on competitive advantage, product innovation, and competitiveness at the BRI Bank Bandar Bintuhan Unit, Branch in Bengkulu Province. This research is a quantitative research that uses data collection methods with questionnaires. Through this method, the researcher able to get input directly from the customer of BRI Bank regarding the policies whether company strategy for service quality was already good or still need to be improved. Based on the data concluded, the customer of BRI Bank Bandar Bintuhan Branch positively considers the policies that have been made, the only difference is insignificance or not the policy itself. For example, service quality, product innovation, and competitive advantage are considered positive and significant customers, while the interest in reference remains positive but not significant.

**Keywords:** *service quality, product innovation, competitive advantage, interest in reference*



**Successful Information Communication Technology System on Enterprise  
Resources Planning Implementation  
A Case Study of Metal-Work Industries in Indonesia**

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**Abstract**

This article is aimed to see whether top management support, top management participation, top management commitment, change management, and user satisfaction influencing success in Information Communication Technology (ICT) system on Enterprise Resource Planning (ERP) implementation in Indonesian-based metal-work industries. To see what factors that commonly influence a success and also failure in ERP implementation. A study revealed that user satisfaction, change management, and top management commitment are factors which significantly influence success of ERP implementation.

**Keywords:** *ERP Implementation, Top Management Support, Top Management Participation, Top Management Commitment, Change Management, User Satisfaction.*

## **Effects of New Product Type and Launch Strategy on Consumers' Enjoyment and Purchase Decisions**

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### **Abstract**

When consumers are faced with a dazzling array of new products, they often adopt the comparative mind set, evaluating the enjoyment that could be provided by the new products or the incentives offered by the launch strategy. Different types of consumers may differ in their replacement and purchase (RP) decision preferences.

In this study, notebook computers, the market competition for which is fierce and which are frequently innovated in product series, were used as the sample product. A questionnaire survey was conducted and 400 responses were obtained.

The results were employed to analyse the enjoyment and decision-making process of replacement and purchase for different consumer types (CTs) when considering different new product types (NPTs) and product launch strategies (PLSs). The CNPER (CT, NPT, PLS, enjoyment [EN], and RP) model was proposed in this study, and CT was discovered to have a direct effect on NPT, PLS, EN, and RP.

**Keywords:** *Consumer type, new product type, product launch strategy, enjoyment, replacement and purchase*

## **A Study of Product Design Factors Effect on Customers Purchasing Intention**

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### **Abstract**

The high-tech industry had flourished in pace with the advent of 21st centuries, and is attracting more attentions. To confront with the intensely competitive market, the goal to advance competitive edge in high-tech industry has become what all countries desire for. Now is the era of customer orientation, and the goal of business managements is organization restructuring, as well as responding to various customer demands.

This research targets consumer of Guangdong Province, China as questionnaire analysis subject. 200 questionnaires were distributed, 166 valid questionnaires were returned, resulting in a return rate of 83%. Conclusion: from the evaluation aspects, “consumer” is the most valued, followed by “marketing” and “market.” 2. From all 9 evaluation indexes, the top 5 most valued indexes in descending order are: design pattern, sales consultation, originality, pricing and corporate social responsibility. Finally, provide suggestions from the survey results; an objective and definite design guideline based on consumer demands is expected to be built, to assist high-tech industry in good decision making.

**Keywords:** *Consumer, Purchase Intention, Product Design, Critical Success Factor.*

## **Influence of a Convenience Store's Attractiveness Factors on Consumers' User Experience**

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### **Abstract**

The essential attractiveness factors that attract customers for consumption in the 7-Eleven convenience stores are investigated in this study. Physical stores are facing the threat from the popular online stores and therefore the tangible products and intangible services that are provided by physical stores are the key factors that affect a user's repurchasing willingness upon user experience. By the end of 2016, the market share of the physical chain store 7-Eleven is the highest in Taiwan. It is generally known that 7-Eleven is as one of the top three convenience store brands for Taiwanese. The purpose of this study is to investigate the factors that are favored by consumers based on their selections and the data of user experience are collected. The results can provide other physical stores or retailers with a good reference and suggestion for required attractiveness factors.

**Keywords:** *User Experience, Evaluation Grid Method, Quantification Theory Type I, KJ Method, Likert Scale*

## **Egoistic and Altruistic Motives on the Purchasing Behavioral Model of Organic Food in the Indonesian Market**

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### **Abstract**

Organic food has positive benefits both for environmental balance and for increasing the competitiveness of local farmers. As a country with the second largest population among developing countries, this research can represent the picture of the organic food market in those developing countries. This study has two main objectives, (1) identifying determinants and barriers to organic food consumption and (2) developing organic food consumer models based on the theory of Planned Behavior. This research was conducted in Jakarta, Bandung, Semarang, Surabaya, and Bali using 550 respondents. SEM (Structural Equation Modeling) analysis is used to measure the Theory of Planned Behavior model which is developed by adding altruistic and egoistic constructs. The health aspect is the strongest reason for consumers to buy organic food. However, the premium price of organic food is still a barrier for consumers. This has an impact on the low monthly expenditure of organic food (less than IDR 500 000 per month). Both altruistic and egoistic motives have a significant influence on consumer attitudes towards the intention to consume organic food. However, altruistic considerations such as the desire to improve the environment, help local farmers and animal welfare, have a greater effect ( $\beta = 0.466$ ) than the egoistic aspect ( $\beta = 0.225$ ).

**Keywords:** *altruistic, egoistic, organic food, consumer behavior, Structural Equation Modeling.*

## **Examining the Young Consumer Purchase Intention of Eco-Friendly Home: Insight from Indonesian**

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### **Abstract**

The main target of eco-friendly homes is reducing and eliminating its negative environmental impact by improving the design and construction. Among young consumers, eco-friendly homes are the best solution to preventing continuous environmental damage. However, young consumers have many background factors that come into play when deciding to purchase an eco-friendly home that are internal and external. The empirical findings from the previous research demonstrated that the environmental knowledge and culture values affected the consumer in terms of their green purchase behavioural intention as in the extended Theory of Planned Behaviour (TPB) determinant. The objective of this study is to investigate whether the environmental knowledge and cultural values of the young buyers' affects their purchase intention when it comes to an eco-friendly home. Using a quantitative approach and survey design by distributing a questionnaire, the respondents for this study were made up of 200 prospective young buyers within the eco-friendly home development concept in Malang and Surabaya. This study found that environmental knowledge positively influenced young consumer purchase intention as well as the culture value variable. Overall, the results provide empirical evidence on the importance of environmental knowledge and the culture value for young consumers when related to their eco-friendly home purchase intention. Therefore, the stakeholders of eco-friendly home development should more aware of and seek to improve young consumer knowledge and the culture value when focused toward the eco-friendly home concept in order to succeed at sustainable development.

**Keywords:** *young consumer, purchase intention, eco-friendly home, environmental knowledge, culture value*

## **Sustainable Consumption Behavior among University Students in Indonesia: The Role of Values and Norms**

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### **Abstract**

It is believed that consumers play a major role in environmental preservation. Therefore, it is fundamental to explore what factors can encourage consumers to engage in environmental preservation, or, in other words, to encourage consumers to conduct sustainable consumption behavior. One of the factors believed to be able to affect consumers' sustainable consumption behavior is psychological factors. This study tries to explore psychological factors in the form of norms and personal values and their effect on two types of sustainable consumption behavior, namely buying and curtailment behavior in the context of university students in Indonesia. A study with 256 respondents has been conducted in an attempt to test the proposed model of this study. Based on the result, it is found that norms and values can explain both types of sustainable consumption behavior used in this study. Here, altruistic values and personal norms are proven to be significant in influencing both behaviors, whereas egoistic values are proven to be insignificant. However, there is a difference in the result of subjective norms, in which they are able to explain sustainable buying behavior, but fail in explaining sustainable curtailment behavior. This study provides understanding of sustainable consumption behavior in the context of university students from a psychological factors perspective. Additionally, implications and suggestions for future research are elaborated.

**Keywords:** *Sustainable Consumption Behavior, Personal Values, Personal Norms, Social Norms*

## **Factors Influencing Consumer Affection and Consumer Engagement in Mobile Application**

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### **Abstract**

The need for internet technology is growing rapidly, leading many companies to develop services that can make it easier for consumers to access even when they are mobile. Mobile application is one of the solutions for consumers to connect with the internet anywhere through their gadget. PT. Telekomunikasi Indonesia, Tbk., one of the internet service providers in Indonesia, saw that chance and developed mobile application wifi.id GO that can connect seamlessly through Indonesia's Wi-Fi network. During the year 2018, however, of consumers of wifi.id GO that had the application in their gadget, only 1.9% of users install it throughout the year. Therefore, it is important to understand how to design mobile application wifi.id GO-based on consumer preferences so the consumers continuing to using the application is increased and builds a sustained relationship. This research seeks to understand which features of mobile application wifi.id GO stimulate consumer affection, leading to continuous use and consumer engagement behavior. This study used an online questionnaire to collect data from 364 respondents. The data were analyzed using Structural Equations Modeling. The results indicate that features such as information quality and design solutions will result in higher affection leading to continuous usage and consumer engagement behavior of mobile application wifi.id GO. Moreover, consumer affection positively influenced users' intention to continuous usage, and also positively influenced users' consumer engagement behavior of mobile application wifi.id GO. However, functionality and consumer interaction features are not found to be positively related to consumer affection with mobile application wifi.id GO.

**Keywords:** *Consumer Affection, Consumer Engagement, Intention to use, Mobile Application.*



## **Antecedents Affecting Organic Food Purchase Intentions**

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### **Abstract**

The issue of environmental pollution in modern life presents its threat to human life, while at the same time public awareness of health issues increased. Organic food offers a solution to the problem of healthy foods and beverages and drives the growth of the organic product market. The following research aims to explain how the information revealed on organic food labels and perceived organic knowledge influences consumers' trust and attitudes towards organic foods, which in turn together with subjective norms ultimately affects the purchase intentions. A total of 206 respondents answered the questionnaire shared online and analysed using SEM (Structural Equation Modelling). The results showed that perceived knowledge did not significantly influence attitudes toward organic food. Revealed information influences positive attitudes and trust about organic food which in turn together with subjective norms positively influence subsequent purchase intentions.

**Keywords:** *Purchase intention, perceived knowledge, revealed information, theory of reasoned action, organic food*

## **The Influence of Celebrity Endorser to the Purchase Intention of Medan Napoleon Cake with Brand Image as Intervening Variable**

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### **Abstract**

The objective of the research was to analyze the influence of celebrity endorser on purchase intention of Medan Napoleon cake with brand image as intervening variable. The research used associative method. The samples were 100 respondents in Medan who had not purchased Medan Napoleon cake, selected by using simple random sampling. The hypothesis was tested by using t-value test. The result of the research showed that celebrity endorser had positive and significant influence on purchase intention of Medan Napoleon cake, as well as on brand image. Moreover, brand image had positive and significant influence on purchase intention, hence demonstrated that brand image served as the intervening variable between celebrity endorser and purchase intention of Medan Napoleon cake.

**Keywords:** *promotion mix, celebrity endorser, brand image, purchase intention.*

## Customer Green Awareness and Eco-Label for Organic Products

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### Abstract

Nowadays, it is important to review about customer behavior in environmentally friendly products that relate to green consumerism; so the aim of this study is reviewing the correlation of eco-label implementation as green product attributes on customer behavior of green awareness. There are 100 customers retail in Bandung City who become research sample, with data analysis through factor analysis, correlation, and also hypothesis test. The research result is found that customer's knowledge on eco-label of a green product is still low, and it has not cared for the originality of eco-label which spreads to the green product. It causes there is no influence of eco-label in improving customer green awareness. Eco-label does not become an important part of a customer in selecting an environmentally friendly product. So the government's and retail's role are needed in educating the customer to comprehend eco-label on the environmentally friendly product, like understanding to a halal label. Remember that eco-label is a symbol differs between green products and conventional products.

**Keywords:** *Green Awareness, Eco-Label, Green Products.*

## **Consumer Ethnocentrism, Cultural Sensitivity, and Brand Credibility on Purchase Intentions of Domestic Cosmetics**

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### **Abstract**

Consumer ethnocentrism is one of the important concepts in determining consumer attitudes and purchase intentions in terms of a negative attitude towards foreign products. This study is aimed to analyze the relationship between CE, Cultural Sensitivity and Brand Credibility toward intentions of purchase of domestic products. The product category is cosmetics which is divided into cosmetic brands such as Mustika Ratu, Sari Ayu, Wardah and Viva. These four top brands of cosmetics express Indonesian cultural attitudes to the beauty of women. Cultural sensitivity illustrates the level of awareness, understanding and acceptance of foreign-culture values. The survey was conducted with 120 consumer participants of Indonesian cosmetics. The results of this study indicate that cultural sensitivity has a negative influence on consumer ethnocentrism and purchase intentions of domestic brands. This study found that brand credibility has influence on domestic brand purchase intentions; and also proves the influence of CE on domestic brand purchase intentions.

**Keywords:** *Consumer Ethnocentrism, Cultural Sensitivity, Brand Credibility, Domestic Brand, Purchase Intention*

## **The Effects of Customer Value, Customer Experience and Utilitarian Value toward Repurchase Interest**

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### **Abstract**

This article aims to test and analyze the effect of customer value, customer experience and utilitarian value toward repurchase interest at the Beauty Clinic. This article is an explanatory research. The population in this article is all consumers who have purchased products more than twice in the Beauty Clinic with a sampling technique using purposive sampling which are 122 respondents. The data analysis method that used is multiple linear regression analysis. The results of the study are as follows: The effect of customer value on repurchase interest shows a significant positive relationship. This proves that good customer value will increase repurchase interest. The results of multiple regressions testing on the influence of customer experience on repurchase interest show a significant positive relationship. This proves that a good customer experience will increase repurchase interest. The results of multiple regressions testing on utilitarian value influence on repurchase interest show a significant positive relationship. This proves that a good utilitarian value will increase repurchase interest.

**Keywords:** *customer experience, customer value, repurchase interest, utilitarian value.*

## **Time-varying Spillovers among Housing Markets in China**

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### **Abstract**

Over the last few years, numerous attempts have been made by spillovers (ripple effects) among cities to evaluate overheated housing markets. What seems to be lacking, however, is to apply a rolling-window approach to further explore into time-varying spillovers in a timely manner in order to fully reply to housing market with Chinese characteristics. According to total spillovers, our estimation results using 2000-2017 monthly housing price data across six cities indicate that time-varying spillovers offer the key to a better understanding of the interaction among first-tier cities. It is more interesting to note that after facing economic downside risk of 2014, the total spillovers among cities have abruptly been increased.

**Keywords:** *Ripple effect, Rolling window, First-tier cities, Housing frenzies*

## **Creating Shared Value at The Sustainable City Dubai: the interplay between society and business impact**

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### **Abstract**

There is much contention in the literature about the congruence of an organization's business interests whilst achieving positive social and environmental impact. Researchers have argued that it is naïve to expect that business will compromise their business model in order to elevate a higher social or environment. On the contrary, there is an abundance of examples that point to organization's profiting from their strategic focus on addressing impactful social or environmental problems. This paper reviews emerging quadruple-helix models of collaboration that includes the value in encompassing the role of society. Furthermore, by adopting the Creating Shared Value concept (Porter and Kramer, 2011) we explore how economic, social and environmental impact has been achieved by The Sustainable City (TSC) in Dubai, United Arab Emirates. TSC serves as an interesting case study, as it has a population of more 3500 residents, 500 villas, 89 apartments, a mixed use area, school, hotel, Equestrian Center, and Innovation Center that covers 5 million sq. ft. that applies sustainability principles in the attempt to achieve social, economic and environmental outcomes. TSC has become a "living laboratory" to test, monitor and report on the social, environmental, and economic pillars of sustainable development. Preliminary findings of this study report that a variety of stakeholders have cooperated to achieve direct and indirect value from TSC and business, social and environmental outcomes are evident.

## The Study of Spatial Equity of Park by Using the GWR

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### Abstract

With the rapid progress of our living society, the development of cities has expanded from the downtowns to the countryside. Nowadays, reforming the imbalance of urban development becomes a top priority for governments all around the world. In general, people usually pay attention to the economic development and environment protection, but ignore the social justice. Social justice mainly reflects the problems of unequal resource allocation, insufficient quantity etc. It often influenced by streets or certain irresistible factors and will create the social issue. The objective of this research is use geographically weighted regression (GWR) in the assessment the fairness or equity of park in Eastern District, Tainan. Accessibility model was selected at first, it consisting of three parts. First, obtain the accessibility value of any spatial location by calculating the relationship between spatial location and parks or green space. Second, calculate the service capability of parks or green space by combining the weight of park type and weight of quality of parks or green space with the total number of people who served by those parks or green space. Third, get the Equity value for each village in the research area to the park. Then chose the GWR model to verify the above results. The results of these research can show that as the population declines and the number of parks or green spaces increases, the fairness of the park will increases in the Eastern District, Tainan. This research can advise on the fairness of urban parks or green spaces.

**Keywords:** *Spatial equity, GWR, urban park, village*



## Sharia Bank Resilience in Facing Macroeconomic Factors

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### Abstract

The purpose of this study is to analyze the resilience of sharia banks in Indonesia in facing macroeconomic factors. This research data was taken from Bank BRI Syariah's publication of quarterly reports, period of 2009 – 2016. Multiple regression equation was used to determine the relationship between profitability and the macroeconomic factors. The addition of the control variables was used to neutralize, so that the relationship between the independent variable and the dependent variable can remain constant. The results of the study are that macroeconomic factors (inflation rate, gross domestic product, and exchange rate) have a strong effect on the profitability of sharia bank. After adding the inflation rate, gross domestic product and exchange rate, the effect on profitability is greater than if it only uses internal variables.

**Keywords:** *bank resilience, capital adequacy ratio, macroeconomic, non-performing finance, sharia bank.*

## **Corporate Social Responsibility Disclosure, Opportunistic or Ethical Behavior?**

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### **Abstract**

This study is based on the paradox where companies that are active in carrying out social responsibility turn out to be involved in financial scandals. The aim of this study is to examine the association of corporate social responsibility (CSR) disclosure with earnings management. This study also investigates the role of assurance of CSR disclosure on those associations. This research was conducted at companies which have gone public in Indonesia which have issued CSR disclosures for the period of 2013-2017. The result of the study shows that there is positive association of CSR disclosure with earnings management and assurance of CSR disclosure strengthens the relationship. The findings of this study suggest stakeholders should not take for granted that CSR disclosure of the company automatically reflects their ethical behavior in financial areas.

**Keywords:** *CSR Disclosure, Earnings Management, Assurance*

## Family Control Mechanism (Evidence From Indonesia Stock Exchange)

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### Abstract

This paper aims to explore the mechanism of family control in public companies listed on the Indonesia Stock Exchange. Technically, family control in public company can be done through a mechanism of ownership and family involvement in management. Ownership control mechanisms in this paper were traced through tracing stages such as tracing ultimate ownership, measuring voting rights and cash-flow rights, determining majority owners, and confirming several statements and narratives that were listed in the annual report of the public companies in each year. As a result, in 2014-2017, there were 1148 of 2109 public companies controlled by families through ownership mechanisms. Then, more than 50% of the number of public companies controlled by families placed their family members in the ranks of BOC and BOD. To expand the study through the Mann Whitney test, it was found that there were differences in profitability performance between family business and non-family business (sig. 5%) with varied levels of cut-off of voting rights and cash-flow rights of 5%, 10%, 15%, and 20%.

**Keywords:** *family control, family ownership, family involvement, public company.*

## **Analysis the Impact of Leverage, Value Added and Size on Earning Management and Financial Performance of Indonesian Shariah Banking**

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### **Abstract**

The main issues of researches about earnings management have been conducted extensively. Nowadays, the scope of research on earning management is extended to business fields based on Islamic finance. So this research objective is to determine the influence of value added, leverage and size on Shariah banking financial performance through earning management. Discretionary Accrual in Modified Jones Model is used in this research to measure earning management. Then, indicator Return On Asset is used in measuring shariah banking financial performance. Based on data of 12 shariah banking in Indonesia for the period 2012 to 2017, the study conduct path analysis model with Smart-PLS. After conducted the analysis test, this study provide the evidence that value added, leverage and size have no significant effect on Return On Asset. For earning management, both leverage and size have significant effect on earning management otherwise value added has no significant effect on earning management. Finally, earning management significantly act as intervening variable between leverage, size to return on asset but have insignificant result in the relationship between value added and return on asset.

**Keywords:** *earning management, financial performance, leverage, value added, size, shariah bank.*

## **Design of Circular Supply Chain Agent-Based Model: Case of Organic Fertilizer Producer**

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### **Abstract**

One of the most important issues in agri-food industry and its supply chain is the existence of by-products, treated as wastes and discarded immediately to the waste disposal. This treatment might lead to loss of possibility in gaining economy value from them. Implementation of circular economy concepts could prevent the economy value loss, through utilization of said wastes as resources for other processes. While it has high opportunity in Indonesia, the implementation has met several obstacles, especially in the case of an organic fertilizer producer which operates with organic wastes as their inputs. In this research, the agent-based model of the company's case is defined, along with the issues they met. The model is expected to be used as testing ground for various scenarios to be taken by the company in marketing and selling their products.

**Keywords:** *circular economy, agent-based, supply chain, organic fertilizer.*

## Potential Local Taxes Indicator Model

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### Abstract

This research is to investigate the potential taxes in Garut Regency to determine the number of local taxes targets. The methodology of research uses descriptive analysis. In addition, the data are obtained using literature review, documentation, and interview with Local Revenue Offices (Badan Pendapatan Daerah) and associated offices. The data analysis uses growth calculation of local taxes and Klassen Model. The result of research indicates that the growth rate of local taxes is fluctuating, but the growth rate for parking lot tax reached a peak of 120% in 2016. In addition, the highest contribution of local tax is road lighting tax of 36%. The last result using Klassen Model local tax is divided into four types, namely, superior, potential, growth, and weak category.

**Keywords:** *Local Taxes, Growth Rate, Contribution, Klassen*

## **Effect of Good Governance, Tax Understanding, and Tax Sanctions on Taxpayers Compliance, Micro, Small and Medium Enterprises in Medan**

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### **Abstract**

This study aims to determine how the effect of awareness such as good governance, tax understanding, and tax sanctions against taxpayers compliance, Micro, Small, and Medium Enterprises. Respondents of this research are 170 the individual taxpayer in Medan. Data analysis using Structural Equation Modeling (SEM). Hypothesis testing results show that good governance has a positive significant effect on individual taxpayer compliance, tax understanding has a positive significant effect on individual taxpayer compliance, tax sanctions has a positive significant effect on individual taxpayer compliance.

**Keywords:** *Good Governamce, Tax Understanding, Tax Sanctions, Tax Payers Complianc.*

## **The Effect of Amnesty Tax Policy and Tax Sanction on Taxpayer Compliance through Motivation (Study on Primary Tax Office in Malang Raya Area)**

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### **Abstract**

Continuous and aggressive national development by the government requires substantial costs. One of the biggest sources of state financing is taxes. In order to maximize taxes, the government reformed by applying the policy for a breakthrough in the field of taxation by issuing tax amnesty program. Expected by the tax amnesty can improve taxpayer compliance Many factors that can affect taxpayer compliance include tax sanctions, tax amnesty policy, and motivation. This study aims to describe tax amnesty policy variables, tax sanctions, on taxpayer compliance either directly or indirectly through motivation as intervening variable. Approach in this research is quantitative approach with explanatory research type research. Data collection is done by using questionnaires or questionnaires distributed to taxpayers. The method used in the sampling is Proportionate Stratified Random samples used are as many as 100 taxpayers. Data analysis technique in this research is analysed by using partial least square (PLS). The results showed that tax amnesty policy variables affect taxpayer compliance. Tax sanctions do not affect taxpayer compliance. Tax amnesty policies affect the motivation, tax sanctions affect the motivation. Motivation has no effect on taxpayer compliance. Tax amnesty policies affect taxpayer compliance through motivation. Tax sanctions do not affect taxpayer compliance through motivation. Based on the results of these studies then the suggestion that can be given is the improvement of service to taxpayers to pay more attention to aspects of simplicity and fairness. Taxpayers who have participated in the tax amnesty program can improve taxpayer compliance ratio and indirectly increase tax revenue in the Regional Office of DJP East Java III, so that taxpayers who have not followed the tax amnesty program are encouraged and held socialization to participate in fulfilling their tax obligations

**Keywords:** *Amnesty Tax Policy, Tax Sanction, Compliance of Taxpayer, Motivation*



## **Intention to Export of Small Firms in the Processed Foods Industry**

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### **Abstract**

In terms of numbers, the Indonesian economy is dominated by micro and small sized firms (MSEs), but their contributions to exporting are not significant. The government expects the contributions of MSEs towards exporting to improve in the future. The majority of Indonesian MSEs operate in the processed food sector. A processed food is a consumer good that requires adaptations to enter a foreign market as food fundamentally has cultural aspects. This research aims to study small firms' intention to export processed food. The data was collected through in-depth interviews with owners-managers of three small enterprises. The research found that the first firm sells some of its products to foreign countries, whereas the other two firms sell their products in the domestic market. All of the firms have a relatively high intention to export but face similar problems both internally and externally. The internal barriers are: (1) the perception of the high risks of internationalization; (2) the low quality of human resources; (3) the durability of the product (4) the quality of packaging; (5) limitations in capital for export financing; and (6) limited access to international market information. The problem (4) is faced by exporting firms. In contrast, the external barriers are: (1) mandatory regulations to have halal certification; (2) the enforcement of taxes for small firms; (2) the lack of government assistance in marketing to international markets; and (3) the scarcity of raw materials and price fluctuations.

**Keywords:** *Intention to Export, Processed Food Firms, Internationalization Barriers*

## What Drives Mobile Banking in Digital Age? An Empirical Examination among Young Consumers

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### Abstract

This study aims to examine the factors that encourage young consumers who intend to adopt mobile banking (m-banking) facility in the current digital era. The empirical testing of the intention of m-banking adoption is based on the perspective of users who are included in the criteria of young consumers in developing countries. Young consumers in developing countries are potential markets for m-banking services in the digital era that demand the effectiveness and efficiency of banking transactions. These young consumers tend to have high mobility and are more aware of the development of m-banking technology to fulfill their needs and wants using easy, fast, and practical banking transactions. By using purposive sampling technique, as many as 290 young consumers (18-30 years old) of m-banking in Indonesia were chosen as respondents of this study. Next, the data is analyzed using the structural equation modeling (SEM) technique. The results showed that all factors that were thought to have a positive effect on the intention to use m-banking among young consumers supported the empirical data. The antecedent factors tested included attitude, perceived usefulness, service quality, system quality, and trust. Internal factors of m-banking users, namely attitude, perceived usefulness, and trust have a greater influence on the intention to use m-banking than external factors. The external factors are in the form of supports provided by banks to m-banking users, namely service quality and system quality.

**Keywords:** *M-Banking, Intention to Use, Young Consumer, Digital Age, Developing Country*

## Psychological Well-Being and Occupational Stress among Higher Secondary Teachers

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### Abstract

Psychological well-being is a state of mind desirable for one and all. The concept of well-being is difficult to define since it includes affective, cognitive and motivational aspects of life experiences with subjective feelings of satisfaction. Recent studies on teachers' well-being have focused on the negative aspects of job stress, mental health and burnout as they are the key factors to any educational reconstruction. Hence, the teachers need to be trained on how well they could maintain their psychological well-being and cope with their occupational stress and be genuine doing justice to their occupations. The investigator as an educational psychologist and teacher educator made an attempt to study the relationship between psychological well-being and occupational stress of higher secondary teachers and to promote a greater level of well-being in them.

The main objective of this study was to find out the relationship between psychological well-being and occupational stress among higher secondary teachers. The sample consisted of 429 teachers from 45 Higher Secondary Schools of Tiruchirappalli District in Tamil Nadu State, India. Among them 114 were men and 315 were women teachers. The investigator used 'Psychological Well-being Scale' standardized by M.K.Madhuchandra and 'Occupational Stress Index' standardized by A.K.Srivatsava & A.P.Singh to collect data.

The ' $\chi^2$ ' test results displayed that there was significant negative relationship between psychological well-being and occupational stress among men teachers, women teachers, teachers teaching arts subjects and teachers from self-financed schools. The ' $\chi^2$ ' test results also revealed that there was no significant relationship between psychological well-being and occupational stress among teachers teaching science subjects and those from government aided schools.

## **Professional Competencies of Secondary Education Teachers in Relation to Their Pedagogical Content Knowledge**

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### **Abstract**

Professional competencies refer to the sum total of all the competencies possessed by the teacher that are used in teaching-learning situations. Teachers' professional competencies include various competencies in different areas such as pedagogical, cultural, communicational and intellectual, which are the inbuilt components of pedagogical content knowledge of teachers and they are very much needed for their effective teaching. Similarly, 'pedagogical content knowledge' is deeply rooted in a teacher's everyday teaching. When teaching the subject matter, teachers' actions will be determined to a large extent by the depth of their pedagogical content knowledge making that knowledge a vital component of ongoing learning and teaching. Based on this discussion, the Investigator, proposed to find out the relationship between professional competencies and pedagogical content knowledge of secondary education teachers.

The main objective of the present study was to find out the relationship between professional competencies and pedagogical content knowledge of secondary education teachers. The sample consisted of 300 secondary education teachers from 18 Secondary and Higher Secondary Schools of Karur District in Tamil Nadu State, India. Among them 109 were men and 191 were women teachers. The Investigator used 'Professional Competency Scale' developed by C.Ashok Kumar & K.K.Rajendran (2016) and 'Pedagogical Content Knowledge Scale' developed by Michael J Leo & P.Annaraja (2012) to collect data.

The 'r' test results displayed that there was significant positive relationship between professional competencies and pedagogical content knowledge with respect to men teachers, women teachers, teachers having UG with B.Ed. and PG with B.Ed. degrees demonstrating the commonality existing between the dimensions of professional competencies and the sub-scales of pedagogical content knowledge of secondary education teachers.

## **Sustain or Not Sustain? A Challenge in Maximizing Students' Entrepreneurship Capacity**

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### **Abstract**

Entrepreneurship education has a significant role in maximizing students' entrepreneurship capacity. During their study in the university, students are equipped with knowledge and skill on entrepreneurship mindset, how to identify business opportunity and get ready to start the business. Moreover, the most challenging process after this is to motivate and guide the students to maintain the business. This study is a qualitative study that analyzes Politeknik Ubaya students who join the Entrepreneurship Capacity Building Program in 2017-2018. This paper aim is to find out the challenging factors that lead students of the program to sustain or not sustain in running their start up business. The result shows that in spite of the facility and capital provided by the university, students tend to have low commitment in developing their business. Meanwhile students who have economics problem try harder to maintain good condition on their study and business. Furthermore, the systematic guidance and control needed to emphasize sustainability issues for the students.

**Keywords:** *entrepreneurship, education, capacity building, business, sustainability.*

## Servant Leadership Dimension in Higher Education

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### Abstract

This study aims to analyze the dimensions of servant leadership in higher education and its differences between state and private universities. Servant leadership dimensions used are six dimensions of SLBS (Servant Leadership Behavior Scale): Voluntary Subordination, Authentic Self, Covenantal Relationship, Responsible Morality, Transcendental Spirituality and Transforming Influence. Samples are taken from tertiary institutions that have a ranking of institution A, thus, in regard to private universities, lecturers of Ciputra University Surabaya were chosen with 61 people from five study programs, namely, International Business Management, Accounting, Master of Management, Marketing Communication and Entrepreneurship and Humanities, while state universities were Sam Ratulangi University Manado with 111 people from four study programs, namely, Accounting, Economics, Economic Development, and Management. The result shows the highest mean private university on the Covenantal Relationship dimension and the lowest on Authentic Self, while the highest public university lies in Responsible Morality and the lowest in Transcendental Spirituality. Following Lavene's Test for Quality of Variances, the result is the same data variant and a t-Test for two independent samples has the result in that there were significant differences in the dimensions of Transcendental Spirituality. For this reason, servant leadership can create a culture that is in accordance with the situation of the workplace through four values, namely transcendental beliefs, interconnectedness, sense of mission and wholeness of members in accordance with the mission to be achieved.

**Keywords:** *servant leadership, covenantal relationship, transcendental spirituality*

## **An Analysis on Management Improvement and Fiscal Support for Vocational Education Development in Indonesia**

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### **Abstract**

Vocational education in Indonesia is at both vocational high school (senior high school) and academy level, which is managed by universities. Vocational education seeks to prepare students to fit the competencies demanded by the subsequent workforce and, as such, its methods of education, training and curriculum are expected to be connected to the workplace. However, the Central Bureau of Statistics of Indonesia (2018) shows that the annual average number of unemployed people in Indonesia, when viewed from the highest level of education (2013-2017), was 1,460,473 (18.40%) among Vocational Senior High School (VSHS) graduates and 218,567 (3.00%) among Vocational Academy/Diploma Program (VA/DP) graduates. There are two points considered to be the cause of this condition, namely: (1) the planning, curriculum, and implementation systems of vocational education in Indonesia are considered far from perfect; (2) specifically, the form of fiscal support from the government has not been identified for the development of vocational education. By using descriptive exploratory analysis method and with data collection methods through focus group discussion, literature study, and others, this article makes several recommendations, such as: (1) The government and related parties should look for several alternative solutions to problems in planning, curriculum, and implementation of vocational education; (2) the government should provide more specific fiscal support and incentives and (3) there should be mapping of the leading economic sectors that are expected to absorb vocational education graduates.

**Keywords:** *Vocational Education, Problems, Alternative Solutions, Fiscal Incentives*

## **The Performance Design of Higher Educations Based on QS Stars and ICT Web**

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### **Abstract**

This study aims to identify indicators of higher educations performance based on QS Stars, to design the higher educations performance based on QS-Stars Method, and to prove the trial and error of the application of higher education performance based on QS Stars and ICT Web. As one of the national education instruments in Indonesia both state and private, universities are expected to be the center of the implementation and development of higher education as well as the maintenance, fostering and development of science, technology and / or art as a scientific society that can improve the quality of life in the community, nation and state. As one of the National Higher Educations in Indonesia, Private University has a slightly different characteristic especially in the procurement and management of funds compared with State University (PTN), so that it has broad implications for the optimization of human resources, and aspects of device and process. Competitiveness is efficiency and effectiveness, which has the right targets in determining the direction and result of the right target and goals, including the ultimate goal of the final achievement process in facing the competition. The results of this design are indicators of the universities performance based on QS Stars Method and ICT Web.

**Keyword:** *Performance, Higher Education, QS-Stars, ICT- Web*



## **Barriers to Use Elearning Platform in Indonesian Higher Education: Factors Related to People and Organization**

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### **Abstract**

The advancement of Information and Communication Technology (ICT), especially in the current industrial era 4.0 has forced organizations in almost all fields, including Higher Education institutions, to change. The Indonesian government through the Directorate General of Higher Education responds to this demand by necessitating for the integration of ICT in teaching and learning in universities. However, the fact was that the integration of ICT by Indonesian lecturers has not met the expectation yet. Therefore, this study aims to investigate the barriers experienced by Indonesian lecturers in integrating ICT into teaching and learning. A qualitative research approach was conducted involving twenty-one lecturers from an Indonesian private university as participants. The authors carried out in-depth interviews and analysed data using qualitative data analysis. The results demonstrate that several barriers has impeded the use of ICT in teaching and learning among Indonesian lecturers. The barriers can be classified as barriers related to people and organization. Lack of organizational support was found as the major barrier to using ICT in teaching and learning in Indonesian Higher Education Institution.

**Keywords:** *barriers, ICT use, Indonesian lecturers.*

## **Dividend Policy and Compliance of Corporate Social Responsibility in Strengthening Financial Performance of Consumer Goods Industry Companies in Indonesia**

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### **Abstract**

The study aimed to analyze the financial performance of companies in the consumer goods industry sector in Indonesia which might affect the stock price using Return on Assets (ROA) variable and moderated by compliance with Corporate Social Responsibility (CSR) activities and dividend policy. The sample of this research was sixty financial reports of companies using a quantitative research approach. The data analysis method was performed by path analysis using SmartPLS. The study results showed that current ratio and debt to equity ratio had significant effect on ROA. While ROA had a positive and significant effect on the stock price, CSR had a negative and significant effect on the stock price. Moreover, ROA moderated by CSR and DPR had no significant effect on the stock price.

**Keywords:** *financial performance, corporate social responsibility, dividend, stock price*

## **The Effect of Capital Structure and Company Growth on the Value of Infrastructure Sectors in the Idx**

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### **Abstract**

The Indonesian government is aware of the importance of improving the condition of the infrastructure so that the investment and business climate becomes more attractive. This government effort has created fierce competition among infrastructure companies. Industry competitors are increasingly improving to achieve company's goals, namely good corporate value. Furthermore, growth in this context is defined as the growth of a company where the total of the past sales reflects future profitability and future growth. This study aims to analyze the effect of capital structure on company value partially, the effect of growth on company value partially, and the effect of capital structure and growth on company value simultaneously. The subjects of this study include financial reports of infrastructure, energy, toll road, airport, port, telecommunications, non-building construction and transportation sectors listed on the Indonesia Stock Exchange on the IDX in 2017. The sampling method used is purposive sampling, with the criteria for the companies in this study. A quantitative analysis method using a multiple linear regression analysis is utilized, followed by determination analysis (R Square), partial hypothesis testing (t-test) and simultaneous (F-test) with alpha 5 percent (0,05). Prior to further analysis, data quality and classical assumption tests are carried out. An analytical tool using SPSS version 23.0 for Windows is also used. The result of this research shows that capital structure has a partial influence on company value, growth has a partial influence on company value, and capital structure and growth simultaneously influence company value.

**Keywords:** *capital structure, growth, company value, infrastructure, IDX*

## **Financial Literacy and Demography Characteristics among Indonesian Millennials**

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### **Abstract**

Millennials whom we define as aged 22 to 38 in 2018 are expected to be the largest labour force in Indonesia. Despite the fact that the country will reach its productive peak by 2020, the result of national financial literacy survey conducted by OJK show that around 75.69% percent of the population do not have a complete grasp on financial products and services. Ample of research show that a financially illiterate society can create problems to the countries' economy since it may lead to poverty and greater income inequality. This study is conducted to investigate the level of financial literacy, as well as to examine the relationship between financial literacy and demographic factors among Indonesian millennials. We distributed questionnaires to 446 millennials and found that on average the level of financial literacy of Indonesian millennials fell in the fair category. Our result also indicates that millennials who possess Bachelor's Degree or higher, are enrolled in Economics or Business major, and have longer working experiences and receive financial education (formal/informal), appear to have significantly higher level of financial literacy compared to the students with lower level of education, enrolled in courses other than Economics or Business, having no working experience and any exposure to financial education.

**Keywords:** *financial literacy, demographic characteristics, millennials*

## **Behavioural Biases of Overconfidence and Disposition Effect and Their Impact on Investment Decisions in the Indonesian Capital Market**

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### **Abstract**

The Odean methodology revealed that investors are more susceptible to realizing profits than losses as indicated by disposition effects. This study intended to analyze the effect of overconfidence bias and the disposition effect on investment decisions in Indonesia. The sampling method was purposive sampling, with the respondents being 40 young investors who were members of Club Investors. Data collection was done by distributing questionnaires. The analysis method in this study was quantitative analysis. The analytical tool used was binomial regression analysis and multiple linear regression. Binomial regression was used to discover investor behavior and whether it tended to be biased or rational in its investment decisions. After discovering the attitude of the investors, be it biased or rational, the effect of the bias was analyzed using multiple linear regression. A multiple linear test was used to predict the probability of influence of each investment decision variable. The results showed that overconfidence had an effect on investment decisions. Some investors tend to experience an overconfidence bias in decision making, which shows that the investors feel very confident in their experience and ability to choose stocks. The investors believe that the results will be in line with their expectations.

**Keywords:** *disposition effect, investment decision, overconfidence*

## **Empirical Testing of the Five-Factor Model of Fama and French in Indonesia as an Emerging Capital Market**

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### **Abstract**

This study was conducted to empirically examine the five-factor model of Fama and French in respect to stock returns of companies listed in the finance sector with 170 observations over the period 2012-2016. As a comparative analysis, this study is also conducted to examine CAPM and the three-factor model of Fama and French. The findings of the study revealed that the market return has a positive and partially significant impact on the stock return for CAPM. Specifically, both variables, small minus big (SMB) and high minus low (HML) have a positive and significant impact on stock returns in the three-factor model and five-factor model of Fama and French. In contrast to the research of Fama and French the explanation power of the five-factor model is lower than that of the three-factor model in this research.

**Keywords:** *CAPM, three-factor model, five-factor model, and stock returns*

## **Working Capital Behavior and Risk: Empirical Study of Manufacturing Companies in Indonesia**

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### **Abstract**

This study aims to examine empirically the aggressive behavior of investment in working capital. Empirically, the research was carried out for companies in industrial sectors listed on the Indonesia Stock Exchange. Data consist of panel data of 2012-2017 totaling 157 sample after screening for outliers and normality. Structural equation modeling (SEM) is employed to test the recursive model. The results reveal that investment aggressiveness is influenced by sales growth, that is, the higher the aggressiveness of working capital investment, the lower the risk of liquidity. Furthermore, the lower the liquidity risk has an impact on the lower operational risk. The lower the operational risk, the lower the profitability and the lower the value of the company or the higher the financial risk. The findings are supported by previous studies which show that the higher the liquidity risk, the lower the financial risk. In short, the aggressiveness of working capital does not create value for shareholders.

**Keywords:** *working capital behavior, liquidity risk, operating risk, financial risk*

## **Analysis of Financial Performance in the Restructuring of Pt Indonesia Asahan Aluminium (Persero) to a Mining Industry Holding Company Using the Economic Added Value Approach**

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### **Abstract**

In order to increase the value of the company of the State-Owned Enterprises (BUMN) in the mining sector, one of the strategies undertaken by the company is to restructure through the establishment of a holding company. Several state-owned companies consisting of PT Indonesia Asahan Aluminium (Persero), PT Aneka Tambang, Tbk., PT Bukit Asam, Tbk., and PT Timah Indonesia, Tbk. have established a Mining Industry BUMN Holding Company. It is expected that with the establishment of the holding companies related to finance can increase.

One way to obtain company performance is to get a value from an approach using EVA. EVA can be used to assess company health by showing how the value is created by the company. EVA can also find out whether the company has used its capital well or not.

**Keywords:** *financial performance, holding, restructuration, Economic Value Added (EVA)*



## **The Role Of The Board Of Commissioners In Improving The Financial Performance Of Sharia Insurance Industries In Indonesia**

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### **Abstract**

This study analyzed the factors that influence financial performance and further analyzed the role of the board of commissioners in improving the financial performance of Sharia insurance companies in Indonesia. Financial performance is measured by the surplus related to its contributions, while the predictor variable is size, age and company status. The study was conducted with and focused on Islamic insurance companies and Islamic business units in conventional insurance companies. The research period was 2012 to 2017. The data was analyzed using moderated regression analysis. The results showed that size had a positive effect, age had a negative effect and status had no effect on financial performance. The board of commissioners moderates (weakens) the relationship between size and status with financial performance and further moderates (strengthens) the relationship between age and financial performance in Sharia insurance companies.

**Keywords:** *surplus on contribution, board of commissioners, Sharia insurance*

## **Bounded Rationality under Sharia Norms: Evidence from Indonesia**

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### **Abstract**

In Indonesia, the application of Islamic norms in finance, commonly referred to as sharia finance, has recently begun to be studied from a behavioral economics perspective, especially under the hypothesis of agency problems and bounded rationality. By clustering, profiling, and portfolio analysis using data released by the Financial Services Authority (FSA) regarding sharia banking, and by Indonesia Stock Exchange (IDX) regarding sharia securities in the Indonesian capital market, this study aims to 1) identify the impact of moral restrictions in the form of sharia compliance, 2) evaluate the existence of agency problems in sharia financing, and 3) bounded rationality in portfolio investment that conforms with sharia compliance. Analysis using data from sharia finance in Indonesia indicate a bounded financing decision but does not indicate a significant agency problem, especially in profit-loss sharing financing; there are only insignificant signs. Meanwhile, the hypothesis of bounded rationality in Islamic investment portfolios is significantly proven. Sharia compliance can reduce portfolio risk but it also reduces its rate of return; and vice versa, a reduction in the level of compliance within the allowed limits can increase the rate of portfolio return but it is accompanied by an increase in risk.

**Keywords:** *Bounded rationality, Financing, Portfolio Investment, Sharia Compliance*

## Financial Inclusion and Financial Self-Efficacy in Indonesia

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### Abstract

Financial inclusion is a strategy used by the Indonesian government to reduce financial exclusion. A person's inability to access formal financial services is an obstacle to the realization of the financial inclusion. Financial inclusion can be realized if the community is able to understand formal financial services very well. This study wants to find out whether financial self-efficacy can stimulate individual financial behavior in terms of using formal financial products to realize financial inclusion. Hypothesis testing of this study will be carried out using structural equation modeling (SEM), and the object of research is the people who live in Bogor-West Java. This study finds that there is an influence of financial self-efficacy on financial inclusion. Formal financial service providers must pay attention to the quality of services provided to their customers. Apart from improving the quality of services directly, every formal financial service company must be able to develop products that are easier to reach and understand. The influence of financial self-efficacy on financial inclusion can provide an explanation that the independence of each individual from the side of income owned will have an impact on account ownership in banking. In addition, an increase in the ability of each individual in managing his personal finances must be done. This increase in capacity can be done with an understanding of good financial literacy.

**Keywords:** *Financial Self-Efficacy, Financial Inclusion, SEM, Financial Behavior, Financial Exclusion.*

## **Financial Literacy, Financial Attitude, and Financial Behavior of Young Pioneering Business Entrepreneurs**

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### **Abstract**

This Study Aims To Determine The Level Of Financial Literacy And The Effect Of Financial Literacy And Financial Attitude On The Financial Behavior Of Young Entrepreneurs. This Study Uses A Survey Method And A Combination Of Data Analysis That Uses Descriptive Analysis To Calculate The Level Of Financial Literacy And Multiple Regression Analysis. The Results Of The Study Show That The Financial Literacy Of Young Pioneering Business Entrepreneurs Is In The Moderate Category, Financial Literacy Does Not Affect The Financial Behavior Of Young Pioneering Business Entrepreneurs, And Financial Attitude Affects The Financial Behavior Of Young Pioneering Business Entrepreneurs.

**Keywords:** *Financial Literacy, Financial Attitude, Financial Behaviour, Young Pioneering Business Entrepreneurs, Business Start-Up*

## Testing Financial Information in Forming Investor Confidence

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### Abstract

This study aims to see how markets react in their investments of information content of corporate financial performance in the capital market. This research has a decomposition attitude for investors to react in response to information of the financial performance of corporations. It begins with evaluating financial fundamental factors in expectation of common market reactions. Object research used is data from the financial reports of manufacturing companies for the years 2008-2017 listed on the Indonesian Stock Exchange. Analysis of data uses logistic regression with probit model and multivariate GLM. To achieve the aim, it will construct a model of market reaction in investment in regard to information of the financial performance of corporation. The research results show that first there are differences in net operating assets, causal growth, and financing assets to companies which have experienced profit both positive and negative. Second, company information had a significant effect on the beliefs of investors. Investors tend to give a reaction when they receive company information containing bad news.

**Keywords:** *market reaction, investor confidence, information, financial performance.*

## **Adoption of SDGs-Related Financial Accounting Standard and Its Relevant Costs: New Burdens, Merely Complying, Beyond?**

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### **Abstract**

**Background**–Sustainable Development Goals (SDGs) represents 17 goals with 169 achievements initiated with the aim to benefit humans and the earth. It takes the role of all parties to be able to realize the SDGs, especially the private sector must be willing to take an active role in achieving SDGs. However there are still many companies which still seeing SDGs as a trend that is only used solely for the company to look good but not really synergize the company's goals with the goals of SDGs.

**Purpose and Methodology**–The purpose of this study is to investigate how the impact of the adoption of SDGs-related Indonesia's financial accounting standards (PSAK) on net profits of mining companies listed in Indonesian Stocks Exchange (IDX). The study employs a quantitative research approach and multiple linear regression analysis with the semi-log type Ordinary Least Squares (OLS) estimation method. The unit of analysis in this study are 48 companies from IDX's mining sector in the period 2008 to 2017 with a 10-year observation period.

**Findings**–Although the adoption SDGs-based accounting standards on companies listed in Indonesian Stocks Exchange (IDX) has impacted on their respective net profit, it, however, brings companies more sustainably both in terms of financial and operational aspects. Internally, the impact of adoption boosts employees' work protection, while externally it enhances investors' confidence that entities are managed in a sustainable way.

**Research Limitations**–limited information is available companies SDGs disclosure on companies' notes on financial statements.

**Originality/value** – The study presents the impacts of the adoption of SDGs-related financial accounting standards and its relevant costs on the companies' financial statements that is rarely researched in Indonesian context.

**Keywords:** *Sustainable development goals, financial accounting standards, Indonesia*

## Challenges in Application the Efficient of Capital Market in Indonesia

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### Abstract

The capital market is one indicator of a country's economic progress. The existence of the Indonesian capital market began to form has experienced several ups and downs that can be seen from the fluctuating IHSG indicator. This as a result of globalization and economic integration that leads to the performance of the capital market depends heavily on the performance of the national, regional and international economy. The greater the role of local investors is needed to encourage the Indonesian capital market to be more resistant to various crises and shocks. The population of Indonesia's middle class that has grown relatively large is an opportunity that can be used to encourage them to invest in the capital market. Meanwhile, some challenges in the development of capital markets must also be overcome, among others, the limited types of securities traded, rules for protecting investor rights, "games" in stock transactions and lack of public knowledge about the capital market. The purpose of this study is to maximize capital market opportunities as a driver of the Indonesian economy's wheels and contribute to tax revenue for Indonesia and make the digital market the most efficient investment tool in terms of implementation and regulation in its future practice. This study uses the Literature study method based on several previous studies and scientific journals that discuss the development of the Indonesian capital market. The results of this study are expected to be a consideration for the government and capital market financial supervisory institutions in making good and efficient system and transaction regulation for the Indonesian capital market.

**Keywords:** *Indonesian Capital Market, Challenges, Regulation, Efficiency*

## **Leverage, Financial Distress and Profit Growth: The Role of Tax Shield**

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### **Abstract**

The purpose of this study is to develop an empirical research model of the relationship between Leverage, Financial Distress and Growth of profit By Proposing Tax Shield as a mediator variable and try to know the influence of financial distress and leverage toward tax shield and profit growth, also to know the influence of tax shield on profit growth. This research was conducted in manufacture Food And Beverage Companies Listed On The Indonesia Stock Exchange Period 2011 – 2015, and observational data about 40 types Of data obtained From Financial Statements. This research uses a type of quantitative research the data was tested by Structural Equation Model analysis techniques. The results of this research shows that; the Leverage has negative significant influence on profit growth, and it has the positive significant influence on the tax shield, furthermore Financial Distress has negative significant influence on profit growth, and it has the positive significant influence on the tax shield, and the Tax shield has the positive significant influence on profit growth, so we may conclude that the Tax shield may acts as mediator variable.

**Keywords:** *Tax shield, Leverage, Financial distress, Profit growth*



## **Risk in the Supply Chain Of Organic Rice: An Example From Mojokerto Regency, Indonesia**

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### **Abstract**

The aims of this study were determining the priority of risk agents and determining the risk mitigation in the supply chain of organic rice. An empirical study was carried out at “Manajemen Usaha Tani Hasil Organik Seloliman” (MUTHOS) as a business organization of organic rice in Seloliman Sub-district, Trawas District, Mojokerto Regency, East Java, Indonesia. This research used 2 phases of the House of Risk (HOR) method. Risks and risk agent identification were done in HOR 1 then the risk mitigations determined in HOR 2. The results of this study showed that 29 risks caused by 26 risk agents were identified in business activities of MUTHOS; as a result, 2 risk agents to be mitigated were chosen based on the value of Aggregate Risk Potential (ARP). There were 12 risk mitigations to be considered in mitigation of the chosen risk agents. These risk mitigations then were prioritized based on their effectiveness when being applied. The first priority of risk mitigation to be put into practice was training employees in the handling of the rice after it was harvested and in the management system.

**Keywords:** *Aggregate risk potential, Organic rice, Risk Agents, Risk mitigations, Supply chain.*

## **E-Marketplace Acceptance And Use By Millennials for Business Start-Up**

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### **Abstract**

By the year 2025, Millennials are growing up to 75% of the global workforce, their entrepreneurial mindset will likely shape the workplace in the coming years (Sox et al., 2014). Millennials assess entrepreneurship as an appealing life path. As a digital generation, Millennials are as well as familiar with the internet based business platform namely E-Marketplace. E-Marketplace are growing gradually, becoming the prominent players in several industries due to the economic efficiency, decrease the margin between price and cost, and ease complicated business transaction (Feldman, 2000). It has created favorable business opportunities for Millennials who are interested to choose entrepreneurs as their career path. However, there is limited study which specifically investigating the intention to use the E-Marketplace for business start-up among Millennials. Therefore, the focus in this study is to examine factors that influence the acceptance and use of E-Marketplace for business start-up. The conclusion of this research is partially, performance expectancy, social influence and facilitating condition have significant effect on the behavioral intention to use E-Marketplace for business start-up. Meanwhile, effort expectancy is insignificantly affecting the behavioral intention to use E-Marketplace for business start-up. Furthermore, simultaneously performance expectancy, effort expectancy, social influence and facilitating condition have significant effect on the behavioral intention to use E-Marketplace for business start-up.

**Keywords:** *Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, E-Marketplace*

## **Can Community Empowerment Leverage People's Income? Does Business Capability Play A Role?**

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### **Abstract**

Until today, there have been so many community empowerment programs to achieve prosperity, but most of which cannot meet the expected outcome. On this basis, this study is aimed to seek for the possibility whether business capability can be a good mediator on mediating the effect of community empowerment on local community income. Through an applied quantitative method, this study analyzed the issue using structural equation model. The result, however, shows that business capability could not mediate the effect of community empowerment on local community income. Further study is, thus, needed to explore the determinants of local community income.

**Keywords:** *community empowerment, business capability, local community income*

## **The Role of Social Identification Mediators on the Relationships of Authentic Leadership and Performance**

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### **Abstract**

The purpose of this study is to explore authentic leadership development and its effect on performance to find answers to authentic leadership contributions in reducing malfeasance in organizations. This paper is a theoretical exploration based on literature review and several theories that can be used as philosophical analysis. This paper provides a multilevel approach about authentic leadership development and its effect on performance. First, authentic leadership has a positive effect on followers' performance. Second, the role of followers' organizational identification mediates the effect of authentic leadership on performance. Both propositions can apply at individual or group level. The key finding of this paper is the multilevel perspective contributing to the development of authentic leadership and the role of organizational identification in interaction of leaders and followers.

**Keywords:** *Authentic leadership, Organizational identification, Performance, Social cognitive theory*

## **Holding Restructuring Analysis towards the Solvability and Profitability of Pt Inalum (Persero)**

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### **Abstract**

This study aims to examine the effect of corporate restructuring of the parent of the Mining Industry Holding towards the solvability and profitability of PT Indonesia Asahan Alumunium (Persero). The method used in this study is descriptive analysis, which aims to explain the results of the calculation of financial ratios consisting of profitability ratios and solvency ratios that occurred in companies between 2013 and 2017. Data collection is done by analyzing the company's financial performance.

**Keywords:**  *Holding, Solvability, Profitability, Inalum*

## **Risk Management in Construction Service Industries**

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### **Abstract**

The construction service industry is one of the most risk-prone industries and is facing very diverse and high-impact risks, but the conditions of the risks faced are not offset by a high profit margin. These various risks are also faced by the construction industry with the implementation of intuition risk management, individual considerations and experiences obtained from previous contracts. This is so that, on this basis, this study aims to obtain risk factors, the most dominant influencing project implementation construction, as well as risk mitigation efforts against dominant factors to minimize and even avoid the possibility of a dominant risk that is very influential. The assumption of research is that (1) the construction industry is an industry loaded with various risks so that the level of profits obtained is low, and (2) the risk of business competition is one of the most dominant risks faced by companies playing in the construction service industry sector.

**Keywords:** *Risk management, risk, construction service industry, risk factors, risk mitigation*

## **The Role of Supply Chain Management in Cocoa Industry**

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### **Abstract**

Cocoa has many functions to increase the welfare of human being. Cocoa can be processed become many products which cover food, beverage and another derivative products from cocoa. Supply chain management is important to ensure the sustainability the production of cocoa based product. The purpose of this paper to describe the role of supply chain management in cocoa industry. The methodology of this paper is qualitative descriptive with literature review approach. The result of this paper describes the role of supply chain management to ensure the sustainability cocoa industry to increase the welfare of society.

**Keywords:** *Supply Chain Management, Cocoa*

## Literature Clustering Analysis of Geriatric Nursing Research

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### Abstract

The purpose of our work is to obtain a multi-dimensional research hotspot after literature cluster analysis of global gerontology research hotspots from 2008 to 2017. Clustering information, such as major research institutions, journals, related diseases, treatment methods, chemical drugs and Chinese herbal medicine, cross-subjects was extracted using "geriatrics nursing" as a search subject based on the PubMedplus retrieval and clustering analysis system. The analysis showed that there are 10 major diseases related to gerontological nursing, such as neurological diseases, Alzheimer's disease, central nervous system diseases, brain diseases, dementia, etc.; the main chemicals associated with gerontology are indigo carmine, amaranth. Nearly 20 species such as dye, 30 kinds of Chinese herbal medicines such as tea tree root, and clusters of subjects related to geriatric nursing include geriatrics, rehabilitation medicine, psychosis and mental health. PubMedplus is a very useful biomedical text mining tool. The cluster analysis of the research focus of geriatric nursing can grasp the overall development trend of geriatric nursing at home and abroad, reveal the frontier research hotspots, and provide valuable clues for basic and clinical research.

**Keywords:** *Geriatrics Nursing, PubMed, Clustering Analysis*



## Research Trend Analysis of Molecular Imaging Based on Bibliometric

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### Abstract

The purpose of this paper is to study molecular imaging from the perspective of bibliometric. Through data analysis and comparison analysis, study results can provide researchers help and advices, such as research trends, research frontier. This paper quantitatively analysis 18732 related molecular imaging literature from 2006 to 2015 by analyzing Published literature quantity, countries and regions, research institutions and source journals using Scopus database based on SCIVAL data analysis platform and Excel software. Result shows that the molecular imaging research is still in the development stage in the last ten years, and the annual publication of the academic literature show the overall growth trend. The ACS Nano and the Journal of the American Chemical Society have the highest reputation in the field of molecular imaging. This study also give some helpful suggestions to domestic researchers in building research team, broadening cooperation channels, and tracking national science and technology policy.

**Keywords:** *Medical Imaging, Molecular Imaging, Research Trend, Bibliometric*

## **Study on Temperature and Humidity Wireless Network Monitoring System of Hospital Imaging Room**

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### **Abstract**

Study a wireless temperature and humidity control system for hospital's imaging room. SHT11 as sensors, the system realized one to multiple communication using wireless communication module CC1020 , and then set up the communication between system and the central station with serial communication controller MSCOMM . The system uses VISUAL C + + programming, to realize the video room temperature and humidity alarm control. It is wireless ,good effect and saving manpower.

**Keywords:** *Imaging Equipment Room, Wireless Network, Temperature and Humidity, Monitor System*

## **A Comparative Study of Clinical Engineering Education and Careers between China and the United States**

Ruiyi Gong<sup>1</sup>, Song Luo<sup>2</sup>, Xuejun Zhou<sup>3</sup>, Jun Xu<sup>4</sup>, Kaijun Yu<sup>1\*</sup>

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### **Abstract**

This article takes the undergraduate program of clinical engineering of Diego University of Connecticut and the clinical engineering technology of Shanghai University of Medicine & Health Science as the research object. By introducing and comparing the training level, knowledge system, curriculum design, teaching mode and core curriculum, the clinical engineering technology major of Shanghai University of Medicine & Health Science is aimed at the training of clinical engineering talents of international standards, and provides reference for further improvement of the training level.

**Keywords:** *clinical engineering; educational status; sino-american comparison*

## **A study of the Application of Artificial Intelligence in the Medical Health**

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### **Abstract**

With the continuous increase of artificial intelligence application and deep understanding of artificial intelligence, artificial intelligence and integrated information processing, comprehensive data analysis and decision-making, and deep learning optimization gradually show its advantages compared with traditional technologies. At the same time, many problems in the field of medical and health have presented their complex and systematic characteristics, such as disease diagnosis and treatment, epidemiological control, precision medicine and so on. The combination of artificial intelligence and medical health will bring great value to the application of artificial intelligence. Based on the characteristics of both, combined with the current artificial intelligence application scenarios in the medical and health field, this paper will summarize and analyze the current status of existing artificial intelligence medical health. References are provided by relevant research personnel.

**Keywords:** *artificial intelligence, medical health, application*

## Research on Clinical Engineering Technology Education under Internet

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### Abstract

In the information age, the internet is an unprecedented profound change on the global with the power to change everything. The traditional industries have launched the internet model, and the education is also facing opportunities and challenges. "Internet + education" is an important part of the national strategic in China. Based on the development background of the internet and the status of clinical engineering technology education, this paper analyzes how to develop clinical engineering technology education under the background of Internet + and puts forward suggestions for clinical engineering technology education research under Internet + background.

**Keywords:** *Internet +, clinical engineering technology, educational research*

## **Research on the Safety Management of Medical Oxygen Chamber**

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### **Abstract**

The safe use of medical oxygen chambers is extremely important. This paper introduces the matters needing attention in the use of medical oxygen chamber, puts forward the safety factors in the use of medical high pressure oxygen chamber, and describes the scientific management method for the safe use of medical oxygen chamber.

**Keywords:** *Medical oxygen chamber, Safety management*

## Prospect of the Objectification of Pulse Diagnosis in Traditional Chinese Medicine in the Age of Big Data

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### Abstract

As one of the most distinctive diagnostic methods of traditional Chinese medicine(TCM), objectification of pulse diagnosis has a wide range of practical applications. Though the studies on objectification have been conducted for decades, due to small sample sizes, the results are satisfactory and clinical promotion is still in the embryonic stage. The arrival of the era of big data has not only promoted the development of biomedicine, but has also opened up new ways for the objectification of pulse diagnosis in TCM. In this review, we describe theories and methods of big data that may be applied to the objectification of pulse diagnosis in TCM. We propose to establish electronic health records for TCM and create a predictive model for pulse diagnosis and prospect the challenges and opportunities involved.

**Keywords:** *pulse diagnosis, objectification, traditional Chinese medicine, big data*

## **Exploring Undergraduate Students' WTP for Participation in Social Enterprises To Community Activities in Taiwan**

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### **Abstract**

The main purpose of this project is to understand the willingness and behavior of college students to participate in social enterprise activities, and to use the local community as a research area, combined with the Contingent Valuation Method (CVM) to measure the behavioral benefits of college students participating in community activities. The WTP concept is an analytical tool. The results of the study show that college students are willing to spend more than three hours on average every week.

**Keywords:** *Social Enterprise, Community, CVM, WTP*



## **An Individual Herding Behaviour Model: The Role of Personality, Gender and Information Asymmetry**

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### **Abstract**

Herding behaviour is one of the efficient market hypothesis anomalies. Investors display such behaviour when they imitate the actions of other investors; the behaviour occurs when there is constant interaction between rational investors, which prevents them from seeking information about market fundamentals. Herding behaviour arises because investors do not act in accordance with their private information, but refer to other investors' decisions. As a result, the process of social learning stops. Information asymmetry is claimed to be responsible for the emergence of such behaviour. Extensive literature and empirical studies have proven its existence in financial markets; however, the majority of these studies examined herding behavior in institutional contexts, or in terms of overall market movements. No studies have examined individual motivation for such behaviour. This paper builds a new model of individual herding behaviour to fill the lack of theory about such motivation. Aspects of personality, namely conscientiousness and neuroticism, together with gender, are important factors that affect the relationship between the asymmetry of information and herding behaviour.

**Keywords:** *behavioral finance, conscientiousness, gender, herding behavior, information asymmetry, market condition, neuroticism.*

## **The Influence of Mass Control Trainings on the Competency of Mass Control Members of Sabhara in Handling Demonstrations**

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### **Abstract**

Police professionalism can be seen, measured, and perceived significantly by the community in the forms of security guarantee and community's secured feeling when they carry out their activities. The Indonesian National Police, called Polri as a law enforcement apparatus that handles a lot of public issue in Indonesia is required to be able to keep up with the development of an increasingly advanced and critical society. The increased demonstrations are often felt to interfere with public order and the smooth running of community social activities which most of the time result in security disturbances. Polri is granted authority to organize security and order so that the greater public interest is not sacrificed. In order to be able to realize the expectation and beliefs of the community, a good competence is needed from the actors or human resources, especially the members of Mass Control Unit (MCU) of Sabhara. The aim of the study is useful in knowing the effect of Mass Control Training (MCU) in the cognitive domain, psychomotor, affective, simultaneously and partially and most dominant toward competency of members of Sat Sabraha Polres in Cilacap District police in overcoming in the demonstration. The aim of the study is conduct at Sat Sabraha, Cilacap Police Station by using quantitative approaches and survey methods. Sampling with population for all members Dalmas Sat Sabraha unit Cilacap which 37 people. Data analysis using statistics, following the instrument test, classical normality and assumptions, followed by regression analysis and significance test (influence) simultaneous and partial to the hypothesis. The conclusion in this study found that simultaneously the Mass Control Research variable (X) affects the variable Training of Members of the Dalmas Sat Satraha Police Unit in Cilacap in handling demonstration actions (Y) 51.2% are in Partial, stating that each Training Variable is in the Cognitive (X1), Psychomotor (X2) and Affective (X3), has a significant and significant effect on the Competence of members of the Dalmas Unit (Y). Then from the three sub-variables of Mass Control Training (X) the most dominant variable affecting the Dalmas Unit Member Competency (Y) is a sub variable of the Affective Dalmas Training (X3).

**Keywords:** *Training, Competence, Demonstration*

## **Employee Cooperation, Hierarchies and Bonus Payment**

Chia-Ming Liu, Tsung-Yuan Wang

### **Abstract**

By applying a model with several employees, this study intends to explain the effects of employers' arrangement of working hours and working areas, payment contracts, and bonus design on the willingness of employees' mutual cooperation to further benefit both employers and employees. The results could explain the factors in the formation of three-hierarchy organization pattern, the selection of employees as the recorders in the middle hierarchy, and different payment measurement for employees with similar work contents.

**Keywords:** *incentive design, organizational hierarchy, employee cooperation*

## **Impact of Work Environment on Employee Performance in Local Government of Padang City**

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### **Abstract**

The Personnel Agency and Human Resource Development of Padang City revealed that in 2017, only 3.3% of local government employees were able to achieve the minimum performance target of 100. This study aims to find out the influence of the work environment towards employee performance. The population in this study was local government employees of Padang City, while the sample was generated by using the Slovin method and Proportioned Stratified Sampling method. The sample size was 384 employees which were classified into class II, III, and IV. The questionnaires contain 35 questions about the physical work environment, non-physical work environment, and employee performance. The responses were processed by using the Structural Equation Model-Partial Least Square (SEM-PLS) method. Based on the alpha value of 0.05, the t-table value was 1.96. The t-statistic value of the physical work environment was 2.3426 and the t-statistic value of the non-physical work environment was 5.9694. Both of these t-statistic values were greater than the t-table value. Therefore, it can be concluded that there was a positive and significant influence of both physical work environment and non-physical work environment toward local government employee performance. The important factors on the physical work environment were cleanliness, air circulation, safety, and noise, while on the non-physical work environment it was the relationships between co-workers.

**Keywords:** *local government employee, performance, work environment, SEM-PLS.*

## **Green Human Resource Management, Green Organizational Culture, and Environmental Performance: An Empirical Study**

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### **Abstract**

Ethical companies must balance their financial, social and environmental performance. The process of applying HR management objectives to environmental management is called Green Human Resource Management (GHRM). Research on GHRM and environmental performance in Indonesia is still limited in number, especially in South Sumatra. Based on the Environmental Quality Index reported by the Ministry of Environment and Forestry of the Republic of Indonesia, in 2016 South Sumatra was 16th national ranked, but slipped to 20th national ranked in 2017. This phenomenon is the basis of why this research carried out in South Sumatra, especially in Palembang as the capital of South Sumatra. This study aims to analyze the effect of GHRM, which consists of Green Recruitment and Selection (GRS), Green Training (GTR), and Green Compensation (GCO), directly on environmental performance (EP) and indirectly through green organizational culture (GOC) at state hospitals of Palembang. The population in this study were 2,270 employees at state hospitals in Palembang. By using the Slovin formula and proportional stratified random sampling method, a total sample of 146 people was obtained. The results showed that there were positive effects of all GHRM variables consisting of GRS, GTR, and GCO on GOC and EP. The results of this study also show that there is an indirect influence between GRS and GCO on EP through GOC, while GTR does not have an indirect influence on EP through GOC as an intervening variable. Other results show that there are positive GOC influences on the EP.

**Keywords:** *Green Human Resource Management, Green Organizational Culture, Environmental Performance, Hospital, South Sumatra*

## **The Effect of Organizational Justice and Leader-Member Relation on Job Satisfaction and Nurses Turnover Intentions with Perceived Ease of Movement as Moderator**

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### **Abstract**

Nurses have a big role in the success of patient's care and the survival of a hospital. The nurses' adequacy in number and quality needs to be maintained. The purpose of this research is to analyze the influence of organizational justice and leader-member relation on job satisfaction and turnover intentions. It also explains about the role of perceived ease of movement in the relationship between job satisfaction and turnover intentions. This research was conducted by using a survey disbursed to its population of 391 nurses from 13 hospitals under D classification. The calculated sample were 245 nurses. It applied a sampling technique with a proportionate simple random sampling. Data was collected through list of questions and analyzed by using Structural Equation Method by applying the Amos Program. The analysis result reveals that organizational justice directly affects the turnover intentions and influences indirectly through job satisfaction. While, leader-member relation directly affects the turnover intentions and indirectly leads job satisfactions. Meanwhile, the perceived ease of movement strengthens job satisfaction in influencing the turnover intentions. The results of the study are expected to be one of considerations for hospital management to improve the nurse's job satisfaction in an effort to reduce the nurse's turnover intentions.

**Keywords:** *Organizational justice, Leader-member relation, Perceived ease of movement, Job satisfaction, Turnover intentions.*

## **The Construction of National Police Human Resource Empowerment in Facing the Challenges of Industrial Revolution 4.0 in Regional Police Indonesia, East Java**

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### **Abstract**

Human resource empowerment is considered as one of leading factors in industrial revolution 4.0 characterized by robotization and digitalization in many aspects of life. The empowerment of National Police human resource is built to give excellent police services in their daily duties, namely: protection, protection and community service; maintaining public security and order; law-enforcement. Empowerment has many benefits to overcome some obstacles of police duty implementation, such as limited access for education and training related to the implementation of duties handled by them. This research aims to give an alternative pattern of national police human resource empowerment to Regional Police Indonesia in East Java. This research applied mix-method through survey and descriptive analysis. The data were collected through questionnaire, focus group discussion, observation, and document collection. The research informants were police personnels of East Java Regional Police. The result of the research showed that the construction of national police Human Resources (HR) Empowerment facing industrial revolution 4.0 challenges by developing the competence of each personnel and re-skilling the leaders through two models, i.e. roles given and group works.

**Keywords:** *empowerment; human Resources; industrial Revolution 4.0; competence; re-skilling the Leader*

## **The Interrelationship of Procedural Justice, Job Stress, Organizational Commitment, Job Satisfaction, and Employees' Turnover Intention in the Workplace**

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### **Abstract**

The purpose of this research was to analyze the relationships existing between (1) procedural justice and organizational commitment; (2) procedural justice and job satisfaction; (3) job stress and organizational commitment; (4) job stress and job satisfaction; (5) organizational commitment and turnover intention; and (6) job satisfaction and turnover intention. The respondents of this research consisted of 245 retail employees working in Surabaya (Indonesia). This research found that all pairs of variables, except the third (job stress and organizational commitment) and fifth hypothesis (organizational commitment and turnover intention), are significantly interrelated. Results and discussions are explained in this article.

**Keywords:** *procedural justice, job stress, organizational commitment, job satisfaction, and turnover intention*



## **The Impact of Work Culture, Competence and Motivation on the Performance of Permanent Employees in Telaga Hikmah Palm Oil Mill (Sampoerna Agro Group Business Unit)**

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### **Abstract**

This study aims to identify the influence of work culture, competence and motivation on employee performance of Palm Oil Mill Telaga Hikmah partially or simultaneously. Variables being examined as factors that affect performance of employees (Y) were work culture (X1), competence (X2), and motivation (X3). The population of this study was all employees in the Palm Oil Mill Telaga Hikmah, amounting to 85 people. Data collection techniques were documentation, literature review and questionnaires. This study also used multiple linear regression to analyze the data. The results showed that: (1) Work culture has partially less influence on employee performance (2) Competence has positive and significant impact on employees' performance (3) Motivation has positive and significant impact to employees' performance and (4) Work culture, competence and motivation simultaneously bring significant impacts on employee performance.

**Keywords:** *Performance, Work Culture, Competence, Motivation*

## Effective Employee Engagement Using SWOT Analysis

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### Abstract

Facing various challenges and very tight business competition, a company has to provide the best services possible to their customers. One of the ways to compete in terms of performance and available services is having exceptional employees and a good team. This results in higher productivity and better services. The best companies build and sustain a culture of engagement and they understand that an employee is not just “nice to have” but that it is a critical part of achieving their business results. Leaders need to understand that employee engagement is primarily their responsibility. Improving the employee engagement level seems to be easy but it isn't. Companies are facing problems and difficulties when it comes to formulating strategies to create and retain engaged employees. Considering those problems, the author has tried to explore the implications of SWOT analysis to possibly drive engagement, which leads to recommended strategic actions. SWOT analysis was chosen because it is a simple, universal and useful framework for analyzing an organization's strengths, weaknesses, opportunities and any threats that the organization faces, which includes assessing any engagement problems. This paper goes on to show that SWOT methodology can become a useful tool to create activities and policies to boost the employee engagement level.

**Keywords:** *SWOT Analysis on Employee Engagement.*

## **Work Life Balance of Generation Y in Indonesia**

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### **Abstract**

This research aims to investigate how generation Y in Indonesia values work-life balance. Various previous research shows potentials for further investigation to explore whether there will be similar findings. Existing research has employed one of the three perspectives in understanding work life balance. This implies for the need to have more comprehensive research that elaborate those three different perspective in a holistic study.

On the other hand, there are still limited numbers of worklife balance related to Gen Y. Various research note that Gen Y dominates workforce and Gen Y has different value compared to other generations. Furthermore, there are different patterns on the ways Gen Y works. These differences are intrigued to be studied, especially related to the development of worklife balance theory from the perspective of role enhancement theory.

In order to fulfill the research aim, exploration of individual perspective on worklife balance is needed. Hence, qualitative method is deemed suitable for the study. This research employs multiple case study to investigate the reasons underlying different meanings of worklife balance. This research found that there are four needs that must be met to get work-life balance, namely the need for quality of life, the need for self-development, the need for family support, and the need for power in the job domain.

**Keywords:** *Work-life Balance, Generation Y, Indonesia*

## **The Employee Performance: Career Development, Work Motivation, and Job Satisfaction**

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### **Abstract**

This research aimed to empirically determine the direct effect of career development on the employee's performance, work motivation on the employee's performance, career development on the employee's job satisfaction, work motivation on the employee's job satisfaction, and job satisfaction on the employee's performance. Also, how to empirically determine the indirect effect of career development on the employees performance by job satisfaction and work motivation on the employees performance by job satisfaction. This research took sample of 160 employees related to the Regional Government of Riau Islands Province. The data were analyzed using "Path Analysis" of the statistical software SPSS 20. The results of this research are as follows career development had direct influence on the employees performance, work motivation had direct influence on the employees performance, career development had direct influence on job satisfaction, work motivation had direct influence on job satisfaction, job satisfaction had direct influence on the employees performance, career development had indirect effect on employees performance through job satisfaction, and work motivation had indirect effect on employees performance through job satisfaction.

**Keywords:** *Career Development, Work Motivation, Job Satisfaction, Employee Performance*

## **Analysis of Human Resource Development Programs through Talent Management in Padjadjaran University**

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### **Abstract**

This research aims to determine the analysis of human resource development programs through talent management at Padjadjaran University. Programs can be used to prepare cadres of future leaders so that when there is a need to fill vacant positions, organizations will be prepared with resources from within their own organizations. Talented employees who have high credibility developed and maintained will have a strong loyalty to their duties and authority, so that organizational goals can be achieved. Talent or talent can be interpreted as individuals in organizations that have more abilities or unique advantages that can make a major contribution to the achievement of organizational goals, both in terms of production or in managerial positions. Research uses participatory qualitative research methods, which emphasize the depth of the results of research where researchers are directly involved as research instruments. Data is obtained through literature studies, interviews, and direct practice. Based on the results of the analysis, the implementation of the human resource development program through talent management is an organizational initiative. Factors that influence the human resource development program consist of integrity, professional attitude, orientation to serve the community, continuous learning, and teamwork.

**Keywords:** *talent management, human resource development, university of padjadjaran*

## **Toward a Model of the Linkages between Safety Culture and Employee Performance in Gold Mining Companies**

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### **Abstract**

Safety culture has an impact on motivation and job satisfaction, which are important factors for employee performance. This study was conducted to examine the role of safety culture on employee performance through motivation and job satisfaction, and to identify factors associated with the performance of gold mining employees in East Java, Indonesia. Data was gathered using a sample from the gold mining company in East Java, Indonesia. The authors collected information on safety culture, motivation, job satisfaction, and employee performance and other employee characteristics. Data was collected using a questionnaire and conditional procedural analysis conducted to test the model. The results of data processing using SEM shows that safety culture has a significant effect on motivation and job satisfaction. Furthermore, the authors found that motivation and job satisfaction also have a significant effect on employee performance. The findings suggest that practitioners should put more emphasis on developing safety culture as a priority for company management, and firms put more emphasis on developing safety culture as a priority for company management because the results show that safety culture may have a positive impact on employee performance. Corrective action is needed to optimize the factors that influence safety culture. Prioritizing safety culture, providing training and development for employees, creating a compensation system that encourages employees to excel, and setting clear quality standards are steps that need to be carried out by gold mining companies in East Java to improve company performance. The limitation of this research is that the population is focused on employees of a gold mining company located in East Java. Future studies can use a wider population that can more generalize the findings.

**Keywords:** *employee performance, gold mining, job satisfaction, motivation, safety culture.*

## **Distributive Justice, Job Satisfaction and Organizational Commitment as Antecedents of Employee Performance: A Study in Indonesia National Health Insurance Workers**

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### **Abstract**

The study is aimed to investigate the effects of distributive justice, job satisfaction and organizational commitment toward employee performance. The data were drawn from 80 employees at Indonesia National Health Insurance (call as BPJS) workers. The data is gathered by conducting field survey. The analysis of data using a Smart Partial Least Square to answer the proposed hypotheses. The results of this study indicate that distributive justice positively significant influences on job satisfaction. The distributive justice did not significantly influence on organizational commitment and employee performance. The findings also note that job satisfaction positively significant effects on both organizational commitment and organizational performance. Further, organizational commitment positively significant influences on performance. Managerial implications, limitations and directions for future research are provided in the study.

**Keywords:** *Distributive Justice, Job Satisfaction, Organizational Commitment, Employee Performance*

## **Cultural and Creative Industries: Probing Its Nature by Indicators Development and Practice Investigation**

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### **Abstract**

The study is to complete the definition and re-evaluate the structure of Cultural Creative Industries (CCIs) by using indicator and criteria as a basis to investigate if the domestic industries fit the nature of CCIs.

Recently, abundant of firms in Taiwan identify themselves under CCIs in sake of branding and marketing. The exact definition of CCIs product is vague and unclear. Most of the time consumers also do not have in-depth understanding of the value behind the product itself. Due to diffused definition, government-related institutions and consumers; even the firms in general are likely to be puzzled by the blurry term, and strategic development of CCIs would not be very effective and accurate to implement.

By referring related academic research findings, indicators would be established to examine CCIs. Multiple firms will be selected to conduct field research in order to confirm whether these firms fit the nature of both creative industries (CIs) and cultural industries. The indicators for CIs are established based on the business process analysis, while the criteria for cultural industries are established through product analysis. Furthermore, this study would combine both models and develop an integrated conceptual framework for classifying the industry.

The study is expected to provide the government, firms, and consumers a reference on the basis of indicator by clarifying the nature of CCIs. First, the indicator is aimed to support government-related institution in providing assistance for the industry to sustain its nature and competitive advantages. Second, assist consumers to understand the nature of CCIs product; which improves buying decision process. Then, the developed indicator of this study could be used as a reference for newcomers and existing businesses to improve business model.

**Keywords:** *Cultural and Creative Industries (CCIs), Taiwan, integrated conceptual framework, Creative Industries (CIs), Cultural Industries*



## **The Research on Exploring the Influence of Psychological Capital and Innovation Behavior Based on the Perspective of Organization Support**

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### **Abstract**

In recent years, Taiwan's national income has improved and its lifestyle has changed, and people's desire to pursue quality of life has increased. In addition, customers' desire for new and changing consumer psychology has made the life cycle of many products in the high-tech products market shorter and shorter. Forcing the high-tech industry to continuously develop new products and services and push them to the market to satisfy the freshness of customers, and it is relatively important to show that employees' innovative behaviors are more important.

This study is mainly for the employees of Taiwan Hsinchu high-tech industry as evidence, a total of 520 questionnaires were sent out, 388 valid questionnaires were recovered, and the recovery rate was 75%. Research results: 1. There is a positive relationship between organizational support and psychological capital. 2. There is a positive relationship between psychological capital and innovative behavior. 3. There is a positive relationship between organizational support and innovative behavior. And based on the results of the recommendations, expectations can help high-tech industry employees to actively demonstrate their innovative behavior, improve the contribution to the organization and create performance.

**Keywords:** *organizational support, psychological capital, innovative behavior, high-tech industry*

## **Synergy, Diversification and Firm Performance in Mergers and Acquisitions**

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### **Abstract**

Synergy from merger and acquisition (M&A) theoretically increases firm performance. However, diversification leads to coinsurance effect which reduces firm value. This study aims to analyze the relationship between synergy and firm performance measured using return on assets (ROA) and Tobin's Q, with diversification as moderating variable. Analysis was carried out using data from 33 M&A cases by non-financial firms listed in the Indonesia Stock Exchange, done between 2010 and 2016. Results show that synergy has a positive effect on both ROA and Tobin's Q. Meanwhile, diversification moderates the impact of synergy towards both ROA and Tobin's Q, thereby decreasing firm performance.

**Keywords:** *Merger, Acquisition, Synergy, Diversification, Firm Performance*

## Understanding Critical Factors and Antecedents in Indonesian Small Dairy Industries

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### Abstract

Small dairy farmers in Indonesia typically join dairy cooperatives in order to overcome the limited resources in maintaining fresh dairy products, especially milk. The higher the quality, the better the price paid by milk processing companies. This research aims to better understand the uncertainties that influence the quality of milk by identifying its critical factors and antecedents, using the system dynamics approach. Feed supply, equipment and milk hygiene, milk collection point cooling system, milk storage and transportation, storing time and operating time are the main focus of the simulation model developed in this paper. The main output data supporting the decision-making process are the percentage of the total solid relative to the number of microbes, which describe the stability of feed supply.

**Keywords:** *Supply chain, perishable, System Dynamics, dairy, uncertainty.*

## **Company Profitability Before and After Employee Stock Ownership Program in 2011-2014**

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### **Abstract**

This study aims to determine the differences in the company's financial performance before and after the Employee Stock Ownership Program (ESOP). The population in this study are all companies listed on the Indonesia Stock Exchange (IDX) that implement ESOP from 2011-2014. The sample consists of 12 companies. The hypotheses are tested using the Wilcoxon Signed Rank Test. The results of this study indicate that there is no difference of three examined variables, return on assets, return on equity, and net profit margin between before and after the company conducts ESOP.

**Keywords:** *Employee Stock Ownership Program, ROA, ROE, NPM*

## Research on Color Images of Role Design of Disney and Ghibli

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### Abstract

Color preference affects people in their daily lives and it is diverse for different cultures. Thus people in different countries have distinct color preference and use the color in different aspects. In order to understand the influences on color differences of roles under different cultural, this study takes the roles published by the famous animation companies, Disney and Ghibli, as the research objects, and discusses the color differences between that two companies. The color tickets in the questionnaire were taken from the bigger colored parts of the roles and the adjectives used to evaluate the color tickets were collected from the related research and screened out by Kawakita Jiro method. The evaluation data were analyzed by cluster analysis. The results show that Disney and Ghibli tend to use different brightness and purity in the hue of red and yellow-red, and they have different harmonizing colors methods for the hue of purple-blue. The results can help designers to distinguish the colors used by the animation roles of America and Japan, and also contribute to a body of research for the gradual development of color preferences suitable for the multicultural audience of Taiwan.

**Keywords:** *role design, color, Disney, Ghibli, Kawakita Jiro method, cluster analysis*

## **The Effect of Implementing Graphic Design in Digital Marketing on Sales of Products in Travel Companies**

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### **Abstract**

Marketing today has become an indispensable part of every business irrespective of its size and type. With the advancement of superior Internet technologies, new ways to reach the target audience have evolved. The need for digital marketing already feels like never before in the tourism industry, where customers have quick access to all types of information about the latest offers and the best prices. Digital marketing plays an important role in the success of every tourism business, especially in travel agent companies. However, in terms of marketing products and services from travel agent companies, delivery techniques are key to attracting prospective buyers. Graphic things, unique delivery and selection of interesting images are a few examples. Therefore, this paper will discuss how graphic design is the basic determinant of digital marketing in the tourism industry.

**Keywords:** *graphic design, digital marketing, tourism*

## **Closed Self-Help Sharing Printing Model for Library Service Improvement**

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### **Abstract**

In order to solve the problems in the construction of smart library, such as the delay of the request response of the self-service printing system, the long queuing time of users and the low efficiency of the printer, taking Shanghai University of Medicine & Health Sciences as an example, a scientific and reasonable service model scheme was developed to improve the efficiency of printers and service satisfaction. The applicable queuing model was determined according to the actual printing demand characteristics, then sample and calculate the background initial data, mine the required key parameters, and calculate the relevant operational indicators. After operation and analysis, the optimal solution results under different parameters were compared, and the most practical service model was proposed.

**Keywords:** *Intelligent Library, Sharing Printing Service, Closed Type*

## Using Statistics Analysis to Study Service System Optimization of Capacity-limited Reading Pavilion

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### Abstract

In order to allow more teachers and students to make good use of the library, it is necessary to optimize the number of existing reading pavilion, reasonably plan the number of future reading pavilion, improve the efficiency of use, reduce the idle rate and waiting time in line, and avoid the loss of readers and waste of resources. Based on statistics, queuing theory, time series prediction and other related theories. Select the Nanyuan Library of Shanghai University of Medicine & Health Sciences as evaluation object to collect data and analyze the key parameters and operational indicators. According to actual operating index parameters and their corresponding ranges, the current optimal configuration description is given. Develop a reasonable budget plan based on analysis and forecast data of time series related statistics.

**Keywords:** *Stratified Sampling, Reading Pavilion, Time Series Analysis, Library*



## The Application of Artificial Intelligence in Smart Library

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### Abstract

Artificial intelligence has become one of the main driving forces for the development of modern society, and it has also injected new vitality into the development of smart libraries. This paper expounds the basic situation of smart library and artificial intelligence, analyses the application of artificial intelligence in the field of smart library, and demonstrates the application value of artificial intelligence in library service. Artificial intelligence will be widely used in the development of smart libraries.

**Keywords:** *Artificial Intelligence, Smart Library, Big Data, Internet of Things*

## **A Study of Local Culture Redesign and Digital Sharing Model**

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### **Abstract**

One of the most important assets of a town or city is its local culture. With the technological advances and the influence of the open source concept, the pattern and responsibility of culture digitalization need to keep pace with the times in order to meet the demand of different generations. In the past, the digitalization of cultural contents mostly focused on preservation and repository. Original antiquities, writing arts, photographs and image, audio/video, navigation websites are preserved in a passive way. Due to the fact that 3D prototyping techniques are getting more mature and popular, the purpose of this study is to extend the concept of digitalized cultural contents and to proposed the design applications and digital sharing models that are based on the local culture. Firstly, local elements are extracted for design creations and then 3D models are aggregated into digital works. Several new curtain rod end caps and tiebacks that are equipped with the Taitung elements are developed by this model. A database that has dedicated Taitung culture elements is also established on a globally well-known 3D model open source platform. With the Internet's characteristics of no boundary, those people who are not able to visit Taitung by themselves can see Taitung culture and antiquities. They are able to get three-dimensional perception of the external details and cultural implication of antiquities. They can also download to print the antiquities so that they can freely apply to the layout and decorations of their houses.

This study extends the open source and sharing concept from the engineering field to the cultural scope. This new way of thinking allows more people to see and apply local cultural contents. The value of a land can be rediscovered in order to construct the unique "digital experience of local culture" that breaks the divide between existing urban and rural regions and flips local cultural industry.

**Keywords:** *Local Culture, Open Source And Sharing, 3D Printing, Taitung, Curtain Decoration*

## **Effects of the Application of Culture and Creativity to Service Innovation on Service Quality and Satisfaction in Logistics Industry**

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### **Abstract**

In the current trend of globalization, it is not simply the change in consumer patterns but industrial competition and transformation is enhanced. It becomes the essential trend to stress on cultural and creative industry in the future. Countries therefore create new product value by promoting the product image and applying cultural meanings. To modernize traditional life industry, creative performance with cultural characters would be suitable for the time and can be continuously kept as well as conform to the pursuit and need of local identity. Accordingly, consumers of logistics industry in southern areas in Taiwan are randomly sampled for the on-site face-to-face questionnaire survey. Total 300 copies of questionnaire are distributed and 258 valid copies are retrieved, with the retrieval rate 86%. The research results reveal 1. partially significant and positive effects of service innovation on service quality, 2. remarkably positive effects of service quality on customer satisfaction, 3. partially notable and positive effects of service innovation on customer satisfaction, and 4. partially mediation effects of service quality on service innovation and customer satisfaction. According to the results, suggestions are proposed for the reference of logistics industry advancing the cultural and creative strategy making.

**Keywords:** *logistics industry, culture and creativity, service innovation, service quality, customer satisfaction*

## **Factors Affecting Post-Adoption in a Music Streaming Application for Young Adults**

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### **Abstract**

Indonesia is a potential market for the development of a streaming music application. This is marked by the emergence of various streaming music applications in Indonesia. However, the numbers of paid music streaming application subscribers are still low compared to those who use the free application. Meanwhile, one of the advantages gained by application providers is paid subscription services. In that regard, this research aims to increase the number of paid application users through a post-adoption approach, specifically stickiness, and word of mouth. It is expected that users who have benefited from paid services will recommend them to others. There are five hypotheses which will be tested in this research. The data will be analysed using a structural equation model (SEM) with Lisrel 8.8. The results of this research indicate that ubiquity and personalisation affect the usefulness, which in the end will increase stickiness and word of mouth. Informativeness was verified as having no effect on usefulness in this research. The implications of this research illustrate the efforts to increase the benefits of an application that users are willing to use the application on a long-term basis and recommend the use of paid applications to others.

**Keywords:** *usefulness, stickiness, word of mouth*

## **Social Media Engagement and Advertising Avoidance: A Comparison of Facebook, Youtube, and Instagram**

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### **Abstract**

Social media users are exposed to many advertisements while enjoying the media. However, most of them do not attend to all the ads. When digitally engaged in social media, some consumers would consider the ads as part of the entertainment provided by the social media applications while some others avoid the ads by skipping them because they think that the ads stop them from their media consumption activity. Underpinned by psychological reactance theory, this study examines consumers' advertising avoidance on Facebook, YouTube, and Instagram. Data were collected using an online survey with 823 usable responses from active social media users in Indonesia. Results confirm that stronger engagement with social media positively affects goal impediment and intrusiveness for all three platforms. However, the direct impacts of engagement on avoidance and goal impediment on intrusiveness apply only on Facebook and YouTube, not on Instagram. Additionally, multigroup analysis suggests that the relationship of engagement and advertising avoidance works differently on different social media platforms.

**Keywords:** *social media, engagement, advertising avoidance, goal impediment, intrusiveness*

## MSE's – Large Industry Partnerships Based on Technology Innovative in Indonesia

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### Abstract

This study focuses on technological partnerships between Micro and Small Enterprises (MSE's) and large industry. It is argued that such technological partnerships can be beneficial for both types of partnership, but MSE's often are confronted by the risks of partnerships as these relationships are non-symmetric. Because of this, the strategic, internal capabilities and external capabilities of MSE's can flow unintentionally to the larger firms. If this occurs, the partnerships would be less successful from the MSE's point of view. This paper examines to what extent the size of MSE's, gender of MSE's owner, education of MSE's owner, the number of employees, and type of large industry of MSE's is related with technological partnerships. The data were taken from an annual survey of micro and small scale industry conducted by the Indonesian Central Board of Statistics (Badan Pusat Statistik - BPS). A sample of 5,397 MSE's, that is, the partner with large industry was interviewed by means of a structured questionnaire. Binary logistic regression analysis was conducted to determine the relationship between independent variables and technological partnerships. The result of the research showed that gender of MSE's owner, the number of employees, and type of MSE's partner are correlated with technological partnerships. The conclusion of this study is the opportunities for large industries to provide technological partnerships is higher compared to other institutions such as cooperatives, banks, non-governmental organizations. Likewise, MSE's with a small number of employees has a higher chance of getting a technological partnerships. Female entrepreneurs have a higher chance of getting technological partnerships compared with the male entrepreneurs.

**Keywords:** *technological partnerships, innovative, micro and small enterprises*

## **The Influence of Self-Efficacy and Social Media towards the Interest of Social Entrepreneurs on Cadres of Posyandu (Maternal and Child Health Services) in Medan Labuhan Sub-district**

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### **Abstract**

This research aims to demonstrate the influence of self-efficacy and social media towards the interest of social entrepreneurs on cadres of posyandu (maternal and child health services) in Medan Labuhan sub-district. The focus of this research are the cadres of posyandu in Medan Labuhan sub-district. It is hoped that it will encourage social entrepreneurship in Medan Labuhan sub-district that will increase the income of the community and cadres of posyandu in Medan Labuhan. The research methods used in this study included distributing questionnaires to 32 respondents. Quantitative research with data analysis techniques is used to analyse the questionnaires and multiple regression analysis by using SPSS. 23.0 for windows. The results obtained from multiple regression analysis showed that self-efficacy has a positive influence and significance towards the interest of social entrepreneurs at cadres of the posyandu in Medan Labuhan with a significance value of  $0.000 < 0.01$  and B of 0.970, meaning that if self-efficacy were to increase by one unit, the interest of social entrepreneurs would also increase by as many as 0.970 units. Meanwhile, for social media variables obtained from the results of social media analysis on the interest of social entrepreneurs at the cadres of posyandu in Medan Labuhan with a significance value of  $0.092 > 0.01$  and B of 0.150 units, it means that if the social media variable increases by one unit, the interests of social entrepreneurs will increase as many as 0.150 units. The insignificance of social media variables from the analysis shows that social media is not related to the interests of social entrepreneurs. Because of time constraints, researchers only changed two variables in the current study, namely self-efficacy and social media. For further research, it is recommended that other variables such as the family environment and information technology should be studied.

**Keywords:** *Social Entrepreneur, Self-efficacy, Social Media*

## **Model Disruptive Bussines and Financial Innovation**

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### **Abstract**

In a rapidly changing and uncertain world, innovation is the key to competitive advantage. However innovation also increases market uncertainty and pressure (Lettice, Thomond, 2002; van Ex, 1999). Currently, the financial services sector has implemented digital-based technologies such as block chains, big files and robo advisers. With the emergence of increasingly advanced international trade, such as new consumer payment devices for instance online crowdfunding and peer to peer loans. The need for more revolutionary innovation, the necessity to survive in a dynamic market, and uncertain economic conditions for the development and implementation of disruptive innovations are not well understood (Leifer, 2001), as well as a small number of companies that successfully utilize and maximize innovation capabilities that bother them. In developing different capabilities to bridge this gap must be an integral part of the growth strategy of financial technology companies as a dynamic segment in the financial services sector and technology sector in new technology-focused companies and newcomers in marketing products and innovations in services provided by industry traditional financial services. Therefore, finance continues to grow through financial innovation and the development of "fintech." The idea behind this type of innovation is that it changes the business model of the company and creates new utility and markets for innovation even though the innovation may come in existing products. A number of few financial product innovation come in forms of conducting transactions and intermediation, new institutions that can permanently change the financial landscape. The main characteristic of this type of innovation is that it may come from outside the industry and companies that fail to adapt to innovation will be left behind.

**Keywords:** *Disruptive Bussines, Financial Innovation*



## **The Effect of Innovation on Business Competitiveness Small and Medium Enterprise in Indonesia**

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### **Abstract**

This study examines the effect of innovation on the competitiveness of the handicraft sector creative industries in Indonesia. The number of samples was taken as many as 205 SMEs spread in West Java in a proportional random manner. The technique of data collection is done by the questionnaire directly to the respondents. The data analysis technique in this study is a structural equation model (SEM) approach. The use of SEM allows researchers to test the validity and reliability of research instruments, confirming the accuracy of the model while testing the effect of innovation variables on competitiveness variables. The statistical tool used in this study is AMOS version 23. The findings reveal that innovation has a significant positive effect on the competitiveness of SMEs. This study shows that innovation is an important factor that can increase competitiveness. Companies that are able to innovate appropriately will be able to compete with other companies.

**Keywords:** *Innovation, Competitiveness, Small and Medium Enterprises (SMEs)*

## Using Smartphone in Batik and Traditional Textile : Intention Measurement and Tam Approach

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### Abstract

The development of mobile internet services allows more and more consumers to adopt smartphones as their main communication device. This study focuses on the application of TAM to determine the level of willingness of batik and textile craftsmen to use smartphones and the variables in TAM that influenced the willingness. The population of the study was batik and textile craftsmen in the region of Bayat, Klaten, Central Java, with 243 samples using 30-question questionnaires with the answers measured on 1-5 Likert scale. The results of data analysis used the GSCA software. From the eight hypotheses proposed, it can be seen that there are two hypotheses which are not proven to be influential. Technical support is not statistically significant for the variable of ease of use. The findings in this study strengthen the TAM2 technology acceptance theory. Management support has an effect on the variable of usefulness. This finding is consistent with or strengthens Igbaria's technology acceptance theory (1997). Social Influence does not have a significant effect on usefulness. The results of this study do not support the TAM technology acceptance theory since this research was conducted when smartphone was no longer a new technology.

**Keywords:** *ease of use, usefulness, TAM, Mobil Internet Service*

## **Small Industry Growth Resolution through the Readiness for Using Android Technology in Industrial Revolution 4.0 Challenge**

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### **Abstract**

Industrial Revolution 4.0 as the stage of technology influences many sectors include financial sector like small medium enterprises. This study aims to discuss some significant SMEs' variables and explore the readiness of small industry sellers to the new way of marketing such as the use of android phone. To establish the accuracy, some SMEs' sellers from across the difference regions in East Java, Indonesia are taken to take apart to this study. Some findings are found like the intention to market their products via android application are big but those are not matching with their effort, some SMEs' sellers found feel satisfied with what they have now, some SME's sellers are waiting for real action of the related party for actively guiding them to face this era, and many more. Some suggestions are also provided in this study to enrich this case study.

**Keywords:** *Resolution, Readiness for using android Technology.*

## **Creative Techniques of Contemporary Batik Motifs Based on History**

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### **Abstract**

The people of Semarang city do not know much about batik motifs or the philosophy of batik in Semarang. Semarang's batik position in the batik area of Indonesia is still at the level of the embryo / beginner. The historical track record shows that at the beginning of the 19th century Semarang batik developed very rapidly with diverse motifs that characterize coastal / coastal batik. One effort was made by developing creative and innovative work on Semarangan batik motif designs that could be accepted by the market by not leaving the distinctive characteristics of Semarang. Batik products and motifs are produced based on market trends and community interests without losing cultural roots, so that batik can occasionally keep up with the times. To realize this, we need to explore the history of the region in the form of motives and know the philosophy contained in it.

**Keywords:** *Semarang batik motif, philosophy of batik motif, motif of “Batik Wali”.*

## **A Novel Method of Applying Big Data for Analysis Model of Library User Behavior**

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### **Abstract**

A large number of library user behaviour data generated in real time in the era of big data artificial intelligence requires more efficient and scientific analysis technology to help libraries improve the level and quality of personalized services, while the increasingly popular campus Internet of Things system needs to be more Active network security precautions, proactively detect unreliable abnormal behavior of the network and feedback users to improve security awareness. Explores a big data analysis model using traditional data mining and classification learning, which combines user personality analysis and abnormal behavior detection.

**Keywords:** *Data mining, Supervised learning, User portrait*

## Using Fractal Theory to Study Application in Library and Information Science

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### Abstract

As a nonlinear science, fractal theory has already been becoming an important method in the study of complex system. In this paper we make a preliminary study on the application of fractal in library and information science in the following three respects : 1) Fractal and classical bibliometrics law; 2) Uniform bibliometric model; 3) Fractal and library. Fractal theory has a new application prospect in digital libraries and knowledge management.

**Keywords:** *Fractal theory, Library science, Information science, Bibliometrics, Knowledge management*

## **Internet of Things: Facts and Myths**

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### **Abstract**

The “Internet of Things” (IoT) is becoming an increasingly growing topic of conversation both in the workplace and outside it. It is a novel and innovating concept that not only has the potential to impact our lives but also how we work. In this research, we have analysed what exactly is IoT and what impact it is going to have on an individual and an organization. There is a lot of buzz and fervour about IoT but many people are still trying to grasp its whereabouts. IoT based technologies have such an ubiquitous impact on the organizations that they have started adopting them in their existing mechanisms as a result of which those devices which were not IoT now have become IoT devices. These multi-revolutionary changes have enhanced projections on the Internet and world economies with some futuristic anticipations such as connecting as many as 100 billion devices through IoT and a global economic impact of more than \$11 trillion by 2025. In this research we have also focused about the potential issues related to IoT devices. Some common drawbacks can be compatibility issues, increased complexity and privacy and security concerns. The aim should be on designing both hardware and software components of IoT together rather than working on each component individually to counter the shortcomings of IoT devices.

**Keywords:** *Internet of Things; Innovation; Fervour; Ubiquitous; Multi-revolutionary*

## Explore the Efficiency of Green Design in Information Technology Industry Based on Data Envelopment Analysis

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### Abstract

Since the Industrial Revolution of 1750, excessive use of natural resources has worsened the global environment and severely consumed resources. More and more advanced countries are paying attention to environmental issues, and more international procurement requires sustainable production. International trade is the main economic lifeline of Taiwan. At the same time, the main source of GDP growth in Taiwan is the Information Technology (IT) industrials. Inevitably, it will be faced with the need to construct green design systems and performance evaluation models. These systems will help strengthen sustainable resource management in industries.

Evaluate 13 of the world's TOP100 IT companies based on published industry statistics annual reports. The results show that only one company have a strong efficiency in the green design system. Five of the 13 green design companies can achieve marginal efficiency. The green design systems of the remaining seven companies are inefficient. In addition, recommendations for improving capital investment status are proposed through differential variable analysis.

This research will help to enhance the investment management of green design system in the technology industry to meet the requirements of the future international environmental sustainability.

**Keywords:** *IT, green design, product design*



## **Determinants of Successful Lending Decision for Ultra-Micro Segment in P2P Lending Platform**

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### **Abstract**

A new alternative form of loan services, known as Peer-to-Peer Lending (P2P lending), is growing rapidly in Indonesia. The purpose of this research is to analyze all factors that influence lending decision for ultra-micro segment on P2P platform in Indonesia. As a quantitative research, primary data were collected through questionnaire. Validity and reliability test were measured using Confirmatory Factors Analysis (CFA) and logistic regression. The independent variables, which consisted of transaction cost, safety protection, information quality, social capital, loanable fund, service quality, repayment period, and interest rate, were analyzed to know their influences towards lending decision in a P2P lending platform. The result of the research showed that transaction cost, safety protection, and interest rate had significant and positive effect. Loanable funds had a negative effect while service quality, information quality, social capital, and repayment period had no effect towards lenders lending decision in P2P lending platforms in Indonesia.

**Keywords:** *Lending Decision, Ultra-Micro Segments, Peer-to-Peer Lending Platform*

## **The Role of Transferors in Improving SMEs' Technology Capability in Developing Countries**

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### **Abstract**

Technology transfer has widely been considered as a means of improving technology capability. Organisations across the world have been involved in technology transfer programs. In developing countries, small to medium enterprises (SMEs) are regarded as a valuable source of economic growth. However, SMEs are also often thought to have insufficient resources to advance their in-house technology development. Therefore, SMEs require technology transfer programs to increase their technology capability. Numerous technology transfer programs have been applied through government agencies, universities and businesses to improve SMEs technology capability. This study provides empirical data to explain the role of transferors (government, universities, businesses) in the transfer of technology for SMEs. With more than 200 respondents, the results of this study illuminate the involvement of the SMEs in technology transfer programs and role of the transferors in transferring technology.

**Keywords:** *Knowledge and Technology Transfer, Technology Capability, Transferor, SMEs.*

## **Analysis of Information Technology Services Management Using the Itil V3 Domain Service Operation Framework on Simda (Case Study: Boyolali Regency Inspectorate)**

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### **Abstract**

Boyolali Regency Inspectorate is the Government's Watchdog's Internal Area. The agency implements IT to make easier in managing of information. The system that is applied in Boyolali Regency Inspectorate in the form of a financial information system area (SIMDA) that serves to help the operational work as well as to ease in managing of financial area. However, in the IT operations, there are still constraints at hand such as lack of knowledge regarding the handling of network problems that inhibit operations of SIMDA. Thus, in the use of IT services, the researchers want to analyze the information technology service management using the ITIL V3 domain service operation on SIMDA. Data collection was performed by a descriptive-qualitative method in the form of an interview. The result of the interview shows that the system of services provided was pretty good but there are still problems in failed login due to slow internet connection and the lack of user's knowledge in the IT field. This has effect on operational management of IT services. Thus, this analysis is conducted to help knowing and improving the applied IT service management.

**Keywords:** *ITIL V3, Service Operation, IT Services Management*

## **Internet of Things Technology Implementation in Indonesian Aluminium Smelting Plant**

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### **Abstract**

The increasing in use of technologies, especially Information Communication Technology (ICT), has led to the fourth industrial revolution, or Industry 4.0. All equipment and devices, including manpower or operator, whether in production lines or business, are connected to each other via the Internet as a part of the Internet of Things (IoT). Today's manufacturers are being challenged to adopt this technological change by making an initial effort to measure and analyse their current technology. In this paper, a new IoT Technological Maturity Assessment Scorecard is demonstrated to assess an Indonesian Aluminium Smelting Plant as part of their strategy to implement this technology.

**Keywords:** *Aluminium Smelting Plant, Industry 4.0, Internet of Things, Maturity Assessment Scorecard*

## **The Influences of Website Design on Formation of Trust, E-Satisfaction and E-Loyalty of Bukalapak.Com Consumers: Relationship Marketing Revisited**

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### **Abstract**

The development of online business has encouraged companies to interact intensively with their customers. The website represents a frontline employee who is considered to influence consumer loyalty by its design. Unfortunately, researchers who investigate how the actual role of website design shapes loyalty is still rare. This research tries to fill this void. Furthermore, this study aims to examine the effect of website design on three dependent variables, namely e-trust, e-satisfaction, and e-loyalty. The mediation role test carried out simultaneously on e-trust and e-satisfaction. The sample criteria for this study is filling out an online questionnaire within a maximum of 6 months after they shop. The analysis tool for measuring variables and hypothesis testing was Structural Equation Modelling. Findings, website design influences consumer loyalty at bukalapak.com with mediation through electronic trust and electronic satisfaction. There is no support for the direct influence of website design on e-Loyalty. Definitely website design has a crucial role in this context. To apply these findings, future studies need to explain respondents' profiles and their choices on items in website design variables empirically and precisely with the RASCH model.

**Keywords:** *website design, e-trust, e-satisfaction, e-loyalty, Human-Computer Interaction, RASCH Model*

## **Six Sigma Dmaic Practice in Cigarette Production Process: Challenges and Opportunity**

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### **Abstract**

The purpose of this paper is to explore the challenge of six sigma implementation to improve the quality of hand clove cigarette products. Systematic investigations are carried out to identify defects. The analytical tool used is SIPOC (Supplier Input Process Output Customer), Pareto analysis and Fishbone diagram. This is a qualitative exploratory study, a single case study research to demonstrate the use of Six sigma, DMAIC and the challenges in its application. Case study analysis shows that there are three defects that occur most in the cigarette production process, namely wrinkle, dirty and incomplety filled. Further analysis shows that incompletely filled defects are critical defects that often occur. After a process improvement has been done, the results are a decrease of 38% defect per million opportunity or from 4,474 to 2,777. The results showed that the use of Six Sigma DMAIC provides an opportunity for companies to reduce defects and produce savings in production costs, increase employee creativity in the production department in reducing the number of defects in the production process. Contribution of this study is the implementation of Six Sigma and DMAIC in a specific case for making hand-rolled cigarette (non machice) in Indonesia. Original values are also obtained by finding improvements to production tools to reduce incompletely filled defects which are critical defects that often occur.

**Keywords:** *Six Sigma, DMAIC, Defect, Critical to Quality.*

## **Open Innovation on Innovation Performance: The Effect of Organizational Memory, Component Knowledge and Architectural Knowledge**

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### **Abstract**

The purpose of the study is to identify the impacts that the outbound, as well as inbound OI, has on the organisational innovation performance. The roles played by Organizational Memory, along with that of the Component and Architectural Knowledge on these impacts has been discussed herein. Based on the findings of the study, a total of 8 propositions as well as a theoretical framework have been formulated for being able to derive a better and clearer inference on the issue of concern. The conclusions that could be derived from the study indicate that Open Innovation (OI) and Innovation Performances are inter-related, despite the fact that OI is of two different types, the outbound and inbound. With the involvement of certain external factors such as component and architectural knowledge, as well as organisational memory, the relationships tend to vary within positive and negative traits.

**Keywords:** *open innovation, organizational memory, innovation performance, knowledge*

## **Intangible Assets: Do They Matter in the Performance of West Sumatran Universities?**

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### **Abstract**

In this study, we investigated the effects of intangible assets on the performance of West Sumatra universities. The research objective is to explain the impacts of organisational learning capability as a moderating variable on the relationship between intangible assets and organisational performance. We used questionnaires as a primary data collection tool and employed a quantitative approach. The respondents are comprised of 338 lecturers from public universities. The SPSS software package is employed to analyse the data using a statistical model. The variables were measured by using the concept of behavior and subsequently it was we found that all independent variables are significantly related to the dependent variable. This suggests that organisational learning capability is a moderating variable influences the relationship between knowledge management and organisational success. The results obtained may also imply that organisational learning capability has not reinforced the relationship between intellectual capital and organisational performance at public universities in West Sumatra. It is hoped that the findings from this study are able to provide benefits to all stakeholders in the higher education sector, especially with respect to intangible assets and performance.

**Keywords:** *Intangible Asset, Knowledge Management, Intellectual Capital, Organisational Learning Capability, Organisational Performance, Public University.*



## **The Effect of “Knowledge Management” Training to Improve Employee Performance in PT Semen Indonesia (Persero) Tbk**

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### **Abstract**

This study aims to reveals the influence of Knowledge Management training on the performance of PT. Semen Indonesia (Persero) Tbk. The hypothesis proposed is (1) there are differences in employee performance after training between the experimental group and the control group, (2) there are differences in employee performance in the experimental group between before Knowledge Management training and after Knowledge Management training, (3) there are differences in Gain Score of employee performance in the experimental group before training with employee performance after training. The subjects in this study are leaders or employees who will become Knowledge Management agents or leaders who manage Knowledge Management in the work units of PT Semen Indonesia. Data collection methods used in this study use employee performance scale, observation and interviews. The data analysis technique used is Sample T-Test to see the differences in employee performance before and after training. The results showed that there were differences in employee performance before and after training with a value of  $t = 3.658$  and significance of 0.001 ( $p < 0.05$ ).

**Keywords:** *Knowledge Management Training, Performance, Employee*

## **An Indication of Window Dressing to Increase Stock Prices in Commercial Banking Companies in Indonesia**

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### **Abstract**

This study aims to analyze an indication of window dressing performed by commercial banking companies listed on the Indonesian stock exchange from 2016 to 2018 as an effort to increase the company's stock price. Window dressing practices have become common in stock investments and mutual funds. LRRR, LDR, Leverage, and Company Size variables are indications of whether the company performs window dressing. Window dressing in this study was measured by the downward and upward methods of the third party fund values. The research method used SmartPLS analysis tool for 41 banking companies with a total number of 123 as the sample data. The study results indicated that LRRR, LRD, DAR, and company size variables did not affect downward window dressing. LRRR, DAR, and company size variables did not affect upward window dressing, but the LDR variable had a negative effect on upward window dressing. The results also showed that window dressing did not affect the stock prices of banking companies.

**Keywords:** *Window dressing, Stock prices, Banking*

## **Efforts to Increase Marketing Performance of Small and Medium Enterprises in Central Java, Indonesia**

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### **Abstract**

Business competition in the current era of globalization requires companies to have a strategy to win the market. Management strategy has an important role in the survival of the company. The existence of such competition is also felt by small businesses such as Small and Medium Enterprises (SMEs). The increasing number of SME units in Central Java was not followed by an increase in average sales of SMEs. This study aims to analyze the effect of the distribution channel, ERP implementation and entrepreneurial orientation on marketing performance with a competitive advantage as an intervening variable. The populations in this study were small and medium enterprises owners in Central Java. Six hypotheses were formulated for this study and 104 respondents were used to test those hypotheses. Structural Equation Model (SEM) was applied to this study using AMOS 24 as a tool. The result of this study shows that competitive advantage is the most variable in influencing the marketing performance, while this competitive advantage has an entrepreneurial orientation as the highest variable in influencing it. This study suggests that SMEs must increase its competitive advantage to increase their marketing performance. This competitive advantage can be built up by increasing the entrepreneurial orientation.

**Keywords:** *Distribution Channels, ERP Implementation, Entrepreneurial Orientation, Competitive Advantage, Marketing Performance*

## **Is There a Difference in Perceived Service Quality on Indonesia Low- Cost Carrier Passengers?**

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### **Abstract**

Service quality is important in service companies, one of which is in airlines industry. The development of service quality began in 1984, and has grown to this day. Dimensions occur in existing service quality. This happens because of the emergence of streams in service quality. Therefore service quality in this study also produces six different dimensions in other dimensions in service quality. Service quality implemented in 2012 was compared to 2019 on low-cost carrier airlines. To see whether there is a difference in perceived service quality on passengers or not. This study took as many as 212 respondents for 2019 and 201 respondents for 2012. Samples were taken by simple random sampling. To answer the problems studied, it used descriptive by means, standard deviation and independent samples test. The results of the descriptive hypothesis test show that there was no difference in perceived service quality in 2012 and 2019.

**Keywords:** *service quality, low-cost carrier, airlines, dimensions*

## **Innovation and Market Orientation: The Effect on Competitive Advantage and Marketing Performance (A Study of Natural-Based Craft Industry in Semarang Regency, Central Java, Indonesia)**

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### **Abstract**

Having the ability to innovate avoids business players from situations of declining competitiveness that are preceded by a comfort zone situation by past successes. Various studies related to the improvement of marketing performance in general and specifically for competitive advantage in small and medium enterprises have been carried out by relating it to innovation. In business phenomena, creative industry is unique in that it is largely supported by social, cultural, local wisdom, environmental sustainability factors and other uniqueness combined with science and technology. In Central Java, Indonesia, alone, there are several regions which have natural-based craft centers that are feasible to be further developed; one of which is Semarang Regency with the type of water hyacinth-based industry. This research seeks to explore the role of innovation and market orientation on competitive advantage and its impact on marketing performance of natural resource-based craftsmen in Central Java. This research intends to examine the model of researches that have been previously carried out empirically with regard to product innovation and competitive advantage to lead to optimal marketing performance. The analysis results of all hypotheses are supported and in line with several previous studies. Test of empirical analysis shows that innovation and market orientation has a positive significant effect on competitive advantage; similarly, competitive advantage has a positive significant impact on marketing performance. Business players in this natural handicraft industry stated that there is a collective awareness of the importance of performing innovation and observing the market conditions as an effort to keep their business survive and developing, which further will give an impact on their marketing performance as measured by sales volume and the increasing number of customers.

**Keywords:** *Innovation, market orientation, competitive advantage, marketing performance*

## Conceptual of Network Marketing Agility and Its Implications

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### Abstract

This study aimed to explore the concept of network marketing agility and the underlying parameters to support a more concise explanation. This study is part of a dissertation study applied to the analysis unit of private higher education institutions. The parameters of network marketing agility includes initiative, responsive, agile and proactive attitudes in the establishment of partnerships and collaborations, the facilitation of team empowerment (in the form of work communication and corporate support for teamwork formation), harmonization including in the working rhythm, complementarity between units within institutions, and agility of social network activities (initiative, agile, responsive, and proactive to take part in social activities including tradition and wisdom). The existing literature reveals that so far, no research has captured the holistic view of network marketing agility. Previous articles tend to more discuss agility on manufacturing industries. Thus, this study is considered to have a unique and significant contribution to the literature.

**Keywords:** *network marketing agility, private higher education institution com*

## **The Impact of Innovation, Competitive Advantage, and Market Orientation on a Firm's Marketing Performance in the Garment Industry in Indonesia**

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### **Abstract**

The aim of this study is to identify the influence of marketing and product innovation, competitive advantage and market orientation on marketing performance. The objects of this research are small and medium enterprises in the garment industry in Indonesia. 107 firms were selected as samples in this study. The Data was obtained through surveys using Likert scale. Data was tested using multiple regression methods. The results of the study suggest that marketing innovation, product innovation, competitive advantage and market orientation affect marketing performance.

**Keywords:** *marketing innovation, product innovation, competitive advantage, market orientation*

## **The Role of Value Co Creation in Improving Customer Loyalty with Customer Satisfaction as Mediating Variable**

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### **Abstract**

The objective of this conceptual paper is to keep up with the changes in marketing paradigm, which involves customer's active participation in the creation of goods and service values offered by companies in order to maintain customer loyalty to the companies. The success of new products relies not only on product quality but also on market condition customer targeting and even product launching time. The product development process in the new wave marketing era requires companies to co-create with experts who are able to identify and create quality products. This study aims to identify the relationship between value co-creation and customer loyalty, the relationship between value co-creation and customer loyalty with the mediation of customer satisfaction, and the relationship between customer loyalty and customer loyalty. This study uses SEM-PLS by observing its outer and inner models.

**Keywords:** *value co-creation, customer satisfaction, customer loyalty, new wave marketing*



## **Social Media Marketing Effort (A Review and Analysis of the Existing Literature)**

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### **Abstract**

Today, thanks to social media, everyone can connect in real time without having to think about and consider location and time differences. Social media has been able to change the general paradigm of people who still use conventional systems to communicate with others into a more modern and highly efficient system. In addition, social media has also become the most effective and efficient container for companies in carrying out marketing activities rather than having to use the services of a conventional advertising company. Accordingly, the main aim of this study is to systematically examine and review the current studies that have been conducted over the related area of social media and marketing. By reviewing approximately 30 articles, the researchers were able to provide an overview of the main themes and trends covered by the relevant literature, such as the role of social media in advertising, brand equity, and customer response.

**Keywords:** *Social Media Marketing, Brand Equity, Customer Response*

## **Collaborative Marketing Management in Building a Sustainable Karawang City Branding**

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### **Abstract**

The long-term goal of this research is to study collaborative marketing management in building a sustainable city branding in Karawang Regency to encourage the achievement of the Karawang Regency's vision and mission. Specific target of research is that Karawang Regency has the right city branding in accordance with the advantages of its competitiveness. This research is expected to contribute practically, creatively and innovatively, to increase the competitiveness of Karawang Regency so that it can have the advantage of being a sustainable city branding. The study was conducted using a single case study qualitative method, namely; collect, present, analyze, triangulate and test validity and make conclusions and suggestions. Research locus in Karawang Regency. Unit of stakeholder research respondents who have interests in each region. The results showed that collaborative marketing management in building city branding was still not optimal. In general, collaboration marketing management is directed through invest, torism and trade has not been directed to the achievement of MDG acceleration and vision and mission. City branding has not been concretely and firmly oriented into the city branding pattern of hexagon which includes presence, potential, place, pulse, people and prerequisite, as it is not yet optimal in developing sustainable tourism industry. The marketing and promotion of tourism destinations is also still not integrated, directed, and measurable in accordance with the objectives, targets and targets of tourism development that have been determined. The strength and potential of the agricultural and industrial sectors become valuable capital. This has caused the city branding of Karawang Regency to not be concretely concrete for an increase in the icon of a city that becomes an attraction and strength.

**Keywords:** *collaborative marketing management, city branding.*

## **Introduction to Acculturative Isolating Advantages and Market Anticipation of SME Industries Enhancing Marketing Performance**

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### **Abstract**

This study investigates the role of acculturative isolating product advantages to build a product innovation and marketing performance of Small and Medium Enterprises (SMEs). This study collaborates product acculturative and isolating mechanism products, creating a new concept that is of acculturative isolating product advantages. The samples in this study are the owner and the entrepreneurs of Sarong Samarinda industries in East Kalimantan, Indonesia. There are 207 respondents and Structural Equation Modeling (SEM) is used as a tool to analyze the data with AMOS as the aid tool. The results from this study show that acculturative isolating product advantages deeply influence the innovation product, market anticipation and marketing performance of Small and Medium Sized Enterprises (SME).

**Keywords:** *Product Innovation, Acculturative Product Advantages, Market Anticipation, Marketing Performance*

## **Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta**

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### **Abstract**

This study has a gap that organic products, especially vegetables, are less attractive to housewives. Even though organic food is needed by the body so that it is always healthy, but as prices are more expensive than non-organic vegetables, consumers tend to consume non-organically. The purpose of this study is to test if organic vegetables are offered through advertising, sales promotion, personal selling and direct marketing is possible for consumers to intend to buy so that organic consumers expand and the number increases. With the addition of organic consumers, the farmers will increase their profits and by helping farmers change non-organic farming into organic vegetables. In accordance with the theory if a marketing strategy is developed into a holistic possibility, consumers who do not know about organic information will consider consuming organic products. It is hoped that farmers will increase innovation with appropriate technology and promote training in both rice and organic vegetables. This study uses a survey method, with respondent housewives or fathers who are concerned with family health. The research sample is consumers who have never consumed organic and are shopping at a retail store in West Jakarta. The research sample amounted to 113 consisting of 51 men and 62 women. The results of the study show that advertising and direct selling affect consumer purchase intentions, while sales promotion and personal selling do not affect consumer purchase intentions.

**Keywords:** *Advertising, Sales Promotion, Personal Selling, Direct Selling, Purchase Intentions*

## **The Determinants of the Business Performance of Bank Muamalat Indonesia in the Sumatera Utara Business Region**

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### **Abstract**

Islamic banking is a financial institution that offer the management of transactions and financial needs based on the universal Islamic principles. Particularly in Indonesia, with predominantly muslim population, Islamic banking is expected to grow rapidly, just like in several neighboring countries, namely Malaysia, Brunei Darussalam, Dubai, Qatar, and several European countries that have implemented the Islamic principles in their banking transaction. However, for almost 26 years since the first Islamic bank, Bank Muamalat, began its operation in 1992, it has yet to show any significant business growth compared with conventional banking. This condition encourages the researcher to conduct a study on improving the performance of Islamic banking business, in particular Bank Muamalat, by examining market orientation variable and competitive advantage variable as the influencing factors. The study is conducted on 10 (ten) branches of Bank Muamalat in Medan by selecting the marketing employees and customer relation services, at both manager and staff level as population. The respondent sample are 100 people. By applying Partial Least Squares - Structural Equation Model (PLS-SEM) through path analysis method using SmartPLS V.3.2.8, a conclusion can be drawn that there is a positive and significant influence on direct market orientation test on competitive advantage, and a direct influence from market orientation on the performance of Bank Muamalat displays a positive and significant influence. Moreover, for the indirect test result of market orientation on business performance of Bank Muamalat through competitive advantage also exhibits a positive and significant influence.

**Keywords:** *Islamic Bank, Market Orientation, Competitive Advantage, Business Performance, Conventional Bank*

## Capital Buffer and Its Determinant Cases in Islamic Bank in Indonesia

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### Abstract

In accordance with the regulations imposed in Basel III, banks must provide capital reserves above the minimum capital adequacy ratio or a capital buffer of 2.5%. Capital buffer is calculated by reducing the CAR available with minimum CAR. The purpose of this research is to examine the factors that influence capital buffer. Factors suspected of having an effect on capital buffer are financing risk (NPF), liquidity risk (FDR), profitability (ROA), net profit margin (NPM), and operational risk (OEIR). The population in this research is 13 Islamic banks in Indonesia, while the sample taken is 10 Islamic banks that have complete financial reports. The research results showed that the financing risk (NPF) and operational risk (OEIR) have a significant and negative effect on the capital buffer, while liquidity risk (FDR) and profitability (ROA) have a significant and positive effect on the capital buffer, whereas net profit margin (NPM) does not affect the capital buffer.

**Keywords:** *capital buffer, financing risk, liquidity risk, operating risk, profitability, net profit margin*

## **The Relationship between Profitability and Activity Ratios with the Shares Market Price of Public Bank Companies in Indonesia**

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### **Abstract**

The purpose of the study is to examine the relationship between the ratios of ROA, ROE and ROI altogether and each of them with the shares market price of public bank companies in Indonesia during 2012-2017. ROA and ROE ratios on this study are regarded as the proxy of profitability ratios, while, ROI ratio on this study is considered as the proxy of activity ratio. Based on the study result, it shows that all ratios have a positive relationship with the shares market price of public bank companies in Indonesia. The results exhibit that each ROE and ROI has a positive relationship with the shares market price of public bank companies in Indonesia. However, it is inconsistent with ROA, it found that there is no relationship between ROA and the shares market price of public bank companies in Indonesia.

**Keywords:** *ROA, ROE, ROI, shares market prices, public bank companies.*

## **Do the Index of Islamic Social Reporting and Sharia Supervisory Board Affect Sharia Bank's Financial Performance? Indonesian Evidence**

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### **Abstract**

This study means to determine the index of Islamic social reporting (IISR), and the sharia supervisory board (SSB) affect the financial performance of sharia commercial banks in Indonesia. This study uses content analysis with panel data regression for the period 2013-2017. IISR as an independent variable analyzed using 43 components of disclosure and education background (EB) and the number of meetings (NM) as proxies of SSB. While return on assets is used as a proxy to measure the financial performance of Islamic banks. The results showed that the IISR and NM variables had negative values which indicated no influence between IISR and number of meetings on ROA. While the variable educational background influences the amount of ROA.

**Keywords:** *index of Islamic social reporting, sharia supervisory board, return on assets, financial performance, sharia bank.*



## **Bank-Specific and Macroeconomic Indicators for Indonesian Banking Financial Soundness**

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### **Abstract**

The study was intended to examine the contribution of Syariah banks toward national financial stability after the global financial crisis by investigating their relative financial strength and contribution toward financial stability. By using annual data from 2013 to 2016, the study first has computed z-score to be used as a measure of banks' soundness and then random effects estimator applied to quantify the impact of bank-specific variables and macroeconomic indicators on the financial stability. It benefits to examine the differential effect of each underlying variable across Syariah and conventional banks on financial stability. The results of the study indicate that cost to income, liquidity, and bank assets predictors have a significant influence on the insolvency risk of banks. Further, comparison between Syariah and conventional banks regarding differential effects of the empirical determinants of financial stability found that conventional banks have performed better and contributed more effectively in the stability of the financial sector.

**Keywords:** *bank health, ZSCORE, Syariah bank, financial soundness, the differential effect*

## **The Effect of the Effectiveness of Third-Party Funds, BOPO, Financing, and Capital Adequacy Ratio on Profit Distribution Management**

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### **Abstract**

This study aims to examine the effect of third-party fund effectivity, BOPO (operational expenses to operational revenue), capital adequacy and financing risk towards profit distribution management. The population in this research was Islamic banks registered in Bank Indonesia during the 2013-2017 period. Samples in this study were selected by using purposive sampling method and obtained 40 observation samples. The analysis technique used in this research was multiple linear regression analysis. The result of this research showed that BOPO has a negative effect on profit distribution management, while third-party funds effectivity, financing risk, and capital adequacy have no effect on profit distribution management.

**Keywords:** *profit distribution management, third-party funds effectivity, BOPO, financing risk and capital adequacy.*

## **Intellectual Capital Performance and Return on Invested Capital: Evidence from Indonesian Banking Industry**

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### **Abstract**

This research aims to examine and analyze the influence of intellectual capital performance on the return of invested capital of the Indonesian banking industry. Intellectual capital performance uses the model of value added intellectual capital as developed by Pullic. The research population consisted of 124 banking companies listed on IDX. Based on the sample selection criteria, the researcher obtained 99 observational data samples. The method of analysis in this research was a quantitative method using program Eviews-Econometric Views. The analysis technique used in this research was panel data regression analysis. The study applied Resource Based Theory to develop the research hypotheses. The results of this research show that human capital efficiency has a significant but negative effect on return on invested capital. Structural Capital Efficiency has a significant and positive effect on Return On Invested Capital. Capital Employed Efficiency has no significant effect on Return On Invested Capital.

**Keywords:** *Return On Invested Capital, Intellectual Capital Performance, Banking Industry*

## Work Motivation and Teamwork of Taiwanese Designers in China

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### Abstract

Due to rapid industrial growth in China, numerous Taiwanese designers have moved to China for work for various reasons, e.g., pay, market potential, and future career opportunities. To investigate the aforementioned phenomenon, this study interviewed five Taiwanese designers in China to investigate their work conditions, work and lifestyle adjustment, and topics related to working with Chinese designers in teams. The interview responses were analyzed using a content analysis method. The results revealed that the Taiwanese designers encountered difficulties in adjusting to the local environment despite knowing Mandarin. The primary causes of such difficulty were cultural and educational differences, with the secondary causes being differences in terminology and teamwork behavior. Additionally, the leadership style varied with the proportion of Taiwanese and Chinese designers in a team. The findings reveal that more research is needed to understand leadership styles and work approaches between China and Taiwan. The results may serve as a reference for Taiwanese designers planning to work in China or those already working in China.

**Keywords:** *Taiwanese designers, status of workplace adjustment, living environment, teamwork, work motivation.*

## Using Decomposed Theory of Plan Behavior Investigated Behavioral Factors Affecting Students' Intentions to Enroll Toward Fintech Program in Taiwan

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### Abstract

The Economist magazine specifically reported "Slings and Arrows" on May 9, 2015, depicting the challenges that financial technology poses to the financial industry. The Future of Financial Services on June, 2016 in World Economic Forum, analyzing the future of finance industry, this report indicated that destructive innovation and it will restructure the structure, supply and consumption of the financial services industry. To enhance student competitiveness in the workplace, the Taiwan Ministry of Education has promoted a second planning phase of the Technological and Vocational Education Reengineering Program. They wish to encourage schools to develop interdisciplinary programs and thereby produce students with transferable skills to offer. The Financial Supervisory Commission encourages university departments to cultivate FinTech talents is important issue in Taiwan. The present study will understand behavioral factors affecting students' intentions to enroll in FinTech program using decomposed theory of plan behavior. To determine students' intentions to choice FinTech program, a survey was conducted during the second term of 2018. The data were gathered on undergraduate students of business and management colleges in 15 universities in Taiwan using a self-reported questionnaire. A structural equation model applied to total of 500 usable. The mean age of the respondents was 18.95 years (SD = 0.89); 215 (43%) were male and 285 (57%) were female. As expected, the research model. The results indicated that desire and outcome expectancy influenced attitude, self-efficacy influenced perceived behavioral control, attitude, subject norm, and perceived behavioral control influenced behavioral intentions, and behavioral intention and perceived behavioral control influenced self-report behavior. These findings indicated behavioral intention was important factor toward self-report behavior. Thus, it is important to enhance students' intention will improve students' enrolling intention toward FinTech program.

**Keywords:** *Decomposed theory of plan behavior, FinTech program, Students' intentions*

## **Investigating the Role of Transformational Leadership in Creating a Learning Organization in a Private University**

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### **Abstract**

Learning organizations play a role in preparing a knowledge-based university to advance in the growing competition between universities, primarily in terms of facing rapid changes. Learning organizations empower an organization to create an open-minded work culture, to improve its members' creative thinking, to utilize their knowledge and to encourage themselves in the fact that they can create solutions for any obstacles that they encounter in the organization itself. The study aims to test the effect of transformational leadership style, the organizational climate and organizational citizenship behavior (OCB) on learning organization. The population in the study consisted of full-time lecturers in a number of private universities in the Jakarta and West Java areas with the final sample being 200 permanent lecturers gathered from the questionnaire distribution. An SEM tool was used in the data analysis. The results of the study show that positive transformational leadership style has significant positive effect on the learning organization either through OCB or simultaneously. On the other hand, organizational climate has a more significant effect through OCB on learning organization. The current study thus points out that a more active transformational leadership style along with the OCB that is generated by the lecturers, and the organizational climate in the universities through OCB, is able to increase the learning organization. However, organizational climate has no effect concerning growing learning organization in private universities. In order to grow the learning organization in private universities, it is expected that the universities will involve the lecturers in all activities. Furthermore, the universities are also expected to set clear policies and structures and to support the lecturers to allow them to develop their knowledge and skills. The purpose of this support is to improve the lecturers' work performance and to give appreciation to the lecturers who will be able to excel at their competencies.

**Keywords:** *transformational leadership style, organizational climate, organizational citizenship behavior, learning organization, private university*

## **The Role of Organizational Citizenship Behavior as an Intervening Variable in the Influence of Servant Leadership and Employee Engagement on Performance**

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### **Abstract**

This study is aimed to reveal organizational citizenship behavior as an intervening variable in relation to the influence of servant leadership and employee engagement on employee performance. The study was conducted by testing and analyzing the data to if servant leadership and employee engagement indirectly influenced employee performance. Based on the primary data of 118 civil servants that was tested and analyzed, it has been proven that (1) servant leadership and employee engagement directly influence organizational citizenship behavior, (2) servant leadership, employee engagement and organizational citizenship behavior directly influence employee performance and that (3) organizational citizenship behavior becomes an intervening variable in relation to the influence of servant leadership and employee engagement on employee performance.

**Keywords:** *servant leadership, employee engagement, organizational citizenship behavior, employee performance*

## **The Influence of Leader Member Exchange (LMX) and Compensation on Employee Performance with Organizational Culture as Moderating Variable**

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### **Abstract**

This study aims to examine the influence of leader-member exchange (LMX) and compensation on employee performance by moderating organizational culture. The population of this study was employees at the Regional Personnel Agency (BKD) and the Financial Management Agency and Regional assets (BPKAD) of Pematang Regency, amounting to 116 employees while the sampling technique used was the census. Data were analyzed using SPSS version 22 by testing the instrument, testing the model and testing the hypothesis. The results of hypothesis testing show that performance is affected positively by LMX as well as compensation, while organizational culture also moderates the influence of both LMX and compensation on the performance.

**Keywords:** *Leader member exchange (LMX), compensation, performance organizational culture*



## **Application of Data Envelopment Analysis Input /Output to Evaluate the Performance on the Introduction of Electronic Commerce to Agriculture**

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### **Abstract**

The idea of electronic commerce has been broadly applied to various industries, with favorable outcome, in past years. The market scale of e-commerce is therefore growing annually and becomes a major channel for consumers. Rural e-commerce is an important tactic to change agricultural development and a primary carrier for poverty alleviation. The practice and development of rural e-commerce reveals the positive functions of reducing costs for produce buyers' and sellers' information search, accelerating the produce circulation and the establishment of produce market systems, increasing farmers' income, promoting the generation and development of rural industrial clusters, and enhancing local labor employment.

Aiming at the introduction of e-commerce to rural produce in Fujian Province, data analysis is preceded in this study to provide the improvement reference for introducing e-commerce to rural areas. The research concludes the following results. 1. One DMU, with the introduction of e-commerce, presents strong operating efficiency, revealing the better relative operating efficiency. Four DMUs shows the operating efficiency in 0.9-1, revealing the introduction of e-commerce could more easily enhance the relative operating efficiency. Five DMUs, being obviously inefficient, appear the operating efficiency lower than 0.9. 2. Slack Variable Analysis provides the improvement direction of areas with abundant inputs for the introduction of e-commerce. Reducing inputs to the project with abundant inputs, the area could achieve the operating efficiency. Finally, according to the results, suggestions for the introduction of e-commerce to agriculture in China are proposed, expecting to help the market share of domestic agriculture by introducing e-commerce and promoting the competitiveness of produce in the e-commerce market.

**Keywords:** *electronic commerce, performance evaluation, produce*

## **Board Diversity and Corporate Performance Cases in Islamic Capital Market in Indonesia**

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### **Abstract**

The purpose of this research is to examine the effect of board diversity on corporate performance. Board diversity consists of the board of women (B\_WOM), the foreign board (B\_FOR), the ethnic board (B\_ETH), the board of commissioners (B\_COM) and the board of directors (B\_DIR). Corporate performance was measured by return on assets (ROA). The population in this research consisted of companies registered in the Islamic capital market in Indonesia. The research sample totaled 48 companies with an observation period of 3 years (2104 - 2016). To test the hypothesis, this research used multiple regression analysis. The research results showed that the board of women and the foreign board had a significant and positive influence on corporate performance. Similarly, the board of commissioners and the board of directors also had a significant and positive influence on corporate performance, whereas the existence of the ethnic boards does not affect corporate performance..

**Keywords:** *board diversity, board of women, board of foreign, board of ethnic, corporate performance.*

## **The Antecedent and Consequences of Actual Participation: The Effect of Situational Participation and Motivation Pluriform on the Performance of University Structural Officers**

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### **Abstract**

This research investigates the relationship between situational participation, motivational pluriformity, actual cooperation in budgeting and managerial performance. Data was collected from 131 structural officials of universities in Indonesia. The results of the survey indicate that situational participation significantly influences budget cooperation, which impact on its achievement. Furthermore, motivation pluriformity significantly affects budget participation, related to managerial performance. This is due to the empirical findings, which prove the diversity of the direct relationship between budget participation and performance and further explains the antecedents of why organizations in the private and public sector utilize this technique in controlling administration and evaluating their performance.

**Keywords:** *situational participation, pluriformity motivation, actual participation budgeting*

## **Performance Management Analysis: A Study of Measuring Business Performance of Small And Medium Enterprises in Jember Regency, Indonesia**

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### **Abstract**

This study aims to describe the business performance assessment using the application of a tool known as Performance Management Analysis (PMA) for small and medium-sized enterprises in Jember Regency. With this tool, the SMEs can evaluate their business performance based on subjective performance measures. This study uses nine dimensions of PMA as well as studies conducted by the University of Amsterdam. The research sample was determined purposefully by researchers with a consideration of the ease of access available. The average of small and medium-sized enterprises in Jember Regency has given equal attention to the two dimensions measured, namely structural and behavioral dimensions in the performance management system. The average score for all aspects is 3.6 only. On a scale of 1-10, this score shows a situation where the respondent's perception of the use of a performance management scheme in their company has not been running well and optimally. They agreed that the situation should be improved so that the average PMA score could reach 7.3, as expected. Therefore, the results of the analysis show that small and medium-sized enterprises need to get additional clear insights about the fields that need attention to develop their business. The results of this study also provide information about the relationship between business managers and the application of a performance management scheme in each business entity which can encourage positive behavior of business people based on the results of their performance analysis and the consequences that can be felt to improve business performance.

**Keywords:** *Performance Management, SME's, Jember Regency*

## **The Influence of In-Service Training and Position Levels on the Performance of the Working Group on the Procurement of Goods and Services with Variable Mediation Productivity in the Procurement Service Section of the Regional Secretariat in Probolinggo Regency**

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### **Abstract**

Legislation concerning regional government has logical consequences for the governance process, this is followed by the issuance of Government Regulation Number 38 of 2007 concerning Division of Government Affairs between Provincial Regional Governments and Regency / City Regional Governments followed by Government Regulation Number 41 of 2007 concerning Regional Device Organizations. The Probolinggo District Government responded by establishing Probolinggo District Regulation Number 7 of 2007 concerning the Organization and Work Procedure of the Regional Secretariat and Expert Staff of Probolinggo Regency. The type of explorative research is research that aims to find something new, the object of research is taken by civil servants in the service section of the procurement of the regional secretariat of Probolinggo Regency. The results showed that in-service Training and Position Level had a significant effect on Productivity of 77.4%. While the remaining 22.6% is explained by other variables not included in the regression model in this study.

**Keywords:** *Inservice Training, Position Levels, Performance, Procurement*

## Research on Product Design Strategy Based on “Divergence-Convergence”

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### Abstract

Innovation is the core driving force of design. The purpose of this study is to propose a creative design strategy based on "divergence-convergence", which aims to optimize the design behavior of designers or design teams in the product development phase. The proposed design strategy integrates the objectives tree method, function analysis method, finite structure method and morphological chart method in the design problem of desert tree-planting vehicle. Finally, the best solution is selected by fuzzy comprehensive evaluation. The results show that the proposed "divergence-convergence" design strategy provides a new design approach for designers, which is suitable for innovative design projects with high generality.

**Keywords:** *design strategy; objectives tree method; function analysis method; finite structure method; morphological chart method; fuzzy comprehensive evaluation*

## Applying FA to Determine Properties of Touch Adjectives for Product Materials

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### Abstract

The vision of a product attracts consumers, but the sense of touch also affects the purchasing willing. The sense of touch might challenge or confirm the first visual sentiment. Besides the form of a product, it is important to capture the evaluation of touch. In order to understand the properties for evaluating the touch feeling, this study took 10 different materials and 12 touch adjectives for a touch experiment. The results show that the touch adjectives used for evaluating touch feeling can be summarized into three components by FA. These three components relate to different properties of the material: (1) physical property, (2) surface processing, and (3) foreign body. Thus, not only the form of products should be considered but also the touch feeling when designers design products. Designers can consider the three properties of the materials when they choose the material of the touch parts of a product.

**Keywords:** *touch adjective, factor analysis, product*

## The Application of Kansei Vocabulary and Graphic Image Generation in Product Form Development

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### Abstract

In recent years, the rapid social changes and the flow of electronic information have made each enterprise product marketing strategy need diversification to promote the products according to the customer demands. Thus, the designer in the product development process requires a combination of computerized database applications to quickly produce product shape ideas, while closing the gap towards the diverse needs and preferences of customers. To present a new product shape evaluation model towards the product design innovation and development, the objective of this study is to analyze the vocabulary of emotional adjectives associated with the aesthetic form of principle shape by the hierarchical analysis method and grey theory. The mouse shape design has been chosen to be the case study. A common feature of a mouse shape is ellipse and from the cross section view, two eclipses represented the front and back of the mouse. The distance between the vertical axes of the two eclipses is fixed and only the horizontal axes of the eclipse shape changed that will give impact towards the adjective vocabulary of two groups; “modern vs traditional” and the “bulky vs lightweight”. In the case of mouse design, the closest results to towards the customers’ ideal shape is sample number 15 in the second group. Results of this study can be used as an architecture tool to grasp an appropriate product shape pattern according to the customer demand-oriented product design, and help designers shorten the product development time.

**Keywords:** *semantic differential method, product form, analytic hierarchy process, grey theory.*



## **A Study on the Effect of Insurance Salesmen Achievements in Commercial Product Design Combinations**

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### **Abstract**

The change of social environment has caused the market to continuously introduce new concepts and strategies on the insurance products. This situation also increases the needs of product insurance and changes the recognition of insurance that encourages people to be more emphasis on the contents of product insurance and related service quality. As such how to effectively choose a suitable insurance company to sell products in secure the core selling target and competition will be the most prior issue for research. This research designed a questionnaire and distributed to the 360 insurance salesmen in Fujian area, China. A total of 223 effective questionnaire samples were received at about 62% of effective response rate. The results are (1) a positive correlation between commercial product combinations and product brand images, (2) a positive correlation between product brand images and sales achievements, and (3) a positive correlation between commercial product combinations and sales achievements. It is suggested that the insurance salesmen simultaneously adjust commercial product insurance contents and service project based on customer requirements to pursue sustainable development in the competitive environment.

**Keywords:** *commercial product combination, insurance salesman, sales achievement, brand image.*

## The Effect of Product Design on Customer Values and Satisfaction

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### Abstract

Recently, high technology industry has significant achievement on gross sales, net profits, and personal output values. Since high technology industry will gradually become the main stream of country industry, many countries and areas have increased their research capacities and capital investments to make the high technology industry to be the leader of all industries. Due to high competition on the global industry environment and fast change of consumer needs, manufacturers have to transmit the high priority of customer values to ensure the possession of competitive strength on the global markets. This study primarily focuses on the high technology industry. People who work for the high technology industry in Fujian areas, China are chosen as tested subjects. The study designed a questionnaire and distributed to about 360 tested subjects. A total of 233 effective questionnaires were received with about 65% of effective response rate. According to the results of analysis, it showed that (1) product design has a positive significant effect on customer values, (2) Customer values has a positive significant effect on customer satisfaction, and (3) product design has a positive significant effect on customer satisfaction. It is suggested that the results of this study can help the high technology industry continue their competitive capability for future sustainable management.

**Keywords:** *product design, customer value, customer satisfaction, high technology.*

## Application of Concurrent Design Strategy in Toaster Design

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### Abstract

This article uses a concurrent design method for the design of the toaster. Search for existing products, safety regulations for analysis, and then determine the functional items of the toaster through Objectives tree and Functional Analysis, and design specifications. The form of the toaster is thought to be created by Morphological Analysis. After selecting the elements of the Objectives tree and using Analytical Hierarchy Process to calculate the evaluation weight, Pugh selects the better design. Finally, the color scheme is used to perform the final color matching step, and the aesthetic degree is calculated to evaluate the color scheme. We apply CAD technology to integrate the concurrent design process to shorten development time and achieve complete commoditization results.

**Keywords:** *concurrent design strategy, toaster, Objectives tree, Morphological Analysis, Analytical Hierarchy Process, Pugh, Color Aesthetic*

## Application of Synchronous Design Strategy in Designing Travel Hair Dryers

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### Abstract

The hair dryer is an indispensable product for modern people, and it is available in every family. Because of the economic improvement and the improvement of the quality of life, in order to meet the needs of different users, many different functions or oriented hair dryer products have been derived. This article first investigates and analyzes the existing product market to understand the current public use and purchase of hair dryers. In the process, find the market position of the target group to determine the product, use the target tree method to find the problem direction and set the design target, and by Morphological chart method and Finite Structure Method (FSM) The combination, expansion and modeling of the main components of the product are developed. Several design schemes have been developed through screening. After the user's attention to the design goals, the Analytical Hierarchy Process (AHP) is used to select one or two solutions that are close to optimal optimization. In the process, sketches and computer-aided design, realize the design concept and open the black box of the design by several design methods. It is hoped that such a process can improve the shortage of existing products and satisfy consumers.



**Keywords:** *Synchronous design, hair dryer, Morphological Analysis, Finite Structure Method, Analytic Hierarchy Process*

## Concurrent Design Strategy in Modeling and Structure of Trash can research

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### Abstract

For most people, making garbage is a common activity in life. As the number of garbage increases, the high cost, energy consumption and environmental pollution of subsequent processing will be something we cannot ignore. This article uses the theme of sorting garbage bins on campus to effectively recycle and reduce the amount of garbage. Firstly, through the user behavior observation, the problem status is clearly defined, the Objective tree analysis sets the design criteria and design specifications, and the Morphological chart method is used to carry out the modeling and detailing of the main components of the product. The design scheme is then introduced into the Analytic Hierarchical Process(AHP) and the Pugh concept selection to optimize the design. Research shows that this design program not only focuses on the innovation of appearance and function but also considers user needs and design quality to improve the feasibility of the product. After being deduced by this design process, the campus trash can presents different concepts and user experience from the past and has made breakthroughs in classification information, which not only improves the efficiency of campus garbage classification but also makes the surrounding environment tidier and meets effective design goals. It can be applied to the campus trash can design of this article, and it can be applied to other fields of design, and it is also very suitable.

**Keywords:** *concurrent design, campus trash can, objective tree, morphological chart method, analytical hierarchy process, pugh method*

## **Green Product Differentiation And Green Product Launch Success. Does Impact On Green Product Innovation Performance ?**

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### **Abstract**

This study aim is to investigate and evidence empirically analyze the mediating role of green product launch success on green product innovation performance on SMEs industry. This study was collected with 200 managers or owner of SMEs of handmade batik in Yogyakarta, Indonesia. The unit analysis of this research is the batik industry manager both in small and medium scale in Yogyakarta. The sampling technique used through purposive sampling technique. The result of this study shows that green product differentiation has a significant positive effect on green product launch success and green product innovation performance. Furthermore, the green product launch success has a mediating effect on green product innovation performance.

**Keywords:** *green product differentiation, green product launch success, green product innovation performance*

## **Divestiture and Company's Financial Performance: An Empirical Study on Companies Listed in Indonesia Stock Exchange**

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### **Abstract**

In an uncertain business environment, most of the companies will do some actions to optimize their performance such as merger & acquisition, where this action commonly followed by divestiture. Previous studies have shown diverse impacts from divestiture. In this study, the sample used were companies listed in Indonesia Stock Exchange in 2009-2018 who did a divestiture action. A non-parametric Wilcoxon Signed Rank test was used in comparing companies' financial ratio such as TATO, Cash Ratio, M/B Ratio, Net Profit Margin on Sales, ROA, ROE, and P/E Ratio. From this study, TATO, ROA, Net Profit Margin to Sales, and P/E Ratio from pre until post divestiture were different, but it weren't for Cash Ratio, M/B Ratio and ROE.

**Keywords:** *Merger & Acquisition, Divestiture, non-parametric test, Wilcoxon Signed Rank test, financial ratio.*

## **The Influence of Factors Affecting Dividend Payout Ratio to Stock Price of Firms Listed in Indonesia Stock Exchange**

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### **Abstract**

An investor expects returns from their investment activity in the form of dividend and capital gains. Distribution of this dividend will not only improve the welfare of the shareholder, but also signal the capital market or potential future investors for the company's growth performance. This signal could lead the increase of a company's stock price on the stock exchange. Using the two-stage least square method, this study investigated the effect on a company's dividend payout ratio that financial ratios such as profitability, operating cash flow per share, corporate tax, current ratio, market-to-book value, debt-to-equity ratio, and sales growth may have. The effects of these payouts may also impact the market share price. The regression test used in this research shows that only profitability and operating cash flow affect the dividend payout ratio with a positive relationship. Furthermore, the dividend payout ratio positively affects the stock price. Profitability and operating cash flow directly and positively affect the stock price. The conclusion is that the higher the profitability and the operating cash flow of the firm, the higher the dividend payout ratio and subsequently, the higher the stock price. Firms with a high profitability signal good financial performance to an investor. A high profitability and operating cash flow ensure a firm has the ability to pay out more dividend. This distribution of dividend therefore provides positive signals to investors and leads to an increase in stock price.

**Keywords:** *Dividend Payout Ratio, Signaling Theory and Green Business.*



## **Effect of Financial Performance on the Return on Shares of Banks on the Indonesian Stock Exchange in 2012-2016**

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### **Abstract**

This research aims at identifying as to whether or not financial ratios have any effect on the return on shares. The samples used in this research are companies engaging in the financial sector which had gone public and had been listed on the Indonesian Stock Exchange (IDX) for three years, namely in the period of 2012-2016. The data analysis techniques used are multiple linear regression and hypothetical test using t-statistic for testing the partial regression coefficient as well as F-statistic for testing the significance of effects simultaneously or concurrently with a significance level of 5%. The results of this research indicate that the financial ratios, which consist of CAR, NPL, ROA, ROE, BOPO, NIM and LDR, have simultaneous effect on the return on shares, and the CAR, NPL, NIM and LDR ratios partially affect the return on shares, while the most dominant ratio affecting the return on shares is CAR.

**Keywords:** *Financial Performances, Financial Ratios, and Return on Shares*

## **Analysis of the Effect of Corporate Governance on Yield to Maturity through Bond Rating in Indonesian Financial Institution**

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### **Abstract**

This research aims to analyze the effect of corporate governance (CG) towards yield to maturity (YTM) with bond rating as the intervening variable. The data of this research are obtained from the official website of IDX, Bank of Indonesia, and Pefindo. This research uses quantitative method by path analysis on the financial institutions that listed on the IDX in 2013-2016. Corporate governance consists of institutional ownership, managerial ownership, audit committee, and board size. The research results indicated that institutional ownership and board size have significant effect on YTM through bond rating, but managerial ownership and audit committee do not, and bond rating itself has significant effect to YTM.

**Keywords:** *Corporate Governance, Yield to Maturity, Bond Rating*

## **Liquidity, Firm Size and Dividend Policy to the Value of the Firm (Study in Manufacturing Sector Companies Listed on Indonesia Stock Exchange)**

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### **Abstract**

The purpose of this study is to measure, measure, and measure corporate values based on companies Bursa Efek Indonesia (BEI), sampling technique with purposive sampling method based on sample selection criteria obtained by 31 companies. The observation period was conducted for 5 years (2010 - 2014) with a level of significance of alpha ( $\alpha$ ) 5% and analysis technique using multiple regression. The result of the experiment shows that the positive spider to value, size to value, financial related factors, size and risk factor to value. This means that liquidity, size, and policy can increase firm value.

**Keywords:** *Liquidity, Company Size, Dividend Policy, Firm Value.*

## **The Effect of Liquidity, Leverage, Profitability, Operating Capacity, and Managerial Agency Cost on Financial Distress of Manufacturing Companies Listed in Indonesian Stock Exchange**

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### **Abstract**

This study aims to analyze the effect of liquidity, leverage, profitability, operating capacity, and managerial agency cost on financial distress. Using purposive sampling, 203 manufacturing companies listed on the Indonesian stock exchange for the period 2015 – 2017 are determined as a sample. Logistic regression was analyzed using SPSS 19 software. The results show that liquidity and managerial agency cost have no effect on financial distress. Leverage further has a significant positive effect on financial distress, whereas profitability and operating capacity have a significant negative effect on financial distress.

**Keywords:** *liquidity, leverage, profitability, operating capacity, managerial agency cost.*

## **Analysis Capital Structure in Indonesia Stock Exchange**

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### **Abstract**

Capital structure is a mix of funding composition in a company, which will have an impact on the cost of capital and company value. This research was conducted to analyze the effect of asset structure, profitability, firm size, business risk and asset growth on capital structure in the mining, agriculture and Food & Beverage sectors. The sampling method used purposive sampling, obtained 14 samples of mining companies, 9 samples of agricultural companies and 11 samples of Food & Beverage during the period 2010-2014. The results of the study show that in the mining sector asset structure, profitability and business risk affect the capital structure, while the size of the company and the growth of the company do not. In the agricultural sector capital structure is influenced by asset structure, profitability, company size, business risk and company growth. In the F & B sector, asset structure, profitability and business risk affect the capital structure, while the size of the company and the growth of the company do not.

**Keywords:** *Capital Structure, Mining Sector, Agriculture Sector, Food & Beverage Sector*

## **The Resource Immobility, Strategic Capability, and Competitive Performance of State-Owned Enterprise in Indonesia: A Study Case of Pt Pelindo III (Persero).**

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### **Abstract**

The importance of State-Owned Enterprise (SOE) in Indonesian for the economic development and environment sustainability is evident. This study used PT PELINDO III (Persero), an Indonesian State Owned Enterprise a service provider in port terminals. The previous studies showed that in terms of strategic orientation and capabilities, SOE needs to compete in the business performance and PT PELINDO III (Persero) as well. Based on dynamic capability perspective, this study proposes that PT PELINDO III's competitiveness is determined by its strategic capabilities to value, explore, apply and orchestrate its resources. Strategic capabilities have three elements in a company, they are resource immobility which can be explored, internal capabilities which has to be optimized, and, both institutional and social capitals which have to be maintained. Based on a discussion among with its managements, this paper revealed a conceptual framework in which resources immobility and strategic capabilities have a profound impact on the company's competitive performance

**Keywords:** *resource immobility, strategic capability, competitive performance.*

## **Analysis of Development Strategy of Oil Palm Seeds Market**

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### **Abstract**

The objective of this study was to analyze the marketing strategy of oil palm seeds based on the seeds' quality, assessing the factors that affect consumers' decision in choosing oil palm seeds and recommend alternatives of superior oil palm seeds. Samples consist of 50 respondents who represents 50 oil palm companies in North Sumatra. Respondents were determining by using purposive and simple random sampling. The survey was conducted by direct interview with each respondent. Management of PT Timbang Deli Indonesia (PT TDI) has conducted the marketing mix of product, pricing, distribution and promotion without any data of the effectiveness. Therefore, a scientifically conducted study is required to understand the issues which affected the expansion of sales areas. It will help PT TDI to measure the marketing mix and its influence on the decision, satisfaction and customer loyalty. This study shows that there is a significant influence on the product, price, distribution, and promotion of the decision. Product quality and promotion has a very significant effect on the decision of purchasing. Based on this study, the company must promote the seeds by emphasizing the quality (especially yield and early return of investment). In addition, promotion by presenting the seeds' information and encouraging the candidate customers to visit the demonstration plot of the seeds is a very effective way to win the customers' heart. Furthermore, aftersales service is one of the strategies which will distinguish PT TDI from other seeds producers to win the market, especially in North Sumatra.

**Keywords:** *marketing mix, decision, satisfaction, loyalty*

## **A Marketing Mixed Strategy Using an Information System to Build Customer Relationships in the Logistics Sector**

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### **Abstract**

It is essential for a firm to build a good and strong relationship with their customers. Information and Communication Technology, with its digital transformation, plays a big role in connecting a firm with its customers. A good and strong customer relationship can be initiated by the exchange of information and providing them with better, faster and competitive prices. The firm could become a partner to the discussion in order to solve the customer's problems and to provide solutions for every bottleneck problem. Marketing mixed strategies, when applied by a firm, build a strong customer relationship using management information systems that help them to serve better, faster and with an excellent delivery schedule, reducing the cost of transportation and logistics, hence both the firm and customer will benefit. The purpose of this paper is to present "Smart LogiS" (Smart Logistic Solution), an application developed to satisfy the customer need for logistic solutions using information technology in order to build a strong relationship between the firm and its customers.

**Keywords:** *customer value, marketing mix, service differentiation, strong customer relationship*



## **Analysis of Strategy Management Activities of Digital-Based Tourism Industry**

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### **Abstract**

Tourism activities consist of a variety of processes ranging from supporting government regulations, choosing magnificent tourism sites, promoting tourism locations, to providing services to tourists. The concept of Strategic Management accommodates this and technology plays a role in helping the tourism industry to enter the digital era where all processes can be integrated using the Internet. The selection of the right strategy can develop the tourism industry in an area and provide added value to stakeholders in the particular region. All elements related to strategic management activities in the digital-based tourism industry will be reviewed by referring to the latest journal references that are relevant in each discussion.

**Keywords:** *Strategy management; Government Regulation; Tourist sites; Island tourism; Product and service innovations; Tourism support technology; Tourism promotion;*

## **Product Sales Strategy Pt Asuransi Jiwasraya Branch Medan Utara**

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### **Abstract**

Sales are integrated activities to develop strategic plans that are directed at efforts to satisfy the needs and desires of buyers / consumers, in order to get sales that generate profits or profits. Sales are also one of the sources of income for a person or a company that conducts buy and sell transactions in a company if the greater the income obtained by a person or company. Insurance as an agreement where the party that guarantees promises to the guaranteed party, to receive a number of premiums as a substitute for losses, which may be suffered by the guaranteed, because of the consequences of an event that is not yet clear.

PT Asuransi Jiwasraya 1859 is a business entity engaged in insurance services and is an insurance company owned by Indonesian policyholders and operated for the benefit of its policyholders. One of the sales strategies implemented by PT Asuransi Jiwasraya is Prospecting, Scoping, Approach, Fact Finding , Providing Solutions, Presentations, Closing, Underwriting, Submission of Policy, Services. With the existence of a sales strategy so that the company can benefit and be able to survive and develop.

The sales strategy provided by PT Asuransi Jiwasraya (Persero) Medan Utara Branch Office, namely: Direct Selling, Sponsorship, Repeat Business, Personal Selling. Ten steps of sales owned by PT Asuransi Jiwasraya, namely: Prospecting, Scoping, Approach, Fact Finding, Providing Solutions, Presentation, Closing, Underwriting, Submission of Policy, Services. The superior products possessed by PT Asuransi Jiwasraya are Js Prestasi, JS Siharta and JS Optima 7.

**Keywords:** *Product Sales Strategy, Insurance*

## **The Effect of Raw Material Supply, Service Quality, Product Quality to Outlet Performance**

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### **Abstract**

This study aims to see the effect of raw material, service quality, product quality to outlet performance from one of largest restaurant chains in Indonesia. The resulting raw material inventory has a significant influence on service quality, because it has a t-statistic value above 1.96 which is equal to 6,561 with a positive original sample estimate value that is equal to 0.611. Raw material inventory has a significant influence on product quality, since it has a t-statistic value above 1.96 which is equal to 8.013 with a positive original sample estimate value which is equal to 0.585. Service quality has a significant influence on outlet performance as it has a t-statistic value above 1.96 which is equal to 2.331 with a positive original sample estimate value which is equal to 0.272. Product quality has a significant influence on outlet performance because it has a t-statistic value above 1.96 which is equal to 3.521 with a positive original sample estimate value which is equal to 0.417.

**Keywords:** *food restaurant, inventory, strategic management*

## **Strategy for Diversifying Typical Snacks of Trenggalek Products to Increase Competitiveness in the Era of Sdgs by Using Business Model Canvas**

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### **Abstract**

There are so many strategies that must be explained in a business model because these strategies relate to many aspects of a business. Business models include managing the purpose of our relationship with suppliers, with distributors or with customers directly. The Model Canvas business is a business strategy management that allows us to describe, design and then purge some aspects of business into a whole business strategy. From this description, the formulation of the problem proposed in this study is: "What is the description of the business model for Micro, Small and Medium Enterprises (MSMEs), especially for producers of Trenggalek food, to meet the SDGs era? This research is a descriptive study that uses a qualitative approach, with reference to data based on the facts in the field relating to the subject of research, namely Micro, Small and Medium Enterprises, processed food typical of Trenggalek. The results of the study found that the small and medium businesses actually implemented the Canvas Business Model and Product Diversification, had used SWOT as an analytical tool and indirectly. Another finding is that business actors find it difficult to reach the international market (export) because of document problems, legality, permits and access. Of the total found, the researcher modified / created a canvas business model that was suitable / in accordance with the behavior of MSME actors in Trenggalek by referring and integrating several successful MSME entrepreneurs in Trenggalek. The researcher also provided direction and compiled a module on how to reach international markets during the SDGs era.

**Keywords:** *Product diversification, small business, competitiveness, SDGs, canvas model business*

## **Strategic Information System, Supply Chain Performance and Operational Performance in the Fishing Industry: A Conceptual Model**

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### **Abstract**

Information system plays an important role in improving supply chain performance and operational performance. This article reviews several articles related to information system, supply chain and operational performance in the fishing industry. This article proposes a preliminary model which can be used to test the theory in the fishing industry. The future study will apply a survey to collect all information and generalise the model. This study found a gap in research areas and suggest future research should test the relationship between variables. Most of the existence articles are focused on service and manufacture industry and few research studies the relation between the third issues.

**Keywords:** *Information System, Supply Chain Performance, Operational Performance, Fishing Industry*

## **Effects of Cause Marketing by the Tourism Industry on Consumer Willingness to Recommend**

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### **Abstract**

The tourism industry has become one of the world's biggest industries and countries are sparing no effort in developing it by leveraging their natural and cultural resources. Future development of tourist travels still has considerable room for growth in terms of number of tourists, revenue from tourism and all social classes. In recent years, companies have been increasingly soliciting non-profit organizations (NPOs) to collaborate on cause marketing activities. However, a retrospective review of recent studies reveals that there has been little research on the combination of the tourism industry and philanthropic activities. This led to the author's selection of this industry as the research topic. For this study, questionnaires were distributed to and collected from visitors in the Formosan Aboriginal Culture Village on-site. Of the 500 questionnaires distributed, 322 were collected, constituting a response rate of 64%. The findings include: (1) a significant positive correlation between cause marketing and the 'philanthropy factor' in willingness to recommend (WTR); (2) a significant positive correlation between cause marketing and the 'efficacy factor' in WTR; and (3) significant differences in the correlation between cause marketing and WTR due to 'dissimilarities in demographic variables'. It is hoped that the suggestions given in this study can to some extent contribute to the development of cause marketing by the tourism industry.

**Keywords:** *tourism industry, cause marketing, willingness to recommend*

## **The Influence of Creative Thinking Teaching into the Introduction to MICE Industry on the Creativity of College Students**

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### **Abstract**

This study aims to explore the implementation of creative thinking teaching methods in the Introduction to MICE Industry and discovers the effect of the course on the creativity of college students. Based on this research, the researcher hopes to propose teaching strategies and specific suggestions that will help enhance the creativity of college students in the course design of the Introduction to MICE Industry.

In order to effectively achieve the research purpose, the first phase of the research work focuses on the creation and revision of the literature on the creative thinking teaching, the establishment of research theory, the design and creative thinking teaching programs and testing tools. The second phase of the research focuses on the implementation of experimental teaching. The research objects of this study are freshmen in the Tourism College students in Hsinchu City, with a total amount of 100 students. The two groups were assigned as the experimental group and the control group. The experimental group will conduct an 16-week creative thinking teaching program, while the control group will conduct an 16-week traditional teaching program.

The experimental method is pretest-posttest design. The students in the experimental group and the control group will be tested by the Abbreviated Torrance Test for Adults (ATTA) before and after the course. The data obtained will be tested by independent sample T to test whether there is a significant difference between the two independent data. Both groups of students will be required to film marketing films as the basis for evaluation. However, the experimental group students will select the Hsinchu Tungmen Market as the theme to shoot marketing videos as a University Social Responsibility (USR) project. On the other hand, there is no restriction on the choice of the subject for the control group students. The creative marketing videos taken by the two groups of students after different teaching methods are scored by the method of Consensual Assessment Technique (CAT). Through the collection of qualitative data, the learning outcomes of creative thinking teaching and the learning response of students are presented.

**Keywords:** *Creative Thinking Teaching, University Social Responsibility (USR), Abbreviated Torrance Test for Adults (ATTA), Consensual Assessment Technique (CAT)*

## Exploring the Key Success Factors of Green Hotel Management from the Perspective of Value Chain

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### Abstract

According to the continuous exploitation of natural resources, environmental damage, and energy consumption, countries around the world gradually pay attention to the issue of energy conservation and carbon reduction and then promote environmental protection measures. In the rise of the concept of environmental protection, hotel management has also begun to adopt environmentally friendly and energy-saving business style, such as reducing waste, reducing the replacement rate of sheets, towels, improve the efficiency of resource recovery, such as the mode of operation of hotels called environmental hotels, also known as green Hotels, eco-friendly hotels or permanent hotels to implement green environmental hotel management to achieve sustainable development, in addition to rely on competent leadership, the staff of the green cognition, behavior and ability, but also have a positive effect for the green management. This study designs expert questionnaires from the point of view of the enterprise value chain, and discusses the key success factors of environmental protection hotels by using fuzzy hierarchy analysis method. The research results will provide a reference for the improvement of practice management in the government and the operators.

**Keywords:** *green hotel; value chain; KSF; AHP*



## Exploring the Degree of Attention to Promote CSR in the Catering Industry

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### Abstract

Corporate Social Responsibility (CSR) is the key to the sustainable management of the enterprise and the competitive advantage of the enterprise Corporate. In order to enhance the business performance and competitiveness of enterprises, enterprises must be responsible for the nature of the business, but also fully take into account the well-being of society. This study explores the practice of corporate social responsibility in the catering industry, constructs the corporate social responsibility pointer in line with the catering industry, and then discusses the importance of CSR implementation in the catering industry by using Analytic Hierarchy Process (AHP), the results of which will provide reference for the improvement of the practical management of the Government and the operators.

**Keywords:** *CSR, AHP, catering industry*

## **Key Success Factors in the Establishment of Product Traceability Systems for Catering Based on the Analytic Hierarchy Process**

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### **Abstract**

After the international trade circulation of global products, food safety issues have been an alerting living habit in human life. A food traceability system is a rapid and effective solution to trace the source of problematic food for pulling off shelves.

The listed manufacturers who pass the certificate of Centers for Agricultural Product Certification are randomly distributed the questionnaire in this study. Total 300 copies of questionnaire are distributed and 226 valid copies are retrieved, with the retrieval rate 75%. The research result reveals that production and marketing management are stressed the most by the experts for the establishment of product traceability systems for catering. The top 5 emphasized indicators contain (1) quality control capability, (2) international standards, (3) marketing and promotion, (4) market demand trend, and (5) industrial policy. Conclusion and suggestions are eventually proposed, according to the result, expecting to offer reference for the promotion of traceability systems for foods, to accelerate the transformation of catering in Taiwan to establish product traceability systems for catering, and to have high-quality produce which is long-term created by enterprises in Taiwan acquire the safety certificate equivalent to international standards.

**Keywords:** *Catering goal, Industrial policy, Marketing channel, Education and training, Technological innovation*

## **Sustainable Digital Transformation in Hospitality Industry: Study of the Hotel Industry in Indonesia**

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### **Abstract**

This study presents and examines an integrated model that investigates the ability of the hospitality industry leaders in Indonesia to reconfigure resources such as digital market capabilities, digital leadership capabilities, and digital technology capabilities, to conduct sustainable digital transformation to build and improve engaging customer strategy. Research was carried out in Yogyakarta Province using a purposive technique sample of 101 hotel and resort leaders. The analytical method used multiple linear regression using SPSS version 23. The results show that hospitality industry leaders must rethink the dimension of customer experience, internal operation, and new business model. They must have cohesive strategy in integrating digital and physical elements in order to be able to transform their business model and set direction for the entire industry. Hospitality industry leaders must also focus on two complementary activities: sharpening customer value proposition and transforming their operating models using digital technology to interact and collaborate with their customer. From the managerial aspect this study contributes that managers must focus on factors such as digital market capabilities, digital leadership capabilities, and digital technology capabilities that determine the success of digital transformation in order to build and increase customer engagement.

**Keywords:** *market, leadership, digital, transformation, customer*

## **Determining Partnership Models According to the Expectations of Culinary SMEs Entrepreneurs**

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### **Abstract**

The object of this research is the culinary SMEs studied. The population of the culinary SMEs in the city of Bandung consists of the Bandung area, Bogor, Cirebon, Sukabumi, and Sumedang. The data used in this study are primary data and secondary data. The source of primary data derived from the results of observations and interviews using questionnaires and media Focus Group Discussion (FGD). Information on secondary data is needed to determine the profile of the culinary SMEs and its community. Secondary data surveys were conducted on creative industries and / or creative communities, as well as Local Government Work Units (SKPD) in Bandung City, namely the UMKM, Cooperative & Trade Service, Bappeda. Primary data was obtained through indept interviews to SKPD representatives in the city of Bandung, Bogor, Cirebon, Sukabumi, and Sumedang. The purpose of this study is to determine the partnership model that is in line with the expectations of culinary SMEs entrepreneurs. The results of this study indicate that subcontracting patterns are considered suitable to be applied in culinary SMEs in Bandung, Bogor, Cirebon, Sukabumi, and Sumedang because they can reduce the potential losses experienced by relatively small culinary SMEs entrepreneurs.

**Keyword:** *Culinary SMEs, Government, Partnership*

## **The Effect of Destination Image on Destination Branding and Revisit Intention**

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### **Abstract**

Tourism destinations based on local wisdom currently receive a lot of attention from tourists. Pujon Kidul tourist village is one of the tourist destinations in East Java Indonesia that uses restaurant in the rice fields as an attraction. The objectives of this research are (1) to analyze direct effect of the destination image on destination branding, the destination image on revisit intention, destination branding on revisit intention (2) to analyze indirect effect of destination image on revisit intention through destination branding. This type of research is quantitative ex post facto. The research sample was 200 tourists who had visited the tourist village of Pujon Kidul. Through the path analysis from SPSS for Window version 25.0 it can be concluded that (1) the destination image have a significant positive direct effect on revisit intention, the destination image have a significant positive direct effect on destination branding, the destination branding have a significant positive direct effect on revisit intention (2) the destination image have an indirect effect on revisit intention through destination branding. The implication of the results of research is that efforts must be made to establish destination branding through improving service quality such as road access and parking.

**Keywords:** *destination image, destination branding, revisit intention.*

## **Village Tourism : The Implementation of Community-Based Tourism**

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### **Abstract**

The purpose of this study is to (1). analyze the tourism potential of Banyuresmi Tourism Village, Jiput Pandeglang Regency based on supporting and inhibitors factors and (2). Analyze community-based tourism development strategies in Banyuresmi Tourism Village, Jiput Pandeglang Regency. Descriptive qualitative method was applied for analyzing the potential of the region as a tourism village based on Community Based Research..The implementation of the concept of the community-based tourism of Banyuresmi Tourism Village which is a pilot tourism village is included in the category of potential tourism villages whose people have high enthusiasm in managing the tourist attraction,even though there are still obstacles in its implementation. The concept of CBT that is applied to achieve sustainable tourism management is applied in the form of participation of local communities, the establishment of tourism village institutions, eco- friendly tourist destination and creative industry. Suggestions 1) Creating an integrated tour package to prepare homestays that are in accordance with standards, tourist attractions and other things that support the development of tourism villages; (2) Increase knowledge about Tourism Awareness (3) Utilizing technology as a promotion tools

**Keywords:** *Community-based tourism, Tourism Villages, Sustainable Tourism Development*

## **A Structural Model of Service Quality, Perceived Value, Satisfaction, and Customer Loyalty in the Hotel Industry: A Case Study of Tarakan City, Indonesia**

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### **Abstract**

This study aims to examine the direct effect of service quality on perceived value, the direct influence and indirect influence of service quality on satisfaction, the direct influence and indirect influence of service quality on customer loyalty, the direct effect of perceived value on satisfaction, the direct influence and indirect perceived effects value towards customer loyalty, and direct satisfaction effect on customer loyalty in Structural Equation Modelling (SEM). The study sample consisted of customers who stayed at several hotels in Tarakan in May and June 2018. To achieve the objectives of this study, SmartPLS 3.0 Professional was used to test convergent validity and discriminant validity as well as tools to develop structural models and test hypotheses. The results of this study indicate that all the hypotheses proposed in this study were proven and accepted. In addition, the results of testing indirect effects between variables were also discussed in this study. Theoretically, the results of this study contribute to the development of a loyalty model, whereas pragmatically, it could be useful as material for the preparation of marketing strategies to increase hotel customer loyalty.

**Keywords:** *service quality, perceived value, satisfaction, loyalty, hotel*

## **Service Quality of Mice (Meeting, Incentive, Conference and Exhibition) Industry**

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### **Abstract**

The Indonesian Tourism Sector is a potential advantage that contributes to economic growth and overall national income. MICE (Meeting, Incentive, Conference and Exhibition) Industry is a tourism industry that focuses on sectors that meet the needs in organizing a meeting forum both nationally and internationally. Nowadays, hotel's function has increased, it is not only used for weddings, but also for company meetings, and launching new products for a company. A company has a potential market share through meeting the customer service quality level, in order for the needs and expectations of customers can be fulfilled. This is the influence of Reliability, Responsiveness, Assurance, Empathy, and Tangibility to Customer Satisfaction. There are 40 Event Organizer companies in Medan City. The result shows that Reliability, Assurance, Tangibility, Responsiveness, have a positive and significant influence on Customer Satisfaction. Furthermore, Empathy has a positive and insignificant influence on Customer Satisfaction.

**Keywords:** *Reliability, Responsiveness, Assurance, Empathy, Tangibility, Customer Satisfaction*



## Enhancing the Tourism MSMEs Performance Based on Soar Analysis

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### Abstract

Since its ability to survive in any condition of the economy, and employment, MSMEs has become the strategic sector in the economy. Along with the rapid development of the tourism sector, MSMEs have also emerged that support tourism activities, such as culinary, souvenirs, entertainment and guide services. With great tourism potential, Indonesia's tourism sector has the opportunity to become the fastest growing leading sector in the world. Karanggondang, Limbangan and Lolong (KABALONG), three villages that administratively part of the Karanganyar sub-district in Pekalongan Regency are areas that have various kinds of tourism potential, namely natural, culinary, historical and cultural tourism. The durian and 'Lengkung'/(arc/curve) bridge in Lolong have become an icon in this area. There are many and various MSMEs around it. However, they aren't managed professionally and integrated yet. So, they don't provide benefits to the community optimally. Using the appreciate inquiry (AI) that used in SOAR analysis, this research found that tourism MSMEs in Kabalong area potentially developed. Internally, MSMEs have strength products and human resources and externally supported by government support, natural resources and tourist preferences regarding tourist destinations. Considering the internally and externally supports and some of the aspirations and expected results, this research proposes a long-term policy in enhancing the performance of local tourism MSMEs, The Development of tourism MSMEs that based on local potential, science and technology and strong to improve community welfare. Considering internally and externally supported and some of the aspirations and also measurable results, it can be proposed a long-term policy direction to enhance the tourism MSMEs around Kabalong area, Development of the Resilient Tourism MSMEs based on local potential, science, and technology to increase Social welfare. This research notes that the most important thing in enhancing MSMEs is to put the MSMEs as a "subject" of development rather than as an "object". The development of MSMEs can be started from what MSMEs have, not something they do not have or their limitations

**Keywords:** *MSMEs, Tourism, Poverty, development, welfare.*

## **Quality Improvement on Resort Security Area, Vision of Machinery Technology and VLAN as Consumer Value to Increase Guest Revisit Intention**

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### **Abstract**

The Resort is a tourist area consisting of tourist attractions, such as hotels, entertainment venues, sales outlets, and other recreational facilities. The facilities of a resort will always be enhanced by service and convenience. This service can be direct to customers by adding facilities and infrastructure to support the resort, such as technology-based support systems to support the transaction process and guarantee guest convenience. In Indonesia, every resort hotel must provide a sense of security and comfort for every guest and employee. For this reason, a strong security and safety system is needed. The regulation requires hotel management to establish a Security Management System (SMP). In it, there are various guidelines, ranging from planning to the process of handling security and safety so that risks for hotel users can be minimized. The problem faced today is how to develop an information system that can be integrated with facilities and infrastructure with the help of computers with the latest security technology and international standards so that local and foreign tourists have a safe and comfortable feeling. This system also functions as a transaction system that integrated with computer networks with additional data security techniques or VLANs. This research aims to solve the problem using a quantitative descriptive method, scientific approach and algorithm method for testing data. The result showed that system VLANs can be added as consumer value-added services to minimized safety issues and gain intention to revisit resort, this results can be seen in the of the prototype system named Igoes Resort.

**Keywords:** *Consumer value added services, Resort, VLAN, Machine vision, Intention to visit.*

## **Exploratory Analysis Of Halal Hotel Services (Based On Practices Of Halal Hotels In Three Countries)**

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### **Abstract**

Muslim market has been increasingly an attractive market for tourism industry. With total population of 1.6 Billion or 23% from total world population Muslim market is very lucrative and has to be treated in accordance with Muslim belief and way of life. Halal tourism becomes a must have in the industry to accommodate Muslim tourists. Hotel plays an important role in the growing halal tourism industry. The Success of tourist visit often depends on how acceptable is the hotel where they are staying with Muslim norms and facilities to conduct ibadah (worship) such as Sala (praying). Muslim tourists generally concern if hotel is Muslim friendly and could accommodate their halal life style. Some of the need of Muslim visitors during their stay are: the hotel provides a sign of Ka'bah direction, mat for praying, facility for ablution, wet toilet (water instead of tissue) in toilet, staff wearing modest dress, no pork on food, no alcohol, relevant music with Islamic atmosphere, no adultery entertainment, etc. therefore, it's far beyond halal food, but also not least to mention the segregation of public facilities for female and male as for majority of Moslem halal is a life style, including during travel. The objective of this research is to do exploratory analysis of halal hotel services based on practices of three halal hotel at three countries: Hotel Sofyan (Jakarta, Indonesia), De Palma Hotel Ampang (Kuala Lumpur, Malaysia) and Adenya Hotel and Resort (Antalya, Turkey). Research methodology uses qualitative approach through in-depth unstructured interview with selected informants (primary data) and the use of secondary data plus site observation on selected Halal Hotels in Jakarta (Indonesia), Kuala Lumpur (Malaysia) and Antalya (Turkey).

**Keywords:** *Exploratory analysis, Halal (Muslim friendly) hotel services, Halal tourism, qualitative study.*

## **Strengthening Marketing Mix Performance to Enhance the Competitiveness of Tourism MSMEs Using Importance Performance Analysis Approach**

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### **Abstract**

In terms of globalization, turbulent and highly complex environment, competition is stronger and more ruthless. MSMEs are faced with the need to find new ways, paths, and methods for achieving sustainable competitive advantage. Tourism market is determined primarily by tourism demand and tourism offers. Marketing mix in tourism has its own characteristics that derive from the fact that the product in tourism is a service. Besides, the invisibility of a product gives even more important to marketing. This paper shows the importance of the marketing mix to enhance the competitiveness of tourism MSEM s using Importance-Performance Analysis Approach. This study result that to enhance the competitiveness of tourism MSEM s is operationalized through the improvement of a large and comprehensive set of attributes, including tourism services, accessibility, physical components, Information, and quality of services. In particular, the study identifies as a prior area of intervention is the improvement of information, pricing policy, tourism destination especially parking lots, the variability of services offering, accessibility, and communication.

**Keywords:** *MSMEs, Tourism, Importance-Performance Analysis Approach, Competitiveness.*

## **Quick Win as Tourism Growth Driver for Visit Kalsel 2020**

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### **Abstract**

This study aims to formulate the concept of strategy driving the growth of tourism to form a quick win for the Province of South Kalimantan to welcome the visit of South Kalimantan 2020. The method of this research is descriptive qualitative. Data collection is done by observing tourism data. Analysis is carried out through data collection, data processing, and conclusions. The results of the study question 1. The need for empirical studios related to the suitability of developing destinations with market opportunities 2. Rejuvenation for natural destinations. 3. Development of Priority Scale destiantion based on culture and religion. 4. Involving millenials ways to get domestic visitors 5. Accelaration on "wonderful South Kalimantan, legend of borneo" branding 6. Establishment of the South Kalimantan Tourism Website. 7. Hiring authors and content creators for social media 8. Bundling packages for foreign visitors at international exhibitions.

**Keywords:** *Quick Win, Tourism, Government Program*

## Study Service Trade and Expatriate Theory

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### Abstract

Try to improve global competitiveness is the managers strategically guide their organizations. It is not only in the enterprise, but also between the countries. The neighboring nations need to enter in to diverse agreements for mutual economic growth and development. The cross – strait agreement on trade in services is such an agreement that is intended to protect the rights and interests of service suppliers in Taiwan and mainland china. This agreement was signed on June 21, 2013 where by 64 Taiwanese industries will be opened in China while 80 Chinese industries will be opened in Taiwan. This paper aims at analyzing the effects of cross – strait agreement on trade in services in Taiwan and mainland china. This study assumes that companies' assignment and expatriate will be affect after this agreement. Therefore, this study tries to explore of the SSCI database and write recommendations for this situation.

**Keywords:** *Expatriate, Repatriate, Knowledge Network, Political Pressure,*

## Parallel Series Scheduling for Aircraft Overhaul Maintenance

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### Abstract

Overhaul maintenance of an aircraft is carried out periodically based on the age standard of its flight hours. The overhaul maintenance can also be executed when there is an emergency condition which requires heavy maintenance. Hawk MK-209 aircraft previously needed overhaul time as per technical orders for 283 working days or equivalent to 14 months. By arranging the maintenance activities and considering the logic of dependence, using Critical Path Method (CPM) and Project Evaluation and Review Technique (PERT), the aircraft's overhaul time can be accelerated to 81 working days, equivalent to four months. This achievement was continued by involving consideration of the parallel series maintenance scheduling method with the help of MS Project and Arena Simulation so that the total overhaul time was only 31 working days per aircraft. Thus, the combined CPM PERT and parallel series scheduling methods through Arena simulation, can result in total efficiency of overhaul time per aircraft from 283 working days to 31 working days, or equivalent to 89% efficiency.

**Keywords:** *Parallel Series, Scheduling, Maintenance, Aircraft, Efficiency.*

## **Eradicating Poverty in Samosir Regency**

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### **Abstract**

Based on data from the Central Bureau of Statistics in 2018, the poverty rate in Samosir Regency is at 13.38%. The main strategy of poverty reduction efforts in Samosir Regency is directed to reduce the poverty rate or the number of poor people. The agricultural sector continues to absorb the highest number of farmers, reaching 59.70% in 2018. However, the efforts made by related parties, especially the government, have not been able to reduce the poverty rate to the predetermined target. On the other hand, in relation to poverty alleviation issues, all the parties agree on the importance of establishing a partnership system, both coordination and collaboration between government, local government, community, non-governmental organizations, social organizations, business and other relevant agencies. This study aims to find out how the implementation of government policy contributes to eradicating poverty. This research uses a qualitative approach with case study method. Sources of data were obtained from in-depth interviews, field observations and supporting secondary data. Poor population database was never verified and validation began in 2016. The process of updating the database by Samosir Regency was performed in 2018, after the Ministry launched the Social Applications Social Welfare Information Systems-Next Generation, this has resulted in social assistance being not on target.

**Keywords:** *Farmers, Poverty Rate, Eradicating poverty, Poor population database*



## **Personal Value as the Reason to Switching From Workers to Entrepreneur as a Next Career**

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### **Abstract**

A job is an important component in an individual's life. Switching has been done by an individual by making a move from his old workplace to a new workplace. An individual might switch his job when he feels uncomfortable with his previous job. This study aims to find out the reasons underlying the desire of individuals to switching jobs from workers and choose to become entrepreneurs as their next career. The method used in this study is qualitative method with phenomenological approach. There are 4 informants in this study, who have met the criteria which have undergone job switching from workers to becoming as an entrepreneur. The analytical tool used was purposive sampling and snowball sampling. Purposive sampling that is by considering having the characteristics needed by the researcher. While snowball sampling is the initial sample used to find the next informant. This research shows the results that personal value is the reason that underlies the intention to switching jobs and becoming as an entrepreneur as his next career.

**Keywords:** *Personal Value, Employee, Entrepreneur, Job Switching*

## **Biodiesel from Palm Oil in Indonesia: Current Status and Opportunities**

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### **Abstract**

Biodiesel is one of the solutions for sustainable energy development, especially in transportation and industry sector. In 2018, the Indonesian government mandated the usage of biodiesel as the substitute for fossil fuel in all sectors. This research analyses the history of policy, the current status of biodiesel and the opportunity in biodiesel development in Indonesia. This study concluded that the government mandate to mix 20% of biodiesel with 80% fossil fuel (B20) brought a positive effect on local and national effect. However, this policy is still work-in-progress to be optimally executed despite challenges ahead. One of the challenges which become a focus for this research is the distribution network. The current distribution network between the biodiesel industry and fossil fuel industry in regards to the point of delivery from the two industry has not been optimized. It can impact the transportation mode used by storage refinery which will result in the variation of either transportation cost and investment cost. This research gave its recommendation on the policy and the future research for successful implementation of B20 in Indonesia.

**Keywords:** *biodiesel, Indonesia, distribution, policy.*

## **Influence of Emotional Attachment, Trust, Political Engagement in 2019 Indonesian Presidential Election**

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### **Abstract**

The purpose of the study was to analyze the influence of emotional attachment of candidate on the voter decision through mediation of trust and political engagement. The study used a survey method in the Indonesian presidential election of 2019. The questionnaire was distributed to 100 respondents in Pontianak. The results showed that emotional attachments were positively influential towards trust, political engagement and voter decision. The results of this study also showed that trust influences political engagement and political engagement affects voter decision. But this research can not prove the influence of trust in voter decision.

**Keywords:** *Presidential Election, Emotional Attachment, Trust, Political Engagement, Voter Decision*

## **Verify the Mechanism in Paper Publishing in the 2019ICOI Conference Proceeding**

1. The review of manuscripts is served by 2019ICOI conference committee member and scholars of the relevant research field.
2. The editor-in-chief verifies the contribution manuscript, and consults the committee member of every field in order to decide the reviewers.
3. The contribution manuscript is a refereed proceeding and following two-referee system and each reviewer states the result in the reviewing of suggestion form.
4. Examine and deals with the way in result:
  1. First Reviewer evaluated is: Reject, the second one is: Reject  
The result is: Reject
  2. First Reviewer evaluated is: Revision and Resubmission, the second one is: Reject  
The result is: Reject
  3. First Reviewer evaluated is: Acceptance for Revision, the second one is: Reject  
The result is: Submission to the third Reviewer (Determine that Publication or Reject)
  4. First Reviewer evaluated is: Publication, the second is: Reject  
The result is: Submission to the third Reviewer (Determine that Publication or Reject)
  5. First Reviewer evaluated is: Reject, the second one is: Revision and Resubmission.  
The result is: Reject.
  6. First Reviewer evaluated is: Revision and Resubmission, the second one is: Revision and Resubmission.  
The result is: Reject.
  7. First Reviewer evaluated is: Acceptance for Revision, the second one is: Revision and Resubmission.  
The result is: Revision and Resubmission.
  8. First Reviewer evaluated is: Publication, the second one is: Revision and Resubmission  
The result is: Revision and Resubmission.
  9. First Reviewer evaluated is: Reject, the second one is: Acceptance for Revision.  
The result is: The third evaluating (Determine that publication or Reject)

10. First Reviewer evaluated is: Revision and Resubmission, the second one is:  
Acceptance for Revision.  
The result is: Revision and Resubmission.
11. First Reviewer evaluated is: Acceptance for Revision.  
the second one is: Acceptance for Revision.  
The result is: Acceptance for Revision.
12. First Reviewer evaluated is: Publication, the second one is: Acceptance for  
Revision.  
The result is: Acceptance for Revision.
13. First Reviewer evaluated is: Reject, the second one is: Publication.  
The result is: The third evaluating (Determine that publication or Reject)
14. First Reviewer evaluated is: Revision and Resubmission,  
The second one is: Publication.  
The result is: Revision and Resubmission.
15. First Reviewer evaluated is: Acceptance for Revision, the second one is:  
Publication.  
The result is: Acceptance for Revision.
16. First Reviewer evaluated is: Publication, the second one is: Publication  
The result is: Publication.



Dr. Charles Shieh

Executive Director

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