

# PROCEEDING



## INTERNATIONAL CONFERENCE ON MANAGEMENT ECONOMICS AND BUSINESS OF UNIVERSITAS MERCU BUANA

Tentrem Hotel, Yogyakarta, 21<sup>st</sup> - 22<sup>nd</sup> February 2018

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Universitas Mercu Buana Abstracts Proceeding**  
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## FOREWORDS



Dear University Leaders, Authors, Participants, and Esteemed Readers,

Travel and Tourism is an important economic activity in the most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The direct contribution of Travel and Tourism to GDP reflects the internal spending on total spending within country on Travel and Tourism by resident and non-residents for business and leisure purpose as well as government individual spending on Travel and Tourism services directly linked to visitors, such as cultural or recreational.

The total contribution of Travel and Tourism includes its wider impacts on the economy.

The 3<sup>rd</sup> International Conference on Management, Economics and Business (ICMEB) 2018 proposes the contributions regarding to the issues that explain above from the perspective of academics and practical which theme “The Global Impact on Creative Economy Development for Local Tourism Destination”. This International Conference has collected 180 articles which come from several countries such United Kingdom, Australia, India, Pakistan, Malaysia, Hungary and Indonesia.

Finally, in the name of Committee Chair of ICMEB 2018 let me say thank so much for our Co-host such as Azman Hashim International Business School- University Teknologi Malaysia, Universitas Mercu Buana Yogyakarta, Universitas Jayabaya, Universitas Sultan Ageng Tirtayasa and Sekolah Tinggi Pariwisata Trisakti. and our sponsor PT. Horenso Indonesia, PT. Asa Prima Medika, Telin by Telkom Indonesia, PT. Sinar Sosro, Toza, Hutama Karya, PT. Mulia Knitting Factory (Rider), BNI and Bukopin which has contribute for The 3<sup>rd</sup> International Conference on Management, Economics and Business (ICMEB) 2018. Hopefully, we still able to collaborate in the several even in the future. In the same vein, my very best wishes to all participants who have contributed to its International Conferences and hope will see you on the next 4<sup>th</sup> International Conference on Management, Economics and Business (ICMEB).

Best regards,

Dudi Permana, PhD  
Conference Chair  
Universitas Mercu Buana Jakarta, Indonesia

**RECTOR OF UNIVERSITAS MERCU BUANA  
ON THE 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON MANAGEMENT,  
ECONOMICS AND BUSINESS FACULTY OF ECONOMICS AND BUSINESS  
OF UNIVERSITAS MERCU BUANA  
YOGYAKARTA, 21<sup>ST</sup> FEBRUARY 2018**



Bismillaahirrahmaanirrahiim,

Our Honorary Guest, the Governor of Yogyakarta Special Region, Sri Sultan Hamengkubuwono X, His Excellency, the Minister of Tourism of Indonesia, Dr. Arief Yahya, distinguished Speakers from the UK, Australia, Malaysia and Hungary, as well as the home country Indonesia.

Important strategic partners, co-hosts for this event from: Azman Hashim International Business School- University Teknologi Malaysia, Universitas Mercu Buana Yogyakarta, Universitas Jayabaya, Universitas Sultan Ageng Tirtayasa and Sekolah Tinggi Pariwisata Trisakti.

And sponsorships from: PT. Horenso Indonesia, PT. Asa Prima Medika, Telin by Telkom Indonesia, PT. Sinar Sosro, Toza, Hutama Karya, PT. Mulia Knitting Factory (Rider), BNI, and Bukopin.

Enthusiastic presenters and participants who come from different backgrounds: practitioners, academicians, and also beloved students from many campuses across the globe.

Good morning all,

First at all, on behalf of Universitas Mercu Buana and the committee we would like to extend our gratitude and warm welcome to all of you at this important event: **3<sup>rd</sup> International Conference on Management, Economics and Business, being run by the Faculty of Economics and Business of Universitas Mercu Buana – Jakarta, in Yogyakarta.**

This event is a part of internationalization of UMB. It is a venue where the country's policy makers, practitioners, academicians and scholars are gathering, by combining advancement in social sciences particularly in the fields of Economics and Management, with focus on the creative economy of the hospitality and tourism sector around us. The United Nation World Tourism Organization (UNWTO) forecasted that International tourist arrivals will increase by 43 million a year on average between 2010 and 2030. International tourist arrivals will reach 1.8 billion by 2030. In 1980, 70% of international arrivals were recorded in the traditional destinations of the advanced, industrialised and diversified economies of North America, Europe, and Asia and the Pacific. In 2030, 58%

will be recorded in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa. The number of international arrivals received in emerging economies is still modest compared to the size of their population. In terms of the number of international tourist arrivals received per 100 of population there is still a large distance between advanced and emerging economies. This condition is an opportunity for all of us. The existence of creative industries directly or indirectly is the object and the attraction of tourism, as tourist destinations that can encourage for more people to come or visit the existence of the creative industry in many areas.

Currently, Indonesia has strong potential in the context of industry and creative economy. The industry and the creative economy are parts of indicators of economic growth and has become an industry capable of generating substantial state revenues, thus, the contribution of the national creative economy sector to Gross Domestic Product increased. In the last six years the average GDP increase of 10.14% per year. The contribution of Tourism sector to the national Gross Domestic Product to reach 8% in 2019, and foreign exchange created from the visit of foreign tourists is targeted to reach Rp. 240 trillion in 2019, with the absorption of 13 million workers. While the micro target number of foreign tourists visiting increased to 20 million by 2019, the number of domestic tourists visiting increased to 275 million, ranked 30 World Tourism Competitiveness (TTCI) in 2019. Thus, this event is very important, presenting call for papers, seminars, case studies analyses, and discussions from many disciplines from Accounting and Finance to Transportation Management, and mostly focused on the tourism and hospitality management. In the future UMB will have more events similar to this event, with the objectives of advancing knowledge and a part of our contributions to the beloved nation, Indonesia and also the global world.

On behalf of the Board of Management of UMB and the committee, once again we highly appreciate for your efforts and dedication to participate in this international conference. Special thanks to our co-hosts and sponsors. Last but not least, the outcomes of this international conference hopefully would generate new ideas and inventions, excellence research findings and references, increasing the numbers of publications, which will be useful for policy makers around the globe, facilitating top corporate level management decisions, guiding start-up enthusiasts, enriching academicians, students and other researchers in developing the potential of national business and economy in particular related to the creative economy at the tourism and hospitality sector. Please enjoy your time while being here, and also the networking, and not to forget tempting the local wisdoms of Yogyakarta. Thank you for your attention and may God the Almighty always bless us.

Wassalaamu'alaikum Warrahmatullaahi Wabarakaatuh

Jakarta, February 21<sup>st</sup>, 2018

Dr. Ir. Arisetyanto Nugroho, MM., IPU  
Rector of Universitas Mercu Buana



## MESSAGE FROM THE RECTOR OF UNIVERSITAS MERCU BUANA YOGYAKARTA



Assalamu'alaikum warahmatullahi wabarakatuh.

Peace for us all

Om Swastiastu,

Praise and thanksgiving let us offer to the presence of God Almighty, because our abundant blessings are blessed with beautiful natural gifts and great variety of potential natural resources.

On behalf of Mercu Buana University and the committee we would like to express our gratitude and warm welcome to all of you at this important event: International Seminar, initiated by Mercu Buana University - Jakarta, in Yogyakarta with the theme "The global impact on creative economi development forlocal toursm destination ".

History has noted that the history of tourism comes from the man himself who always moves / trips out of the domicile for various reasons, where in prehistoric times humans travel to maintain their survival as did primitive nations. Then the first sight of fun for the fun of the Romans in the first century to the V century. Generally their goal is not for recreational activities like today's definition of tourism, but their activities are aimed to increasing knowledge of life, political system and economy.

This is in line with the statement from (Spillane, 1994: 14) which suggests that the development of the tourism sector concerns the socio-cultural, economic and political aspects. Indonesia as a country with a lot of tourism potentials provides more support to the tourism sector as stipulated in Law Number 10 of 2009 on Tourism which states that the Implementation of Tourism is aimed at increasing national income in order to improve the welfare and prosperity of the people, expanding and declaring business opportunities and employment, encouraging regional development, introducing and utilizing tourism objects and attractions in Indonesia and fostering the love of the country and strengthening friendship among nations.

Arief Yahya as Minister of Tourism of the Republic of Indonesia stated that President Joko Widodo has set five priorities of national development, namely food, energy, maritime, industrial area and SEZ, and tourism. Of the five tourism priorities, the tourism sector is designated as a leading sector for contributing GDP (Gross Domestic Product) and large foreign exchange and creating the most convenient and inexpensive jobs. In addition, tourism also has a significant impact on the economic life of people, nations and countries. Based on existing data Foreign exchange contributions from the tourism sector to national foreign exchange earnings amounted to US \$ 12.6 billion in 2015 or 9.3 percent nationally and ranked fourth after oil and gas (US \$ 18.9 billion), coal ( US \$ 16.4 billion), and palm oil (US \$ 15.5 billion). However, only the tourism sector experienced a positive growth of 4.8 percent to 6.9 percent.

In addition, to create a positive development of the tourism sector, synergies from five major tourism stakeholders called pentahelix, academia, business, government, community and the media are needed. The government itself has set a national target in 2019, which visits 20 million foreign tourists with foreign exchange earnings of Rp280 trillion, movements of 275 million domestic tourists, 8 percent contribution to GDP, 13 million jobs, and tourism competitiveness of Indonesia ranked -30 world.

Tourism Minister Arief Yahya stated that the role of academics is also important to develop human resources (HR) tourism. The role of tourism education and tourism-related research today is needed to become a government partner to follow up the ASEAN Mutual Recognition Agreement (MRA) as a collective agreement on the acceptance of qualification standards for tourism professionals among ASEAN countries.

Mercu Buana University which has an educational philosophy that believes that happiness and prosperity is the mercy of Allah SWT and is the ideal of all humanity. Therefore, the University of Mercu Buana Yogyakarta tries to contribute to help Indonesian society generally to realize these ideals through the implementation of education, teaching, research and community service. In line with the philosophy and in harmony with the theme of this international seminar which is aligned with the mission of Mercu Buana University Yogyakarta is to hold high quality education to produce graduates who have excellence in science, technology and / or art and able to compete at national and global level, to realize the ideals of "Angudi Mulyaning Bangsa", we support the implementation of the international seminar.

With the spirit of contributing to help the people of Indonesia generally to realize these ideals through the implementation of education, teaching, research and community service to realize the ideals together, we bberharap with this International seminar is able to provide answers to problems in society in tourism , and can contribute knowledge and ideas in the development of tourism in an effort to develop a creative economy that grows and develops in society.

Based on that spirit, we all hope that this International Seminar will be able to generate some positive recommendations, to support the creation of economic sovereignty or sovereignty in Indonesia, especially through a more effective and efficient tourism sector, while taking into account the factors efforts to realize "Angudi Mulyaning Bangsa".

Thanks for and may God Almighty always bless us

Wassalaamu'alaikum Warrahmatullaahi Wabarakaatuh

Om Shanti Shanti Shanti

Yogyakarta, 21<sup>st</sup> February 2018

Dr. Alimatus Sahrah, M.Si., MM  
Rector of Universitas Mercu Buana Yogyakarta

**MESSAGE FROM THE DEAN OF AZMAN HASHIM INTERNATIONAL  
BUSINESS SCHOOL, UNIVERSITI TEKNOLOGI MALAYSIA**



It is a great privilege for me to welcome all participants to this conference. I must thank the keynote speakers and presenters for their participation in this conference. A heartfelt gratitude to Universitas Mercu Buana for allowing Azman Hashim International Business School (AHIBS), Malaysia to be a part of the conference. Since its inception in 1997, AHIBS is fully committed to establish the global development phenomenon that is not only connected with economical boosting but also with the uplifting of social circumstance. This is what we believe as good management of knowledge for sustainable development.

The criteria of the conference have evolved out of historical practices. This has always been considered as one of the most learning and networking events in the scholarly world. These days, the event labelled as conference travels more than its boundary which include cultural and heritage exchange, tourism and making ally-ism regardless of race, religious and faith. I am sure that all of us would find Indonesia as a place for peace, harmony and bondage of humanity.

I am more than a novice to understand all the papers that will be presented during the two-day sessions. However, I am confident that everyone must be enriched throughout our attendance. You are here to gather the exciting insights of your research works that have been conducted through your relentless efforts and dedications which eventually would benefit the business world. Reading research sometimes may be time consuming and listing research insights may be exhausting, but your talk at this conference will challenge our minds to act better. Hence, the 3rd International Conference on Management, Economics and Business will provide a platform for networking through which synergies among the global communities can be further enhanced.

I am thankful to the relentless contribution of the committee members in making this conference a success. Without their hard work, it would not be possible to make this event meaningful.

Malaysia, February 21<sup>st</sup>, 2018

Dr. Wan Khairuzzaman Wan Ismail  
Dean of Azman Hashim International Business School, Universiti Teknologi Malaysia



## MESSAGE FROM THE PRESIDENT TRISAKTI SCHOOL OF TOURISM



President Jokowi has set tourism as a leading sector for the nation's economic growth as the contribution of foreign exchange and employment in tourism sector is very significant for the country. Tourism Minister Arief Yahya said the country's foreign exchange earnings from the tourism sector since 2016 has beaten the revenue from oil and gas and under revenue from CPO. The government targets tourism as the main contributor of foreign exchange by 2019.

Since then the president has shown his commitment to the development of tourism sector, such as appointing 10 new priority tourist destinations, which consist of Lake Toba in North Sumatra, Tanjung Kelayang in Bangka Belitung, Tanjung Lesung in Banten, Thousand Islands in DKI Jakarta, Borobudur in Joglosemar, Bromo – Tengger – Semeru in East Java, Mandalika in Lombok, Komodo and Labuan Bajo in East Nusa Tenggara (NTT), Wakatobi in Southeast Sulawesi and Morotai in North Maluku.

As a result of the government commitment, the tourism ministry has achieved good performance in the past three year as reported by Mr. Arief Yahya, the Tourism Minister. in the national coordination meeting recently. He said the number of foreign tourists coming to Indonesia has been increasing for the past three years. According to the data from Statistics Central Agency, in 2014 Indonesia welcomed 9.3 million foreign tourists. In 2015 the number went up to 10.4 million people, then in 2016 the number reached 12 million people. In 2017 the number increased to around 14 million people, which is below the target of 15 million foreign tourists due to the eruption of Mount Agung in Bali.

Furthermore, the ministry of Tourism together with all tourism stakeholders have agreed to make 2018 as the year of foreign tourists visiting with the program called "Visit Wonderful Indonesia 2018" (ViWI2018) which aims to pursue the target of 17 million visits by foreign tourists in 2018 and 20 million foreign tourists in 2019. In the 4<sup>th</sup> Tourism National Coordination Meeting held in December 2017, the Tourism Minister Arief Yahya explains that ViWI18 program itself is targeted to bring 15% of the 17 million target, which is 2.5 million foreign tourists in 2018. This program is in accordance with the policy of Industry Led, Government Support. Especially in 2018 there will be two big agenda of the 2018 Asian Games event centered in Jakarta and Palembang and Annual Meeting of IMF-World Bank in Bali that we can make momentum to gain foreign tourists to Indonesia.

I wish you an interesting and fruitful conference.

Fetty Asmaniati  
President Trisakti School of Tourism

## **MESSAGE FROM THE CHAIRMAN OF THE DEPARTMENT OF LAW SCIENCE POSTGRADUATE PROGRAM OF JAYABAYA UNIVERSITY**

Praise and thanksgiving let us pray to the Divine Providence of Rabbis for all His never-ending gifts in adding knowledge to us so that until this moment we can still work for the progress of the nation. I as the Chairman of the Department of Law Science Postgraduate Program of Jayabaya University welcomes with joy over this activity.

In order to survive in global competition regions are demanded to be able to produce output more efficiently. Efficiency triggers the emergence of creative thinking, which ultimately can generate creative ideas. Creative economy identical to the creative industries and at the moment it is considered to contribute significantly to economic growth of regional economies and its existence is an inseparable part to other sectors.

Currently, Indonesia has strong potential in the context of industry and creative economy. The industry and the creative economy are parts of indicators of economic growth and has become an industry capable of generating substantial state revenues, thus, the contribution of the national creative economy sector to gross domestic product increased. In the last six years the average GDP increase of 10.14% per year. The Ministry of Tourism and Creative Economy has set a macro target to be achieved by 2019, the contribution of Tourism sector to the national Gross Domestic Product increased to 8% in 2019 and foreign exchange created from the visit of foreign tourists is targeted to reach Rp. 240 trillion in 2019, with the absorption of 13 million workers in 2019. While the micro target number of foreign tourists visiting increased to 20 million in 2019, the number of domestic tourists visiting increased to 275 million, ranked 30 World Tourism Competitiveness (TTCI) in 2019. Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation.

The conference is essential reading for academics, national and local policy makers and practitioners and all those in the tourism sector who wish to understand the relationship between culture, tourism, law and destination attractiveness. My thanks to all parties, may be a charity for all of us.

Jakarta, February 21<sup>st</sup>, 2018

Prof.Dr. JH. Sinaulan, SH, M.Ag, M.Sc  
Chairman of the Department of Law Science Postgraduate Program of Jayabaya  
University

## **MESSAGE FROM THE RECTOR OF UNIVERSITAS SULTAN AGENG TIRTAYASA**

Assalamu'alaikum Wr.Wb.

Peace be upon you, and Allah mercy and blessings. Realizing the vision of Universitas Sultan Ageng Tirtayasa Advanced, Quality and Character in Togetherness in the year 2025 is a commitment that must be implemented. The establishment of the Institute for Educational Development and Quality Assurance as known as LP3M in 2012, is expected to transform and accelerate the improvement of quality culture within the Universitas Sultan Ageng Tirtayasa so that Universitas Sultan Ageng Tirtayasa can put its position to be aligned with other reputable State Universities.

Universitas Sultan Ageng Tirtayasa needs to maintain and increase the trust to the community both internal and external in terms of product quality especially on quality and quantity of research, especially Universitas Sultan Ageng Tirtayasa is now a state-owned PTN based Public Service Agency (BLU). The issuance of scientific works based on electronic (journals), both national and international, of course, give a very big influence for improving the quality of research lecturers in Universitas Sultan Ageng Tirtayasa. The advantage of electronic-based scientific publication (e-journal), a scientific work can be known and known in the community both nationally and internationally. To provide stimulus to the lecturers to be able to publish their scientific work in the international arena, of course, must follow the training/workshop that uses the procedures and systematics in accordance with the provisions and guidelines in international journals. Hopefully, with this workshop encourage the lecturers in Universitas Sultan Ageng Tirtayasa to further improve the quality of his research and publish it internationally.

Upon the publication of this international journal, we would like to express our gratitude and appreciation to the organizers of this activity.

Wassalamu'alikum wr.wb

Serang, February 21<sup>st</sup>, 2018

Prof. Dr. H. Sholeh Hidayat, M.Pd  
Rector of Universitas Sultan Ageng Tirtayasa

## **PATRONS**

### **Keynote Speakers**

1. Christopher Matthews (Director of Marketing, Recruitment, Admissions, and Collaborations of London South Bank University)
2. Dr. Mas Bambang Baroto (Associate Professor of Azman Hashim International Business School, Universiti Teknologi Malaysia)
3. Bruce Riseley (Holmesgen Institute, Australia)

### **Organizer**

Universitas Mercu Buana Jakarta Indonesia

### **Co-Organizer**

1. Azman Hashim International Business School, Universiti Teknologi Malaysia (Malaysia)
2. Universitas Mercu Buana Yogyakarta
3. Universitas Jayabaya
4. Sekolah Tinggi Pariwisata, Trisakti
5. Universitas Sultan Ageng Tirtayasa

### **Conference – Chair**

Dudi Permana Ph.D

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**PROGRAM**  
**The 3rd International Conference of Management, Economics and Business**  
**Tentrem Hotel, Yogyakarta, February 21<sup>st</sup>, 2018**


Day	Time	Description	Venue
Wednesday, February 21st	07.30-08.30	Registration	Tentrem Hotel
	08.30-10.00	Opening Ceremony:	
		National Anthem "Indonesia Raya" Replay	
		Reciting Prayer	
		Performing: Traditional Dance entitled "Sekar Pudyastuti"	
		Welcome Speech from the Conference Chair	
		Welcome Speech from the Rector of Universitas Mercu Buana Jakarta	
		Welcome Speech from Sri Sultan Hamengkubuwono X, Governor of Special Region of Yogyakarta (*Dispotition)	
		Keynote Speech from Ir. Agus Muharam, M.SP, Ministry of Coopertives and Small and Medium Enterprises	
		Keynote Speech from Dr. Ing. Abdur Rohim Boy Berawi, M.Sc, The Deputy 1 of Indonesia's Creative Economy Agency (BE KRAF)	
	Beating the Gong as an Opening Sign		
	Souvenir Handover and Photo Session		
	10.00-10.15	Coffee Break	
	10.15-11.00	Speakers:	
		Christopher Matthews	
		Dr. Mas Bambang Baroto	
		Bruce Riseley	
	11.00-12.00	Parallel Session I	Parallel Session's Room
	12.00-13.00	Lunch	Tentrem Hotel
	13.00-15.00	Parallel Session II	Parallel Session's Room
15.00-15.30	Coffee Break	Tentrem Hotel	
15.30-17.00	Parallel Session III	Parallel Session's Room	
17.00-18.00	Closing Ceremony:	Tentrem Hotel	
	Best Paper Announcement		
	Closing speech from the Committee Chair		
	Photo Session		



Bruce Riseley M.Ed.  
M.A.I.T.D. M.A.I.C.D.



**The 3<sup>rd</sup> International Conference  
on Management Economics and  
Business**




**Who am I?**

- I'm Bruce Riseley based here in Jakarta delivering an Educational Consultancy.
- I'm a real example of life long leaning
- Vocational qualifications in 1994 (41), Degree 2003 (50) Masters 2006 (53)



**Purpose**

- ❖ Academic Education
- ❖ Vocational Education and Training (VET)
- ❖ VET (in Schools)
- ❖ Work place Training and assessment




**Academic Education?**

- Economy of learning?
- Cost to Student, Family, Nation



**Vocational Education –  
Training**

- International Recognition
- Transferable skills



**VET in Schools?**

- Not academically inclined!
- Action Learning!
- Work Ready.
- Re-engage Youth in Education.

## Workplace Learning?



- Work and be paid!
- Employer's Engaged in the Process!
- Recognised Qualifications.
- Re-engage Youth in Education.

## Summary



1. There are multiple methods of learning
2. Students have Multiple needs
3. Tourism and Hospitality have multiple Needs

## Conclusion



- A. It is the responsibility of the industry to develop your people.
- B. Tourism is National Not Local (But you win)
- C. Diversify learning strategies

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 1 (TOURISM)  
Tuesday, 21st February 2018  
Session I : 13:00 - 15:15  
MODERATOR : Dra. Rina Suprina, M.Hum., M.Si., Par

No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
1	13:00 - 13:08	Arissetyanto Nugroho & Janfry Sihite	Exploring The Destination Images @ GOASEANTV Twitter	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
2	13:08 - 13:16	Agus Suroso & Agus Arijanto	Creative Industries Encourage the Potential Tourism Development	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
3	13:16 - 13:24	Arief Bowo Prayoga Kasmô & Diah Fistiiani Sukardiman & Wawas Bangun Tegar Sunaryo Putra	Social Media Health Campaign: An Investigation of Factors Affecting Facebook User's Attitude and Health Behavioral Intention Among Indonesian Cultures	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
4	13:24 - 13:32	Bruce Riseley	Alternative Education Model for Hospitality and Tourism Management	Holmesgen Institute, Australia	TOURISM
5	13:32 - 13:40	Deden Tarnidi & Zuhul Maftuh Ahnan	Promotion, Profitability and Government Support: Study In Tourism Corporate in Indonesia	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
6	13:40 - 13:48	Dini Verdania Latif	The Usefulness of Balanced Scorecard to Improve Indonesia Tourism Performance	Widyatama University, Bandung, Indonesia	TOURISM
7	13:48 - 13:56	Kamal Alamsyah & Henry H. Loupias	The Role of New Public Service Model in Developing Tourist Destination in Bandung City: A New Paradigm for Domestic Tourism Industry	Pasundan University	TOURISM
8	13:56 - 14:04	Listiawati & Widya Granita	Analysis Of Interesting Factors Of Coastal Tourism In The South Banten Region	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
9	14:04 - 14:12	Mas Bambang Broto	City Tourism in Relation with Number of Tourists, Online Accommodation Commercial, and City Residential Culture	Universiti Teknologi Malaysia, Malaysia	TOURISM
10	14:12 - 14:20	Masyhudzulhak Djamil & Ahmad Badawi Saluy	y	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
11	14:20 - 14:28	Nusa Setiani Triastuti	The Early Thought Of Water Transportation and Green Transportation For Tourism Special Region In Jogjakarta Province	Krisnadwipayana University	TOURISM
12	14:28 - 14:36	Sonny Indrajaya	TOURIST ATTRACTIONS ART OF DEBUS BANTEN SUPPORTED BY TOURISTS	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
13	14:36 - 14:44	Sumeidi Kadarisman & Sri Rochani Mulyani	The Role Of Transformational Leadership In Developing New Tourist Destination Of Dutch Colonial Heritage Building In Bandung City	Universitas Sangga Buana-YPKP, Bandung	TOURISM
14	14:44 - 14:52	Tukhas Shilul Imaroh	Motivation To Migrate Of Community Ciliwung River Bank Through Income and Intrapersonal Communication Factors Study On Society In the River Bank of Ciliwung, Bukit Duri, Jakarta Selatan	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM
15	14:52 - 15:00	Ucu Nugraha & Parlindungan Harahap	Modeling of Information System of Tourism Object for Travelers	Widyatama University, Bandung, Indonesia	TOURISM
16	15:00 - 15:08	Yemida Parmariza & Maria Inocencya	In Developing New Tourist Destination Of Dutch Colonial Heritage Building In Bandung City	Universitas Mercu Buana, Jakarta, Indonesia	TOURISM



## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 1 (OPERATION) Tuesday, 21st February 2018 Session II : 15:30 - 17:00 MODERATOR : Dr. Dewi Nusraningrum, M.Si					
No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
17	15:30 - 15:38	Atika Fatimah	Analysis Of Transaction Costs Of 3 Kg Lpg Distribution Supply Chain In Yogyakarta City	Amikom University, Yogyakarta	OPERATION
18	15:38 - 15:46	Batara Parada Siahaan & Togar Mangihut Simatupang & Liane Okdinawati	Tackling The Issue Of Truck Logistic Problem In Indonesia: A Proposed Integrative Model Solution Based On Sharing Economy Concept	Institute Teknologi Bandung	OPERATION
19	15:46 - 15:54	Daisy V. Ansadha	Valuation Of Upstream Gas Project Using Discounted Cash Flow, Sensitivity Analysis, and Monte Carlo Simulation (Case Study Of Coral Block)		OPERATION
20	15:54 - 16:02	Dian Subandini	Control Activity Analysis On Joint Operation Project (Case Study In PT X Construction Service State Owned Company)		OPERATION
21	16:02 - 16:10	Dzulfikar Fahlevi & Akbar Adhiutama	PROPOSED INVENTORY REPLENISHMENT MODEL TO OPTIMIZE INVENTORY LEVEL. A CASE STUDY AN INDONESIA CHEDDAR MANUFACTURE	Institute Teknologi Bandung	OPERATION
22	16:10 - 16:18	Fitriani Reyta & Gina Apriyani Nurunnisha	The Influence Of Policy Implementation On The Effectiveness Of Acceleration Of Electronic Id Card Recording	Widyatama University, Bandung, Indonesia	OPERATION
23	16:18 - 16:26	Gagan Sugandi & Ari PurnoAyuningtyas & Yuli Hapsari	Smart Parking for Widyatama University Area with Machine Vision Technology (Smart Campus Management and Concept)	Widyatama University, Bandung, Indonesia	OPERATION
24	16:26 - 16:34	Gavin Masgus Dianto & Tukhas Shilul Imaroh	Controlling Quality of Spare Part as a Decline Defect from DOA (Dead On Arrival) in Customer Service After Sales	Universitas Mercu Buana, Jakarta, Indonesia	OPERATION
25	16:34 - 16:42	Indra Saputra & Mochamad Soelton & Sigit Himawan	Optimization of Sub-Material Inventory Control and Demand Forecasting in Order to Reduce Provision by Economic Order Model In PT. Katexindo Citramandiri.	Universitas Mercu Buana, Jakarta, Indonesia	OPERATION
26	16:42 - 16:50	Laurensia Christina & Rosalendro Eddy Nugroho	Control of Supplies in Supply Material with EOQ Method (Economic Order Quantity) at PT. Propan Raya, ICC	Universitas Mercu Buana, Jakarta, Indonesia	OPERATION
27	16:50 - 16:58	Parlindungan Harahap & R. A. E. Virgana & Wiwik Tri Hapsari & Tezza Adriansyah Anwar	Analysis of Distribution Information System of Rice Supply Chain Management at PT. Jatisari Sri Rejeki	Widyatama University, Bandung, Indonesia	OPERATION

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 2 (MARKETING) Tuesday, 21st February 2018 Session I : 13:00 - 15:15 MODERATOR : Dr. Sri Vandayuli Riorini					
No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
1	13:00 - 13:08	Achmad Fachrizal	Development Of Saka Specific Business Intelligence (Dashboard) as A New Platform For Monitoring Business Process Performance	School of Business and Management, Institut Teknologi Bandung, Indonesia	MARKETING
2	13:08 - 13:16	Adi Nurmahdi	Marketing Strategies Formulation Framework For Hospitality And Tourism Of Administrative City – A Concept	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
3	13:16 - 13:24	Adilla Anggraeni & Bulan Angling Gading	Luxury Cosmetic Brand and Endorser'S Characteristics: The Case Of Generation Y Customers	Bina Nusantara University, Jakarta, Indonesia	MARKETING
4	13:24 - 13:32	Alana Damaris & Ngadino Surip & Antonius Setyadi	The Influence of Service Quality (HedPERF Model) on Student Satisfaction With Motivation as Moderating Variable A Study Of Non-Traditional Students of Management Postgraduate Program of Mercu Buana University Jakarta	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
5	13:32 - 13:40	Annisa Lisdayanti & Ayuningtyas Yuli Hapsari & Faris Muhammad Firdaus	How To Improve on The Customer'S Buying Process at The Milkbar Bandung (Through Store Atmosphere and Pricing Policy)	Widyatama University, Bandung, Indonesia	MARKETING
6	13:40 - 13:48	Ayu Dwidayah Rini	Redesign of Social Entrepreneurship Refers to Economics Constitutional Amendments	Universitas Trilogi	MARKETING
7	13:48 - 13:56	Cahyanar Citratri Andika & Harimukti Wandebori	Strategic Position Of Pos Indonesia Parcel Courier Service In The E-Commerce Era	Institute Teknologi Bandung	MARKETING
8	13:56 - 14:04	Febiandani Budiman	Recognizing Motivation Of Traveler On Travel Decision	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
9	14:04 - 14:12	Harriman Samuel Saragih & Togar M. Simatupang & Yos Sunitiyoso	Co-Innovation In The World Music Business: A Conceptual Framework	Institute Teknologi Bandung	MARKETING
10	14:12 - 14:20	Heni Cahya Ramdani & Estu Niana Syamiya	Analysis Consumer Behaviour Of Students Through Electronic Commerce	Universitas Islam Syekh-Yusuf	MARKETING
11	14:20 - 14:28	Lucky Radi Rinandiyana & Deasy Lestary Kusnandar	Hedonist Behavior in Choosing Tourist Attractions Among the Middle Class as an Influence of Lifestyle	Universitas Siliwangi	MARKETING
12	14:28 - 14:36	Not Suco Sinaga	What Affect College Students Choose?	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
13	14:36 - 14:44	Rina Suprina & Aulina Riztianti	Managing Dago Pojok Creative Tourism Village: Does It Really Creative Tourism?	Trisakti School of Tourism	MARKETING
14	14:44 - 14:52	Well Son	Exploring the factors of urban community	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
15	14:52 - 15:00	Yunita Engriani & Megawati	The Strategic Mapping Of Small Medium Enterprises Based On Culture By Applying Location Quotient Approach, Diamond Cluster Model, And Swot Analysis: Evidence From Minangkabau Culture In West Sumatera	Padang State University	MARKETING

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 2 (MARKETING : 7 & OPERATION : 3)

Tuesday, 21st February 2018

Session II : 15:30 - 17:00

MODERATOR : Reny Yumiasanti, M.Psi, Psikolog

No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
16	15:30 - 15:38	M. Rozah Istambul & Ishak Abdulhak	Application of Electronic Supply Chain Management in Managing the Information of Electronic Company by Utilizing the Extraprise Value Network	Widyatama University, Bandung, Indonesia	OPERATION
17	15:38 - 15:46	Mirna Dianita & Yogo Heru Prayitno & Remon Gunanta & Niki Hadian	The Analysis of Impact of Multinational Company Operations Closing to Share Price Company in Indonesia	Widyatama University, Bandung, Indonesia	OPERATION
18	15:46 - 15:54	Adi Asmariadi Budi	Building Technology Commercialization Testing Model Based On "Creative Destruction" Concept	Institut Teknologi Bandung	MARKETING
19	15:54 - 16:02	Arry Hutomo Mustika Djaya & Tezza Adriansyah Anwar & M. Haizam M Saudi & Obsatar Sinaga	Green Corporate Image: Moderating the Relationship Between Green Purchasing and Sustainability Performance at Indonesia Cold Chain Fishery Distributor	Widyatama University, Bandung, Indonesia	MARKETING
20	16:02 - 16:10	Dinda Martha Ayuningtyas & Pri Hermawan	The Impact of Brand Equity on Brand Preference in the Car Ride-Hailing Service Decision	Institut Teknologi Bandung	MARKETING
21	16:10 - 16:18	Hadiyah Fitriyah	"Green Product" : Innovation Strategy In Improving Batik Creative Industry Performance	Universitas Airlangga	MARKETING
22	16:18 - 16:26	Laksyudha Prasetyo & IWayan Budi Arta & Kurnia Budhy Scorita	Effectiveness of Digital Marketing Strategy in Tourism Industry. Case Study: Wonderful Indonesia website	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
23	16:26 - 16:34	Muhamad Al Faruq Abdullah	Conceptual Framework of Purchase Decision Through Online Store	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
24	16:34 - 16:42	Prita Prasetya	Effect Of Relationship Value On Attitudinal Loyalty and Behavioral Loyalty Through Customer Satisfaction In B2B Context	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
25	16:42 - 16:50	Rafi Putra Pratama Mumin Isti Raafaldini Mirzanti	Business Strategy For Downstream Diversification Decision Of PT.Kharisma Pemasaran Bersama Nusantara (Consumer Branded Goods Business)	Institut Teknologi Bandung	MARKETING
26	16:50 - 16:58	Widya Amalia Putri & Dudi Permana	Factors Affecting Customers' Repurchase intention in Tourism Sector: An investigation At One Of The Travel Agencies in Jakarta	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 3 (HUMAN RESOURCE : 16) Tuesday, 21st February 2018 Session I : 13:00 - 15:15 MODERATOR : Dr. Abdul Rahmat					
No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
1	13:00 - 13:08	R. Luki Karunia	Student Perspective of Civil Service College Image (Case study on School of Public Administration-NIPA)	STIA Lembaga Administrasi Negara, Jakarta	HUMAN RESOURCE
2	13:08 - 13:16	Agus Daryadi, Mochamad Soelton, Jeri Ben Silalahi	Effect Of Compensation, Work Environment, Education, And Training On Employee Performance of PT. Trans Coffee Barista at Outlet Coffee Bean Pacific Place, Pondok Indah Mall And Living World.	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
3	13:16 - 13:24	Andreas Muwardi Septe Subagyo	Improving Effectiveness and Efficiency of Supervision on Mining Work at PT Bukit Makmur Mandiri Utama through BBM 7UP Program	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
4	13:24 - 13:32	Deky Sabartono & Mochamad Soelton, Darwoto	Effect Of Recruitment Process, Selection, And Work Dicipline On Employee Performance On PT. Griya Sejati	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
5	13:32 - 13:40	Devani Laksmi Indyastuti	The Effect Of Employee's Perception Of Procedural Justice On The Trust In The Leader In Universities Context	Universitas Jendral Soedirman	HUMAN RESOURCE
6	13:40 - 13:48	Galuh Boga Kuswara	Why Are Student Reluctant To Be Active in Student Activities? (a Case Study of Widyatama Taekwondo Team Bandung)	Widyatama University, Bandung, Indonesia	HUMAN RESOURCE
7	13:48 - 13:56	JH Sinaulan	Normative and Religious Analysis of Business Abortion	University of Jayabaya Jakarta Indonesia	HUMAN RESOURCE
8	13:56 - 14:04	Lili Yuliana, Mochamad Soelton Laila Fazriyanti	Effect Of Organizational Culture, Organizational Commitment, And Work Loyalty On Employee Performance In Pt. Nusantara Regas	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
9	14:04 - 14:12	Mirdha Fahlevi Aryana Satrya	Analysis Of The Factors Influencing Employee Creativity In Public Sector	University of Indonesia	HUMAN RESOURCE
10	14:12 - 14:20	Raply Pratama, Mochamad Soelton, Lisa Budiyantri	Effect Of Recruitment Process, Selection, And Compensation On Frontliner Performance Of PT. Bank Victoria International	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
11	14:20 - 14:28	Rezha Kusnandar	The Effect Of Organizational Culture, Work Discipline and Communications To Performance Of Daily Workers In The Tangerang City Transportation Department	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
12	14:28 - 14:36	Ria Saptarini, Mochamad Soelton, Farouk Arifin	Effect Of Organizational Culture, Job Satisfaction, And Engagement On Employee Performance Of Pt. Sucofindo (Persero) Head Office	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
13	14:36 - 14:44	Tati Nugrahati Sukaptinah, Muhamad Riyadus Solihin, Iwan Gustiawan	Effect Of Work Stress And Workload On Labor Employee Performance In PT. Tirta Investama Danone Aqua Jakarta Barat	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
14	14:44 - 14:52	Titto Rohendra	The Influence of Perceived Services Quality on Trust and Satisfaction and It's Impact on Loyalty	Widyatama University, Bandung, Indonesia	HUMAN RESOURCE
15	14:52 - 15:00	Tri Hadi Sulistyanto, Ari Dewi Pratiwi, Masyhudzulkhak Djamil	The Influence of Motivation, Training, Employee Commitment to Employee Performance on Sales Unit at PT AIND	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
16	15:00 - 15:08	Umi Kulsum, Sudarso Kaderi Wiryono, Yunieta Anny Nainggolan	Conglomeration Ownership And Risk-Taking Behavior: A Conceptual Framework Of Reverse Merger Survival And Performance	Institute Teknologi Bandung	HUMAN RESOURCE

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 3 (MARKETING) Tuesday, 21st February Session II : 15:30 - 17:00 MODERATOR : Dr. Adi Nurmahdi, MBA					
No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
17	15:30 - 15:38	Ardhariksa Zukhruf Kurniullah & Anggun Wandastari	Planning Model and Strategy Marketing Communication Lifestyle Magazine in Indonesia	Universitas Utara Malaysia	MARKETING
18	15:38 - 15:46	Indra Ade Irawan	Effect of Trust, Convinience, Security, and Quality of Service Online Purchase Decision (Consumer Case Study in Tangerang Selatan Area)	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
19	15:46 - 15:54	Khilyatin Dyah Ayu Noor Ikhsani & Hapzi Ali	PURCHASE DECISION: PRODUCT QUALITY AND PRICE ANALYSIS (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
20	15:54 - 16:02	Monang Simbolon & Sofyan Kamal & Septi Wahyuningsih	Analysis of Stock Return Plot by Using CAPM: Evidence of Inefficient Market	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING
21	16:02 - 16:10	Rangga Galura Gumelar & Syihabudin	The Influence of Visual Design and Word of Mouth toward Decision to Buy Batik Banten Products in Serang City	Universitas Tirtayasa Banten	MARKETING
22	16:10 - 16:18	Rose Rahmidani & Armiati, Dessi Susanti	The Development of Creative Industry of Mimangkabau Batik "Tanah Liek": SWOT Analysis Approach	Universitas Negeri Padang	MARKETING
23	16:18 - 16:26	Syihabudin & Iman Mukhroman	Communication Management on Sharia-Based Economic Activities Atsmall and Medium Enterprises in Serang Regency	Universitas Tirtayasa Banten	MARKETING
24	16:26 - 16:34	Tezza Adriansyah Anwar, Edwar J. Ramdon, Gagan Sugandi	Analysis of E-commerce Features Using Kano Methods	Widyatama University, Bandung, Indonesia	MARKETING
25	16:34 - 16:42	Yuli Harwani & Rahmi Safitri	Does Tokopedia's Customer Satisfaction Affected by Secure Transaction and Convenient Access?	Universitas Mercu Buana, Jakarta, Indonesia	MARKETING

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 4 (HUMAN RESOURCE)

Tuesday, 21st February 2018

Session I : 13:00 - 15:15

MODERATOR : Ranni Merli Safitri, ST., M.Si

No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
1	13:00 - 13:08	Abdul Samad & Roselina Ahmad Saufi	Retaining Employees By Discouraging Their Willingness to Leave	Satya Wacana Christian University, Salatiga	HUMAN RESOURCE
2	13:08 - 13:16	Angrian Permana & Sundring Pantja Djati & Melvin Lukito & Bustami Zainudin	The Impact Of Organizational Culture and Job Satisfaction on Job Performance of The Employees at Motor Vehicle Model Test Unit, Department of Transportation, Communication and Information, Tangerang District	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
3	13:16 - 13:24	Anik Hermingsih Agustina Kurniasih	The Influence of Workload Perceptions and Human Resource Management Practices on Employees Burnout (A Case Study on Mercu Buana University Administrative Staffs)	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
4	13:24 - 13:32	Aris Setiyani Joko Supono	Behavioral Event Interview (BEI) Metode For Selection The Best Candidate	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
5	13:32 - 13:40	Joko Triraharjo & Masyhudzulkhak Djamil	Follow-up Recruitment For Improvement Of Vocational Curriculum In Yogyakarta Indonesia	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
6	13:40 - 13:48	Lina Mahardiana, Hariffudin Thahir, Elimawaty Rombe	A Study of Competence and Motivation of Employees to Achieve Performance in a Supermarket	Faculty of Economics, Universitas Tadulako	HUMAN RESOURCE
7	13:48 - 13:56	Muhammad Harris Kristianto Sumayyah Ganis Sepsika Hala	Earnings Management and Female Representation in The Board of Directors – Evidence of Indonesia	Universitas Sebelas Maret	HUMAN RESOURCE
8	13:56 - 14:04	Muhammad Syaiful Ramadhan & Antonius Dieben Robinson Manurung	THE INFLUENCE OF COMPENSATION, EXTRINSIC MOTIVATION, AND WORK STRESS ON TURNOVER INTENTION OF PT. AERO SYSTEMS INDONESIA EMPLOYEE	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
9	14:04 - 14:12	Nico Alexander Vizano, Aris Setiyani, Lenny Christina Nawangsari	The Effect of Organizational Culture & Job Satisfaction On Turn Over Intention, With Organizational Commitment As a Mediating Variable (Study Case At PT. SAS Kreasindo Utama)	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
10	14:12 - 14:20	Rusdiana Yuliarti and Aryana Satrya	The Impact of Leadership Style on Employee in Role Performance	University of Indonesia	HUMAN RESOURCE
11	14:20 - 14:28	St. Hendro Budiyanto & Sundring Pantja Djati	Role Factors Leadership, Motivation, and Commitment Influence on Organizational Citizenship Behavior (Case Study Employee Institute Daya Dharma Jakarta)	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
12	14:28 - 14:36	Tjiptogoro Dinarjo Soehari Iffah Budiningsih Umi Kawiryani Tjiptoningsih Rosita Komala Hanum	Strategic Factors Management of Human Resources as a Fraud Control	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
13	14:36 - 14:44	Triadi Murwanto, Winda Widyanty Ngadino Surip	Career Development and Work Environment in the Military Performance	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
14	14:44 - 14:52	Watur Tatur Lita	Management By Walking Around Is The Most Effective. Myth or Science ?	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE
15	14:52 - 15:00	Yuni Astuti & Irma Oktaria	Performance Improvement Of Production Division X Perdana Company Tangerang Using Organizational Citizenship Behavior (OCB), Work Discipline, and Work Motivation	Universitas Mercu Buana, Jakarta, Indonesia	HUMAN RESOURCE

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

ROOM 4 (FINANCE)  
 Tuesday, 21st February 2018  
 Session II : 15:30 - 17:00  
 MODERATOR : Nico Alexander, SE., MM

No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
16	15:30 - 15:38	Apollo & Iman Yuniarto	EXCHANGE RATE VOLATILITY AND INFLATION RATE INFLUENCES ON PROFITABILITY AND ITS IMPACT TO STOCK RETURN (Empirical study of automotive and component industries which listed on Indonesia Stock Exchange 2011-2015)	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
17	15:38 - 15:46	Didi Permana Kurniawan Wiwik Utami	Contingent Liabilities And Stock Price: Study In Indonesia Stock Exchange	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
18	15:46 - 15:54	Entar Sutisman & Ade Manggala Hardianto	Capital Knowledge Concept: Accounting Behavior Approach Evidence From Indonesia	Universitas Airlangga	FINANCE
19	15:54 - 16:02	Gábor Németh and Olivia Martina Herawati	Limitations of the Implementation of Accrual Accounting in the Public Sector of Indonesia	Eötvös Loránd University, Hungary Brawijaya University, Indonesia	FINANCE
20	16:02 - 16:10	Gracia Paramitha	Good Corporate Governance and the Challenge of Sustainability in Indonesia	University of York, United Kingdom	FINANCE
21	16:10 - 16:18	Helin Garlinia Yudawisastra	The Effect of Profitability Ratio, Capital Structure, and Trade Volume to Stock Price In Mining Industry Period 2013-2016	Widyatama University, Bandung, Indonesia	FINANCE
22	16:18 - 16:26	Iqbal Yulizar Mukti & Rajesri Govindaraju	Key Factors to Institutionalize the ERP System: An Empirical Study of Indonesian Companies	Widyatama University, Bandung, Indonesia, Indonesia, Indonesia	FINANCE
23	16:26 - 16:34	Jurni Hayati	Contribution Of Fiscal Decentralization To GDP Per Capita: The Case Of Indonesia	Amikom University, Yogyakarta	FINANCE
24	16:34 - 16:42	Mahmudi; Supriyadi; Ertambang Nahartyo; Mahfud Sholihin	Respond of Management Accountant Towards Authority Pressure to Engage in Accounting Manipulation	Universitas Islam Indonesia	FINANCE
25	16:42 - 16:50	Nugrahini Kusumawati & Jaka Wijaya Kusuma	Keterkaitan Return On Asset and Firm Size Dalam Mempengaruhi Perataan Laba Pada Perusahaan Bumn Publik	STIE Bina Bangsa Serang	FINANCE
26	16:50 - 16:58	Wahyu Widodo & Robiyanto	Equity Mutual Fund Performance: the Case of Indonesia	Satya Wacana Christian University, Salatiga	FINANCE

## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

<b>ROOM 5 (FINANCE)</b> <b>Tuesday, 21st February</b> <b>Session I : 13:00 - 15:15</b> <b>MODERATOR : Irwan Tri Nugroho, Ph.D</b>					
No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
1	13:00 - 13:08	Billy Admiraldy Citra	Designing Cash Collection Accounting Information System For Workshop of Manic Motorsport Indonesia	Universitas Indonesia	FINANCE
2	13:08 - 13:16	Charles Bohlen Purba Wilhelmus	The Study of Implementation of Performance-Based Remuneration System (A Case at Work Unit X in the Indonesian National Police)	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
3	13:16 - 13:24	Eka Lavista, Tatang Ary Gumanti, Elok Sri Utami	Stock Price Behavior Around Cum-Dividend Date Of Indonesia Blue Chips Stocks	STIE Widya Gama, Lumajang, Universitas Jember	FINANCE
4	13:24 - 13:32	Irwan Taufiq Ritonga	Analysing The Quality of Accrual Accounting Implementation in Indonesia Local Governments	Faculty of Economics Universitas Gadjah Mada	FINANCE
5	13:32 - 13:40	Islamiah Kamil	Perception of G162f Ethics Of Public Accountants, Management Accountants And Lecturer Accountants On Earnings Management In Jakarta, Bogor, Depok, Tangerang And Bekasi (Jabodetabek) Area	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
6	13:40 - 13:48	Istianingsih Sastrodiharjo	Discretionary Revenue and Ownership Structure: The Opportunistic View of Management	Indonesia Banking School	FINANCE
7	13:48 - 13:56	Ivan Gumilar Sambas P	The Condition of Bid-Ask Spread Before And After Stock Split	Widyatama University, Bandung, Indonesia	FINANCE
8	13:56 - 14:04	Ivan Gumilar Sambas P	The Condition of Bid-Ask Spread Before And After Stock Split	Widyatama University, Bandung, Indonesia	FINANCE
9	14:04 - 14:12	IWAN FIRDAUS Mohammad Ari Eko Apriyanto	The Effect of Rupiah Exchange Rate / USD, Interest Rate and Economic Growth on Req45 Stock Price in Indonesia Stock Exchange Year 2012-2015	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
10	14:12 - 14:20	Nadya Lovita & Buddi Wibowo	Dynamic Linkage Between Exchange Rate, Interest Rate and Stock Market; Evidence From Indonesia	Universitas Indonesia	FINANCE
11	14:20 - 14:28	Perminas Pangeran	Internal Board and External Bank Monitoring on Corporate Cash Holding: The Empirical Evidence from Indonesian Stock Exchange	Faculty of Business, Duta Wacana Christian University	FINANCE
12	14:28 - 14:36	Putri Andari Ferranti	Post-Close Trading and Information Asymmetry Risk In Opening Price In Indonesia Stock Exchange	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
13	14:36 - 14:44	R. A. E. Virgana, Parlindungan Harahap, Tezza Adriansyah Anwar	Conceptual Research : Sharia-Based Cryptocurrency	Widyatama University, Bandung, Indonesia	FINANCE
14	14:44 - 14:52	Rubby Prastya Putra Didik Setiawan N.S Iwan Mulyana	Effect Of Good Corporate Governance Mechanism And Financial Performance Of The Company Earnings Management In Banking Company Listed In Indonesia Stock Exchange Year Period 2012-2015	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
15	14:52 - 15:00	Sinta Aryani, Sudarso Kaderi Wiryono, Deddy P. Koesrindartoto	The Stock Selection Strategy In Finding Abnormal Return In Indonesian Stock Market: A Literature Review	Institut Teknologi Bandung	FINANCE
16	15:00 - 15:08	Umi Kawiryani Tjptoningsih Tamara Orlova, Uyen Thao Dang	Evaluate the Performance of the Global Sharia Equity Fund in Indonesia	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
17	15:08 - 15:15	Yudistira Permana	On the Investigation of Stochastic Choice in Decision Making under Risk	Department of Economics and Related Studies, University of York, York YO10 5DD, UK.	FINANCE



## PARALLEL SESSION

### The 3<sup>rd</sup> International Conference of Management, Economics and Business on Universitas Mercu Buana

<b>ROOM 5 (FINANCE)</b> <b>Tuesday, 21st February</b> <b>Session II : 15:30 - 17:00</b> <b>MODERATOR : Dr. Mas Bambang Baroto</b>					
No.	TIME	AUTHOR	PAPER TITLE	INSTITUTION	CONCENTRATION
18	15:30 - 15:38	Debbie Christine & Hotmarojahan Sitanggang	Analysis of Factors that Affect Auditor Fee toward the Dysfunctional Audit Behavior	Widyatama University, Bandung, Indonesia	FINANCE
19	15:38 - 15:46	Dhea Ulva, Ignatius Oki Dewa Brata, Sendi Gusnandar Arnan	The Analysis of A Contribution of Restaurant Tax Revenue (Study Case: KPP Pratama Bandung)	Widyatama University, Bandung, Indonesia	FINANCE
20	15:46 - 15:54	Dinda Khumairah Firdaus & Wedi Rusmawan K	THE INFLUENCE OF NET INCOME AND CASH FLOW TO STOCK PRICE (Studies at Miscellaneous Industry Sector listed in The Indonesia Stock Exchange period 2012-2016)	Widyatama University, Bandung, Indonesia	FINANCE
21	15:54 - 16:02	Eddy Winarso, Diana MaryantiPutri	THE INFLUENCE OF THIRD PARTY FUNDS AND CREDIT DISTRIBUTION TO NON PERFORMING LOAN (NPL) (Empirical Study on Conventional Banking Listed on Indonesia Stock ExchangePeriod 2013-2016)	Widyatama University, Bandung, Indonesia	FINANCE
22	16:02 - 16:10	Fitriana Abang Firdaus, Tahmat	ANALYSIS OF CORPORATE ACTION AND ITS INFLUENCE ON STOCK TRADING AT INDONESIA STOCK EXCHANGE	Universitas Sangga Buana YPKP Bandung	FINANCE
23	16:10 - 16:18	Ignatius Prasetya Aji Wibowo	Feasibility Analysis of Village Potential To Optimize the Use of Village Fund and Village Fund Allocation In Establishing Village Owned Enterprises In Desa Jurug Kecamatan Mojosongo Kabupaten Boyolali	Universitas Mercu Buana, Jakarta, Indonesia	FINANCE
24	16:18 - 16:26	Jenny Indriyani Sartika R. Wedi Rusmawan Kusumah	The Impact of Likuidity, Solvability, Activity, Profitability, and Market Value on Stock Price	Widyatama University, Bandung, Indonesia	FINANCE
25	16:26 - 16:34	Lilik Handayani, Yoga Tantular Rachman	Analysis of Optimization Credit Tax Income Paragraph 23 Through Centralization Administrative Holding of Income Tax Paragraph 23 in The Framework of Income Tax Saving	Widyatama University, Bandung, Indonesia	FINANCE
26	16:34 - 16:42	Nissa Syifa, Arry Hutomo, Obsatar Sinaga	Role of Market : How to Knowledge Acquisition Impact on Investment Recovery and Reverse Logistic Towards Sustainability Performace	Widyatama University, Bandung, Indonesia	FINANCE
27	16:42 - 16:50	R. Ait Novatiani & R. Wedi Rusmawan Kusumah	Level of Health of Investee Company of Handicraft Small Enterprises After Being Funded By Venture Capital	Widyatama University, Bandung, Indonesia	FINANCE
28	16:50 - 16:58	R. Roosaleh Laksono	Effect Export, Import, Investment & Exchange Rate Trends to Indonesian Economics Growth: Approach with Cointegration and Error Correction Method (ECM)	Widyatama University, Bandung, Indonesia	FINANCE

## Exploring The Destination Images @goaseantv Twitter

**Arissetyanto Nugroho and Janfry Sihite**  
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**Abstract:** This is the preliminary research to explore the construction of ASEAN tourism promotion via @goaseantv images periode January until December 2016. This research show the promotion activities from the regional destination management organization to develop the image of ASEAN tourism destination. These activities observed from the marketing communication conducted via the twitter. This research conduct a content analysis for each image posted @goaseantv, these images analyzed and categorized regards to the image link to the website or other social media, categorized whether the image natural edited image, the number of the object displayed, type of view, type of objects displayed, number of human displayed, the animal species displayed, the type of lodge and accommodation, the dominant color, the art and culture, the food, the souvenir, the country of origin, as well as the type of the activities displayed. A total of 255 photos analyzed, and the result show that the majority of the images linked to Facebook, the majority of the image displayed natural imagery rather than edited imagery, consist of single picture, focus on panoramic views, and most view displayed is the sea.

**Keywords:** destination images, regional tourism promotion, twitter, content analysis, ASEAN

# Alternative Education Model for Hospitality and Tourism Management

**Bruce Riseley**

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**Abstract:** This paper is a brief look away from the conventional methods of providing workers to the Hospitality and Tourism industries, the economic and social benefits of alternative Education models and the Economic benefits of re-engaging the Indonesian youth in the Education process. Originally Hotels and Tourist resorts simply drew their labor from the local community except for senior managers who would manage the enterprise and possibly implement some rudimentary “Company based” training. Recently the trend has been to employee College graduates and work them through the organization until they reach their potential. However, the growth in Hospitality and Tourism is so rapid at the moment (with signs of only growth) that an immediate injection of high quality “Work Ready” staff are needed. I propose that the “Hospitality and Tourism” sectors look at the long-term introduction of “Work Place training” and direct financial, academic and training support to existing Polytechnics and the Re-engaging of disadvantaged youth in their employment, education and training programs.

**Keywords:** work place training, hospitality and tourism management, alternative education model

## **Promotion, Profitability and Government Support: Study in Tourism Corporate in Indonesia**

**Deden Tarmidi<sup>1</sup> and Zuhul Maftuh Ahnan<sup>2</sup>**

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**Abstract:** The purpose of this research is to know impact of advertising and promotion expenses on profitability especially tourism companies listed in Indonesia, and also to know impact of Government Support in program “Wonderful Indonesia” on tourism companies’ profitability. The fact that Indonesia has many beautiful places, culture and cullinary and many more identic and ethnic, what are its can increase tourism industry in Indonesia?. The variables used for this study are based on some previous research such as Kaguri (2013) and Sucuachi & Cambarihan (2016), Cancino & Bonilla (2015), Low & Mohr (1999). The sample of this study is Tourism Company listed in Indonesia who has complete datas in the range 2012-2016. Simple Regression and Paired Test are used for data analysis. The results showed that advertising and promotion expenses significant positively impact to profitability via revenue but directly insignificant negatively impact to profitability. Empirical results indicate that when company paid the advertising and promotion expenses in according with their product and business, these can increase revenue and profitability but when company paid the advertising and promotion expenses hasn’t in line with revenue so these can decrease companies’ profitability. These result can adopted by company who has motivation for growth profitability

**Keywords:** advertising promoting, profitability, government support

## **City Tourism in Relation with Number of Tourists, Online Accommodation Commercial, and City Residential Culture**

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**Abstract:** The trend of travel in developed economies countries has been steadily driven by city tourism. It is projected that international transit arrivals around the world will reach 1.4 billion by 2020 and 1.8 billion by 2030. The continuous growth of city tourism has affected cruise tourism greatly by 248 percent. The purpose of this study is to study the relationship between number of tourists encouraged by online accommodation commercial, the influence of citizen culture to predict the city tourism income. The research methodology in this study is quantitative research methodology using questionnaires of which are addressed to the local residents of the city of Kuala Lumpur. The outcome of the study is going to be contributing to the academic, i.e. the relationship between the number of tourists influenced by local resident culture to predict the city tourism income. For tourism industry, i.e. how to manage the local resident culture. So that the city tourism income is going to become optimum. Besides, the influence of online accommodation commercial on the number of tourists.

**Keywords:** city tourism, local resident culture, number of tourists in a city, and promotion of residential rental properties.

# **Motivation to Migrate of Community Ciliwung River Bank through Income and Intrapersonal Communication Factors (Study on Society in the river bank of Ciliwung, Bukit Duri, Jakarta Selatan)**

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**Abstract:** Population is generally affected by fertility, mortality, and migration. Migration occurs usually due to economic factors, information and social interaction especially in urban areas. Therefore, the purpose of this study was to analyze the effect of income and intrapersonal communication on migration motivation conducted in RW 10 urban village of Bukit Duri south of Jakarta. The number of respondents was 65, selected by multistage random sampling. All respondents are the head of the family. Based on the survey method using linear regression analysis this study indicates a positive and significant correlation to motivation to migrate from income factor and intrapersonal communication. Therefore, based on the results of the study, motivation to migrate can be increased through increased income by finding a job and open a business or entrepreneurship in a more strategic place. Motivation to migrate can also be improved through increased intrapersonal communication with the more information about the realities of life in the banks of the river, business opportunities, employment elsewhere, and open information about flats, as well as improving the process of thinking in decision making.

**Keywords:** income, intrapersonal communication, and motivation to migrate.

# **Social Media Health Campaign: An Investigation of Factors Affecting Facebook User’s Attitude and Health Behavioral Intention among Indonesian Cultures**

**Arief Bowo Prayoga Kasmu, Diah Fistiani Sukardiman and Wawas Bangun Tegar Sunaryo Putra**

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**Abstract:** Non-communicable diseases continue to be one of the leading global cause of death in the 21st century. The increasingly widespread use of social media presents an ideal opportunity for health promotion, but there is limited social media promotion research that sheds light on the attitude and health behavior intention among Indonesian cultures. The main objective this study is to investigate the factors affecting Facebook User’s attitude and health behavioral intention based on the theory of reasoned action and how Indonesian culture moderates each of relationships. A survey was conducted with Facebook Users of social marketing in health food company that is HDI family international where to have 22,568 followers. To achieve the objective, online questionnaires were distributed to 500 respondents with snowball method. It returns 215 questionnaires with 43% responds rate. Results show that informativeness, credibility, and entertainment has a positive influence towards attitude where each relationship will be moderated by Cultures (power distance, individualism, masculinity and uncertainty avoidance). Attitude has a relationship to health behavioral intention. Implications are discussed. To the best of author’s knowledge, this is the first research study that sheds light on the attitude and health behavior intention among Indonesian cultures.

**Keywords:** social media, health campaign, theory reasoned action, cultures.

# Modeling of Information System of Tourism Object for Travelers

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**Abstract:** Pangandaran Regency has many attractions that can be visited, but there are still many tourists who are less aware of the existence of any tourist attraction located in Pangandaran. Most tourists only know Pangandaran Beach Tourist attraction only. Pangandaran Tourism Office receives reports of data on the number of visitors is not realtime because the report is given by officers in every tourist attraction, for once a month, resulting in data on the number of visitors can be manipulated by tourist attractions, tourists are also less aware of information on the number of tourists is located in the tourist area of Pangandaran regency, in the end only the coastal area of Pangandaran is crowded with tourist spikes causing congestion. So need to be built an application map of Pangandaran-based tourism object android expected to help tourists who visit the Tourism Object Pangandaran regency.

**Keywords:** information, tourism, Pangandaran.



## **Luxury Cosmetic Brand and Endorser’s Characteristics: The Case of Generation Y Customers**

**Adilla Anggraeni and Bulan Angling Gading**

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**Abstract:** Various strategies are conducted by luxury brands, such as endorsement strategy and through the use of endorsement; awareness and sales are acquired among audience. Audiences’ attitude towards endorsements is often measured to know effectiveness. It is important to choose the right endorsers who may influence their attitudes toward the advertising (Ofori-Okyere & Asamoah, 2015). Different attitudes are revealed in accordance to the congruence of the endorser and the product, or the relevancy and consistency of the characteristics of the spokesperson to the brand attributes. There are some studies that believe in trustworthiness as a necessity of an endorser, some other studies claim other aspects such as expertise and attractiveness of endorsers (Ofori-Okyere & Asamoah, 2015). This study aims to investigate the impact of an endorser’s characteristics towards customers’ attitude toward a cosmetic brand. The respondents of this study are Generation Y cosmetics customers. The study found that an endorser’s characteristics such as her perceived expertness, trustworthiness and attractiveness positively influence attitude of the customers toward the luxury cosmetic brand’s advertisement

**Keywords:** brand, advertisement, endorser, luxury cosmetic brands, Indonesia.

# **The Influence of Service Quality (HEdPERF Model) on Student Satisfaction with Motivation as Moderating Variable (A study of non-traditional students of Management Postgraduate Program of Universitas Mercu Buana Jakarta)**

**Alana Damaris, Ngadino Surip, Antonius Setyadi**

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**Abstract:** The aim of this study is to examine the influence of service quality (HEdPERF Model) to student satisfaction with motivation as moderating variable. The sample of this study are 210 non-traditional students of post graduate program of Universitas Mercu Buana Jakarta, consists of 6 Master degree programs. Technique of data analysis to test hypotheses models using Structural Equation Model (SEM) with Linear Structural Model (LISREL) version 8.80. The result of all hypotheses test showing fit to empirical data. (CFI=0.97; RMSEA = 0.067; GFI= 0.85; NFI=0.94; IFI=0.97). The structural relationship between variables may be summarized as follows: (1) There is a positive and significant influence of academic aspect on student satisfaction with motivation as moderating variable with,t-value= 4.19 (2) There is no influence of non-academic aspect on student satisfaction with motivation as moderating variable (3) There is a positive and significant influence of access on student satisfaction with motivation as moderating variable with,t-value= 3.09 (4) There is a positive and significant influence of program issue on student satisfaction with motivation as moderating variable with,t=3.8 (5) There is no influence of reputation on student satisfaction with motivation as moderating variable. And academic aspect, non-academic aspect, access, program issue, reputation, and motivation simultaneously influence student satisfaction with  $R^2 = 0.68$ .

**Keywords:** service quality, HEdPERF model, motivation, student satisfaction.

## **How to improve on the Customer’s Buying Process at the Milkbar Bandung (Through Store Atmosphere and Pricing Policy)**

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**Abstract:** The level of milk consumption in Indonesia is only 11.48 kg / capita per year, this is still lowest compared to other countries in Asia. The amount of milk consumption in Indonesia is less than Malaysia, India, Singapore, Thailand, Vietnam and the Philippines. Bandung is an area with lots of culinary. The Milk Bar located on Sultan Tirtayasa street no. 27 has attempted to provide a change of atmosphere in a place with good service to its customers, in addition to pricing policy provided by the customer should be reviewed continuously in each period, The Milk Bar Bandung set the price on each product in such a way as to achieve the target Its sales value and seeks to influence customer buying decisions to buy their products. However, although The Milk Bar Bandung has set prices that are considered competitive, but the thing that happened was the decline in sales in the last three months. So to improve customer buying decisions then the application of store atmosphere and pricing policy needs to be considered well by the company. This research is descriptive and verificative, with sample 115 consumer of The Milk Bar obtained by means of iteration calculation counted 3 times. The data analysis was done using multiple regression. The results showed that of the two independent variables studied obtained the result that the price policy has a greater influence in improving customer buying decisions. And together obtained a value of 59.9% and the remaining 40.1% influenced by other variables not examined in this study.

**Keywords:** store atmosphere, price policy, customer buying decision.

## **Development of Saka Specific Business Intelligence (Dashboard) as a New Platform for Monitoring Business Process Performance**

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**Abstract:** PT Saka Energi Indonesia (SAKA) is one of emerging Oil and Gas Company in Indonesia. SAKA is subsidiary Perusahaan Gas Negara (PGN), a State Owned Enterprise (BUMN) in downstream gas industry. Current situation users have difficulties in utilizing the data for monitoring each department performance due to many reasons. This research using DMAIC (Define, Measure, Analysis, Improve, and Control) Method. Measurement were conducted by semi-structured interview, Analysis of the data using Cause and effect (fishbone diagram) and Pareto concept. The improvement step supported as well by using “indirect” brainstorming by user. The Objective of the research is to investigate whether there are obstacles/problem for user in getting information they need from SAKA data in supporting their activities and finding solution to overcome the problems. The solution is expected to be a new platform for user. This project applies qualitative research method. Two recommendations were resulted, first is SAKA need to develop Business Intelligence (Dashboard), which can automatically retrieve data, pre-calculate, and presented to management as monitoring tools. Second is regarding the feature of the Dashboard. The dashboard shall be able to display detail data as well for the technical level

**Keywords:** business intelligence, DMAIC, Ishikawa, Pareto.

## **The Effect of Compensation and Work Stress on Turnover Intention in PT. Bank Windu Kentjana International Tbk Branch West Jakarta**

**Didin Hikmah Perkasa, Shintya Tri Wardani**

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**Abstract:** This research aims to know the influence of compensation and work stress to turnover intention in PT Bank Windu Kentjana International Tbk. The object for this research is employee at PT.Mitra Utama Solusi Telematika. This research was done to 50 respondents by using quantitative descriptive approach. Thus data analysis which is used is statistical analysis in the form of double linear regression test. The result of this research shows that either simultaneously or partially, the variable of compensation and work stress to turnover intention in PT Bank Windu Kentjana International Tbk. It has been proven from the result of (f) simoultant test and the result of (t) partial shows significant point of two independent variables that supports hipotesys. There fore, the accepted assumption is, there is influence between compensation and work stress to turnover intention in PT Bank Windu Kentjana International Tbk.

**Keywords:** compensation, work stress, turnover intention.

## **Effect of Participative Leadership Style to Work Performance and Employee Performance at PT. Hero Supermarket Tbk. Bintaro Sales Support Division**

**Cristina Catur Widayati and Inge Pratiwi**  
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**Abstract:** This study aims to examine and analyze the influence of participative leadership style on employee performance dan performance. Research method used in this research is descriptive method. This research object is employee sales support division of PT Hero Supermarket Tbk. Bintaro with a population of 70 people. The sampling technique used a saturated sample with a sample size of 70 people. The approach used in this research is structural equation model (SEM) with Smart-PLS analysis. The result of this study show participative leadership style has a positive and significant impact on work performance. Participative leadership style has a positive and significant impact on employee performance.

**Keywords:** Participative Leadership Style, Work Performance, Employee Performance.

## What affect college students choose?

**Not Suco Sinaga**

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**Abstract:** In this era of globalization competition between universities to attract students is getting tighter. Therefore, universities should have a strong strategy in marketing, so it can attract new students to decide to study at STMIK Raharja Tangerang. Although STMIK Raharja is not the only alternative in Tangerang city, it will be followed by students to register to STMIK Raharja always increase from year to year. Many factors influence the decision in choosing STMIK Raharja. Knowing these factors will greatly help STMIK Raharja in determining the policies that will be taken next in increasing the number of STMIK Raharja students for the following years. This study aims to find out how to affect the image of the team, group references, accessibility to the decision of student selection in choosing a college. This study adds to the literature now outlining conceptually about the influence between brand image, reference groups, accessibility to electoral decisions.

**Keywords:** brand image, reference group, accessibility, purchasing decision.

# **The Implementation of Nature Law on Human Rights Law of Women Economic Workers**

**Ramlani Lina Sinaulan**

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**Abstract:** Discrimination based on sex attempted to lost, however still only happens major differences between men and women in this case: common employment opportunities, wages, and legal protection. Women as workers, citizens, and as the living God has the rights and obligations, and also the same opportunities with men, in terms of the work, including parallels the wages and benefits, removal action firing workers because of pregnancy or because of the status of marriage, can be categorized as actions that violate human rights, while Indonesia has ratified the rules of his nature recognize the position of the labor law women so it expected discrimination can be removed mostly reduced so that it does not happen again discrimination against women workers.

**Keywords:** equality, work, law, and gender.



## **Hedonist Behavior in Choosing Tourist Attractions among the Middle Class as an Influence of Lifestyle**

**Lucky Radi Rinandiyana and Deasy Lestary Kusnandar**

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**Abstract:** The information technology brings new consequences on how people acquire and utilize information. The abundance of information makes the society's order is volatile because intercultural interreligious processes occur so easily. This can be seen from the development of lifestyle, especially the hedonic lifestyle. The focus of the research is hedonic behavior especially in outdoor activities to support the goal of becoming the center of attention and achieving the enjoyment of life. The desire to show the existence of the self becomes an opportunity for tourism business. The hedonic lifestyle in determining the tourist attractions is influenced by how the public uses the media to obtain and process information. Therefore, it is necessary to know the decision of the selection of tourist attractions that are influenced by hedonic lifestyle as a result of Information Communication and Technology (ICT) literacy rate among the middle class in Tasikmalaya City.

**Keywords:** purchase decision, hedonist lifestyle, ICT literacy.

## **Strategic Position of Pos Indonesia Parcel Courier Service in the E-Commerce Era**

**Cahyaniar Citratri Andika and Harimukti Wandebori**

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**Abstracts:** Express courier industry has been growing rapidly, parallel with the growth of e-commerce users. This rosy opportunity has created tougher competition among express courier service players. PT Pos Indonesia, a state-owned company, has been long known as the pioneer of express courier service, and struggling to survive from lowering market share over time. The analysis of internal and external condition is done to know the current strategic position of the company in the e-commerce era. General analysis that consists of political/legal, economic, socio-cultural, demographic, global, and technological give insights about environmental trends that influence industry condition. Consumers' bargaining power, Suppliers' bargaining power, threats of new entrants, threats of substitute products, and intensity of rivalry are factors to examine based on Porter's five forces model. Completing the external environment, internal environment is studied, to find the resources and capabilities contributing to competitive advantage. The competitive advantage that fulfill valuable, costly to imitate, non-substitutable and rare criteria is categorized as sustainable competitive advantage and act as the internal strengths that supposedly supports to exploit the opportunities and mitigate the threats. The internal issues which may contribute to lessen competitiveness is also identified, to minimize the weaknesses that can influence the company's strategic position.

**Keywords:** pos Indonesia, express courier service, strategic position, external and internal environment, core competency, competitive advantage.

## **The Influence of Coverage, Quality of Service, and Outlet to Purchase Decision of PT Indosat (Study Cased Region Jabotabek)**

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**Abstract:** This study is intended to analyze the Influence of Coverage, Quality of Service and Place to the purchase decision. The design of this research is quantitative method. The population of this study was customer at Jabotabek area that consist of 10.600.000 customers. The sample size in this study using Isaac and Newton with 10%, thus the sample size was 272 people. This research uses multiple linear regression analysis technique. SPSS 20.00 analysis tool. The hypothesis of this study is H<sub>1</sub>: Coverage is influence to purchased decision, H<sub>2</sub>: Quality of service is influence to purchased decision, H<sub>3</sub>: Outlet is influence to purchased decision, H<sub>4</sub>: Coverage, Service Quality and Outlet simultaneously are influence to purchased decision at PT. Indosat.

**Keywords:** coverage, quality of service, outlet, purchase decision.

## **Exploring the Factors of Urban Community's Intention to Use Photovoltaic Solar Power Technology in DKI Jakarta**

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**Abstract:** The purpose of this study is to explore the factors driving urban communities to use photovoltaic solar power technology in DKI Jakarta. Based on the data obtained, the utilization of photovoltaic solar power technology in Indonesia is still very low. Urban society is chosen because it becomes the biggest energy consumer. The low utilization of photovoltaic solar power generation technology in urban areas may be caused by many factors, from pre-survey results obtained some dominant factors. The literature on the concept of urban community intention to use photovoltaic solar power technology is generally limited. So this study adds a literature in the field of solar photovoltaic solar power technology by explaining conceptually the linkages between marketing communications, public awareness, and price perceptions to encourage urban residents to use photovoltaic solar power technology.

**Keywords:** urban communities, intention to use, solar power technology, photovoltaic.

# Marketing Strategies Formulation Framework for Hospitality and Tourism of an Administrative City – A Model

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**Abstract:** The purposes of this paper is to deliver a model which enable authorities to analyze and reflect insight to marketing strategy formulation and implementation of a local hospitality and tourism board administrator, then, from the reflection would enable better marketing formulation strategies for the future actions. Knowing organizational position in the market place is important, also for a tourism board, and for that the Internal External (IE) Matrix would be immensely important. A model for formulating marketing strategies can be derived by applying descriptive and verificative studies. Primary data gathering obtained by interviewing stakeholders in the tourism and hospitality industry, while secondary data collection through the study of literature, websites, periodicals and other publications. The data analysis consists of external and internal environment scanning and assessment scores, review of the tourism and hospitality (services) marketing mix effectiveness, and market strategies analysis through reflection of current Segmenting, Targeting and Positioning (STP) analysis. A new marketing strategies should start from analyzing the internal and external environments. The Grand Strategy Matrix can be exercised to derive options to possible alternative strategies available which can be used by an authority. A model derived can be used as important tool in suggesting to many local authorities in formulating their new corporate and marketing strategies, and to enable increase in competitiveness by distinguishably offering products which are different from other areas (competitors), enhancing values offered to attractive new tourists, creating and maintaining new and current destinations, as well as considering the blend of local wisdoms and cultural components embedded in its products and services offering, all of these efforts are aimed simultaneously to raise local revenues, which can be derived from the increase in the number of tourist visiting the area, as well as the enhancement of many small medium enterprises which support the growth of local economy and for the betterment of the society's wellbeing.

**Keywords:** hospitality and tourism marketing mix, IE matrix, grand strategy matrix, hospitality and tourism industry.

## Recognizing Motivation of Traveler on Travel Decision

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**Abstract:** The increased competitiveness of business and travel in Indonesia, making the businesses sought in various ways to survive and improve their business. They compete to attract the attention of potential consumers or tourists and influence them to buy tourist products offered. Kaki Semut Adventure is an example Event Organizer which is focused in tourism, they survived in business tourism even they had progress to develop consumer in the sale of domestic tour packages for open trip or private trip. The purpose of this study an investigation to determine the depth overview of what is affecting traveler to do making travel decision. So this study adds a literature in the field of tourism by explaining the concept correlation between price perceptions, group reference, and product differentiation to stimulate traveler in travel decision.

**Keywords:** tourism, travel decision, price perception, group reference, product differentiation, purchase decision.

## **Sustainable Tourism: Tourist’s Behaviour Perspective**

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**Abstract:** The research analyzes variable in term of image destination and value perception on tourists’ satisfaction and its implication on their Intention to re-visit. The findings are obtained from research on visitors of Kepulauan Seribu. Based on the research findings have been obtained that destination image has positive effect and not significant on tourists’ satisfaction. Meanwhile, value perception has positive effect and significant on tourists’ satisfaction. Furthermore, satisfaction has positive effect and significant on their Intention to-revisit.

**Keywords:** sustainable tourism, behaviour, perspective.

# **The Strategic Mapping of Small Medium Enterprises Based on Culture by Applying Location Quotient Approach, Diamond Cluster Model, and SWOT Analysis: Evidence from Minangkabau Culture in West Sumatera**

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**Abstract:** The aim of this research is to formulate the strategy to develop Small and Medium Enterprises (SMEs) based on Minangkabau culture. This research is conducted by grouping all the potential units of SMEs that exist in some city and district in West Sumatra and then applied a qualitative descriptive analysis to find each strengths, weaknesses, opportunities, and threats from those SMEs available data. The data in this research is obtained by doing in-depth interview with some selected respondents (informants) with snowball sampling method. The results showed that the mapping of industrial distribution mainly for handicrafts and culinary centered in certain areas. In terms of handicraft products such as weaving songket is available in two areas, namely Pandai Sikek subdistrict and Silungkang subdistrict, meanwhile embroidery products are in Bukittinggi city and Agam regency. Next, for one of an authentic Minang batik products is found in Padang city and Dharmasraya Regency and for culinary products of West Sumatra namely Rendang (meat, eggs, jengkol) were concentrated in the city of Payakumbuh and district Limapuluh Kota. Furthermore, SWOT analysis can be illustrated that each group of typical product industries that become the object of research in general tend to have the same characteristics and problems. In the handicraft industry (woven songket, embroidered, and batik) the quality of the product becomes the selling value with the uniqueness (cultural value) and level of difficulty in the production process, making it expensive to imitate. However, there are some disadvantages of the industry as well as the problems that businesses are often faced, such as skilled labour is still limited, the longer time of production process because the process is always done manually. In addition, the availability of raw materials (which must be imported) is limited as well as high selling prices. Another problem that arises is the limited use of final products because handicraft products are usually only used by certain people at customs events or for the purpose of showing social status in the community. This causes the level of market demand for the product become low.

**Keywords:** strategic mapping, SMEs, creative industry.



## **Managing *Dago Pojok* Creative Tourism Village: Does It Really Creative Tourism?**

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**Abstract:** Creative tourism is a new type of tourism with different concept and fresh compared to the concept of Cultural Tourism. Creative Tourism is more focused on the involvement of tourists to be active in tourism activities, and it is necessary to involve local communities and informal activities. One of tourist destinations related to creative tourism is Kampung Wisata Kreatif Dago Pojok (Dago Pojok Creative Tourism Village) located in Bandung, West Java, that presents the atmosphere of the town. This research aimed to see how the leaders of this village managed this area which has been claimed as a creative tourism village. The research was also conducted to examine the visitors' opinion about this tourist destination and the reasons they visited this place. The research method used was descriptive quantitative correlational. The research instrument was questionnaire followed up with interview and observation. Statistical calculation was done to find the mean value of indicators and correlation value of the variables under study. The results showed that there were 15 existing tourism activities in Kampung Wisata Kreatif Dago Pojok, but only 8 of them belong to the creative tourism category. The correlation test results showed the moderate relationship between creative tourism in Kampung Wisata Kreatif Dago Pojok and the reason of tourists coming, and the influence of creative tourism toward the reason of visiting was only 29%. Visitors' internal reasons to come to Kampung Wisata Kreatif Dago Pojok was higher than their external reasons.

**Keywords:** creative tourism, Dago Pojok, Tourism Village.

## **Tourist Attractions Art of Debus Banten Supported by Tourists**

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**Abstract:** In recent years, tourism has become a very competitive market (Mezak, 1999; Crouch & Ritchie, 2000). One of the important components of tourism resources is the destination (Damanik & Teguh, 2013). The most competitive travel destinations are the most effective in creating sustainable prosperity for the communities around them (Dwyer and Kim, 2003). Debus arts itself is a science that has developed from the 16th century in the province of Banten. In those days the performing arts that exhibited this immunity were used as a science against the invaders by the homeland fighters. Until the end, the art of debus silat became a performing arts used to entertain the kings in the Surosowan Sultanate in Banten (Cliff A, 2015). Debus art is a game that shows a person's immunity from sharp weapons, fire, and so on. The tool used is called the dabus which is a tool of wood with iron-shaped ends hanging pointed, the ability to not wound hold the chain burned charred, the immunity from the blow and prick of sharp objects. (Iis Sulastri, 2014). Currently people only recognize debus as an art attraction that is considered plebeian and scary or extreme. As in the article Her Suganda entitled HM Idris, Debus Banten Pioneer, many people cringe when watching the show debus. Machete sharply flashed like a silat movie. Coals and other sharp weapons are toys without showing any fear to the players. Tourists as a tourist attraction now is not easy to see the attractions of this debus silat, also can not be found in any place. Tourists can only see on certain events. It should be a debus art arts attraction we can easily see the attractions in a building as a place of good performances and comfortable and with a regular schedule. Viewed in terms of the quality of attractions as a product can not be enjoyed with the delicious. These two issues are not yet satisfactory. Potency Silat art debus which is the original art of Banten province that should be the main purpose of tourism performances in order to be better known and liked by foreign tourists and the archipelago. The Tourists came to see live debus arts performances in a building and feel satisfied entertained. This of course will make the silat arts performances as a show of attraction of popular domestic and foreign tourists as a competitor performances martial arts attractions muathai Thailand. The population in this study is the people who live in Serang City, Indonesia. The questionnaire used multivariate variables. The sample used is Non Probability Sampling technique, the type of method used is purposive sampling. Variable measurements were performed using Likert Scale 1 - 5. Data were collected on tabulation, processed and analyzed, processed and analyzed as many as 170 questionnaires. The result of research is the quality of attraction and place of the show have positive and significant influence to the satisfaction of tourists, either partially or simultaneously. Good show quality can and good show place will give satisfaction to the tourists.

**Keywords:** product quality, food price, tourist satisfaction.

# **The Influence of Service Quality, Price and Brand Image on Customer Satisfaction of Online Transport User of Go-Jek (Study Cased Universitas Mercu Buana, West Jakarta)**

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**Abstract:** This study is intended to Analyze the Influence of Service Quality, Price and Brand Image to customer satisfaction. The design of this research is quantitative method. The population of this study is the Master of Management students at the University of Mercu Buana, which is 228 Students / 2017 located in Meruya. The sample size in this study was Slovin with a 5% error rate, so the sample size was 145 people. This research uses multiple linear regression analysis technique. SPSS 20.00 analysis tool. The hypothesis of this study is H1: Quality of service affects customer satisfaction, H2: Price affects customer satisfaction, H3: Brand image affects customer satisfaction, H4: Quality of Service, Price and Brand Image simultaneously affect customer satisfaction of Go-jek online transport user.

**Keywords:** quality of service, price, brand image, customer satisfaction.

## **Analysis on Consumer Behaviour of Students through Electronic Commerce**

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**Abstract:** The cutting edge for business today is electronic commerce. Electronic commerce is a selling and buying online transaction through commercial technology and has become an important part of the society that fundamentally changed the current of human life and creates phenomena on consumer behaviour. Electronic commerce draws the attention of human beings in every level including college students. Students as young people are significantly more likely to shop online as they indicated a greater level comfort with online purchasing. College students will enter mainstream of the online and homogeneity of consumer group. This research had involved students from 12 study programmes of 6 faculties registered at the Universitas Islam Syekh-Yusuf in Tangerang as its sample with the objectives to identify the frequency of the product purchase, motives of purchasing, and its relation through electronic commerce. The questionnaires consisting of 14 questions that had been used as the research method distributed to 1000 students resulted that the frequency of students on purchasing products online is on monthly basis and the motives behind are security, comfort, efficiency, trend, price, quality, satisfaction, the product comply with expectations and it has also revealed that there are positive relationships between network access to frequency of transaction, network access to provider and between frequency of transaction and motives.

**Keywords:** consumer behaviour, e-commerce, college students.

## **Redesigning of Social Entrepreneurship Refers to Economic Constitutional Amendments**

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**Abstract:** Entrepreneurship has a role in encouraging the democratic economy according to the economic nature of Article 33 UUD 1945 (economic constitution). This paper analyzed the data by using a grounded theory approach. This paper examines critically and presents constructively about what, why and how to redefine, reorient, redesign and view the function as to the implementation of social entrepreneurship in the democratic economy. Upon the constructive ideas suggested here, hopefully entrepreneurship can encourage the democratic economics.

**Keywords:** article 33 UUD 1945, social entrepreneurship, democratic economy.

## **Implementing Innovation Management on Unique Resources to Enhance the Business Performance of Organic Fertilizer Industries in Indonesia**

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**Abstract:** This study derived from the phenomenon of less optimal business performance on organic fertilizer industries in Indonesia, this issue was assumed that the resources is not unique and does not imposed innovation management on the resources as well. The intention of this research is based on the preliminary survey and research done on organic fertilizer industries registered in the Ministry of Agriculture. Most of these industries are unable to survive the business eventhough the requirement for organic fertilizer tends to increase. The survey also detected that the production line from most of the industries are relatively similar. These may be one of the reasons for low performance and no uniqueness in the industries. The research done in this paper is based on descriptive and verification analysis; the descriptive method is based on Scoring Analysis where the verification methods is based on quantitative analysis. The process of observations are using time scope or time horizon with cross section/one shot, which was done in 2016. The respondents selected in this research are the production managers of organic fertilizer industries in Indonesia. The process of sample selection was done through Simple Random Sampling due the same characteristics of industries. The data processing is done through Partial Least Square as the researched tools. This research conclude that Innovation Management provide significant influence on Unique Resources compare to the Competitive Strategy in order to optimize the final result of Business Performance. The result of this research support the preliminary survey that in order to optimize the Business Performance, the organic fertilizer industries must develop their resources innovatively into uniqueness to obtain competitive advantages.

**Keywords:** unique resources, innovation management, competitive strategy, business performance.

## **Sustainable Tourism Management in Bengkulu City**

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**Abstract:** This study aims to analyze the management of marine tourism sustainable in Bengkulu City. The nature of this research is explorative to explore the influence of marine tourism development on economic strengthening of Bengkulu City in ecology, economic, institutional dimension. This research used to analyzed marine tourism management by conducting analysis of tourism behavior using descriptive analysis and economic base analysis using quiten location analysis (LQ) and Rapfish for analyzed data of sustainable management. Data taken in analyzing ongoing Maritime Tourism from secondary data and bibliographic data. The results of the study illustrate that the tourism sector can be the economic base of Bengkulu City. But the development of marine tourism has an impact on the ecological dimension and not yet optimal institution. In addition, marine tourism development has a positive effect on economic strengthening of Bengkulu City. The problem solving is to carry out an integrated marine tourism management strategy that is the integration of ecological dimension, economic dimension and institutional dimension.

**Keywords:** maritime, sustainable, tourism.

# **Analysis of Tourism Product Innovation, Local Culture and Promotion Strategy on Decision of Tourist’s Choice of Destination to Toba Lake**

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**Abstract:** This research aims to test the analysis of Tourism Product Innovation, Local Culture and Promotion Strategy on Decision of Tourist’s Choice of Destination To Toba Lake. The sampling technique to be used in this research is *Convenience Sampling*. Respondents in this research are 180 of respondents who have spent their holidays at Toba Lake and respondents who were spending their holidays at Toba Lake, whose total is not known in detail. The approach used in this research is *Structural Equation Model* (SEM) with the analysis tool LISREL. The research result obtained after carrying out Structural Model Test/Hypothesis Test shows that the Tourism Product Innovation, Local Culture and Promotion Strategy variables affect positively and significantly the Decision of Tourist’s Choice of Destination. The Tourism Product Innovation variable affects positively and significantly the Decision of Tourist’s Choice of Destination. The Local Culture variable affects positively and significantly the Decision of Tourist’s Choice of Destination. The Promotion Strategy variable affects positively and significantly the Decision of Tourist’s Choice of Destination.

**Keywords:** tourism product innovation, local culture, promotion strategy, buying decision, decision of tourist’s choice of destination.



# **The Effect of Organizational Culture & Job Satisfaction on Turnover Intention, with Organizational Commitment as a Mediating Variable (Study Case at PT SAS Kreasindo Utama)**

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**Abstract:** Currently high levels of turnover intentions have become a serious problem for many companies, therefore it is necessary to investigate the cause of its. The cause of turn over intention should be prevented from interfering with the productivity of the company. The purpose of this study was to investigate the effect of organizational culture, employee satisfaction on turn over intention. Organisational Commitment used to mediating variable. Population of the sample from PT SAS Kreasindo utama is 230 people and 150 samples obtained using the Slovin formula. Methods of data analysis used statistical analysis with Partial List Square (PLS). The results showed that organizational culture have a positive effect on organizational commitment ,job satisfaction have a positive effect on organizational commitment, Organizational culture have a negative effect on turn over intention, Job satisfaction have a negative effect on turn over intention, Organizational Commitment have a negative effect to turn over intention, Organizational Culture has a negative and significant effect on turn over intention through Organizational Commitment and Job Satisfaction has a negative and significant effect on turn over intention through Organizational Commitment.

**Keywords:** organizational culture, job satisfaction, organizational commitment, turnover intention, Partial List Square (PLS).

## **A Study of Competence and Motivation of Employees to Achieve Performance in a Supermarket**

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**Abstract:** This study aims to examine the perceptions of the influence of competence dimensions, work motivation on performance at Self Employee X in Palu City. This research is an explanatory research of the influence of variables (explanatory research), by using survey approach. Data were collected through questionnaires distributed to 135 employees (as respondents) who returned questionnaires as many as 108 people, and then analyzed by path analysis techniques, using SPSS 21 software assistance. The results showed that there was a direct and significant influence between competence and performance of 0.416. The influence of competence on performance can be strengthened if there is work motivation that influences the competence. The value of the effect of employee work motivation on performance indirectly is 0.294 with a significance of  $0.020 < 0.050$ .

**Keywords:** competence, work motivation, performance.

## **Effect of Compensation and Occupational Stress towards Turnover Intention in PT. Bank Windu Kentjana International Tbk Branch X West Java**

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**Abstract:** This research aims to know the influence of compensation and occupational stress towards turnover intention in PT Bank Windu Kentjana International Tbk. The object for this research is employee at PT. Mitra Utama Solusi Telematika. This research was done to 50 respondents by using quantitative descriptive approach. Thus data analysis used is statistical analysis in the form of double linear regression test. The result of this research shows that there is effect either simultaneously or partially from the variable of compensation and occupational stress to turnover intention in PT Bank Windu Kentjana International Tbk. It has been proven from the result of simoultant test (f-test) and the result of partial test (t-test) that shows significant point of two independent variables that supports hypotheses. Therefore, the accepted assumption is, there is influence between compensation and occupational stress to turnover intention in PT Bank Windu Kentjana International Tbk.

**Keywords:** compensation, occupational stress, turnover intention.

## **Exploring the Role of Optimizing E-Impulse Buying on the Relationship between User Interface Design, Experience and Buying Intention**

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**Abstract:** Internet makes many things become easier, cheaper and faster, as well as retail industry. Start from the customer shopping behavior, advertising, up to transaction. One of the essential things in online selling is how to attract as many consumers as possible to visit the website so that they want to buy the products offered. This study aims to learn about the impact of e-impulse buying, user interface design and user experience of consumer buying interest on e-commerce website with the product type of sport fashion. By implementing the partial least square analysis method to measure the correlation between variables, the result of the research found that the e-impulse buying and the user interface design have significant influence to consumer buying interest in website. Whereas, user experience has no effect at all on buying interest. On the other hand, the user interface design and user experience proved to give impact on e-impulse buying on consumers while shopping online.

**Keywords:** e-impulse buying, user interface design, user experience, buying interest.

# The Early Thought of Water Transportation and Green Transportation for Tourism Special Region in Yogyakarta Province

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**Abstract:** Special Region of Yogyakarta Province should utilize water transportation to be unique and reduce traffic jump. Along the rivers and watersheds Progo river and Opak river many tourist attractions that need to be created unique location with a pleasant transportation and relatively not far distance. The objection of increasing tourism in Yogyakarta in order to sustainably, green transportation, provide jobs and improve the lives of residents around the river. Survey conducted using secondary data. Survey of every long holiday happened crowded everywhere, secondary data used the amount of tourism, geography, geology, river map, rainfall and hydrological data, the population in the upper river, sustainable tourism in Venice by water transport. Argument of potential tourism, engineering issues, community social responsibility (CSR), community participation and financing by utilizing the potential of nature, community culture, local wisdom. Analyzed to develop tourism with main stream water transportation. In some places made jetti for passengers up, down. To get to the sights with transportation without pollution likely as bike, horse-drawn carriage andong, wheelchair. Initial findings of the authors conducted is the potential of water transportation to be a mainstay of tourism, the potential of sustainable transportation to increase the number of tourism, qualitative engineering analysis, potential community participation, CSR potential, and community and local government financing potential. Initial thinking it is necessary to follow up on multi-year research of various disciplines and be analyzed in an integrated manner. Conclusion of the completion of engineering is not difficult as long as the allocation of costs for gradual surveys, laboratories, design and physical implementation to achieve optimal results, community participation along the watershed, CSR, local governments provide funds. If water transportation can be implemented will be very interesting tourism especially abroad, is access to tourism especially foreign tourist who is still under 10%.

**Keywords:** sustainable tourism, water and green transportation, engineering, CSR and community participation.

## **Co-Innovation in the World Music Business: A Conceptual Framework**

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**Abstract:** The discussion of co-innovation concept has recently been emerging in management studies at various industries. However, there has been lacking discussion regarding its relevance in the music business. This paper, therefore, proposes a theoretical framework of co-innovation in the music business. Through review of previous literature that pertains to this particular topic, it is discovered that there are four building blocks of co-innovation which are relevant in the music business' context. These are convergence of ideas, co-creation experiences, collaborative arrangements, and value co-capture. It is expected that through this proposed framework, future researchers interested in this area could provide a more exhaustive explanation in implementing co-innovation in the music industry.

**Keywords:** co-innovation, music, framework, multi-actor, innovation.

# **Effectiveness of Digital Marketing Strategy in Tourism Industry**

## **Case Study: Wonderful Indonesia website**

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**Abstract.** The role of digital marketing were increase in every corner of industries. It affected to the way business promote their offering and especially in the tourism industry, were customer have instant access to all kind of information on the destination, transportation and other tips. In Indonesia, since 2011, Wonderful Indonesia become country tourism digital branding and has won 50 awards in more than 20 countries and regions of the world. This paper intends to examine and analysis the effectiveness of Wonderful Indonesia website as a part of digital marketing strategy to increase tourist traffic in selected destination area using primary data from direct survey questionnaires and secondary data from website activity report.

**Keywords:** digital marketing, marketing strategy, tourism, wonderful Indonesia.

## **E-Commerce System in Culinary**

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**Abstract:** In recent years currently. Some of new ventures have emerged based on expertise possessed by business actors. They build the skills are they have become a business opportunity to generate profits. One of the forms is those who run the food business from their own production. Those who run the business have a great opportunity to make a profit, because they have rare skills that the people has. But on the other hand there are problems that become obstacles for those who will run the business, namely in marketing their products and expertise to buyers prospective. From the problems that exist, the author took the initiative to develop a web-based information system to solve problems that occur in the process of marketing and transaction. The methods of data collection by way of literature study and questionnaire. Information system development method will use Prototype method. With the availability of such information systems, it is expected that people who have the skills to cook and selling product made to the consumer widely. Also in hopes of increasing the number of sales.

**Keywords:** information system, website, prototype.



# **Green Corporate Image: Moderating the Relationship between Green Purchasing and Sustainability Performance at Indonesia Cold Chain Fishery Distributor**

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**Abstract:** Organizations which have a good image on services and products fairly more proper to customers. Increasing customer knowledge about the quality of fish keep fresh requires the company to keep the fish cold chain distributor company concerned with maintaining appropriated environmental practices. This paper analyses part of the viability of green supply chain management practices created for fisheries distributors which has green corporate image to enhance relationship between green purchasing practices towards sustainability performance. The resulting hypotheses are tested using Moderated Regression Analysis (MRA). Fishery cold chain distributors in Indonesia data of 206 samples are utilizing as primary and secondary data. Finding reveal, a phenomenon with green corporate image have significant effect to enhancing sustainability performance. Moreover, our results yield insights to green practices in optimizing their supply chain and sustainability performance.

**Keywords:** green purchasing, green corporate image, sustainability performance.

# **Factors Affecting Customers, Repurchase Intention in Tourism Sector: an Investigation at One of the Travel Agencies in Jakarta**

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**Abstract:** This research performed to find out the factors affecting customers' repurchase intention in tourism sector which currently keep on increasing. This research conducted in one of the travel agencies in Jakarta. Since the tourism has increased and develop many small and medium-sized enterprises makes the travel agencies are faced with a significant challenge. Supported by the technology which help the competitors appear in a concept of an easy way to do travel by using the online travel agencies has made the challenge higher. This research used a questionnaire survey and chose customers who have purchased one or two times in a year. Further analysis of this research is using PLS-structural equation modeling (SEM).

**Keywords:** repurchase intention, perceived quality, confidence, corporate image.

# **The Role of Transformational Leadership in Developing New Tourist Destination of Dutch Colonial Heritage Building in Bandung City**

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**Abstract:** The tourism sector is one of the economic potential for some countries in the world. There are many types of tourist destinations, among others colonial heritage buildings. Bandung city is one of the cities that have many Dutch colonial heritage buildings in Indonesia. The building is designed in *Art Nouveau*, *Art Deco* and *Indische Style*. The heritage buildings are a potential for the development of new tourist destinations. The market segment of the new tourist destination is tourists from Europe, especially Dutch tourist. But this potential has not been optimized by the government of Bandung. The research used descriptive method with survey type. The purpose of this research is to develop new tourism destination in Bandung City and to study the right type of leadership for Bandung Tourism Office (*Disbudpar*), especially about transformational leadership. Utilization of heritage buildings in the city of Bandung has not been optimally caused by many factors, especially the economy that encourages many changes in its function. In order to face the tourism industry in ASEAN, it is necessary transformational type leaders who are able to realize organizational goals, develop the potential of subordinates, visionary thinking and innovative action.

**Keywords:** heritage building, Indische style, tourist destination, transformational leadership.

## **Analysis of Interesting Factors of Coastal Tourism in the South Banten Region**

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**Abstract:** South Banten is a region located at the south-western end of Banten province which has considerable potential in the tourism sector, especially marine tourism because of its location directly adjacent to the Sunda Strait and the Indonesian Ocean. The length of the coastline owned by Banten province in this region reaches more than 230 km which is generally used as a tourist place. Marine tourism is a type of tourism that has activities related to marine, both above sea level and activities undertaken below sea level. The development of maritime tourism is one of intangible resource utilization, which is a benefit that indirectly can be enjoyed by society, but it is difficult to be evaluated in real money form. Primary data and secondary data to be obtained, analyzed by descriptive statistics method and inferencing statistical method. Descriptive statistical method is used to describe the characteristics of tourists, whereas the inferencing statistics method is used to determine the factors that influence the visits of tourists to Carita Beach attractions, namely multiple linear regression model with Ordinary Least Square prediction method. The reason tourists are more interested in visiting the Tourism Region Coast Region of South Banten because they feel bored with other tourist attractions, in addition to the scenic beauty of this tourist area. The main characteristic of tourists who visit the Coastal Area of South Banten Region is young people, both for respondents who do not stay and stay (mostly in their 20s) and most of the tour group of friends. Factors that significantly affect the level of visits to the Coastal Tourist Region of South Banten Region for respondents who do not stay is the cost of travel, the level of individual income, mileage and family income. While the factors that significantly affect the respondents who stay are travel expenses, lodging costs, education level, leisure time, the number of entourage, mileage, and attractiveness.

**Keyword:** coastal tourism, interesting factors, South of Banten.

## **Effect of Relationship Value on Attitudinal Loyalty and Behavioral Loyalty through Customer Satisfaction in B2B Context**

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**Abstract:** The paper’s purpose is to broaden knowledge of customer satisfaction and loyalty in business-to-business markets. The study test a model in which customer satisfaction is conceived as mediating the relationship between the elements of relationship value (direct product cost, product quality and service support), attitudinal loyalty and behavioral loyalty. In this regard, a survey was conducted on paint dealer. Data were elicited from a conveniently selected sample of 150 paint dealers who sell Propan Raya decorative products with questionnaire and direct interview. Hypothesis, which were proposed within the framework of the research model, were tested with structural equation modeling. A negative relationship was observed between direct product cost and satisfaction. Product quality and service support showed significant positive relationships with satisfaction. Customer satisfaction is also positively related to both attitudinal loyalty and behavioral loyalty.

**Keywords:** direct product cost, product quality, service support, customer satisfaction, attitudinal loyalty, behavioral loyalty, paint dealer, business-to-business.

## **Creative Industries Encourage the Potential Tourism Development**

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**Abstract:** Government of Banyumas Regency in order to encourage the development of creative economy by empowering business in the tourism sector. According to the planned development of creative industries in Indonesia until 2025 which the tourism industries are expected to become one of the main industries on the growth of creative economy. This study aims to provide an explanation of the development of tourism industry and economic activities related to the industry in the area of Banyumas Regency. The data used in this research is in the form of the data of the number of tourists both domestic and foreign tourists, hotel occupancy rate, length of stay, the number of manpower in the field of hotel for the period 2012 to 2016. To know the economic activity in the tourism industry conducted survey against economic actors in the field. The tourism industry of Banyumas Regency is still based on nature tourism. The existence of several attractions that really need a serious attention by the local government and other parties as stakeholders tourism industry. The Banyumas Regency with various tourism objects, unique culture could still be further developed because it has its own characteristic which is a blend of nature tourism and cultural tourism so that the development of its sector could also raise the economic potential of the communities.

**Keywords:** tourism, nature tourism, culture tourism, creative industries

## **Influence of Advertising Messages, Power Advertisers and Celebrity Endorser to the Implication of the Decision of Purchasing Yamaha Mio Product**

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**Abstract:** Knowing and analyzing the influence of advertising message, power advertisers and celebrity endorser to purchase decisions of Yamaha Mio Product. The study used multiple regression with a sample of 200 correspondents based on the calculation and discussion. Then it is concluded that: (1) advertising messages affect the purchase decision; (2) power advertisers affects purchasing decisions; (3) celebrity endorser affects the purchasing decision; (4) simultaneously the three variables simultaneously have an effect on the purchase decision.

**Keyword:** advertising, purchase decisions

# **The Effect of Green Marketing, Product Design and Reference Groups on Decision of Consumer Purchase of AMDK Brand Ades Products**

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**Abstract:** Knowing and analyzing the influence of Green Marketing, product design, reference group to purchase decisions of Ades drinking water. The study used multiple regression with a sample of 200 correspondents based on the calculation and discussion then it is concluded that: (1) green products affect the purchase decision; (2) product design affects purchasing decisions; (3) the reference group affects the purchasing decision; (4) simultaneously the three variables simultaneously have an effect on the purchase decision.

**pKeyword:** green product, purchase decisions.



## **SMES: The Analysis of Using Production Pattern to Determine Production Cost and Selling Price through Mark Up Application Method**

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**Abstract:** The main role of SMEs is to contribute country economic growth and maintaining its business. Almost in all countries, very few SMEs are able to maintain their business or able to develop medium or large scale. The main obstacle is the inability to manage the business, one of them is the efficient management of production and the selling price that is profitable and sustainable in facing the competitors. The SME Tepung Talas Rusman (TTR) is a producer of Taro Flour as a complementary products with narrow market share and high price competition, so the determination of production quantity, calculation of production cost and determination of the right selling price becomes a very important. This research aims to analyze the application of production pattern, production and determination of the right selling price by analyzing the application of appropriate mark-up method in order to remain profitable but still able to produce a competitive price. The results of this study indicate a constant production pattern that is in accordance with the current condition of SMEs. This research also shows the calculation of the right cost of production so that it can be done to determine the exact analysis of price selling also. Appropriate mark-up method with capability to cover all production costs, create profitability but remain competitive is the ROI Pricing method. With this method the SME TTR can guarantee profitability and sustainability of its business.

**Keywords:** production pattern, cost of production, method of mark up, selling price.

## Conceptual Framework of Purchase Decision through Online Store

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**Abstract:** This paper intends to explore and analyze purchasing decisions online through the popular ecommerce marketplace in Indonesia namely Bukalapak. The purpose of this study is to determine the cause of customer making purchasing decisions online and as a material consideration for individuals or organizations in taking policy or marketing or sales strategy considering with the purchase decision in online market place. Determination of independent variables for research is based on preliminary survey results through google form to customer one of the online store selling in market place bukalapak 3 main factors in purchasing decision is perception of price, service quality, and marketing communication. The population is a customer ecommerce bukalapak whom shopping at Farqi Cellular store, with a sample of about 180 respondents. The research used SEM data analysis techniques and data processing using PLS.

**Keywords:** e-commerce, perception of price, service quality, marketing communication, purchasing decisions.

## **Green Product: Innovation Strategy in Improving Batik Creative Industry Performance**

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**Abstract:** Business potential in the creative industry is widely open, cultural richness and traditions of Indonesia are able to be explored and developed with a high creativity. One of the creative industries which contain Indonesian culture and tradition is Batik Creative Industry. So, this study aims to prove that green product is one of the innovation strategies in improving the performance of creative batik industry in Sidoarjo regency. This study is based on the small number of other researchers with similar ideas for implementation in batik creative industry. The research method used in this research is qualitative approach. This approach is used to explore the process of identifying green product indicator as innovation strategy in improving batik creative industry in Sidoarjo regency. The research result indicates that in the effort to create green product as innovation strategy in improving the performance of batik creative industry in Sidoarjo Regency is by choosing the raw material of the product that produces the least pollution, producing the product with the raw material which is easy to be recycled, reused, product development, and ecolabel certificate/environmental friendly product certificate. Eco-friendly batik products will gain high trust from costumers and produce high competitiveness at local and global level, so the value of batik products will increase and ultimately can improve the performance of creative batik industry.

**Keywords:** green product, creative industry, performance improvement.

## **Building Technology Commercialization Testing Model Based on “Creative Destruction” Concept**

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**Abstract:** The rise of new technology will create an impact for the existing ecosystem. Joseph Schumpeter called that as “Creative Destruction”, where new technology destroying the old one. That concept would be a good concept to analyzing the new technology arising before it goes to the market. Coffee manufacturer will need coffee taste tester before their product launched the market, technology has the same analogy with this. New technology also need to be tested before it goes to the market. Until now, there are no way on how to test the new technology whether it could makes creative destruction or not in the economic structure. Schumpeter’s creative destruction view could be used as the basis for technology testing model before a technology enter to the market. This idea of testing model will use experiment, qualitative, and quantitative approach. Conducting experiment method to test the new and existing technology to the respondent in the controlled environment. Qualitative approach with in-depth interview will explore will explore respondent experience on comparing using new and existing technology. The last step, quantitative approach using scoring table will be used to analyze wheter the new technology will destruct the existing (old) technology or not.

**Keywords:** new technology, creative destruction, technology commercialization testing model.

## **Contribution of Fiscal Decentralization to GDP Per Capita: The Case of Indonesia**

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**Abstract:** Fiscal decentralization policy in Indonesia has been implemented since 2000. The purpose of fiscal decentralization is to improve the welfare of local communities because local governments know the needs of their region. Provinces in Indonesia has different resources, therefore local government must determine some policies to use their potentials optimally so that the region can be developed quickly and does not depend on the central government. This research uses descriptive analysis with quantitative data. The data are panel data of the provinces in Indonesia period 2000-2014 from the BPS Indonesia. The independent variables are locally generated revenue ratio, natural resource sharing fund ratio, general allocation fund ratio, domestic investment, unemployment, and HDI, while the dependent variable is GDP per capita. The analysis tool uses scater graph and GLS FEM method with E-Views 9. The analysis results of scatter graph method show that the provinces are classified as high GDP per capita and high locally generated revenue ratio is DKI Jakarta province, high GDP per capita and high natural resource sharing fund ratio is East Kalimantan and Riau province. The regression results for contribution of fiscal decentralization to GDP per capita in terms of locally generated revenue ratio shows a negative and significant contribution and in terms of natural resource sharing fund ratio shows a negative and significant contribution.

**Keywords:** fiscal decentralization, GDP per capita, scater graph, GLS FEM.

## **Business Strategy for Downstream Diversification Decision of PT Kharisma Pemasaran Bersama Nusantara (Consumer Branded Goods Business)**

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**Abstract:** In order to generate more revenue, relinquish reliance on the parent company, and going forward, PT. Kharisma Pemasaran Bersama Nusantara (PT.KPBN) which is a plantation (oil palm, rubber, tea coffee, cocoa, sugar, molasses and etc) commodity trading company that sells PT Perkebunan Nusantara I-XIV (PTPNs) products as their parent company decided to add a new business unit of Consumer Branded Goods (CBG) as their downstream diversification strategy. The new products that will produce and sells for the CBG business is sugar and tea packs product. The main business issue of the diversification decision is that the lack of information and knowledge of PT KPBN about the consumer branded goods industry and its alternatives business strategies that should be applied in order to running the strategy. The objective of this research is to formulate the suitable business strategy in for the new business of consumer branded goods of PT Kharisma Pemasaran Bersama Nusantara and also create the implementation plan for the strategy proposed. By the time they starting the business in the new year of 2017, their CEO through consultation and permission from the board of commissioners, they decide to expand the business in the year of 2018 as a target by starting the production and selling the consumer branded goods that consist of sugar and tea packs product. Moreover, PT KPBN faces the new business issue as the implications of decisions for downstream diversification which is the lack of informations and knowledges about the consumer branded goods industry and alternatives business strategies that should be applied.

**Keywords:** commodity trading company, consumer branded goods, corporate strategy, business-level strategy, functional strategy.

## **The Impact of Brand Equity on Brand Preference in the Car Ride-Hailing Service Decision**

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**Abstract:** This study examines the impact of brand equity on brand preference in the car ride-hailing service in Bandung. This research method is quantitative analysis used to analyze 150 respondents of car ride-hailing service in Bandung. Consumers preference in Bandung in choosing car ride-hailing brand are based on the superiority of a brand in fulfill their daily commute needs, easy to use application, convenience, fastest in accepting the ride-order, positive image of the company, price and promotion. The main findings of the quantitative analysis, there is a positive correlation between brand equity and brand preference in choosing car ride-hailing service. The higher the equity of a brand leads to the higher consumer preference in choosing that car ride-hailing brand.

**Keywords:** brand equity, brand preference, decision making, car ride-hailing, ride-hailing service.

# **The Role of New Public Service Model in Developing Tourist Destination in Bandung City: A New Paradigm for Domestic Tourism Industry**

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**Abstract:** Bandung City is known as creative city, fashion city or ‘factory outlet’ city, and culinary city. Many factors that encourage the rapid growth of tourism in Bandung City, especially driven by domestic tourists from Jakarta. Some tourists are loyal customers who often make visits to tourist destinations in Bandung City. The negative impact of tourist visit to Bandung city is the increasing of waste such as used plastic drink bottles, food packaging and shopping bag. While waste facilities are limited and public awareness is low. Therefore, community participation in tourism destination development is very important. The New Public Service (NPS) model is a new paradigm in order to improve the quality of government services to the public. The main concept of the NPS model is democratic involving citizens in government policies and programs. There are many factors that become obstacles in applying NPS, among others rigid bureaucracy, apparatus have no vision, not creative and innovative. All are challenges in implementing NPS in tourist destinations in Bandung City.

**Keywords:** citizen, domestic tourism, New Public Service (NPS), tourist destination.



# **Analysis on Internal and External Effect on Organizational Performance in Energy Policy Making and Regulation Drafting for Secretariat General of National Energy Council**

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**Abstract:** The purpose of the research is to analyze the effect of internal factors and external factors on the organizational performance in policy making and regulation drafting for Secretariat General of the National Energy Council (NEC). The research is a quantitative descriptive study, using primary data sources derived from questionnaires distributed in the organizational scope and secondary data obtained from organizational performance report. The sample used is 61 of the population of 74. The method of data analysis using the test of validity, reliability and multiple regression analysis. The results showed that internal factors and external factors have a significant positive effect on the performance of policy making and regulation drafting. Internal factor is the most influential variable to the performance of the NEC Secretariat General. Where the internal factors partially affect the organizational performance of 69.4%, where if the internal factor increases one unit, the performance of the organization will increase by 0.387. While external factor have influence equal to 6,9%, if the external factor increase one unit, the organizational performance will increase equal to 0,193.

**Keywords:** performance, organization, energy policy, internal factors, external factors.

## **Management by Walking Around is the Most Effective. Myth or Science?**

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**Abstract:** The paper intends to explore Management By Walking Around (WBWA). The management by wandering around, also management by walking around is organizational principle made famous with the 1982 publication of *in search of excellence* and based upon a 1970s initiative by Hewlett-Packard-in other words, it's a dinosaur. However the general concept of manager making spontaneous visits to employees in the workplace has been a common practice in some other companies, as well. Years of research indicate that effective management practices are not built around MBWA. But the idea of requiring manager at all levels of the organization to wander around their department to observe, converse, and hear from employees continues as a common business practice.

**Keywords:** WBWA, management by walking around, management by wandering around introduction.

## **Planning Model and Strategy Marketing Communication Lifestyle Magazine in Indonesia**

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**Abstract:** This research is not only aimed to know and analyze how Lifestyle Lifestyle Magazine communication strategy planning model in Indonesia but it is expected that this research can give contribution as strategic planning model (strategic planning) in the Integrated Marketing Communication activity campaign amidst the current industrial competition. This study uses postpositivism paradigm because researchers want to know and build / develop knowledge in accordance with the data owned about with a SOSTAC analysis of a lifestyle magazine in getting advertiser. This research is descriptive through qualitative approach. The results of this study are the magazine Registry Indonesia to plan the strategy with SOSTAC analysis, and to implement the strategy begins by analyzing the business situation, determining business objectives, planning marketing strategy, determining tactics, implementation and supervision of each marketing activities and through increased sales promotion, direct marketing, and personal selling, because basically direct marketing activities and personal selling is the main task of the marketing

**Keywords:** of strategic planning, advertising campaign, lifestyle magazine, SOSTAC analysis, marketing communication.

## **Effect of Trust, Convenience, Security and Quality of Service on Online Purchase Decision (Consumer Case Study in Tangerang Selatan Area)**

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**Abstract:** This study aims to determine the influence of trust, convenience, security, and quality of service to online purchasing decisions on consumers in the area of South Tangerang. The population is all consumers who buy products online in South Tangerang region. The type of data used is the primary data using the questionnaire method. The sampling technique is using non probability sampling with sample of 200 respondents. The analysis technique used is multiple regression. The results showed that: 1) Trust has a positive and significant effect on online purchasing decisions. 2). Convenience has a positive and significant impact on online purchasing decisions. 3) Security has a negative and insignificant effect on online purchasing decisions. 4). Service Quality has a positive and significant impact on online purchasing decisions.

**Keywords:** trust, convenience, security and quality of service and purchase decision online.

## How to have a loyalty loan in banking?

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**Abstract:** The phenomenon of increasing the number of customers who apply for credit loans and increasing the amount of credit assets in banks in Indonesia Tangerang. BPR Prima Karawaci self-regulated credit becomes one of the banks that experienced customer growth and excellent asset amount. With the increasing amount of competing banks to attract as many customers as possible and to add credit assets, BPR Prima Karawaci Tangerang owns a strategy to make customers loyal to the services offered to every customer. From the preliminary survey results by distributing questionnaire directly and openly to 15 customers of BPR Prima Karawaci branch of independent credit, there are 3 reasons or the highest choice that make the customer have loyalty to the bank that is: service quality, price perception, and promotion. The method of analysis in this study using SEM (*Structural equation Modeling*) and data processing using PLS (Partial Least Square). The population is bank customers who make credit loans in BPR. Prime credit Mandiri Branch Karawaci Tangerang, with a sample of about 215 respondents.

**Keywords:** loyalty, service quality, price perception, and promotion.

## Factors That Influence Stock Return at Coal Mining Companies

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**Abstract:** This research conducted to analyze and to know the influence of Current Asset (CR), Debt to Equity Ratio (DER), Earning Per Share (EPS) and Return On Asset (ROA) on Stock Return at coal mining company listed on Indonesia Stock Exchange period 2013-2016. The population used in this research is all coal mining companies listed in Indonesia Stock Exchange 2013-2016. The sample of this research are 17 coal mining companies that appropriate the criteria. The analysis technique used in this research is panel data regression with using Eviews 9. Based on Chow test and Hausman test Panel Data Regression Model selected is fixed effect model. Based on t test the result showed that Current Ratio (CR) has a significant effect on stock return, Debt to Equity Ratio (DER) has no significant effect on Stock Return, Earning Per Share (EPS) has no significant effect on Stock Return, and Return On Assets (ROA) has no significant effect on Stock Return. Based on F-test the result show that Current Ratio, Debt to Equity Ratio, Earning Per Share and Return On Asset has a significant effect on Stock Return.

**Keywords:** stock return, CR, DER, EPS, ROA.

## **Analysis Factor that Influencing Non-Performing Loan**

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**Abstract:** The aim of this research is to know factors that influencing the Non-Performing Loan (NPL) in Go Public banks, where the independent variables are Capital Adequacy Ratio (CAR), Loan to Deposit Ratio (LDR), and BI Rate. The object of this research is Indonesian banking companies that listed in Indonesia Stock Exchange (IDX) in period 2012-2016. Purposive sampling was used and as much 25 banks selected as the sample of the research. Data analysis method is used Panel data and Fixed Effect is chosen as the right model. The result of this research shows that CAR has positive significant on NPL, LDR has negative significant effect on NPL while BI Rate not significantly influencing the NPL. As much 49% changes in NPL explained by CAR, LDR and BI rate.

**Keywords:** NPL, CAR, LDR, BI rate.

## **Controlling Quality of Spare Part as a Decline Defect from DOA (Dead on Arrival) in Customer Service After Sales**

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**Abstract:** This research was conducted in order to decrease Defect DOA (Dead on Arrival) spare part that accepted by branch customer service throughout Indonesia. High rate of Defect DOA, resulting loss of company while the company must send back others spare part for replacement to customers service. Beside that it caused wasted time and expenses as additional processes for completing repairs of claim product warranty of customers as after sales warranties product. In this research, we observed the highest spare part that experienced Defect DOA, the customer service branch that gave the highest contribution in Defect DOA, symptom spare part returned Defect DOA by all customer service and spare part process handling at the central warehouse. Pareto analysis is used to determine priority of the research followed by deepening the root of the problem by using the why-why analysis method and then continued with the analysis of Fishbone to identify the problems. Sample using was 5.351 Defect spare parts. By Using Six Sigma approach with DMAIC method, it using for find solution to decrease DOA. As result of improvement rate of Defect DOA, especially highest DOA decreases from 12,76% to 8,93%. And DMPO decrease from 26.792 DPMO to 25.075 DMPO.

**Keywords:** pareto, fish bond, why-why, defect DOA, six sigma.



## **Purchase Decision: Product Quality and Price Analysis (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)**

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**Abstract:** Teh Botol Sosro, produced by PT. Sinar Sosro, is the first brand of ready-to-drink tea in Indonesia that has been developed and maintained for decades. The number of competitors make Teh Botol Sosro remains firm in fighting in the soft drink market. This study aims to analyze the effect of product quality on partial purchasing decisions, pricing on partial purchasing decisions, and product and price quality simultaneously. The population of this research is visitor of Giant Mall Permata Tangerang. While the sample is the respondents who shop Teh Botol Sosro. The average visitor who bought Teh Botol Sosro at Giant Mall Permata Tangerang was 1,200. Thus obtained respondents to be observed with the Slovin formula is 100 respondents. Quantitative analysis method using multiple linear regression analysis, 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 test are done. Analytical tool using SPSS version 23.0 for windows. The results showed that the effect of product quality to partial purchasing decision, price to partial purchasing decision and product quality and price simultaneously on Teh Botol Sosro product at Giant Mall Permata Tangerang

**Keywords:** product quality, price, purchase decision.

# The Development of Creative Industry of Minangkabau Batik “Tanah Liek”: SWOT Analysis Approach

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**Abstract:** This research aims to 1) Identify weakness, strength, opportunities and threats on Batik Tanah Liek industry in West Sumatra, 2) Formulate appropriate development model for Batik Tanah Liek industry in West Sumatera. This research is a qualitative descriptive research. Data collection was done by using in-depth interview technique and observation. The research informants came from the owners of Batik Tanah Liek industries spread in three industrial centers of Batik Tanah liek in West Sumatra, namely Padang, Pesisir Selatan and Dharmasraya Regency and the Department of Trade and Industry of West Sumatra. Strategy formulation is done using SWOT matrix. From the formulation of the strategy it can be known the position of West Sumatra Batik Tanah Liek today and proposed strategies for improving the competitiveness of Batik Tanah Liek industry West Sumatra and produce a useful model of development for the development of West Sumatra Batik Tanah Liek industry. The result of the research shows that the development strategy that must be applied to Batik Tanah Liek industry in West Sumatra is an intensive strategy consisting of: a) Market penetration that can be done with intensive marketing. This can be done by increasing promotion in print media such as newspapers, fashion magazines and advertisements through the fore sale, websites and social media b) Market development that can be done with the expansion of marketing areas such as marketing to the region tourism and creating batik products at affordable prices all societies. c) Product development can be done by Batik Tanah Liek industry into other products besides basic materials of clothes or sarong into ready-made items such as clothes, wallet, tie, souvenir, tissue box, wall decoration and so on.

**Keywords:** strategy development, creative industry, intensive strategic.

## **The Influence of Visual Design and Word of Mouth toward Decision to Buy Batik Banten Products in Serang City**

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**Abstract:** To increasing the regional competitiveness, is by promoting icons from the area. Batik Banten is one of the cultural treasures that has a huge selling value to be used as a product to be developed and disseminated either national or international. Serang City government sees the huge opportunity to develop small and medium enterprises in Batik Baten, therefore many entrepreneur are then encouraged to develop this business. Visual Design and Word of Mouth are variables to have an influence on people's decisions to purchase this product. According reference of marketing communication theory from Kotler and Keller, it will be answering the hypothesis in this research, whether the two variables have a significant influence or not. This research uses quantitative research approach with path analysis, and using stratified random technique sampling. The results of this study are expected to provide input on increasing sales of local products Batik Banten.

**Keywords:** marketing communications, visual design, word of mouth, Serang city.

## **Does Tokopedia’s Customer Satisfaction Affected by Secure Transaction and Convenient Access?**

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**Abstrak:** Tokopedia is an Indonesians E-Commerce and the first internet company in Southeast Asia that succeeded to close us\$100 million in funding from softbank and sequoia capital. With previous achievement mentioned, Tokopedia became one of most successful online trading in Indonesia. Customers satisfaction always been an important factor, better customers satisfaction will generate better revenue. This research is made due to elevate customers satisfaction based on secure transaction and convenient access. Survey has been conducted to 100 Tokopedia’s customers from faculty of Management Universitas Mercu Buana and convenience sampling method were used to collect the sample. For an accurate data processing, a Structured Equation Model (SEM) smart-pls were used to process the data and it has positive significant result on customer satisfaction.

**Keywords:** customer satisfaction, e-commerce, convenient access.

# **The Influence of Workload Perceptions And Human Resource Management Practices on Employees’ Burnout (A Case Study on Universitas Mercu Buana Administrative Staffs)**

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**Abstract:** As an organization that has implemented a quality assurance system of higher education, Universitas Mercu Buana (UMB) routinely evaluates the service quality of supporting units to the students’ satisfaction. The evaluation indicated that the students’ satisfactions are still below the target. The research carried out in order to assess whether the lack of service is a result of employee burnout. Research carried out against non-faculty employees at UMB, where the data obtained using a questionnaire filled in by the respondent with self-rating scale. Data were analyzed using structural equation modeling with the 20th version of the AMOS program. Based on respondents’ perceptions, the employee workload is high scores categorized. The results showed that the workloads positively and significantly affect the employees’ burnout, while human resource management practices significantly and negatively affect the employees’ burnout.

**Keywords:** strategic human resource management, continuous improvement.

# **Performance Improvement of Production Division X Perdana Company Tangerang Using Organizational Citizenship Behavior (OCB), Work Discipline, and Work Motivation**

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**Abstract:** Role of people is very important in relation to competition between companies in global environment. This research aims to analyze organizational citizenship behavior (OCB), discipline, and work motivation towards employee performance. The research object is employee of PT X Perdana especially in Production division in Tangerang. This research was conducted to 90 respondents using quantitative descriptive approach. Data analysis method used is variance based structural equation modeling or partial least square. The results indicates that there is no correlation between Organizational Citizenship Behavior (OCB) and work discipline towards PT X Perdana employee performance. However, work motivation positively correlates with employee performance of PT X Perdana. Further research can be conducted to analyze what kind of leadership style fosters positive working environment by taking care of the employee needs.

**Keywords:** organizational citizenship behavior (OCB), work discipline, work motivation, employee performance, PT X Perdana.

## **Retaining Employees by Discouraging Their Willingness to Leave**

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**Abstract:** The concept of employees' turnover has been well documented in literature. However, the mechanism through which organization can reduce the turnover of employees by discouraging their willingness to leave the organization need further analysis. The present study proposes a conceptual model of how organization can retain their employees through provision of human resource management practices. In addition, the conceptual model proposes that employees' perception of HRM practices can increase their compatibility with organization, job and vocation respectively, which consequently reduces their intention to leave and turnover. Furthermore, the model proposes that the inconclusive relationship between intention to leave and turnover is moderated by perceived employment opportunities. The present paper end with discussion and conclusion.

**Keywords:** turnover, person vocation fit, perceived employment opportunities and intention to leave.

## Strategic Factors Management of Human Resources as a Fraud Control

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**Abstract:** Fraud is a potential threat for all companies especially for financing institutions, so the research on the strategic factors of fraud control in financial institutions which have market share and large assets that are managed in Indonesia becomes very essential. The objective of research is to determine the effect of partial or simultaneous compensation, internal control, organizational culture against fraud trends. The research uses quantitative explorative method, and determined sample by proportionate stratified random sampling. In additions, the survey in this paper uses questionnaire and IDI. Besides, to analyze the results using SPSS by multiple regression, test instrument, classical test, determinant, individual test. The population in this study were all employees of 2,123 people. The method to pick proportional random sampling uses Incidental Sampling technique by apply Slovin formula for 337 samples. Result of research: (a) Compensation (X1) has the greatest and negative significant effect to fraud tendency. (b) Internal Control (X2) has an insignificant positive effect on fraud trends. (c) Organizational Culture (X3) has an insignificant negative effect on fraud trends. (d) The success of controlling potential simultaneously fraud tendency can be predicted using regression result  $Y = 2,845 - 0,172 X1 + 0,037 X2 - 0,019 X3$  with condition  $R^2 = .061$ ,  $F = 7,204$   $F \text{ Sig} = 0,000 < 0, 05$ , (e) To prevent potential fraud tendencies, corporate policy need to improve in great compensation, internal supervision and great organizational culture.

**Keywords:** compensation, internal control, organizational culture, fraud.



## **The Analysis of Optimal Portfolio Establishment and Assessment on Jakarta Islamic Index Stocks**

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**Abstract:** The purpose of this research is to determine the optimal portfolio of stocks listed on the Jakarta Islamic Index from 2014 to 2016 by using Single Index The model and to determine the optimal level of performance portfolio using Treynor Index on Jakarta Islamic Index stocks optimal portfolio formation from 2014 to 2016. The criteria for sampling in this research are listed on the Jakarta Islamic Index (JII) from 2014 to 2016. Based on these criteria, samples of 21 companies were obtained. The results of this research shows that by the Single Index in 2014 there were nine stocks which established optimal portfolio, namely AALI, TLKM, ICBP, UNVR, KLBF, INDF, BSDE, AKRA, and MPPA with Treynor index value of 0.32416276. In 2015, there were 10 stocks which established the optimal portfolio, namely KLBF, PGAS, ICBP, TLKM, WIKA, UNVR, BSDE, ASRI, INTP and SMRA with Treynor index value of 0.28099925. Meanwhile in 2016, there were 4 stocks which established optimal portfolio, namely AKRA, UNVR, TLKM, and ICBP with Treynor index value of 0.74799645. The study shows that the best performance of the optimal portfolio occurred in 2016, as the 2016 portfolio has the highest Treynor index value compared to those of the portfolio in 2014 and 2015.

**Keywords:** optimal portfolio, single index model, portfolio performance.

## **Career Development and Work Environment in the Military Performance**

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**Abstract:** This study investigates the role of career development and work environments in military performance. TNI Headquarter Operation Staffs are very important because they are in charge of the strategic scope that impact on the quality of operations which are held by TNI throughout Indonesia. Studies of military performance have not yet revealed the influence of career development and work environment on military performance. A sample of personels, some officers, NCOs, privates and civil servants in TNI Headquarters are participated in this study. Daily data is used by one year observation analyzed using multiple regression. The results show that career development and work environment contribute positively on the job performance. This study contributes to an existing understanding of factor that affecting performance to conduct further research, helping practitioners by showing the importance of career development and work environment in measuring work performance.

**Keywords:** career development, work environment, job performance, military performance, TNI performance.

## **Behavioral Event Interview (BEI) Method for Selection The Best Candidate**

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**Abstract:** Human Resources is a very valuable asset in the company. The success of an organization is one if it has human resources that contribute to achieve the goals (mission vision) of the company. Therefore, the handling of Human Resources starting from the beginning of recruitment until the process of activity after entry into the organization becomes very important. The purpose of this writing is one tool that is often used as one tool for employee selection process is BEI (Behavioral Event Interview). Some variables in the visible value that most determine a person can be recruited by the company (the decision to be selected). Several variables analyzed include Attitudes, Leadership, Problem Solving and quality of work. Data analyzed using SPSS (Social Science Statistics Package) .From result of data analysis collected from 100 candidate got result that attitude, Leadership and quality of work have significant positive relation with candidate capability, while problem solving only have positive effect but not significant . With the results obtained is expected BEI (Behavioral Event Interview) method can be used as an alternative to perform recruitment tests in addition to other psychological tests so that the candidates get the right quality in accordance with the desired organization

**Keywords:** recruitment, selection, BEI (Behaviour Event Interview), attitude, leadership, problem solving, quality of work, SPSS (Statistical Package for the Social Science).

# **The Impact Of Organizational Culture and Job Satisfaction on Job Performance of The Employees at Motor Vehicle Model Test Unit, Department of Transportation, Communication and Information, Tangerang District**

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**Abstract:** The objectives of this research are to identify the influence of organizational culture on employees' performance, job satisfaction on employees' performance, and organizational culture and job satisfaction on employees' performance. This research used quantitative method with descriptive appraisal approach, with total population of 59 employees and using saturated sample technique i.e. 59 employees. Data collecting technique used questionnaires distributed to 59 employees of Department of Transportation, Communication and Information, Tangerang District. The data were analyzed using Likert scale measurements and SPSS. 21. The result of t-test indicated that organizational culture has influence on employees' performance, job satisfaction has influence on employee performance, and organizational culture and employee satisfaction have positive and significant influence on employees' performance.

**Keywords:** organizational culture, job satisfaction, employee performance.

## Follow-up Recruitment for Improvement of Vocational Curriculum in Yogyakarta Indonesia

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**Abstract:** The influence of organizations in the industrial sector, especially in the field of coal mining is determined by the price of coal, when the price of coal rises then the need for labor is very much at all. The purpose of this research is to carry out recruitment to get prospective employees in accordance with the needs of the mining industry and provide input to vocational education to emphasize education in the curriculum and also for the company there gap this ability can be used as study program in education and training company. Variables analyzed from this recruitment process are Numeric Computation, Visual Estimation, Diagrammatic Reasoning and Mechanical Comprehension. Of these four variables, the results of the test results of candidates and see which variables have been mastered by candidates and which variables have not been mastered. Variables that have not been mastered by the candidate then made a proposal to the schools in Jogjakarta in particular to be given more understanding of the mastery of the material, so that at the time of the test the candidates can answer correctly. The research object is BKK (Special Working Exchange) in vocational school in Yogyakarta with sample of 209 people. Data is processed to see the most powerful variables controlled by labor candidates of the research shows that the priority scale that should be strengthened in schools is the DT-8 variable, the new MT-4, then the new NT-2 slightly strengthens ET-3

**Keywords:** recruitment, competence, numeric computation, visual estimation, diagrammatic reasoning, mechanical comprehension.

## **Earnings Management and Female Representation in the Board of Directors – Evidence of Indonesia**

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**Abstract:** The purpose of this paper is to discuss empirical research examining the impact of female representation in the board of directors on earnings management for firms listed in Indonesia Stock Exchange (IDX). The research uses a sample of 388 observations of publicly listed companies on the Indonesian Stock Exchange for the fiscal year that ends on December 31, 2014 through 2016. Earning management is measured by discretionary accrual, and CEO Female is measured by dummy. The data used in this study are obtained from Indonesian Capital Market Directory, Indonesian Stock Exchange database, and company annual reports. The study finds that, in general, female representation in the board of directors negatively affects earnings management. Yet, when analysis is decomposed for each industry, the result shows different condition for different industry. In four industries, Basic Industry; Infrastructure, Utilities and Transportation; Mining; and Property, Real Estate and Building Construction, the result is consistent to that of the first analysis, whereas in other four industries, Agriculture, Consumer Goods, Miscellaneous, and Trade, Services & Investment, although the value of coefficient are negative but not significant, which means that female representation does not have effect on earnings management. This study provides further evidence on the effect gender in board directors to quality reporting on accounting information using data from Indonesia. Moreover, this study measures and tests for each industry. The findings reported in this paper provide novel insights to the empirical financial accounting literature.

**Keywords:** earning management, CEO female.

# **The Effect of Organizational Culture, Work Discipline and Communications to Performance of Daily Workers in the Tangerang City Transportation Department**

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**Abstract:** This study aims to identify the influence of Organizational Culture, Work Discipline and Communication on the Performance of Daily Workers (THL) at the Tangerang City Transportation Department. The research was conducted quantitatively by descriptive associative method. Sampling was done by survey using questionnaire. The sample used is Daily Workers in Tangerang City Transportation Department as many as 82 respondents. The sampling technique used is probability technique sampling. Data were analyzed by multiple linear regression. The result shows that Organizational Culture significantly influence the performance of THL with sig value from  $t = 0.006 < 0.05$ . Work discipline has significant effect on THL performance with sig value from  $t = 0.000 < 0.05$ . Communication has significant effect on THL performance with sig value from  $t = 0.045 < 0.05$ . Organizational culture, work discipline and communication together significantly influence THL performance with Sig of  $F = 0.000 < 0.05$  Ho rejected (Ha accepted).

**Keywords:** organizational culture, work discipline, communication, performance.

## Limitations of the Implementation of Accrual Accounting in the Public Sector of Indonesia

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**Abstract:** The government of Indonesia has started to reform its public accounting system in 2003, partially as a response to the economic crisis of 1998. The new system is set to follow the best practices of developed countries. Apart from creating an integrated, transparent system of financial reporting, budgeting and execution the reform is notable for its introduction of accruals in the accounting process. The paper provides an insider perspective about the success of the 15 years of the reform and also reflects on some of the theoretical limitations of reform related to the use of accruals. Based on our survey of public accountants, the practical limitations of the use of accruals are: a difficulty in the change of mindset, insufficient human resources and technical issues concerning the accounting software applications introduced by the Finance Ministry of Indonesia. A systemic limitation can be shown by the fact that at the present stage of the reform, accruals are used as mere analytic tools and are not integral part of the budget making process. With the current practical limitations the full introduction of accrual budgeting may not be possible for Indonesia in the near future. The current research is based on the survey of accountants of Indonesia`s central governmental agencies. Future research shall make further inquiry into the implementation of accrual accounting in a more complete set of local and central governmental bodies.

**Keywords:** public accounting, accrual accounting, accrual budgeting, public management.



# **Role Factors Leadership, Motivation, and Commitment Influence on Organizational Citizenship Behavior (Case Study Employee Institute Daya Dharma Jakarta)**

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**Abstract:** This study aims to know, test and analyze the influence of leadership roles, motivation and commitment to organizational citizenship behavior (OCB) Institute of Daya Dharma Jakarta. This research is a descriptive quantitative research with data collection technique in the form of questionnaire. The hypotheses were tested using simple and multiple linear regression analysis. The population in this study as many as 30 people with sampling technique census so that all the population used as a sample. The results of the study generally show a positive and significant influence of leadership role, motivation and commitment to Organizational Citizenship Behavior (OCB) employees either partially or simultaneously.

**Keywords:** leadership, motivation, commitment, organizational citizenship behavior (OCB).

# **The Effect of Outsourcing, Organizational Commitment and Work Satisfaction to the Outsourced Employees Performance in the Ministry Of Public Work and Housing**

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**Abstract:** This study aims to identify the effect of outsourcing, organizational commitment and job satisfaction on the performance of outsourced employees in the Ministry of Public Works and Housing. The research was conducted quantitatively by descriptive associative method. Sampling was done by survey using questionnaire. The sample used was outsourced employees in the Ministry of Public Works and Housing which amounted to 110 respondents. Sampling technique used was accidental sampling. Data were analyzed by using multiple linear regression. The results shows that outsourcing has a significant and negative effect on employee performance with p 0.002. Organizational commitment has a significant and positive effect on employee performance with p 0,012. Job satisfaction has a significant and positive effect on employee performance with p 0,003. Outsourcing, organizational commitment and job satisfaction have significant effect simultaneously on employee performance with p 0,000 and R square 0,854.

**Keywords:** organizational commitment, satisfaction, performance, outsourcing.

# **The Influence of Job Satisfaction, Compensation, and Job Organization Climate on Teacher Performance at Al-Bayan Islamic School**

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**Abstract:** This research is aimed to identify the influence of Job satisfaction, Compensation and Job Organisation Climate on Teacher Performance at Al Bayan Islamic School. The type of research is quantitative with descriptive method. The research population is 97 teachers at Al Bayan Islamic School. The sampling technic used is probability sampling technic with cluster random sampling technic, which used Slovin formula with 78 respondents for sampling. Data analysis with double linier regresion. The result shows that Job satisfaction significantly influences on teacher performance with sig value from  $t = 0.000 < 0.05$ . Compensation significantly influences on teacher performance with sig value from  $t = 0.020 < 0.05$ . Job satisfaction, Compensation and along with Working Organisation Climate significantly influences on teacher performance with sig from  $F = 0.000 < 0.05$   $H_0$  is rejected ( $H_a$  is accepted)

**Keywords:** job satisfaction, compensation, job organization climate, teacher performance.

## **Work Morale: Effect from LMX, Motivation and Overtime System**

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**Abstract:** The purpose of this study is to determine the effect of Leader Member Exchange, Extrinsic Motivation and Overtime System to the Employees Work Morale in the Division of Technical Engineering PT. Garuda Metalindo, Jakarta. The analysis tool used is Multiple Linear Regression and sampling using census method or whole population as much as 58 respondents. The existence of influence significantly Leader Member Exchange, Extrinsic Motivation and Overtime System to the Work Morale employees at PT. Garuda Metalindo, Jakarta with an influence rate of 65.5%.

**Keywords:** LMX, motivation, overtime, work morale.

# **The Influence of Compensation, Extrinsic Motivation, and Work Stress on Turnover Intention of PT. AERO Systems Indonesia Employee**

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**Abstract:** This study aims to examine and analyze the effects of compensation, extrinsic motivation, and job stress on turnover intention employees of PT. Aero Systems Indonesia in Jakarta. Type of quantitative research with population of all employees of PT. Aero Systems Indonesia a total of 281 people. Sampling technique with saturated samples, with the total sample of all employees of PT. Aero Systems Indonesia. The data analysis used multiple regression with SPSS 23 program. The result of the research shows that compensation has significant effect on turnover intention, significant extrinsic motivation toward turnover intention, and work stress significantly influence to turnover intention of PT. Aero Systems Indonesia, while simultaneous test results show that compensation, extrinsic motivation and work stress significantly affect employee intention turnover of PT. Aero Systems Indonesia. The contribution of this research is to provide data and input that compensation, extrinsic motivation and work stress influence turnover intention. Therefore, PT. Aero Systems Indonesia is advised to undertake a policy program aimed at increasing compensation, extrinsic motivation and employee stress.

**Keywords:** compensation, extrinsic motivation, job stress, turnover intention.

# **Improving Motivational and Visionary Leader to a Better Employee Discipline (Study Case at Private Micro Banking Branch Manager)**

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**Abstract:** Bank is a financial service industries which has a large number of customer, Access all possible customers across the area is their activity to obtain a maximum revenue. To accomplish their objective, banking industries have a high number of employees in a various position of leader and subordinates in their headquarters and all of their branches. Managing customer financial asset is an occupation with risk. They need an employee with high integrity and high discipline. This research is made due to have an image of motivational and visionary Branch Manager can give influence to their subordinate discipline.

**Keywords:** discipline, visions, motivation, leader.

# **The Effect of Human Capital, Organizational Performance and Organizational Learning Culture to Knowledge Management in PT. Bank Central Asia. Tbk**

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**Abstract:** Knowledge is the power needed to survive in a new economic era. Knowledge management can also be used in all divisions within a company connected to an intellectual capacity to encourage creativity in productivity, promote the emergence of a competitive business world as well as more efficient and up-to-date production methods. The purpose of this research is to know and analyze the influence of human capital, organizational performance, and organizational learning culture to knowledge management. Multiple linear regression analysis method with sampling technique using probability sampling by simple random sampling. In this study the respondents used as a sample of 335 people in Kanwil XII. The results obtained that human capital affect the knowledge management, organizational performance and organizational learning culture affect the knowledge management.

**Keywords:** human capital, organizational performance, organizational learning culture, knowledge management.

## **The Effect of Wage Policy, Occupational Health and Safety Program, and Work Environment on Work Productivity at PT CS2 Pola Sehat Tangerang**

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**Abstract:** This study aims to identify the influence of Wage Policy, Occupational Health and Safety Program and Work Environment on Work Productivity at PT. CS2 Pola Sehat Tangerang. The research was conducted quantitatively by using descriptive associative method. Sampling was done by survey using questionnaire. The population of this research is employees of PT. CS2 Pola Sehat Tangerang. The study population was used as the source of the sample, and the sample obtained was 115 respondents. Sampling technique with accidental sampling. Data were analyzed by multiple linear regression. The result shows that wage policy has no effect on employee productivity while OSH program and Work Environment influence to employee productivity. Together with Wage Policy, Occupational Health and Safety Program, and Work Environment Effect on Work Productivity PT. CS2 Pola Sehat Tangerang.

**Keywords:** wage policy, occupational health and safety program and work environment, productivity.



## **Effect of Work Discipline, Incentives and Stress on Credit Marketing Officer (CMO) Employees Performance in PT ITC Auto Multi-finance**

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**Abstract:** This study aims to determine the effect of work discipline, incentives and work stress on the performance of Credit Marketing Officer Employees at PT ITC Auto Multi-finance. The research was done quantitatively with comparative causal method which was done by using survey approach. Sampling was done by survey using questionnaire electronically. The samples used are employees of Credit Marketing Officer at PT ITC Auto Multi-finance as many as 93 respondents. Sampling collection technique with simple random sampling. Data were analyzed by multiple linear regression.

**Keywords:** work discipline, incentives, work stress, performance.

## **Effect of Leadership, Work Environment and Career Development Factors on the Performance of Metro TV Employees**

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**Abstract:** Research on the effect of leadership, work environment and career development factors on employee performance. The object of this research is employees of Metro TV. The research was conducted quantitatively with multiple linear regression analysis method. Sampling was done by survey using questionnaire. The population in this study were employees in Metro TV with a total sample of 211 respondents. Sampling technique using random sampling technique. The results of this study are: 1) Leadership has a significant effect on employee performance, 2) Work environment has significant effect on employee performance, 3) Career development has a significant effect on employee performance, 4) the conditions of implementation of leadership, work environment and career development factors have a significant effect on employee performance.

**Keywords:** leadership, work environment, career development, employee performance.

# **The Effect of Job Rotation, Job Assignment and Mentoring on Talent Development Program at PT. Perusahaan Gas Negara (Persero) Tbk**

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**Abstract:** The purpose of this research is 1) To know the effect of job rotation on Talent Development at PT. PGN (Persero) Tbk, 2) To know the effect of job assignment on Talent Development at PTPGN (Persero) Tbk. 3) To Know the effect of mentoring on Talent Development at PT.PGN (Persero) Tbk. 4) Knowing the effect of simultaneous effect between job rotation, job assignment and mentoring on Talent Talent Development at PT. PGN (Persero) Tbk. The research is Quantitative, it is a "research by examining how big the effect of independent variable to dependent variable". Multiple regression analysis is a development of simple regression analysis. Double regression analysis is a tool to predict the value of the effect of two independent variables or more to one dependent variable (to prove the presence or absence of functional relation or causal relationship between two or more independent variables  $X_1$ ,  $X_2$ ,  $X_3$  on a dependent variable  $Y$ ).

**Keywords:** job rotation, job assignment, mentoring, talent development program.

## **Effect of Work Experience, Training and Development of Employees 'Competency in the Unit Integrated Services One Door (PTSP) Se-Sub district of West Administrative City Jakarta**

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**Abstract:** This Study Aims To Examine The Effect of Work Experience, Training and Staff Development on Employee Competence In One Stop Service Integrated Implementation Unit (PTSP) In Kembangan Sub District West Jakarta Administration. Research Data Is Taken From 2015 Until 2018. The Sampling Method Used Is Saturated Samples, That Is All The Existing Population Used As A Sample Of Research. The Method Of Analysis Used In This Study Is Multiple Linear Regression. Variables To Be Studied Are The Influence Of Work Experience On Competence, The Effect Of Training On Competence, The Influence Of Development On Competence And The Influence Of Work Experience, Training And Employee Development Together Towards Employee Competence.

**Keywords:** work experience, training, development, competence.

## **The Impact of Leadership Style on Employee in Role Performance**

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**Abstract:** Performance in government agencies is very important to achieve good governance in public sector. This research used qualitative approach. Data and information were collected from various sources using literature study, document, and interview and observation method in research location. The variable used in this research is ethical leadership, participative leadership, and psychological capital, in role performance, organizational trust and organizational commitment. Research finding showed that all of variable are affected on employee government in public sector. In addition, the government apparatus must be given the improvement of education and training to enhance professionalism.

**Keyword:** leadership style, performance, public sector employee.

**Effect of Affective Commitment, Continuance  
Commitment and Normative Commitment on  
Employee Performance  
“A Study of Directorate of Operation PT. Bank  
Bukopin, Tbk Head Office”**

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**Abstract:** Research on the effect of leadership, work environment and career development factors on employee performance. The object of this research is employees of Metro TV. The research was conducted quantitatively with multiple linear regression analysis method. Sampling was done by survey using questionnaire. The population in this study were employees in Metro TV with a total sample of 211 respondents. Sampling technique using random sampling technique. The results of this study are: 1) Leadership has a significant effect on employee performance, 2) Work environment has significant effect on employee performance, 3) Career development has a significant effect on employee performance, 4) the conditions of implementation of leadership, work environment and career development factors have a significant effect on employee performance.

**Keyword:** leadership, work environment, career development, employee performance.

## **Conglomeration Ownership and Risk-Taking Behavior: A Conceptual Framework of Reverse Merger Survival and Performance**

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**Abstract:** The studies of reverse merger performance in comparison to traditional initial public offering (IPO) have been developed with some different approach in the context of financial and corporate governance. Recent studies suggest that the reverse mergers performance depends more on corporate governance features than on the financial conditions of the shell firm and the private firm. Though few papers have examined governance features, there are some other features in the context of reverse merger in Indonesia to be examined, i.e. the effect of conglomerate ownership and risk-taking behavior. This study proposes a conceptual model on how the characteristics can influence the reverse merger performance, based on the literature review. Eventually, the understanding of the backdoor listing firms’ characteristics in comparison with the IPO counterpart and how they are associated with the firm performance is expected to help investor in their investment decision.

**Keywords:** reverse merger, backdoor listing, conglomeration ownership, risk-taking behavior.

## **The Effect of Employee’s Perception of Procedural Justice on the Trust in the Leader in Universities Context**

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**Abstract:** Lack of studies provides empirical evidence about the effect of perceived procedural justice on the trust in the leader. This study aims to testing the effect of perceived procedural justice on the trust in the leader. This study was held in university context. Based on the group value model and the self-interest model, we hypothesize that perceived procedural justice influences on the trust in the leader. We used survey methods and collected 130 administrative employees in the universities for getting the data. Testing hypothesis uses regression analysis. The result shows that perception of procedural justice affect trust in the leader in the universities. This study implies that management should consider about increasing perception of procedural justice among employees by sharing common value and common goals between leader, employee, management and organization. Same values and goals will increase perception of procedural justice. This study also supports self-interest model, when individual interests are achieved, individual will giving her trust in the leader. When individual interest is achieved, individual will perceived procedural justice.

**Keywords:** perceived procedural justice, trust, group value model, self-interest model.



# **Why are Student Reluctant to be Active in Student Activities?**

## **(A Case Study of Widyatama Taekwondo Team Bandung)**

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**Abstract:** Taekwondo is a popular martial arts sport among Students, because its activities are almost there in all educational institutions in Bandung. One of the educational institutions in Bandung that has a very good achievement in Taekwondo is Widyatama University. Taekwondo Activity Unit at Widyatama University has won the National Champion among Students for 6 times in a row. Many of the Students at Widyatama University have been in Taekwondo since elementary and even up to senior high school. However, they are reluctant to follow Taekwondo activities when entering college. This study aims to find out the reasons Students' reluctance to be active in student activities unit, especially Taekwondo unit. In addition, this study also aims to find the effort that can be done to increase student participation in the student activity unit. The research method used is descriptive-verbatim. Respondents in the study amounted to 115 respondents, and counting techniques in this study using path analysis techniques. Students' reluctance to be active, especially Taekwondo, is caused by the time of practice that coincides with the lectures. Taekwondo is also not a martial art that is currently a trend when compared with other martial arts (eg Mixed Martial Arts, Muay-Thai). While Students are happy to follow the trend. Therefore, it takes effort to make Taekwondo martial arts back into the trend. This can be done by making Taekwondo viral through Korean movies or dramas that are being liked by Students. In addition, it can also create a documentation that shows Taekwondo can be used as a self-defense when conditions are pressed. Changes in practice time to Friday and Saturday, where Students are not studying, can increase student participation in campus activities.

**Keywords:** taekwondo, brand image, customer value, customer decision.

## **Effect of Organizational Culture, Job Satisfaction, and Engagement on Employee Performance of PT. Sucofindo (Persero) Head Office**

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**Abstract:** The purpose of the research is to know the influence of organizational culture, job satisfaction and employee engagement with performance. This research used 118 respondent with descriptive quantitative approach, and provided by proportionated stratified random sampling method. Validity and reliability in data collectins of questionnaire are qualified. Together, organizational culture, the job satisfaction, and the employee engagement has given influence to the performance. Thus, it can be stated that partially have significant effect of employee performance from which organizational culture and employee engagement, there is no significant effect on the performance where it refer to job satisfaction.

**Keywords:** organizational culture, job satisfaction, employee engagement, and employee performance.

## **Effect of Compensation, Work Environment, Education, and Training on Employee Performance of PT. Trans Coffee Barista at Outlet Coffee Bean Pacific Place, Pondok Indah Mall and Living World**

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**Abstract:** This research is to know about the effect of Compensation, Work Environment, Education and Training on Barista Performance at PT. Trans Coffee which located in Outlet Coffee Bean Pacific Place, Pondok Indah Mall and Living World. The object of this research is Barista Outlet Coffee Bean Pacific Place, Pondok Indah Mall and Living World with the number of respondents 32. This research uses quantitative descriptive approach, where Data analysis provided in statistical analysis in the form of multiple linear regression test with SPSS version 23 application. The result of research shows that the variable of Compensation, Work Environment, Education and Training have positive and significant influence to employee performance.

**Keywords:** compensation, work environment, education and training, employee performance.

## **Effect of Recruitment Process, Selection, and Work Discipline on Employee Performance on PT. Griya Sejati**

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**Abstract:** This research is to know about the Influence of Recruitment Process, Selection and Work Discipline on Employee Performance on PT. Griya Mie Sejati. The object of this research is employees at Kelapa Gading Mall Store. This research was conducted on employees in the Store who use 41 respondents and work with quantitative descriptive approach. Therefore, the data analysis used is multiple linear regression statistic program and processed with SPSS program version 23. The results of this research show partially and simultaneously in variable process of recruitment, selection, and work discipline on the performance of employees of PT. Griya Mie Sejati. Beside, those evidence from the results of the simultaneous test (Test F) and the results of Partial Test (Test T) also significantly showed from three independent variables that support the hypothesis. Thus, the result indicate there have simultaneous influence between the variables of recruitment process, selection, and work discipline on the performance of employees at PT. Griya Mie Sejati.

**Keywords:** recruitment, selection, discipline and employee performance.

## **Effect of Organizational Culture, Organizational Commitment, and Work Loyalty on Employee Performance in PT. Nusantara Regas**

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**Abstract:** The aim of this research is to determine the effect of Organizational Culture, Organizational Commitment, and Work Loyalty on Employee Performance in PT Nusantara Regas. This research was conducted on 50 total respondent by using quantitative approach with slovin method and proportionated stratified random sampling. Questionnaires data had been distributed to PT Nusantara Regas Employee, where data analysis used statistical analysis in a form of multiple linear regression by SPSS version 23. These results indicate that variables of Organizational Culture, Organizational Commitment, and Work Loyalty positively and significantly effect on PT Nusantara Regas Employee Performance.

**Keywords:** organizational culture, organizational commitment, work loyalty, and employee performance.

## **Effect of Work Stress and Workload on Labor Employee Performance in PT. Tirta Investama Danone Aqua Jakarta Barat**

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**Abstract:** This research aims to know the effect of work stress and workload on labor employee performance in PT. Tirta Investama Danone Aqua. The object for this research is employee at PT. Tirta Investama Danone Aqua which done to 42 respondents by using quantitative descriptive approach. Thus, data analysis which is used is statistical analysis in the form of double linear regression test. The result of this research shows that either simultaneously or partially, the variable of work stress and workload influence of labor employee performance in PT. Tirta Investama Danone Aqua. It has been proven from the result of (f) simoultant test and the result of (t) partial shows significant point of two independent variables that supports hipotesys. Therefore, the accepted assumption is, there is influence between work stress and workload to labor employee performance in PT. Tirta Investama Danone Aqua.

**Keywords:** work stress, workload, employee performance, PT. Tirta Investama Danone Aqua.

## **Effect of Recruitment Process, Selection, and Compensation on Front liner Performance of PT. Bank Victoria International**

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**Abstract:** The aim of this research is to know the influence of recruitment process, selection and compensation with front liner performance. The object in this research is PT Bank Victoria International. This research have been conducted toward front liner PT Bank Victoria International Senayan area with 60 total respondent. This research used quantitative approach. The research design that have been used is causal research. The data that has been taken is questionnaire data that has been distributed to front liner PT Bank Victoria. The data analysis that used in this research is statistical analysis in a form of multiple linear regression with SPSS version 23. The result of this research shows that recruitment process variable positively and significantly affect front liner performance, selection positively and significantly affect front liner performance, and compensation positively and significantly affect front liner performance PT Bank Victoria International.

**Keyword:** recruitment process, selection, compensation, and front liner performance.

# **The Influence of Motivation, Training, Employee Commitment to Employee Performance on Sales Unit at PT. AIND**

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**Abstract:** The research entitled "The Influence of Motivation, Training, and Employee Commitment to Employee Performance on Sales Unit at PT AIND" aims to find out, describe, measure and analyze the influence of motivation, training and commitment to employee performance on Sales Unit at PT AIND. The subject of this research is 67 employees who work on Sales Unit at PT AIND. The data obtained have been analyzed by using linear regression with SPSS program version 24. There is a positive and significant influence of Motivation Variable and Training Variable and Performance Variable of employee working on Unit Sales PT AIND. However, there is no influence of the Commitment Variable on the Performance Variables of employees working for the PT AIND Sales Unit. It is suggested that sales managers of PT AIND need to consider improving motivation and training of employee on Sales Unit at PT AIND in order to increase the employee's performance of this unit.

**Keywords:** motivation, training, commitment, performance, sales.



## Good Corporate Governance and the Challenge of Sustainability in Indonesia

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**Abstract:** Good corporate governance is neither a new form nor an innovative trend that just happened recently. It is being more complicated when sustainability being the main principle of good corporate governance. Sustainability is essentially related to the triple bottom line, which means correlating social-environment-and economic aspects within development. In practice, many corporation in the developed countries have applied this principle, but not for the emerging economies. Corporate governance in the developing countries has to deal with local-cultural difference and “legal culture” with complex bureaucracy such like in Indonesia. This paper aims for analyzing the importance and challenge of sustainability principle towards corporate governance in Indonesia. The theoretical framework is based on the dynamics transition from corporate governance, Corporate Social Responsibility (CSR), and environmental sustainability. The method of this paper is a qualitative-descriptive analysis, which uses several case studies of companies in Indonesia that have managed sustainability inside corporate governance. As the result, Indonesia has three main challenges on mainstreaming sustainability as one principle of good corporate governance: no standardized sustainability report or mechanism for each companies in Indonesia (1), lack of legal transplant and its political bureaucracy (2), the complexity of combining local infrastructure and global development (3).

**Keywords:** good corporate governance, sustainability, challenge, Indonesia, performance.

## **The Effect of HRM Practice (Recruitment & Training) and Quality of Service against the Repeat Visits of Golfer in Imperial Golf Club with Customer Satisfaction as Intervening Variables**

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**Abstract:** This study aims to identify the effect of HRM practice (Recruitment & Training), quality of service to repeat visits of golfer on imperial golf club with customer satisfaction as intervening variable. The research was conducted quantitatively by using descriptive associative method. Sampling was done by survey using questionnaire. The research was conducted quantitatively by using descriptive associative method. The study population in this study was all Golfer who visited Imperial Golf Club. The total population of this study as many as 302 people. Sampling in this research using probability sampling with convenience sampling method. Result shows that there are positive and significant effect of HRM practice to service quality. There is no effect between the qualities of service on repeat visits. There is no effect of customer satisfaction on repeat visits. There is no effect of service quality on customer satisfaction.

**Keywords:** HRM, quality of service, repeat visits, customer satisfaction.

## **Analysis of the Factors Influencing Employee Creativity in Public Sector**

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**Abstract:** Creativity in public sector is very important to improve public service quality in the era of bureaucratic reform. This study aimed to examine the effect of ethical leadership, leader member exchange, intrinsic motivation and psychological empowerment on employee creativity. The object of this research is the employee in public sector (ASN). The data were collected from government employees in several agencies. This research used multiple regression to analyze the data from respondents. The result shows that all of independent variables, ethical leadership, leader member exchange (LMX), intrinsic motivation, psychological empowerment are affected on employee creativity partially and simultaneously.

**Keywords:** ethical leadership, employee creativity and public sector.

# **Optimization of Sub-Material Inventory Control and Demand Forecasting in Order to Reduce Provision by Economic Order Quantity (EOQ), Period Order Quantity (POQ), and Time Series Model in PT. Katexindo Citramandiri.**

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**Abstract:** This paper aims to analyze sub-material inventory control and forecasting optimization in order to reduce provision in PT. Katexindo Citramandiri. Furthermore, this paper was comparing company current method with economic order quantity (EOQ) and period order quantity (POQ) to determine best minimum order quantity (MOQ) level for order placing, and to find which time series model can be applied for company order forecast. It also further finds that EOQ can propose significant minimum level quantity to avoid sub-material leftover and dead stock, while Holt's winter model can be applied to maintain company forecasting to avoid big gap between projection and actual order. Therefore, our descriptive quantitative method on research design described how much sub-material provision can gradually reduce and how much loss reduction or potential profit made by company.

**Keywords:** sub-material inventory, forecasting, provision, EOQ, POQ, time series, MOQ.

# **Proposed Inventory Replenishment Model to Optimize Inventory Level**

## **(A Case Study an Indonesia Cheddar Manufacture)**

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**Abstract:** May, June and July 2017 were festive seasons when the demand of consumer good was significantly increased. The company supposes to gain more revenue or sales by taking advantage of this moment. On the contrary, they even suffered the losses up to IDR 9 billion. One of the issue is stock out occurrence of DE inventories. These inventories are main raw material to produce the finish well. As the effect of stock out, holding cost leaped significantly to level IDR 5 billion far above from IDR 1.8 billion as company target. In order to prevent the suffered loss next year, a depth analysis is needed to prevent the stock out and reduce the holding cost. Issue exploration is started by collecting data and analyzing the current condition such as company logistic model, warehouse capacity and replenishment policy. Quantitative data, mostly sourced on Rough Cut Capacity Planning, is provided to support business issue, while qualitative data is obtained by conducting the personal interview to related stakeholder. By conducting comprehensive analysis from the current condition and literature review, it is concluded that the existing replenishment policy is not compatible to overcome the issues. Three replenishment models are proposed which are modified EOQ, modified fixed-time order and dynamic lot size. EOQ and fixed-time model are modified to deal with capacity constraint. While dynamic lot size is able to handle the variability in demand, holding and order cost that can't be handled by other proposed models. To get the representation of inventory level and holding cost in 2018, simulations are performed. As the result, all of proposed models are able to prevent the stock out by maintaining its inventory level without affecting safety inventory. The justification comes from the cycle of stock. Decision making is determined by lowest holding cost which is given by dynamic lot size model.

**Keywords:** inventory replenishment, inventory level, holding cost, stock out, safety stock.

## **Analysis of Distribution Information System of Rice Supply Chain Management at PT. Jatisari Sri Rejeki**

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**Abstract:** One of Indonesia's commodities that has great potential is rice. Rice is a strategic commodity and is a staple food of the Indonesian nation. The consumption of rice every year always increases along with the rate of population increase while the increase of rice consumption is not comparable with the rate of increase of production and harvest area. The sequence of rice processes undergoes several stages of the supply chain: agriculture (growing), harvesting, packing, and transportation. In terms of actors, the supply chain consists of several businesses such as farmers, local wholesalers such as collecting traders, traditional retailers / supermarkets, and customers. PT. Jatisari Sri Rejeki Karawang is one of the companies that organize the management of food industry business especially the rice along with its chain of activities in an integrated manner by utilizing all resources effectively, efficiently and synergistically so as to increase business growth to achieve the intent and purpose of the company.

**Keywords:** SCM, rice, distribution, information system.

## **Key Factors to Institutionalize the ERP System: An Empirical Study of Indonesian Companies**

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**Abstract:** To increase the business performance, many organizations decide to adopt ERP system as their supporting information system. However, despite the enormous money and time invested in adopting the ERP system, many organizations still failed to fully realize the benefits. Previous studies found that to realize the benefits from of ERP system adoption, organizations should give more attention on post-project phase, especially on activities to achieve institutionalized ERP system, which is a condition when the ERP system is used as an integral part of in the organization and used comfortably by the users. In this regard, this study explores key factors that can positively contribute to institutionalizing the ERP system. An empirical test was conducted to Indonesian companies which already stepped into the post-project phase. Research model consisting factors that hypothetically affect to the institutionalized ERP system was developed in this study. Hypotheses test using partial least square method (PLS) shows that help desk quality and IS-Business ownership do significantly contribute positively to the institutionalized ERP, whereas user knowledge sharing, formalization of work procedure, and control mechanism do not. Further, the result shows that control mechanism significantly gives a negative contribution to the institutionalized ERP system. The practical implications of the findings and the direction for future study are discussed.

**Keywords:** ERP system, benefits realization, institutionalization, partial least square.

# Smart Parking for Widyatama University Area with Machine Vision Technology (Smart Campus Management and Concept)

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**Abstract:** Widyatama University is one of the largest private universities in West Java located in the city of Bandung, a campus that continues to commit to produce graduates capable and competitive in national and international scope, professional graduates are not separated from the support facilities and lecturers dedicated high in education, the factor for education itself starts from the condition of the building is neat, library, parking area wide computer facilities and practice space ready condition, the use of technology and internet access network facilities are very adequate. One of the most important facilities for campus condition is the condition of the parking lot that is safe and well organized considering the number of Widyatama students about 15,000 active students so that is needed vast place, the parking area of Widyatama University itself has 3 areas, namely the area of students package, the lecturer parking area and employees. For additional parking system security the authors and teams conducted experiments using Machine Vision technology, this technology has been widely used overseas that has been for the development of smart city, smart campus, smart transportation, smart home and others. Machine vision itself is a method that has been widely used in the industrial world using digital sensors and data input taken from a digital camera that is connected to all CCTV at the University Widyatama and can send data directly to the computer network.

**Keywords:** management, parking system, machine vision.



## **Student Perspective of Civil Service College Image (Case study on School of Public Administration-NIPA)**

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**Abstract:** The research that using the quality research method that focusing on Scholl of Administration-NIPA(STIA-LAN). The main resources itself also supported by the questionnaires that delivery to student and alumni of STIA LAN Jakarta. Data Analyze use Miles and Huberman perspective. The research resulted that the image of STIA LAN Jakarta viewed from the aspect of Institution Identity showed that: STIA LAN Name according to respondent perception all answer in good category that is easy to remember, describe main task of LAN, have positive meaning, unique so easy to distinguish and interesting and easy to remember . LOGO STIA LAN according to respondent perception almost all answer in good category. There are 2 aspects that according to the respondent in the category enough that is LOGO STIA LAN enough attention and LOGO STIA LAN quite boring. Image STIA LAN Jakarta in terms of Reputation aspects seen that Leadership in service oriented STIA LAN indicates in the good category for the selection of appropriate officers to serve and the provision of facilities needed. But it is worth enough for the aspect of the number of people to go through to do the service. Institutional credibility and reliability are all in good and high value categories. The lowest value in this aspect is given in their opinion of the administrative process run by STIA LAN Jakarta. Image STIA LAN Jakarta viewed from the aspect of Physical Environment seen that Location and Atmosphere STIA LAN all in good condition. Only one aspect that is given enough value is the toilet cleanliness problem. Image STIA LAN Jakarta in terms of service aspects seen that Access provided STIA LAN to his students in good condition all. The lowest value in this aspect of service is the aspect of the problem of the convenience of the service personnel to be encountered with a value almost close enough. The service procedure provided is good category. Sufficient category is given on the aspect of service that is sometimes given change change. STIA LAN Jakarta image seen from the aspect of the Service Officer seen that high value is given on the aspect of decency, physical appearance, attitude and behavior. Caring gets good category. However, the aspect of thanksgiving thank the service officers to get the smallest score near enough. Competence of STIA LAN service personnel get a good score on the aspects of knowledge and skills. The value of skill of service officer is still above the knowledge.

**Keywords:** perspective, civil service.

## **Respond Of Management Accountant towards Authority Pressure to Engage in Accounting Manipulation**

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**Abstract:** This study aims to analyze respond of management accountants when they were asked by their immediate manager to engage in accounting manipulation. This study also investigate whether management accountant under obedience pressure which obey unethical order of superordinate experience cognitive dissonance. We employed laboratory experiment as a preferred method. We conducted two experiments totally involve 200 participants. Results of this study indicate that in a condition under obedience pressure, most subjects have a tendency to obey authority order to engage in accounting manipulation. This study also finds that subjects engage in accounting manipulation as ordered by their authority experience cognitive dissonance.

**Keywords:** obedience pressure, accounting manipulation, cognitive dissonance.

## **Capital Knowledge Concept: Accounting Behavior Approach Evidence from Indonesia**

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**Abstract:** The purpose of this study is to discuss the accounting behavior of the capital knowledge concept in which gender and skills play a role in the performance of financial statements. Types and sources Data, this study uses secondary data manufacturing company financial statements in Indonesia in 2009 to 2016. Methodology, the method used is a quantitative correlation and variable control for independent variables have a greater influence on financial performance. The results showed that the skill influenced the asset turnover (0.007), current ratio (0.004), cash ratio (0.001), and fixed asset turnover (0.002) and Gender had an effect on financial performance. DER (0.048), Asset turnover (0.000), debt ratio (0.005) and ROA (0.045). Originality research, capital knowledge concept plays an important role to improve the performance of corporate financial statements.

**Keywords:** capital knowledge, accounting behavior, financial performance.

## **The Relation of Return on Assets (ROA) and Firm Size in Influencing Company's Equity Income (Empirical Study in Public BUMN)**

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**Abstract:** The aimed of this study was to examine the influence of company's characteristics toward income smoothing practice among listed companies at Indonesian Stock Exchange. The factors being examined were return on asset and firm size. Index Eckel is used to determine the income smoothing practice. The study was using 11 companies listed at Indonesian Stock Exchange with a period 2012-2015. The hypothesis was tested using multiple regression. The first hypothesis was used to examine the influence of return on asset to income smoothing practice. The second hypothesis was used to examine the influence of firm size to income smoothing. The third hypothesis was used to examine the influence of return on asset and firm size to income smoothing. The result of this study indicated that 11 out of 20 companies which were used as samples committed income smoothing. The output of multiple regression showed that return on asset and firm size not having a significant influence to income smoothing.

**Keywords:** return on assets, firm size, Indonesian Stock Exchange.

# **The Effect of Profitability Ratio, Capital Structure, and Trade Volume to Stock Price in Mining Industry Period 2013-2016**

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**Abstract:** This study aims to determine the effect of profitability ratios, capital structure, and trading volume on stock prices of companies classified into the mining sector industry listed on the Indonesia Stock Exchange period 2013-2016. The independent variable used in this research is profitability ratio measured by Return on Assets (ROA), capital structure as measured by Debt to Equity Ratio (DER), and trading volume, while the dependent variable is stock price. The sample of this research consists of 30 companies belonging to the mining industry listed in Indonesia Stock Exchange period 2013-2016 selected based on certain criteria by using purposive sampling method. Data analysis method used in this research is multiple linear regression analysis by first doing classical assumption test, then continued with analysis of coefficient of determination and hypothesis testing. The result of F test shows that profitability ratios, capital structure, and trade volume together have a significant effect on stock price. Partially shows that only profitability ratios that have a significant positive effect on stock prices. While the capital structure and trading volume does not affect the stock price. Profitability ratio, capital structure and trading volume simultaneously contributed 18.89% to stock price and the rest of 81.1% influenced by other factors.

**Keywords:** profitability ratio, ROA, capital structure, DER, trading volume, stock price.

## **How Does CAR, LDR and OEOI Impact on ROA at State-Owned Bank Listed in Indonesia Stock Exchange 2012 – 2016**

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**Abstract:** This research aims is to know the impact of Capital Adequacy Ratio (CAR), Loan to Deposit Ratio (LDR) and Operating Expense to Operating Income (OEOE) on Return on Asset (ROA) at State-Owned Bank in 2012 - 2016. This type of research is causal associative, that is research looks for causal relationship between independent variable (X) and dependent variable (Y). The data used is secondary data. The sample used in this study is State-Owned Banks listed on Indonesia Stock Exchange (IDX), namely, BBNI, BBRI, BBTN and BMRI. Hypothesis testing is done by using multiple linear regression analysis, but before testing the hypothesis first tested the classical assumption. The results of this study indicate that partially, CAR and LDR have negative and significant impact on ROA. While OEOI has negative but no significant impact on ROA. Simultaneously, CAR, LDR and OEOI have significant impact on ROA.

**Keywords:** ROA, CAR, LDR, OEOI, state-owned bank.

## Equity Mutual Fund Performance: The Case of Indonesia

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**Abstract:** The research was conducted by involving 59 equity mutual funds circulating in Indonesia with Rupiah denomination from 2012 until 2016. Performance measurement is done by Treynor Ratio, Sharpe Index, Jensen Alpha, Adjusted Sharpe Index, Adjusted Jensen Index, and Information Ratio. The population of this research is Equity Mutual Funds registered in the Financial Services Authority (FSA or OJK in Bahasa). Equity Mutual Fund is chosen as the object of research because in Indonesia equity mutual fund is the most popular mutual fund. The data used in this study are, (1) monthly net asset value of equity funds from December 2011 to December 2013. NAV data of mutual funds are obtained from Bloomberg through [www.portalreksadana.com](http://www.portalreksadana.com). (2) Monthly data of Composite Stock Price Index (CSPI) obtained from website [www.idx.co.id](http://www.idx.co.id) from December 2011 to December 2013. (3) Data of Reference Rate of Bank Indonesia and Bank Indonesia 7 Days Repo Rate from January 2012 until December 2016. Overall RHB Alpha Sector Rotation, SAM Indonesian Equity Fund, Simas Dana Saham, Schroder Dana Prestasi, Lautandhana Equity Progressive - Equity Progressive, Pratama Equity, and Pratama Saham are equity mutual funds that always consistently give positive results when measured by several models used.

**Keywords:** equity mutual fund; sharpe index; Treynor Ratio; Jensen Alpha; information ratio.





## **Analysis of Stock Return Plot by Using CAPM: Evidence of Inefficient Market**

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**Abstract:** Stock Return is a combination of dividends and increase in the stock price. The Capital Asset Pricing Model (CAPM) is an economic model for valuing stocks, securities, derivatives, and/or assets by relating risk and expected return. CAPM is based on the idea that investors demand additional expected return (called the risk premium) if they are asked to accept additional risk. Taken together, the Efficient Capital Markets Hypothesis (ECMH) and the Capital Asset Pricing Model (CAPM) appear to predict that the market price of a security in an efficient market should reflect the best possible estimate of its fundamental value. This journal paper is intended to give evidence through analysis of stock return plot by using CAPM Model. The factors analyzed in the study such as predictability/forecasting of stock returns, volatility/variability of stock returns, stock returns and inflation, etc. Will indeed help the stock exchanges, regulators, government and other concerned parties. The study concluded that the areas such as predictability/forecasting of stock returns, volatility/variability of stock returns and the risk and liquidity aspect of stock returns have been the major areas of interest of many researchers for past 15 years.

**Keywords:** stock return, CAPM, prediction received on, published on.

## **Analysis of Transaction Costs of 3 kg LPG Distribution Supply Chain in Yogyakarta City**

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**Abstract:** Liquefied Petroleum Gas (LPG) 3 kg is subsidized fuel circulated by Pertamina Corporation. The objective of this research was to analyze the supply chain, the selling margin among distribution agencies, and the transaction cost in the market supply chain of 3 kg LPG in Yogyakarta. The research used primary data such as interview and observation. The data was analyzed with qualitative descriptive analysis. The result of this research show two 3 kg LPG supply chain in Yogyakarta which are Pertamina – Agent – Base Seller – Retailer – Shop Seller – Cosumer and Pertamina – Agent – Base Seller – Retailer – Small and Medium Enterprises. The highest marketing margin obtained by retailers are Rp. 2942/ gas tube in the first supply chain and second supply chain. The hihggest transaction cost is managerial transaction cost is first supply chain and second supply chain which equals to 62,56 percent and 61,97 percent. Followed by 31,26 percent of market transaction cost in the first supply chain and 31,75 percent in the second supply chain. The lowest transaction costs are 6,13 percent of political transaction cost in the first supply chain and 6,26 percent of political transaction cost in the second supply chain. Therefore, the solution to this problem is a review of the highest retail price for 3 kg LPG in Yogyakarta so it could be relevant for agents who experienced the highest transaction cost.

**Keywords:** LPG 3 kg, transaction cost, supply chain, Yogyakarta city.

## **Contingent Liabilities and Stock Price: Study in Indonesia Stock Exchange**

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**Abstract:** One phenomenon in the Indonesian capital market is the tendency of investors using technical analysis and less utilize the accounting information presented in the financial statements while assessing the company's stock price. One of such information is a contingent liability that is not recorded as company's liability (debt). This study aimed to analyze the effect of contingent liabilities on the stock price, which is done by using an approach of financial ratios, namely; Debt Equity Ratio (DER), Debt-Asset Ratio (DAR), Return on Assets (ROA), and Cash Flow from Operating Activities to Long-term Debt (CFLTD). The research method is associative and comparative quantitative because research using quantitative data and is intended to assess and compare the effects of two or more variables. Analysis technical of the data use multiple linear regression and t-test with related samples. The data analyzed were 53 financial statements of companies listed on the Indonesia Stock Exchange in 2013 and 2014. The results of the study concluded that there are significant relationships to the stock price if contingent liabilities taken into account and contingent liabilities were not taken into account. Contingent liabilities should be used as a source of information by management and investors before making decisions.

**Keywords:** contingent liabilities, debt ratio, stock price, Indonesia, financial statement.

# **Exchange Rate Volatility and Inflation Rate Influences on Profitability and Its Impact to Stock Return (Empirical Study of Automotive and Component Industries Which Listed on Indonesia Stock Exchange 2011-2015)**

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**Abstract:** Globalization market makes transactions of goods and services in a country more open. People need money of foreign currency to pay off their business activity. Foreign exchange supply and demand will changes macroeconomics inside a country, therefore it will influence company’s profitability and stock return. The purpose of this paper is to analyze the influence of exchange rate volatility and inflation rate on profitability and its impact to stock returns. The sampling technique is using purposive sampling, which based on some criteria and researcher choose automotive industries sector which published financial report and have foreign currency transactions (rupiah to US dollar). The numbers of studied samples are 12 companies within period 2011-2015. Quantitative analysis method is using by regression partial least squares-structural equation modeling tool analysis. Hypothesis test using p value 0.05. The results showed that exchange rate volatility has no significantly effect on profitability. The rate of inflation has a significant negative effect on profitability with a small influence. Profitability itself has a positive significant influence on stock returns. Volatility and inflation are macroeconomics variable has changed stock return price and will impact to gain or loss at the stock secondary market. Further research can be conducted to various business industry data panel, extended period of time research, measurement model, and macroeconomics variables.

**Keywords:** exchange rate volatility, inflation rate, profitability, returns on equity (ROE), stocks return, macroeconomics variable.

# The Stock Selection Strategy in Finding Abnormal Return in Indonesian Stock Market: A Literature Review

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**Abstract:** The less domestic investors in Indonesian Stock Market should encourage Indonesian scholars to introduced approaches of stock valuation to find abnormal return. Commonly there are only two analyses adopted in stock valuation i.e. technical and fundamental (factors). They predict the stock movement based on the historical data of the stock's performance. In this analysis, the investor assumes to be rational. Another analysis is sentiment analysis which can effectively guide the investors to map and distinguish the stocks which generate abnormal returns, especially in this digital era. In this analysis, the investors are not rational, the irrational of the investor will guide the prediction of stock movement. The sentiment analysis would be the prominent tools to study the movement of stocks in addition to the first two analyses. Technical and factors analyses usually examined empirically, thus the context of region or local would be matter. For the sentiment analysis, the context of local website can be a further study in generating information related to the stock return.

**Keywords:** abnormal return, stock-selection strategy, sentiment analysis, Indonesian market

## **Dynamic Linkage between Exchange Rate, Interest Rate and Stock Market; Evidence from Indonesia**

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**Abstract:** This paper investigates the dynamic relationship between exchange rate (IDR against US dollar), interest rate and stock market of Indonesia from December 2008 to May 2017. We estimate long memory and asymmetric volatility in dynamic correlations between these variables using the VAR, FIAPARCH and DCC approach. Then, we endogenously detect the volatility shift dates and investigate the relation between the dynamic correlations. Result reveal that there is a strong evidence of asymmetric and long memory in all volatility return series. In addition, the dynamic correlation between bonds and the stock market is always a negative and positive correlation between bond and exchange rate. One of the main findings of the model analysis is volatility shock creates abrupt changes in dynamic correlation, but the effect only in short term. For policy makers and investor do not need to react to volatility shocks to prevent long-term transmission between these markets.

**Keywords:** exchange rate, interest rate, stock market, and dynamic conditional correlation.

# **The Effect of Cash Ratio, Debt Equity Ratio, Firm Size and Asset Growth against Dividend Payout Ratio (DPR) at the Company Listed in LQ-45 Period 2013-2016**

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**Abstract:** One important thing in financial management that the company's goal is to maximize the prosperity of shareholders. The objective of this study is to find the effect of cash ratio, debt to equity ratio, firm size and asset growth to dividend payout ratio, by conducting panel data regression model with samples taken by purposive sampling method. Samples were tested as many as 76 data for LQ45 companies that consistently listed and pay dividend from period 2013 until 2016 and published by Indonesia Stock Exchange. The result show that the debt to equity ratio, firm size and asset growth affect the dividend payout ratio. While cash ratio has no effect to dividend payout ratio. Research to be dating should pay attention to the changes associated with the assessment and recognition of the accounts in the financial statements in order to obtain better results.

**Keywords:** cash Ratio, debt to equity ratio, firm size, asset growth, Dividend payout ratio, LQ45.

## **Perception of Ethics of Public Accountants, Management Accountants and Lecturer Accountants on Earnings Management in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) Area**

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**Abstract:** This study aims to determine and measure the Effect of Ethical Perception of Public Accountants, Management Accountants, and Accountants Lecturer against Earning Management Practice in Jakarta, Bogor, Depok, Tangerang and Bekasi. The research method used is causal, with unit of Public Accountant, Management Accountant, and Accountant of Lecturer in Area Jakarta, Bogor, Depok, Tangerang and Bekasi. Data analysis is done by descriptive analysis and simple linear regression test. The result of the research shows that from the simple linear regression test, there is positive influence of Public Accountant's Ethical Perception, and Lecturer Accountant in Jakarta, Bogor, Depok, Tangerang and Bekasi Areas against Earning Management Practices. Therefore, the more Public Accountants, and the Lecturer Accountant to earnings management practices, the more positive the ethical perception towards earnings management practices. While on Ethical Perception Variables Management Accountant There is no positive influence of Ethical Perception of Management Accountant in Jakarta, Bogor, Depok, Tangerang and Bekasi Territories to Earning Management Practices. This indicates that the less understanding of the Management Accountant to earnings management practices, the more negative the ethical perception of earnings management practices.

**Keywords:** ethical perceptions, earning management practices.



## Discretionary Revenue and Ownership Structure: The Opportunistic View of Management

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**Abstract:** This study aims to examine whether the opportunistic behavior of management is influenced by firm characteristics and ownership structure. Management opportunism is measured by the discretionary revenue model from Stuben (2010). While the characteristics of companies that tested its impact on opportunistic management are auditor independence, firm size (size), leverage, and growth. While the ownership structure is divided into two, namely institutional ownership, and foreign ownership. This study was conducted using data from Indonesia Capital Market Directory (ICMD), annual report, and audited financial statements of manufacturing companies listed on the Indonesia Stock Exchange. The data obtained were analyzed by multiple linear regression method. Samples were drawn using purposive judgment sampling method. The sample obtained is 370 samples of the company during 2014-2016 as many as 370 samples of the company. The results show that the opportunistic attitude of management as measured by the discretionary revenue model is significantly influenced by firm size and leverage. The larger the size of the company, able to reduce management opportunism. Higher debt levels, proven in this study can increase the opportunistic earnings management, so the higher the debt of the company the greater the management. The results of this study also show that of the three ownership structure variables, only institutional ownership is proven to suppress opportunistic management attitude. Other variables, foreign ownership, auditor independence, and growth do not show a significant effect on management opportunistic attitude.

**Keywords:** institutional ownership, foreign ownership, auditor independence, company size (size), leverage, growth, opportunistic of management.

## **The Study of Implementation of Performance-Based Remuneration System (A Case at Work Unit X in the Indonesian National Police)**

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**Abstract:** The study of implementation of performance-based remuneration system (a case study at x work unit in The Indonesian National Police) cannot be singled out from the bureaucratic reform measures. This study describes the extent to which a government policy has been legislated at a state agency with all of its complex problems. A policy will simply be an obsolete archive document, if it is not implemented. This study utilized qualitative descriptive method to describe the indicators of terms and criteria that guide the implementation of the remuneration system according to legislation, it revealed objectively the reality behind the implementation of remuneration policy by the stake holders, it discussed and provided solutions related to the problems occur. This study confirmed that the proper implementation of remuneration should be preceded by the evaluation of employee performance which includes a quantity and quality of work target to be accomplished by employees within a predetermined time period.

**Keywords:** compensation, remuneration, performance-based remuneration, policy implementation, performance.

## **The Effect of Rupiah Exchange Rate / USD, Interest Rate and Economic Growth on Req45 Stock Price in Indonesia Stock Exchange Year 2012-2015**

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**Abstract:** This study aims to determine the effect of exchange rate of Rupiah/USD, interest rate and economic growth to stock price LQ45. The object of this study are companies that are successively listed on the stock exchange Indonesia period 2012-2015. Research design used is casual research. With sample selection using purposive sampling. This study was conducted during the period 2012-2015 with sample of 28 companies that are listed in the stock exchanges Indonesia. The data used in this study is secondary data. Data analysis method used is panel data analysis. The results of this study indicate that the exchange rate of Rupiah/USD has a negative effect and the interest rate has a positive effect on the stock price LQ45 listed in the stock exchange Indonesia period 2012-2015. Economies growth does not affect the stock price LQ45 listed on the stock exchange Indonesia period 2012-2015.

**Keywords:** Exchange Rate of Rupiah/USD, interest rate, economic growth, stock price LQ45.

## **Analysis of Current Ratio, Debt Ratio and Working Capital Turnover on Return on Assets In Tourism, Restaurants and Hotels Sector**

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**Abstract:** This study aims to determine the effect of debt ratio (DR), current ratio (CR), and working capital turnover (WCT) on return on assets (ROA) at companies listed on Indonesia Stock Exchange tourism, hotels and restaurants sector period of 2012-2016. Sample selection in this study using purposive sampling method and got 6 companies which are suitable with the criteria. The research data is obtained from Indonesia Stock Exchange. The method used in this research is panel data regression analysis and it is found that the more appropriate model used is random effect. From the result of research got the value of adjusted R-Square equal to 9.13%. It indicated that current ratio variable has significant positive effect on return on assets (ROA) with regression coefficient equal to 0,0286. However, the variable debt ratio (DR) has insignificant negative effect on return on assets (ROA) with the regression coefficient of 0,6852 and working capital turnover (WCT) variable does not positively influence dividend policy with the regression coefficient of 0,6768.

**Keywords:** current ratio, debt ratio, working capital turnover, return on assets.

## **Designing Cash Collection Accounting Information System for Workshop of Manic Motorsport Indonesia**

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**Abstract:** The purpose of this study is to design a prototype of accounting information system for cash collection for a workshop of Manic Motorsport Indonesia using FAST (Framework for the Application of Systems Thinking) method based on Whitten, Bentley, and Dittman. This far, Manic Motorsport Indonesia uses manual reconciliation regarding cash collection which takes time for the cash collection process. The study found that by using FAST method we can design prototype system that can provide necessary module for Manic Motorsport Indonesia and help company to provide cash collection report along the supporting data. This paper highlights the differences in methodology used for designing cash collection system and proves the advantages of FAST method.

**Keywords:** accounting information system, cash collection, system, system design, FAST.

## **Post-Close Trading and Information Asymmetry Risk in Opening Price in Indonesia Stock Exchange**

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**Abstract:** This paper examines cross-sectional relationship between stocks' magnitude of turnover shock in IDX post-close trading session and their price efficiency in the opening. The result confirms that the shock is significantly decreasing opening price efficiency in the opening trade. This finding is consistent with information asymmetry risk. Additionally, the proxy variable proposed in this article is robust against symmetric information and the risk is not detected in LQ-45 opening call auction.

**Keywords:** close trading, information asymmetry risk, opening price, Indonesia Stock Exchange.

## **The Condition of Bid-Ask Spread Before and After Stock Split Case Study in Companies Registered at Indonesia Stock Exchange in 2009-2013**

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**Abstract:** Stock split is one kind of corporate action implemented by companies in order to rearrange stock price to be a more liquid range and provide more positive signal to investor. The higher liquidity of the shares stock the more attractive to investors. This research is aimed to analyze the difference between Bid-ask spread before and after stock split on the company listed in Indonesia Stock Exchange during 2009-2013. This research applies event study approach with 30 days observation which is divided into two, 15 days before and after stock split. This research applies descriptive and comparative method. The research sample are companies which perform stock split policy in 2009-2013 (24 companies) and using purposive sampling method. This research applies paired simple t-test as its data analysis technique using SPSS. The result shows that stock split causes bid-ask spread before and after stock split on the company listed in Indonesia Stock Exchange during 2009-2013.

**Keywords:** bid-ask spread, stock split, stock price.

## Stock Price Behavior around Cum-Dividend Date of Indonesia Blue Chips Stocks

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**Abstract:** This study seeks evidence whether there is significant stock prices changes around cum-dividend date, in particular it examines the stock prices movement of two days before and two days after cum-dividend date. This study uses an event study methodology. The population of this study are all companies in the LQ45 listed at Indonesia stock exchange. A total of 40 companies are examined in the study. Abnormal return is measured as the difference between real return and expected return, whilst the expected return is measured using the single index model. The study finds that there are no significant abnormal returns around cum-dividend date. In addition, the study does not find any significant abnormal return difference between two days before and two days after cum-dividend date. The findings reported in this study could benefit investors in understanding the behavior of stock prices around cum dividend date and this could be used as an investment strategy. Investors may obtain significant positive abnormal returns.

**Keywords:** dividend, cum-dividend date, abnormal return, event study.



## **Factors That Affect the Value of the Company (Empirical Evidence: Mining Companies Listed on IDX)**

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**Abstract:** The purpose of this study was to determine the effect of capital structure and firm size on firm value moderated by profitability. The sample of this research is mining sector companies listed on IDX. This research is non participant observation method with path analysis technique. The method of data analysis is multiple linear regression with data analysis tool using SPSS 22. Based on the analysis result is known that capital structure has a significant positive effect on firm value while firm size has a significant negative effect on firm value, profitability has no significant effect on firm value, company size has a significant positive effect on profitability. But profitability is not able to mediate the influence of capital structure and firm size on firm value.

**Keywords:** capital structure, company size, profitability and corporate value.

## **"BSD City's Smart Household Program by CSR Department of Sinar Mas Land**

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**Abstract:** This writing is a qualitative research with phenomenology method. Phenomenology is a research method that is included in constructivist or interpretative paradigm. The principal assumption of phenomenology is that humans actively interpret their experiences by giving meaning to something experienced by humans. In other words understanding is a creative act, namely action toward meaning. Using phenomenology method helps researchers to see the communication and strategy used by CSR Department of Sinar Mas Land when doing socialization program "Smart House of BSD City". Data were obtained through in-depth interviews with the help of electronic recording devices, as well as documents as secondary data. The analysis used in this study is a qualitative analysis, which aims to explain in the form of description so that the data is not in the form of numbers but in the form of an explanation that describes the circumstances and processes of certain events. An organization or company usually has programs addressed to a particular public or a wider community. To deliver such programs, companies or organizations have a strategy or a way to deliver the program to the public, among others through socialization. Socialization can be done so that the program has been designed to run well according to the goals to be achieved, but also to provide insight to the intended public. This thesis is intended to reveal the socialization efforts of the program "Smart House BSD City" conducted by the Department of CSR Sinar Mas Land. Socialization is one form of persuasive communication. As it is known that persuasive communication is a communication process to influence the opinions, attitudes and actions of people by using psychological manipulation so that the person acts on his own will. BSD City Smart House Program is a Sinar Mas Land Corporate Social Responsibility (CSR) activity, in the form of non-formal education and skill services for the community surrounding BSD City housing. After the program has been designed, then the effort of introducing this program to the community surrounding BSD City housing through the program socialization. Socialization is done through personal communication, ie meetings with social communities, as well as community leaders.

**Keywords:** smart, community surrounding, community leaders, socialization.

# **Control of Supplies in Supply Material with EOQ Method (Economic Order Quantity) at PT. Propan Raya, Icc**

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**Abstract:** PT. Propan Raya, ICC, is one of the manufacturing companies that produce paints. This research is aimed to control the supply of packing materials by EOQ method in order to prevent unavailability of packaging materials. To do this researchers use Minitab 18 software, from this software will get the appropriate forecasting method and also forecasting future usage calculation, it can help the company to see the trend of the use of packing materials are also able to see the estimates of these products on the market. Inventory control by using EOQ method is expected to provide solutions for inventory control, and optimal ordering to obtain savings for inventory costs (Total Inventory Cost) at PT. Propan Raya. The method used is to interview and collect the necessary documents, then do the initial analysis of forecasts that have been run in PT. Propan Raya, estimates the use of packaging materials for the future with calculations using Minitab18, performs inventory controls using EOQ, determines safety stock, ROP and maximum inventory. By controlling the order and also the inventory is expected to provide significant savings for the company, by lowering inventory costs (Total Inventory Cost).

**Keywords:** control, supply material, manufacturing, forecasting.

## Normative and Religious Analysis of Business Abortion

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**Abstract:** Abortion figures in Indonesia is currently high enough. No less than two million cases per year. This happens because liberalism has brought forth the life of the community wanting free. Not only free in have something, free holds, are free to choose the religion and also the freedom behave (read: *free sex*). The height of the *free sex* resulted in a high incidence of pregnancy that is not desired that the ends of the earth ended on high figure abortion. Liberalism also has made this community near with pornography and pornoaction so that no wonder arising cases of sexual harassment and even rape. The case of rape is rarely culminated on abortion when it happens during pregnancy. Abortion can also occur on the failure of contraception. During this abortion by medical workers is done when there is a medical indication for example the mother with severe disease that threatens the life.

**Keywords:** Islamic law, abortion, free sex.

## On the Investigation of Stochastic Choice in Decision Making under Risk

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**Abstract:** I propose three basic models of stochastic choice to explain subjects' behaviour in Pradipto *et al* (2015) experiment – a Fechner with tremble model and two random preference models. The three models are a combination of two alternative stochastic theories, the Fechner with tremble and random preference, and two deterministic theories of choice under risk, expected utility (EU) and rank-dependent expected utility (RDEU). I estimate parameters in the models using a maximum likelihood technique and test for their explanatory power. The results show that the Fechner with tremble model explains better the subjects' behaviour in the experiment. In addition RDEU performs better than EU in modelling stochastic choice.

**Keywords:** decision making, stochastic choice, maximum likelihood.

**JEL Classification:** C91, D81

## Conceptual Research: Sharia-Based Crypto currency

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**Abstract:** Islam is the religion of rahmatan lil 'alamin / Al Anbiya: 107, bringing blessings and welfare to the whole universe, all Moslem majority states, hoping its country is "thayyibatun wa rabbun ghafur [A good land [have you], and a forgiving Lord] / Saba': 15". The number of Moslems around the world is around 1.6 billion, about 24% of the world's total population, 31% are in southern asia, 22% in southeastern Asia, 47% spread around the world. The country with the world's highest gross domestic product (at purchasing power parity [PPP]) is Qatar, Brunei is the 4th, 5th place in Kuwait, 8th place in United Arab Emirates, 12th place in Saudi Arabia, and Bahrain ranks 14, 10 Countries with the largest oil reserves in the world, 9 Countries are in the majority Moslem countries, 17 Largest oil producing countries in the world, 10 Countries are in Moslem majority countries, from 228 Countries with Moslem, 76 countries has more than 10% of the population of the country. These are the facts that Allah SWT has given His mercy to us the major Moslem states, fertile lands, prosperous countries, rich countries, but why most Moslems in Moslem countries are not prosperous. There are many reasons for this, mismanagement of the land, misinformation of the economy, fragile monetary system, and inexhaustible debt, those who consume interest (naïsiah and fadhil) rampant, greed, corruption, wealth and uneven prosperity. The concept of sharing, wealth and prosperity among Moslem countries, not a new concept has ever been implemented by Moslem countries since then, from Andalusia-Spain to the far east, has a similar economic concept model, one of them is not consume interest. In this preliminary research the researcher proposes a conceptual research: sharia-based crypto currency, hopefully bring goodness of wealth and prosperity for the good of the world and the hereafter.

**Keywords:** sharia, monetary system, economic system, crypto currency.

## **Effect of Working Capital Management to Non-Financial State-Owned Companies Listed in Indonesia Stock Exchange**

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**Abstract:** As of 2016, there are twenty SOEs (BUMN Tbk) listed in the Indonesia Stock Exchange. Data show the performance of BUMN Tbk as indicated by profitability is declining within the period 2010-2015. Company performance is allegedly influenced by the company's operating policies. Working capital management is one approach that influences the company's operations. This study aims to examine the effect of working capital management on the profitability of BUMN Tbk. It is found that days in inventory, days in receivables, and days in payables as working capital components did not have significant effect on profitability (ROA). The profitability of BUMN Tbk is influenced mainly by of the previous period profitability.

**Keywords:** days inventory, days receivables, days payables, profitability.

## **The Analysis of Factors that have Impact on the Profitability of Banking Companies in Indonesia**

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**Abstract:** The discussion of banking performance has become an interesting topic in the last ten years. This paper is aimed to investigate and evaluate the impact of Capital Adequacy Ratio (CAR), Operational Expense to Operational Income (OEOI), Loan to Deposit Ratio (LDR), and Non-Performing Loan (NPL) against Return on Asset (ROA) of banking companies in Indonesia in the period of 2012 – 2016. This study used purposive sampling as the sampling technique and the number of population is 28 banking companies. The data analysis in this study is using panel data regression analysis with random effect model. The result of this study explain that CAR, OEOI, LDR, and NPL impact the ROA simultaneously. Partially, the result of this study explain that CAR and NPL variables does not have a significant impact to ROA, while OEOI and LDR variables have an impact significantly to ROA.

**Keywords:** capital adequacy ratio, operational expense operational income, loan to deposit ratio, non-performing loan, profitability, banking companies.



## **Internal Board and External Bank Monitoring on Corporate Cash Holding: The Empirical Evidence from Indonesian Stock Exchange**

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**Abstract:** The purpose of this study is to examine whether internal board monitoring and external bank monitoring have a substitutive or complementary effect on the level of cash holdings. Specifically, this study examines the interaction effect between board (commissioners) ownership and banking relationships on the level of cash holding. In addition, this study examines the influence of managerial ownership, ownership of boards of commissioners, banking relationships, and block shareholdings on cash holding. Using 16 nonfinancial firms listed on Indonesia Stock Exchange (IDX), period 2012-2014. By using regression (OLS) analysis, this study show several important things. First, there is a negative interaction effect of board ownership and the number of banking relation on the level of cash holding. This result implies that bank monitoring and board monitoring are substitutes for one another. When board monitoring is poor (low board directors ownership), then increased external (bank) monitoring will allow the firm to hold more cash. Second, block shareholdings and banking relations have negative effect on corporate cash holdings.

**Keywords:** board ownership, banking relationship, block shareholdings, cash holding.

## **Communication Management on Sharia-Based Economic Activities Atsmall and Medium Enterprises in Serang Regency**

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**Abstract:** Small and Medium Enterprises (SMEs) in line with the development of economic activities to tend from conventional economic activities to sharia economy activities. Serang regency is one of the areas in Banten province which is now giving the support to developed small and medium enterprises (SMEs), especially in Pontang district, and Tirtayasa sub-district (Pontirta). This study aims to identify issues on Sharia-based economic activities in Small and Medium Enterprises (SMEs), know how Communication Management on Sharia-based economic activities in Small and Medium Enterprises in Serang district, then what are the obstacles to the activity, and how to provide solutions to problems in overcoming these obstacles To examine more deeply Communication Management used in this activity refers to the model of public relations strategy planning from Ronald Smith The research approach used is a post-positivism approach with qualitative research methods. The result of this research is expected to give the output of communication management model on shariah-based economic activities as well as answer the response from small and medium business actors (SMEs) in Serang regency.

**Keywords:** management communications, economic sharia, small and medium enterprises.

## Up and Down Of Stock Return Affected By Financial Ratios

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**Abstract:** This research has purpose to know influence of Return on Assets (ROA), Debt to Equity Ratio (DER), Earning per Share (EPS), and Price to Book Value (PBV) against Stock Return. The sample of research is 13 companies conducted in Food and Beverages Sector listed on Indonesia Stock Exchange in 2012-2015. In this study the method of analysis used is the method of regression analysis of panel data. Data Panel Regression is a combination of cross section data and time series data, where the same cross section unit is measured at different times. The results of this study indicate that, DER and PBV have significant impact on Stock Return. While ROA an EPS has no significant impact on Stock Return.

**Keywords:** stock return, ROA, DER, EPS, PBV.

## Evaluate the Performance of the Global Sharia Equity Fund in Indonesia

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**Abstract:** In order to support Indonesian Government that released a regulation by Otoritas Jasa Keuangan (OJK) Number: POJK No.19/POJK.04/2016 state about the issuance and conditions mentioned that the Mutual Funds Islamic Sharia-based of Foreign Investment or the Global Sharia Equity Mutual Fund is the Sharia Mutual Fund that invests at least 51% (fifty one percent) of the net asset value at the Foreign Sharia Mutual Fund Securities contained in the list of Islamic securities issued by the Issuer Parties ([www.ojk.go.id](http://www.ojk.go.id)). This paper evaluates the performance of the Indonesian Global Sharia Equity Fund by using the Jensen Measure estimated by Single Index Model. Furthermore, this paper uses three Indices as the benchmark, namely FTSE Sharia Asia Pacific ex Japan Index, Dow Jones Islamic Market World Index, and MSCI AC Asia Islamic ex Japan Index. This study finds that the Global Sharia Equity Mutual Fund in Indonesia underperforms benchmark indices. In additions, during the sample period, the return of The Global Sharia Equity Mutual Fund has an opposite relationship to the exchange rate; however, there is no significant evidence of the relationship between the fund return to the exchange rate movement and Jakarta Islamic Index. In additions, this paper shows the expense ratio relationship with the performance of the Global Sharia Equity Mutual Fund in the short-term period. Although, in average the Global Sharia Equity Mutual Fund presents positive return that can be a benefit for investor to diversify and to get an opportunity to gain return from exchange rate movement.

**Keywords:** sharia fund, fund performance, global sharia fund, equity fund.

## The Impact of Financial Performance on Firm Value

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**Abstract:** The goals of every company to maximize the assets or firm value. Maximizing firm value is essential for a company because it means increasing the wealth of shareholders as well. The main objective of this paper is to examine the impact of financial performance on the value of firms, using a sample of Indonesia's food and beverages firms listed on the Indonesia Stock Exchange (IDX) between 2012 and 2016 with the purpose of sampling method. The results showed that probability has a significant positive effect on value of the firm, solvability has a significant positive effect on value of the firm, market ratio has a positive effect, but not significant to value of the firms.

**Keywords:** firm value, financial performance, food and beverages firms,

# **Effect of Good Corporate Governance Mechanism and Financial Performance of the Company Earnings Management in Banking Company Listed in Indonesia Stock Exchange Year Period 2012-2015**

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**Abstract:** This study aimed to examine the effect of good corporate governance and financial performance of the company as an independent variable to earnings management as the dependent variable. The population used in this study is a banking company listed in Indonesia Stock Exchange in 2012-2015. Where there are 22 sample companies using purposive sampling method for sample selection. And data used are secondary data from annual reports (annual report) that has been published. Methods of data analysis used is multiple linear regression with the help of SPSS 24 program. The results showed that partially measure the profitability of the board of directors and the effect on earnings management, while institutional ownership, the proportion of independent board, audit committee and the capital adequacy ratio, firm size and leverage has no effect on earnings management. Simultaneous mechanisms of good corporate governance and financial performance of the company jointly influence on earnings management. The results of these studies indicates that the mechanisms of good corporate governance and financial performance is performed by a banking company to work effectively in reducing earnings management.

**Keywords:** good corporate governance, financial performance of the company, earnings management, banking.

## **Analyzing the Quality of Accrual Accounting Implementation in Indonesia Local Governments**

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**Abstract:** The main objective of this study is to assess the quality of accrual accounting implementation in Indonesia local governments. In the context of Indonesia local government, to the author's knowledge, this study is the first in proposing a concept to assess the quality of accrual accounting. The quality of accrual accounting is assessed through five types of accrual transactions, which are converting assets to expenses transactions, accruing unpaid expenses transactions, accruing unpaid assets transactions, accruing uncollected revenues transactions, and converting liabilities to revenues transactions. This research is descriptive qualitative research because this research aims to provide facts about quality of accrual accounting implementation in Indonesia local government. The data used in this study is primary data in the form of questionnaires obtained directly from the respondents. The respondents of this study are people who have experience in preparing the local government financial statements. There are 116 local governments used as sample in this research, consists of 55 regency local governments, 36 municipal local governments, and 25 provincial local governments. Among those 116 local governments, there are 88 local governments with unqualified opinions and 28 local governments with qualified opinions. Results of this study are, first, the quality of accrual accounting implementation is low with the quality score of 48.57%. Second, there is no significant difference in the quality of accrual accounting implementation in local government with unqualified opinions and local government with qualified opinions. Third, there is no significant difference in the quality of accrual accounting implementation among types of local governments, namely regency local government, municipal local government, and provincial local government.

**Keywords:** accrual accounting, local government, Indonesia.

# Intelligent Surveillance (IoT) Camera and Smart Transportation as a Reliable Security Support to the Tourism Sector

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**Abstract:** IoT (Internet of things) system is a thing that cannot be separated in modern times today where all data can be integrated in one device and interconnected so that progress in the field of IOT positively and negatively influence in various fields eg in agriculture, industry , defense, fishery and tourism, in the field of tourism IOT (Internet Of things) can be exploited by the tourists as a smart guide tool eg utilize GPS technology to determine the destination of tourists or use technology that is connected with smart city eg all traffic data and important places have been integrated with surveillance cameras so as to ensure the security of tourists who travel, while examples of IOT implementation on the likes of sebasis sebu an LDWS (Line Departure Warning system) and ASV (Advanced Safety Vehicle) system so that the driver can provide a response system to the tourist reach destination and safe.

**Keywords:** IoT (internet of things), smart city, smart transportation.



## **Tackling the Issue of Truck Logistic Problem in Indonesia: A Proposed Integrative Model Solution Based on Sharing Economy Concept**

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**Abstract:** The issue of truck logistic problem in Indonesia is the low utilization which causing the rise to other problems, such as the decreased of profit and decreased of incomes due to the minimal operational time – idle resources. The problem tend to happened as the result of unwillingness of related parties- such as truck companies to collaborate, issue of government’s regulation and lack of infrastructure of information access of customer to the available trucks. The sharing economy concept as an emerging trend of collaborative consumption concept of practiced are believed to be the potential solution of underutilized resources problem as many researches results also indicating that sharing economy concept has becomes a promising solution in tackling the problem of low utilization and other issues in the logistic area. This research paper is particularly applying a process of helicopter view to the adoption of sharing economy concept in practice to see the rich picture of existing adoption, existing studies about sharing economy, and the implication to the current problems being discussed. The rich picture output as a result of systematic literature review will be used as a foundation of proposing a feasible solution model for trucking problems by contrasting to what other has been applied in the term of sharing economy concept and seek the possible application in Indonesia context. The nature of qualitative aspect is also being taken particularly in this paper as way to obtain insights from the business practitioner in trucking industries.

**Keywords:** sharing economy, collaborative consumption, low utilization, truck-sharing.

# **The Influence of Policy Implementation on the Effectiveness of Acceleration of Electronic ID card Recording**

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**Abstract:** The problem in this research is the ineffective yet the acceleration of electronic ID card recording. Based on the phenomenon, the researcher suspects that the problem is influenced by policy implementation variables. Based on these problems, the proposed problem is: "How Big is the Effect of Implementation of Local Government Policy on the Effectiveness of Accelerating the Recording of electronic ID card". The analysis of the research problem is done by using the theory of policy implementation of George C. Edwards III in Subarsono (2005: 90), based on the factors of policy implementation through the dimension of Communication, Resources, Executor Attitude and Structure of Bureaucracy. As for the effectiveness, variables used approach theory Mahmudi (2005: 92) adapted from Steers (1985: 53) consists of the achievement of goals, integration, and adaptation. Based on the theoretical approach, the proposed hypothesis is: "The magnitude of the influence of the implementation of local government policy on the effectiveness of accelerating the recording of electronic ID card in District X is determined by the implementation of communication factors, resources, and executor attitude and bureaucracy structure". Methods in this research are explanatory survey method (explanatory survey method) while the source of data collection by using literature study and field study covering: questionnaire, observation, and interview. Sampling technique used is Simple Random Sampling. The data analysis technique used is linear regression analysis. Based on the results of data processing conducted obtained the results of research that shows a positive and significant relationship between the implementation of the policy on the Effectiveness of Acceleration of Electronic ID Card Recording in District X in Bandung. Thus the hypothesis proposed in this study was tested empirically.

**Keywords:** policy implementation, the effectiveness of electronic recording.

## **Control Activity Analysis on Joint Operation Project (Case Study in PT. X Construction Service State Owned Company)**

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**Abstract:** The purpose of this study is to analyze the control activities in the joint venture projects that have been done by PT X as one of the state-owned enterprises and provide suggestions for improvements to control activities that are still missing or unfavorable. The background of this research is the balance of X venture joint investment that is big enough and potentially cause losses if the control activities do not run well. This research is based on case study with research method in the form of interview to the management of PT X, and observation to obtain direct data from research object that is PT X. The Control Framework of COSO2013 gives reference for company to be able to execute control activity well, hence this research use the framework in doing the analysis. This research concludes that the activity of PT X control for JO project is sufficient because it has fulfilled the three principles of COSO's activity. But in the implementation need some improvement so that risks can be mitigated until the acceptable level, the information system has a good general control, policies and procedures can run well.

**Keywords:** internal control, control activities, joint operation, construction project, COSO.

## **The Influence on Stock Price Based on CR, NPM, DER, and ROA at Building Construction Companies**

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**Abstract:** This study aims to determine how much influence the Current Ratio (Ratio), Net Profit Ratio (NPM), Debt to Equity Ratio (DER), and Return on Assets (ROA) on Stock Price. The object of this research is the sub-sector of building Construction Company traded on Indonesia Stock Exchange period 2014-2016. By using purposive sampling method in forming samples, 9 out of 12 companies that meet the criteria of this study were selected. The analysis technique used in this research is panel data regression analysis. In this study using the T-test to determine the significance of the influence of independent variables to the dependent variable. Test results with T-test show partially, current ratio (CR) and Net Profit Margin (NPM) have an influence on the stock price. Debt to Equity (DER) and Return On Assets (ROA) ratios have no effect on the company's stock price in Indonesia Stock Exchange Year 2014-2016.

**Keywords:** CR, NPM, DER, ROA, and stock price.

## **Feasibility Analysis of Village Potential to Optimize the Use of Village Fund and Village Fund Allocation in Establishing Village Owned Enterprises in Desa Jurug Kecamatan Mojosongo Kabupaten Boyolali**

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**Abstract:** This research is in the form of Business / Project Feasibility Study Analysis with qualitative and quantitative data. The data source comes from primary and secondary data. The researcher tries to give contribution through analysis of feasibility study of village potency, so that the use of Village Fund and Village Fund Allocation can be more optimal for the establishment of Village - Owned Enterprise (BUMDes), to make Jurug Village become more productive. In this research, the researcher tries to know the needs and the type of business of BUMDes of Jurug villagers, so that the BUMDes formed later can serve inside and outside Jurug villagers, from the potential of the researcher in Jurug Village, the researcher tries to analyze based on the aspects in Project Feasibility Study Namely: Operational Aspects, HR, Marketing, Finance, Law and Environment BUMDes.

**Keywords:** business / project feasibility study, village fund and village fund allocation / DD & ADD, Village - Owned Enterprise / BUMDes, cooperatives, potential and village needs, agriculture industry and rice dryer, microeconomic.

## **Aspects of Financial Ratio toward Stock Return on Tourism, Hotels and Restaurants Sector Listed at Indonesia Stock Exchange**

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**Abstract:** This research aims to determine the effect of the Current Ratio (CR), Price Earnings Ratio (PER), Net Profit Margin (NPM), and Price Book Value (PBV) of the Stock Return on sub sector of tourism, hotels and restaurant listed in Indonesia Stock Exchange since 2012-2016. Research use secondary data and purposive sampling method. Data processing was performed using EVIEWS version 9 with fixed effect method obtained based on Chow test and Hausman test. The results based on t-test showed that variable CR has negative insignificant effect on Stock Return, PER has negative significant effect on Stock Return, NPM has positive insignificant effect on Stock Return and PBV has positive significant effect on Stock Return. Based on coefficient determination as much 46% of variation variable stock returns can be explained by CR, PER, NPM, PBV while 54% on Stock Return variable variation explained by other factors.

**Keywords:** stock return, financial ratio aspects, current ratio, price earnings ratio, net profit margin, price book value

## **The Impact of Liquidity, Solvability, Activity, Profitability, and Market Value on Stock Price**

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**Abstract:** The aims of this study are to find out the solution and analyze the effect of CR, DER, TATO, NPM and PBV on Stock Prices at sector property, real estate and building Construction Company who's listing in Bursa Efek Indonesia on 2012-2016. Variable independent in this research is stock prices, and variable dependent are Current Ratio (CR), Debt to Equity Ratio (DER), Total Asset Turnover (TATO), Net Profit Margin (NPM) and Price to Book Value (PBV). Population in this research are 59 sector property, real estate and building Construction Company who's listing in Bursa Efek Indonesia. Sampling technique used was purposive sampling. So, sample on this study are 45 company. This study was conducted using secondary data. By using regression analysis, this research provides evidence that NPM and PBV have significant effect on stock prices. But CR, DER and TATO haven't significant effect on stock prices. CR, DER, TATO, NPM and PBV have a simultaneous effect on stock prices. Adjusted R Square value showed that 42,40% variation of dependent variable influenced stock prices and 57,60% influenced by other factors.

**Keywords:** stock price, CR, DER, TATO, NPM and PBV.

# **Analysis Of Optimization Credit Tax Income Paragraph 23 Through Centralization Administrative Holding Of Income Tax Paragraph 23 In The Framework Of Income Tax Saving (Case Study In “X” Corporation Bandung)**

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**Abstract:** The withholding of Paragraph 23 income tax by the other party is not final, which means the withholding of Paragraph 23 income tax may become a tax credit on the Corporate Income Tax at the end of the tax year. Because it functions as a tax credit, the management of income tax withholding Paragraph 23 must be correct and neat. Opportunity to credit Criminal Proof of Income Tax Paragraph 23 may be lost due to delays or loss of documents to be received. This study aims to determine the centralized administration of income tax Paragraph 23 and know the optimization credit income tax in savings corporate income tax. Research method in this research use quantitative descriptive method. The researcher conducted the analysis to obtain a real picture about the optimization of crediting of Income Tax Paragraph 23 in the saving of Corporate Income Tax by “X” Corporation. The results of the study indicate that the amount of receipt of proof of income tax withholding Paragraph 23 is more of Paragraph 23 income tax deductions incurred in branch offices, but in large amounts of deductions credited to the Corporate Income Tax more withholding Income Tax Paragraph 23 on income that is levied through headquarters. The conclusion of the research states that the optimization of crediting income tax Paragraph 23 through the centralized administration of withholding income tax Paragraph 23 can save the income tax Agency in “X” Corporation.

**Keywords:** income tax, income tax paragraph 23, tax credit.



## **Analysis of Factors That Affect Auditor Fee Toward The Dysfunctional Audit Behavior**

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**Abstract:** Dysfunctional audit behavior is an adapted reaction of the audit environment (like a controlling system). This behavior can have a directly impact to the audit qualities, such as premature sign-off, underreporting of audit time. The goal of this research is to empirically examine and analyze the performance variables, turnover intention and organizational commitment, which is directly affect toward the dysfunctional audit behavior. Population in this research is auditors who works at public accountant firm in which have been registered in Financial Services Authority domiciled in Jakarta. Meanwhile, determined sample conducted with convenience sampling with the certain respondents obtained from some Public Accountant Firms. Questionnaire is used to collect the research data. The analytical tool used in this study is a multiple regression analysis. The results shown that the performance as a variable and organizational commitment have no effect toward dysfunctional audit behavior, whereas the turnover intention affect the dysfunctional audit behavior. Simultaneously performance, turnover intention and organizational commitment affect toward the dysfunctional audit behavior.

**Keywords:** performance, organizational commitment, turnover intention, dysfunctional audit behavior.

## **Analysis of Corporate Action and Its Influence on Stock Trading At Indonesia Stock Exchange**

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**Abstract:** This research was conducted with the aim to know the influence of corporate action which consists of division of Stock Dividend, Stock Split and Stock Buy Back related to the effect on stock trading in Indonesia Stock Exchange (IDX). The research studied is a company listed on the Indonesia Stock Exchange (IDX) that perform corporate action. The data used are secondary data obtained from Indonesia Stock Exchange (IDX) by using comparative descriptive method and using the method of event study analysis. Hypothesis testing, conducted with different test with test "t" two parties (paired t-test). By different test can be known difference of stock price return, trading frequency of stock and trading volume of stock before and after corporate action. The result of statistical test of stock dividend effect to statistic  $t < \text{table } t$ , stock price, frequency, and volume stated  $H_0$  accepted. The result of statistical test of the effect of stock split to stock price, trading frequency of stock and trading volume of stock stated that  $H_0$  is accepted. While the effect of stock buy back on stock prices, trading frequency of stock and trading volume of stock shows that  $H_0$  accepted. Based on the simultaneous calculation result can be concluded that there is no difference of stock price, trading frequency of stock and trading volume of stock before and after corporate action, but individually there are some stock which have difference of stock price, trading frequency of stock and trading volume of stock before and after action corporation or  $H_0$  rejected.

**Keywords:** corporate action; price; frequency; volume.

## **Application of Electronic Supply Chain Management in Managing the Information of Electronic Company by Utilizing the Extra rise Value Network**

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**Abstract:** Companies that will compete in today's information technology era are generally always trying to find an efficient and effective way to run their business in order to be superior against its competitors. Various methods of management are conducted to test the extent of excellence in terms of information flow, thus simplifying the flow of physical currents that interact in the routine of a company. The role of Electronic Supply Chain Management (e-SCM) in managing the relationship between units of activities within a company is not only utilizing information technology to solve various information problems that flow regularly, but also it needs a wider integration of e-SCM than just within the internal company. The combination is nothing other than the integration of corporate information system network with external parties known as an extra rise value network.

**Keywords:** e-SCM, information technology, information flow, extra rise value network.

# **The Analysis of Impact of Multinational Company Operations Closing to Share Price Company in Indonesia (Study on Automotive Sector)**

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**Abstract:** Multinational companies are one indicator of development for a country. The more number of multinational companies open operations in a country, then it will have an impact for the economic improvement of the country. However, in recent years many of these multinational companies have announced retreat from all operations in Indonesia and stop the sale and import of all vehicles. Viewed from the side of investors, certainly provide a variety of responses. Some investors think of this as good news or "good news" so they will buy shares in the automotive sector, and for investors who think the news is bad news they will sell shares in the automotive sector. This study aims to test the market reaction to the closure of multinational corporation operations by examining the abnormal return around the date of announcement both at competitor companies and companies engaged in the same sector. This study is an event study and uses samples from companies listed on the Indonesia Stock Exchange on manufacturing companies in the various industry sectors, and in the automotive sub-sector and components. The test results can be concluded that there is no abnormal return around the occurrence of the announcement of the closing of multinational companies, then this indicates that there is a concurrent market reaction.

**Keywords:** multinational companies, abnormal return, market reaction.

# **Role of Market: How Knowledge Acquisition Impact on Investment Recovery and Reverse Logistics towards Sustainability Performance**

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**Abstract:** This paper analyses the viability of supply chain practices created for fisheries industries to moderate role of market and to implement knowledge acquisition adoption as mediating on part of Green Supply Chain Management (GSCM) practices focus on (investment recovery and reverse logistics practices) across a supply chain towards sustainability performance. It examines investment recovery and reverse logistics adopted in the supply chain as a result of pressures from primary stakeholders. We derive a conceptual framework with underpinning theory. The resulting hypotheses are tested using fishery industries in Indonesia and Malaysia data of 473 samples utilizing primary and secondary data. Finding reveal, a phenomenon with role of market and knowledge acquisition adoption have significant effect to enhancing sustainability performance. Moreover, our results yield insights to green practices in optimizing their supply chain performance.

**Keywords:** investment recovery; reverse logistics; role of market; knowledge acquisition; sustainability performance.

## **Level of Health of Investee Company of Handicraft Small Enterprises after Being Funded by Venture Capital**

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**Abstract:** Small enterprises are spearheads for national industry. However, main problem that is often faced by them is funding. Venture capital has role to give funding in order to investee companies could expand their businesses. The more company is growing, the more profits the company gains. This profit growing is an indicator for level of health of Investee Company. In determining level of company partners' healthiness, venture capital use project condition assessment guideline, that is financial performance. Purpose of this research is to analyze level of health of Investee Company of handicraft small enterprises after being funded by venture capital. This research used descriptive methodology, using simple random sampling with total of 22 small enterprises of Investee Company, and secondary data collection technique. In summary, venture capital funding to Investee Company of handicraft small enterprises improves their level of health.

**Keywords:** level of health, investee company and venture capital.

## **Effect of Export, Import, Investment & Exchange Rate Trends to Indonesian Economic Growth: Approach with Co-integration and Error Correction Method (ECM)**

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**Abstract:** This research is intended to find out whether there are any effect of export (oil & gas), import (oil & gas), investment, real short-run relationship or long-term relationship ) affect the economic growth of Indonesia. To test and analyze in the short term that is by using co-integration method, while to test and analyze long term used method of error correction method (ECM). From co-integration result that has been done that, trace statistic value (198.6537757) > critical value 5 percent, besides value prob. 0,000000111 is smaller than  $\alpha = 5\%$ , so also with max edge stat (74.68590152) > critical value (74.68590152) besides prob. value. 0,0000577 smaller than  $\alpha = 5\%$ , it can be concluded that in long term there is co-integration in equation model used in this research and equilibrium relationship between two variables (free and not free) in long term . Output result on ECM where all prob. free variable data below 5 percent alpha, this shows that there has been a balance in the short term unless the variable data of oil and gas exports does not occur in the short term balance of economic growth.

**Keywords:** economic growth, co-integration, Error Correction Method (ECM).

## **Analysis of E-Commerce Features Using Kano Methods**

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**Abstract:** E-commerce is an innovative step in marketing electronically. This business electronically is more emphasis on customers in meeting their needs independently. The existence of customers not only as a source of revenue for the sustainability of electronic business activities, but rather as an asset that needs to be managed and maintained. Services in e-commerce can be identified by the features provided within the site. These features can affect customer interest in transactions, so that customers feel satisfied or not with the services provided. Customer satisfaction with services of these features can be measured by Kano methods. The object of this research using various types of e-commerce. Depend on the habit of respondents in using e-commerce.

**Keywords:** e-commerce, Kano methods.



# **The Influence Perceived Services Quality on Trust and Satisfaction The Effect to Loyalty in Students Of Widyatama University**

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**Abstract:** Customer loyalty is the most valuable asset for the company. Marketer must clearly understand the loyalty concept, so they can find out loyalty's antecedent and manage loyalty from that antecedent. The purpose of this research is to investigate perceived service quality, trust, and satisfaction contribution to the loyalty creation. The object of this research is higher education institution, and the subjects are undergraduate students at Widyatama University. Reliability and validity check find that research instrument has achieved reliability and validity criteria. The results support all hypotheses with the exception for perceived service quality-loyalty relationship. Perceived service quality have significant direct effect on loyalty and the contribution is indirect through satisfaction and trust.

**Keywords:** quality of service, customer trust, customer satisfaction, loyalty.

# **The Analysis of a Contribution of Restaurant Tax Revenue**

## **(Study Case: KPP Pratama Bandung)**

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**Abstract:** One attempt to improve the capability in the field of funding for the implementation of local government for development is to increase and explore every potential that exists in each district through local taxes. The effort has been made by the Government of Bandung with constantly trying to improve the Own Source Revenue (PAD) through the local tax. Bandung become a substantial opportunity to attract the tourists of Bandung from foreign and domestic travelers. The tourists itself who are generating the tax revenue from the restaurant tax. As for the object of this research is the Tax Office in Bandung which is located in Jl. Wastukencana No. 2, Bandung. The main task of the Tax Office is to implementing a part of the government affairs in the field of Local Tax. This research discusses the Restaurant Tax Contributions to the Local Tax by using the restaurants tax revenue in Bandung from 2011 to 2015. The method that is used by the author is a descriptive method with secondary data collection technique. The result that is obtained from the analysis of restaurant tax to the Local Tax from 2011 to 2015 is 12.48%, 11.86%, 9.91%, 10.16%, and 12.30%. In conclusion, the contribution of restaurant tax to the Local tax are still in less criteria while the rest is influenced by the other Local Tax Revenue.

**Keywords:** the contribution of restaurant tax and local tax.

# **The Influence of Net Income and Cash Flow to Stock Price**

## **(Studies at Miscellaneous Industry Sector listed in The Indonesia Stock Exchange period 2012-2016)**

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**Abstract:** The purpose of this research is to determine the influence of net income and cash flow to stock price both partially and simultaneously on Miscellaneous Industry sector listed on the Indonesia Stock Exchange period 2012-2016. Dependent variable on this research is stock price, and independent variable on this research is net income and cash flow. Population on this research is Miscellaneous Industry sector listed on The Indonesia Stock Exchange period 2012-2016. The sampling technique is non probability sampling and the technique used is purposive sampling. The method used in this research is multiple linear regression method at the signification level of 5%. The results of this research indicate that net income in partially have a positive effect on stock prices and cash flow in partially have a positive effect on stock prices. Simultaneously net income and cash flow effect on stock prices at The Miscellaneous Industry sector listed on The Indonesia Stock Exchange period 2012-2016.

**Keywords:** net income, cash flow, stock price.

## **The Usefulness of Balanced Scorecard to Improve Indonesia Tourism Performance**

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**Abstract:** The performance of Indonesian tourism lags far behind Thailand and Singapore in terms of the number of tourist travel. In order to improve the performance of tourism, organizations need a good performance measurement tool. One of the tools that can be used is a balanced scorecard. The application of Balanced Scorecards will improve performance by identifying the cause and effect relationship between activity and performance based on four perspectives. Unfortunately, the measurement of Indonesia's tourism performance has not applied measurement based on customer perspective.

**Keywords:** balanced Scorecard, tourist performance, tourist satisfaction.

# **The Influence of Third Party Funds And Credit Distribution to Non-Performing Loan (NPL) (Empirical Study on Conventional Banking Listed on Indonesia Stock Exchange Period 2013-2016)**

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**Abstract:** This study aims to determine the effect of third party funds and lending to non-performing loans in conventional banking listed on the Indonesia Stock Exchange period 2013-2016. Third party funds and lending as independent variables, while non-performing loan as a dependent variable. The research method used is descriptive and verifikatif. The conventional banking population listed on the Indonesia Stock Exchange period 2013-2016 amounted to 41 banks. The technique of determining the sample is non probability sampling with purposive sampling method, so that the number of samples of 30 banks is obtained. Data analysis using multiple linear regression at significance level of 5%. Data processing program and analyze data using Eviews 7. The results showed that partially and simultaneously third party funds and lending affect the non-performing loan. While the amount of third party funds and credit distribution in contributing to non-performing loan that is equal to 56.7%.

**Keywords:** third party funds, credit disbursements, and non-performing loans.

## Model of Hotel Selection Decision in Manado City

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**Abstract:** This study aims to examine and analyze the model of hotel selection decision in Manado City. The population of this study are guests of Ibis Hotel Manado City Center for one year period (June 1, 2016 until May 31, 2017), which is 46,295. The sampling method used was purposive sampling. The sample size in this study was Slovin with a 5% margin of error, so the sample size was 397 people. This research uses multiple linear regression analysis technique. The design of this research is quantitative method. SPSS 20.00 analysis tool. The hypothesis of this study is H1.0: location hotel not affects decision to stay overnight, H1.1: location hotel affects decision to stay overnight, H2.0: Rate not affects decision to stay overnight, H2.1: rate hotel affects decision to stay overnight, H3.0: hotel product not affects decision to stay overnight, H3.1: hotel product affects decision to stay overnight, H4.0: brand image not affects decision to stay overnight, H4.1: brand image affects decision to stay overnight.

**Keywords:** location, price, product, brand image, buying decision.

## **Improving Effectiveness and Efficiency of Supervision on Mining Work at PT Bukit Makmur Mandiri Utama through BBM 7UP Program**

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**Abstract:** In line with the concept of optimization of existing technology infrastructure and information technology implementation process to support the effectiveness and efficiency of supervision in production activities in coal mining works, through real-time monitoring and acceleration of decision making and improvement if there are any problems in the operational process of production activities. BUMA applies BBM 7UP Program. The BBM 7UP Program is an advanced process (further development) of the Supervisory Behavior Development Program; which is done by embedding daily behavior from the beginning to the end of the working shift, as well as coaching activities in accordance with the behavior indicators that have been set by each function. Administratively, the Seven Ultimate Profile Supervisory in this program are 7 Key Behavior (Assignment, Direction, Follow Up, Feedback, Problem Solving, Coaching Process and Preparation of an Accurate and Timely Report); derived in 39 working activities which shall be carried out by the Production Supervisor. In the next process BBM 7UP program is run using tools in the form of a device which installed program BBM 7UP. This program, is accessible by Production Supervisor through gadget device; that are connected in realtime within the range of the Company's Wi-Fi. When there is a condition of non-target achievement that has been assigned to each production equipment, a pop up command will appear to the Supervisor by the gadget to create PICA (Problem Identification and Corrective Action).

**Keywords:** information technology, big data, effectiveness and efficiency of operation methods, working productivity.

# **Effect of Coaching and Employee Engagement on Job Satisfaction and the Implication on Employee Performance in PT. BCA Kedoya Permai, Jakarta Barat**

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**Abstract:** This research was conducted with the aim to know and analyze the influence of Coaching and Employee Engagement on Job Satisfaction and Its Implication on Employee Performance in PT BCA Kedoya Permai, Jakarta Barat. The method used in this research is quantitative research with causality relation approach. This method is carried out by collecting data, testing the data and obtain causal relationship results between independent variable i.e. coaching, employee engagement and job satisfaction on dependent variable i.e. employee performance. Population in the study was all employees of BCA Kedoya Permai Jakarta Barat. The research sample research is 140 people. Data analysis using path analysis technique used to analyze the pattern of relationship inter-variables with the aim to know the direct effect of a set of independent variables (exogenous) on the dependent variable (endogen). The results showed that the variables coaching and employee engagement have a significant effect on job satisfaction. Job satisfaction variable has a significant effect on employee performance. Variable coaching employee engagement and job satisfaction have a significant effect on employee performance.

**Keywords:** coaching, employee engagement, job satisfaction, employee performance.



## **The Effect of Work Stress, Workload, Compensation, and Work Discipline on Employee Productivity at PT. Tokio Marine Life Insurance Indonesia**

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**Abstract:** This study aims to identify the effect of work stress, workload, compensation and work discipline on work productivity of employees at PT. Tokio Marine Life Insurance Indonesia. The research was conducted quantitatively by using descriptive associative method. Sampling was done by survey using questionnaire. The population of this research is employees of PT. Tokio Marine as many as 259 employees. The study population was used as the source of the sample, and the sample obtained amounted to 120 respondents. Sampling technique using accidental sampling. Data were analyzed by multiple linear regression. The result showed that work stress did not affect employee productivity with p 0,488. The work load has no effect on employee productivity with p 0,726. Compensation affects employee productivity with p 0,000. Work discipline has no effect on employee productivity with p 0.923.

**Keywords:** work stress, workload, compensation, work discipline, productivity.

# **The Effect of Organizational Culture, Work Discipline and Communications to Performance of Daily Workers in the Tangerang City Transportation Department**

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**Abstract:** This study aims to identify the influence of Organizational Culture, Work Discipline and Communication on the Performance of Daily Workers (THL) at the Tangerang City Transportation Department. The research was conducted quantitatively by descriptive associative method. Sampling was done by survey using questionnaire. The sample used is Daily Workers in Tangerang City Transportation Department as many as 82 respondents. The sampling technique used is probability technique sampling. Data were analyzed by multiple linear regression. The result shows that Organizational Culture significantly influence the performance of THL with sig value from  $t = 0.006 < 0.05$ . Work discipline has significant effect on THL performance with sig value from  $t = 0.000 < 0.05$ . Communication has significant effect on THL performance with sig value from  $t = 0.045 < 0.05$ . Organizational culture, work discipline and communication together significantly influence THL performance with Sig of  $F = 0.000 < 0.05$  Ho rejected (Ha accepted).

**Keywords:** organizational culture, work discipline, communication, performance.

# **Influence of Work Environment, Training and Empowerment of Employees on Employees Job Satisfaction at PT. Bank Cimb Niaga Tbk Gajah Mada Branch**

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**Abstract:** This study aims to identify the influence of work environment, training and empowerment of human resources to employee job satisfaction at PT Bank CIMB Niaga Tbk Gajah Mada Branch. The research was conducted quantitatively with bivariate analysis method. Sampling was done by survey using questionnaire. Population in this research is employees at PT Bank Cimb Niaga branch of Gajah Mada. The population used in this study as many as 175 people. The study population was used as sample source, and the sample was 136 respondents. Sampling technique using random sampling technique. Data were analyzed by multiple linear regression. The result showed that the working environment had no effect on job satisfaction with p 0,319. Training did not affect job satisfaction with p 0.990. Empowerment of human resources have an effect on to job satisfaction with p 0,014.

**Keywords:** work environment, training, empowerment of human resources, job satisfaction.

## **The Influence of Organizational Culture, Motivation and Job Satisfaction on Teacher Discipline (Case Study at Smk Mitra Karya Karawang)**

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**Abstract:** This paper aims to know the influence of Culture and Sub Culture, Social Class, Reference Group, Family, Motivation, and Perception on Decision Making. The object of this paper is society who come to visit to Carita Beach that located in Pandeglang, Banten. This survey was done to 300 respondents by using quantitative descriptive approach. Thus, data analysis which used is statistical analysis in the form of SEM Lisrel. The result shows that there are no significant affection between variable of Culture and Sub Culture on Motivation, Variable of Family on Motivation, Variable Culture and Sub Culture on Perception, and Perception on Decision Making. However, another result shows there is significant affection between Variable of Social Class on Perception, Reference Group on Motivation, Variable of Social Class on Perception, Reference Group on Perception, Family on Perception, and Motivation on Decision Making.

**Keywords:** culture and sub culture, social class, reference group, family, motivation, perception, and decision making.

## **Relationship of Brand Image and Perceived Quality to the Purchase Decision and Its Impact on the Customer Satisfaction Citilink Indonesia**

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**Abstract:** This study aims to identify the effect of brand image and perceived quality, to the purchase decision and impacted on the Customer Satisfaction Citilink Indonesia. The research was conducted quantitatively by using descriptive associative method. Sampling was done by survey using questionnaire. The research was conducted quantitatively by using descriptive associative method. The study population in this study was all students of Master of Management Universitas Mercu Buana. The total population of this study as many as 228 people. Sampling in this research using probability sampling with convenience sampling method. Result shows that. There are positive and significant effect of Brand Image and Perceived Quality.

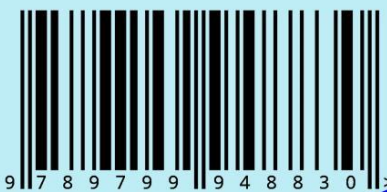
**Keywords:** marketing, brand image, perceived quality, customer satisfaction.



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