THE 1ST DINASTI INTERNATIONAL CONFERENCE ON
DIGITAL BUSINESS AND MANAGEMENT 2020

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Email: info.dicdbm@gmail.com
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Setting, Layout Isi & Cover:
Team Dinasti Publishing
(Ebit Bimas Sapatra, Nofri Satriawan & Said Abdul Rahim)
Alhamdulillahi rabbil alamin wassalamu ala asrof ambai walmursalin waala alihi wasohbihi ajmain ammabadu.

Assalamualikum, Wr, Wb,

First of all, Praise to Allah and may Allah’s peace and blessings be upon His servant and Messenger Prophet Muhammad and upon his family and Companions.

Our honoured guest:
1. Bapak Prof. Dr. H. Uman Suherman, Head of Lembaga Layanan Pendidikan Tinggi Wilayah 4 Bandung.
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   5) Universitas Eksa Sakati (UNES) Padang;
   6) Akademi Sekretaris & Manajemen Kencana; And
   7) Universitas Dian Nusantara.
9. Team Editor, Reviewers, Presenters, Invitees and all participants of the First Dynasty International Conference on Digital Business and Management or DICDBM 2020.

In the name of Allah, Most Gracious, Most Merciful
Alhamdulililah…..

First and foremost, I would like to give thanks and praise to the Almighty God that we are able to hold this Dynasty International Conference on Digital Business and Management 2020 (DICDBM).
On behalf of Dynasty International Conference on Digital Business and Management (DICDBM 2020) organizing committee, I extend a very warm welcome to each one of you. We are honoured by your presence. Welcome to this noble conference

Dear honourable scholars,

Dynasty International Conference on Digital Business and Management (DICDBM) 2020 is an International Conference held by Dynasty Publisher and Faculty of Economic and Business, Universitas Winaya Mukti. This conference is the first international conference supported by publisher in Indonesia. The aims of this conference to bring together researcher, practitioner, policy makers to exchange the ideas and research finding to solve the problems and overcome challenges in the era of society 5.0.

Besides that, it also promotes a significant relationship between theory and practice and explores from various perspective to apply research finding in practise, particularly in Digital Business and Management field. In the light of this purpose, we do hope that this conference could serve as an intellectual hub that could initiate more collaborative research in the future.

DICDBM 2020 was attended by 272 participants from various universities in Indonesia and other friendly countries. The participants include lecturers, practitioners, researchers and business player.

In the spirit of increasing the conference and research outcomes, All the accepted full paper will be published in Copernicus or SCOPUS indexed journal. Out of 199 paper presented, 70 papers will be published in the Journal indexed by Copernicus under Dynasty Publisher, 53 papers will be published in the Scopus Index Journal, and 3 papers will be published in the WOS Index Journal.

Currently, there are 45 percent of the articles indexed by Copernicus from Dynasty Publisher have been published in Current Issues in February 2020. Other articles will be published in the next issues in March and April 2020. And also some of articles have been published in scopus index. The articles from DICDBM 2020 that have been published or in the prose of publishing can be viewed from DICDBM website.

Dear distinguished scholar,

Last but not least, On behalf of UNWIM and Dynasty Publisher, I would like to express my heartfelt appreciation to Head of Lembaga Layanan Pendidikan Tinggi, Rector of the University of Winaya Mukti, along with all Academics, Keynote Speakers, Sponsors, Co-hosts, Team Editors, Reviewers, Invitees, participants and all all committee members that make DICDBM a grand success. Have some insightful discussions, have some meaningful conversations, have more academic, practitioners and business peoples connections, and finally, have a great time in Bandung........

wabillahitauif walhidayah wassalamualaikum warahmatullahi wabarakaatuh

Thank you to all.

Wassalamu’alaikum, Wr, Wb

Dr. Zikri Muhammad
Chief Editor DICDBM 2020
ABSTRACT LIST
JOURNAL OF SCOPUS AND WOS INDEX

SCOPUS INDEKS

USING KNOWLEDGE MANAGEMENT SYSTEM: A TAXONOMY OF SME STRATEGIES (CRITICAL REVIEW)
1) Lila Setiyani, 2) Arief Ramadhan .......................................................... 1

‘UNPACKING’ YOUNG TRAVELERS’ NEEDS TO ENHANCE THE ATTRACTIVENESS OF PACKAGE TOURS

SUPPORTIVE WORK ENVIRONMENT ON EMPLOYEE RETENTION
1) Juhari Noor Faezah 2) M-Y Yusliza, 3) M. Imran Tanveer, 4) T. Ramayah .............. 3

THE MEASUREMENT OF EFFICIENCY AND EFFECTIVITY OF THE ZAKAH INSTITUTION
1) Rifzaldi Nasri 2) Tulus Haryono, 3) Irwan Nugroho, 4) Sutanto ............................. 4

BURNOUT DETERMINANT AND IT’S IMPLICATIONS TOWARDS THE PERFORMANCE OF THE WORKERS OF FISH STREAT JABODETABEK
1) Nuraeni 2) Sunarti ................................................................. 5

PROCEDURAL JUSTICE AND TURNOVER INTENTION AMONG ACADEMIC STAFF IN HIGHER EDUCATION
1) Noor Azlina Yusoff 2) M-Y Yusliza ........................................................................ 6

THE DECISION OF THE MOST FEASIBLE POWER PLANT IN UNDEVELOPED, REMOTE, OUTERMOST REGION (3T) BY DECISION MATRIX ANALYSIS: CASE STUDY OF PASI ISLAND, PULAU SELAYAR REGENCY
Donny Y. ............................................................................................................ 7

MEDIA RICHNESS ON INSTAGRAM INFLUENCES TOWARDS CONSUMER PURCHASE INTENTION: EXPLORING THE MODERATING EFFECT OF BRAND EQUITY
1) Muhammad Asyraf Hasim, 2) Mohd Fikri Ishak, 3) Nurul Nadia Abdul Halim, 4) Arman Hj Ahmad, 5) Putu Ngurah Suyatna ........................................................... 8

A MODERATED MEDIATION MODEL OF PERCEIVED ORGANIZATIONAL POLITICS AND CREATIVITY: THE ROLES OF VOICE BEHAVIOR AND VOICE EFFICACY
1) Nikodemus Hans Setiadi Wijaya, 2) Lucius Proja Moa ............................................. 9

CANONICAL CORRELATION ANALYSIS: EFFECT OF EARNINGS MANAGEMENT ON FIRM VALUES AND TIMELINESS OF FINANCIAL REPORTING
1) Reschiwati, 2) Mustanwir Zuhri, 3) Dinda Uswah Sri Banoon ................................. 10
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESTINATION IMAGE AND THE INTERNATIONAL TOURISTS RESPONSE BEHAVIOUR AT LANGKAWI ISLAND MALAYSIA</td>
<td>Zaliha Zainuddin, Zaleha Mohamad, Mohd Hanafi Azman Ong</td>
<td>11</td>
</tr>
<tr>
<td>SOYBEAN PRODUCTION RESPONSE: A STUDY OF JAMBI’S ACREAGE RESPONSE UNDER POLICY PROGRAM</td>
<td>Edison</td>
<td>12</td>
</tr>
<tr>
<td>WAREHOUSE SELECTION USING ELECTRE – A MULTI CRITERIA DECISION MAKING APPROACH</td>
<td>Cecilia Lukardi, Mohammad Hamsal</td>
<td>13</td>
</tr>
<tr>
<td>MODEL OF EMPLOYEE PERFORMANCE: ABILITY, MOTIVATION, AND OPPORTUNITY IN MANUFACTURING COMPANY</td>
<td>Johan Oscar Ong, Masyhudzulhak Mahazan</td>
<td>14</td>
</tr>
<tr>
<td>IMPLEMENTATION OF HIGH ALTITUDE PLATFORM SYSTEM IN DEVELOPMENT OF NATIONAL DEFENSE TELECOMMUNICATION TECHNOLOGY</td>
<td>Januar Arief Marthaaraharja, Herlina Juni Risma Saragih, Eko Bambang Wibowo, Nurtejo Suryo</td>
<td>15</td>
</tr>
<tr>
<td>BRAND IMAGE AND PRODUCT QUALITY TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION</td>
<td>Andriasan Sudarso, Lili Suryati, Garry Chandry</td>
<td>16</td>
</tr>
<tr>
<td>PERCEIVED ATTRIBUTES DRIVING THE ADOPTION OF SYSTEM OF RICE INTENSIFICATION (SRI): AN EXPLORATORY STUDY FROM INDONESIA</td>
<td>Poppy Arsil, Tey Yeong Sheng, Mark Brindal, Masrukhi, Eni Sumarni, Hety Handayani Hidayat</td>
<td>17</td>
</tr>
<tr>
<td>THE EFFECT OF COMPANY COMMISSIONERS, PROFITABILITY, LEVERAGE AND SIZE OF THE COMPANY ON THE ACCURACY OF TIME SUBMISSION OF FINANCIAL STATEMENTS WITH TAX AVOIDANCE AS INTERVENING VARIABLES</td>
<td>Hamilah</td>
<td>18</td>
</tr>
<tr>
<td>EFFECTIVENESS OF SOCIAL MEDIA NETWORK IN DECISION MAKING TO TRAVEL AMONG GENERATION Z</td>
<td>Hanif Hanan, Shahriman Abdul Hamid, Shareenie Shera Abdul Hamid, Zaity Akhtar Mukhtar</td>
<td>19</td>
</tr>
<tr>
<td>TOURISM VISITING DECISION AND INTENTION TO BANDUNG BASED ON EFFECTIVENESS OF TIKET.COM ADVERTISING</td>
<td>Harrie Lutfie, Dandy Marcelino</td>
<td>20</td>
</tr>
<tr>
<td>THE MANAGEMENT OF CHARATER EDUCATION IN SCHOOLS AROUND ISLAMIC BOARDING SCHOOLS ENVIRONMENT TO BUILD AKHLAKUL KARIMAH</td>
<td>Deti Rostini, Atabik Zuhdi, Vidia Lantari Ayundhari</td>
<td>21</td>
</tr>
</tbody>
</table>
PILGRIM FUND MANAGEMENT IN INDONESIA MAQASHID SHARIAH PERSPECTIVE
1) Rahman Ambo Masse, 2) Ali Halidin, 3) M. Majdy Amiruddin, 4) Kamaluddin Nurdin Marjuni .................................................................................................................. 22

THE EFFECT OF 360-DEGREE FEEDBACK SYSTEM AND TALENT MANAGEMENT TOWARDS EMPLOYEE PERFORMANCE WITH EMPLOYEE DEVELOPMENT AS MEDIATING VARIABLE - CASE STUDY SECTOR OF AVIATION IN INDONESIA
Andi Lukman .................................................................................................................. 23

COMPETITIVE ADVANTAGE AND PERFORMANCE OF SHIPPING AGENTS AT PORTS IN MALAYSIA
1) Afifah Binti Abd Razak, 2) Shankar Chelliah ...................................................................................................................... 24

EFFECTS OF SUPPORTIVE WORK ENVIRONMENT ON INTENTION TO REMAIN: THE MEDIATING ROLE OF PERSON-ORGANIZATION FIT

CHARACTER, CAPACITY, CAPITAL, COLLATERAL, AND CONDITIONS AS FACTORS AFFECTING BAD LOANS
1) Siti Resmi, 2) Ega Saputra, 3) Hari Nurweni ...................................................................................................................... 26

THE INFLUENCE OF HUMAN PROCUREMENT ON INTELLECTUAL CAPITAL AND ITS IMPLICATION ON EMPLOYEES PERFORMANCE (CASE STUDY AT INDONESIAN AEROSPACE INDUSTRIES, LTD)
1) Danny Ramdani, 2) Odang Kusmayadi ............................................................................................................................ 27

THEORITICAL STUDY OF GOVERNMENT POLICIES ON FINANCIAL CRISES THAT HAVE OCCURRED IN INDONESIA
Tyahya Whisnu Hendratni ................................................................................................................... 28

LEGALITY TRANSACTIONS USING VIRTUAL CURRENCY OR BITCOIN PAYMENT TOOLS IN INDONESIAN LAW
Elli Ruslina ......................................................................................................................................................... 29

ANALYSIS OF THE EFFECT OF FIRM SIZE, PROFITABILITY AND CAPITAL STRUCTURE ON IPO UNDERPRICING ON THE INDONESIA STOCK EXCHANGE (IDX)
1) Miswanto Miswanto, 2) Yanuar Rifqi Abdullah ........................................................................................................... 30

THE EFFECT OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON INTENTION TO USE OF ONLINE SHOPPING
1) Rini Larasati, 2) Ratih Hurriyati, 3) Aceng Gima Sugiana, 4) Mokh Adib Sultan ............................................................................... 31

DETERMINANT SERVICE PERFORMANCE THROUGH MOTIVATION ANALYSIS AND TRANSFORMATIONAL LEADERSHIP
(Case Study: At the Regional Development Bank in South Kalimantan)
1) Ary Bastari, 2) Niknik Ahmad Munawar, 3) Hapzi Ali ........................................................................................................ 32
PREDICTING CONSUMERS’ INTENTION TO PURCHASE LOCAL FOOD USING THE THEORY OF PLANNED BEHAVIORAL
1) Poppy Arsil, 2) Ardiansyah, 3) Tri Yanto

GEOSITE POTENTIAL ASSESSMENT FOR DEVELOPMENT OF GEOTOURISM AND ADVENTURE TOURISM: A CASE STUDY OF SEPAKUNG AREA, SEMARANG REGENCY, CENTRAL JAVA PROVINCE, INDONESIA

THE ROLE OF ORGANIZATIONAL CULTURE IN MEDIATING THE INFLUENCE OF ORGANIZATIONAL RESOURCES TO ORGANIZATIONAL PERFORMANCE
(EMPIRICAL STUDY AT PUSKESMAS KELURAHAN IN DKI JAKARTA PROVINCE)
Agung Solihin

EFFECT OF WORKLOAD AGAINST JOB STRESS, WORK MOTIVATION AND EMPLOYEE PERFORMANCE
Sarton Sinambela

TYING THE KNOTS OF THE NON-CONFORMISTS
1) Elfindah Princes, 2) Adler Haymans Manurung, 3) Sri Bramantoro Abdinagoro, 4) Idris Gautama

THE ROLE OF PREFERENCE-BASED VALUE TRANSPLANTABILITY AS A MEDIATION OF ADAPTIVE SELLING, SALESPERSON BRAND PERSONALITY CONGRUENCE, POSITIVE SELLING AMBIANCE TO SALESPERSON PERFORMANCE
(Study at PT. Bank BNI(Persero)/Tbk)
1) Evi Dian Kartikasari, 2) Syamsurijal AK, 3) Zakaria Wahab, 4) Muchsin Saggaff Shihab

INFORMAL BUSINESS FINANCING THROUGH PEOPLE BUSINESS CREDIT PROGRAM: EVIDENCE FROM INDONESIA
Rudy Badrudin

WORKPLACE SPIRITUALITY, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND PERCEIVED ORGANIZATIONAL SUPPORT: STUDY FROM INDONESIAN ISLAMIC BANKING EMPLOYEES
1) Meily Margaretha M, 2) Susanti R S, 3) Ana Mariana, 4) Aurora Elsa Shafira Frederick

THE INFLUENCE OF PROMOTION AND DISTRIBUTION ON CUSTOMER SATISFACTION AND ITS IMPLICATION ON CUSTOMER TRUST
1) Peki Kurniawan, 2) Maria Lusiana Yulianti, 3) Ali Jufri
REGIONAL SUSTAINABLE TOURISM FOR DEVELOPING THE ECOTOURISM
1) Fafurida, 2) Shanty Oktavilia, 3) Nurjannah Rahayu Kistanti, 4) Avi Budi Setiawan ...

USER SATISFACTION OF E-LEARNING SYSTEM IMPLEMENTATION FOR TRAINING AND DEVELOPMENT PROGRAM IN ORGANIZATION
1) Ratri Wahyuningtyas, 2) Ganjar Mohamad Disasta

ACTIVITY BASED COSTING METHOD AS AN ALTERNATIVE TO THE IMPLEMENTATION OF MANAGEMENT POLICIES REMOTE SENSING IN INDONESIA
1) Shinta Rahma Diana, 2) Dwi Eryanto, 3) Cristiano Lombogia, 4) Wiwik Pratiwi, 5) Reschiwati, 6) Astri Rafikasari, 7) Rafika Yuniasih

MAPPING AND ASSESSMENT OF MSMES AS CAPACITY BUSINESS ENHANCEMENT
1) Karsinah, 2) Prasetyo Ari Bowo, 3) Azhana Othman, 4) Phany Inneke Putri

COMPETENCE AND ASSESSMENT OF PERFORMANCE TO WORDS JOB SATISFACTION
1) Kartono, 2) Ramlah Puji Astuti, 3) Citra Faathir Widiana

INCENTIVES FOR FIXED ASSET REVALUATIONS IN INDONESIAN LISTED COMPANY
1) Dwi Jaya Kirana, 2) Ekawati Jati Wibawa Ningsih, 3) Aniek Wijayanti

THE FACTORS INFLUENCING WHISTLEBLOWING INTENTION (Empirical Study on Bachelor of Accounting Students in Universitas Muhammadiyah Yogyakarta)
1) Arum Indrasari, 2) Wisnu Wardhana

GENDER VERSUS DIGITALIZATION: HOW MEN AND WOMEN FACING DIGITAL PLATFORMS TO APPLYING WORK
1) Selly Sipakoly, 2) Sally. P. Sandanafu

THE ROLE OF CORPORATE GOVERNANCE IN CONSTRAINING EARNING MANAGEMENT
1) Dwi Jaya Kirana, 2) Ekawati Jati Wibawa Ningsih, 3) Aniek Wijayanti

BUILDING COMPETITIVE SHARED LEADERSHIP TO IMPROVE THE PERFORMANCE OF SOUTH SUMATERA PROVINCE GOVERNMENT
1) Ahmad Rizali, 2) Badia Perizade, 3) Sulastri, 4) Agustina Hanafi

ANALYSIS OF FACTORS CONSUMER BEHAVIOE IN DETERMINING PURCHASES GARUDA INDONESIA SERVICE: A STUDY ON ROUTES SURABAYA – JAKARTA
1) Heldi Yanuar, 2) Agus Maulana, 3) Ahmad Munawar
REVIEW AND ANALYSIS: THE INFLUENCE OF RELATIONSHIP QUALITY E-SEVRQUAL EFFECT ON E-CUSTOMER SATISFACTION BATIK INDUSTRY HADIPRIYANTO BANYUMAS
1) Adriza Adriza, 2) Granit Agustina, 3) Feby Febrian

DOWNWARD COMMUNICATION MODEL TO IMPROVE EMPLOYEE PERFORMANCE
1) Nandang Djunaedi, 2) Feby Febrian, 3) Granit Agustina, 4) Herni Suryani, 5) Rakhmia Nalibratawati

ANALYZING USER INTENTION OF INDONESIAN TRANSPORTATION CARD: USEFULNESS AND EASE OF USE APPROACH
1) Mahir Pradana, 2) Syarifuddin Syarifuddin, 3) Dian Gita Utami, 4) Iqbal Firmansyah, 5) Muhammad Idris

THE INFLUENCE OF ORGANIZATION CULTURE AND WORK MOTIVATION TOWARD THE EMPLOYEE PERFORMANCE
1) Sari Laelatul Qodriah, 2) Anne Lasminingrat, 3) Puspa Dewi Yulianty

IMPROVING BRAND AND MARKETING PERFORMANCE OF SMEs SOCIAL MEDIA USAGE: AN EMPIRICAL RESEARCH
1) A.P. Surya, 2) N. Muna, 3) F. Indriani

THE ANTECEDENTS OF EMPLOYEE LOYALTY IN FAMILY BUSINESS FROM MILLENNIAL PERSPECTIVES
1) Andreas Wijaya, 2) Brendi Wijaya

IS PROACTIVE PERSONALITY RELATED TO IN-ROLE PERFORMANCE AND PROCRASTINATION? THE MEDIATIONAL MECHANISM THROUGH JOB SATISFACTION
1) Nikodemus Hans Setiadi Wijaya, 2) Wisnu Prajogo, 3) Heni Kusumawati

MOBILE COMMERCE ESTABLISHMENT FOR LIVESTOCK MARKETING DEVELOPMENT IN WEST SUMATERA: AN APPROACH TO SYSTEMS REQUIREMENT ANALYSIS
1) Fitrimawati, 2) James Hellyward, 3) Ratna Aisuwarya

CORRELATION BETWEEN IMPULSIVE BUYING AND CUSTOMER SATISFACTION ON ONLINE PURCHASE "X" SHOPPING SITE IN STUDENTS OF UNIVERSITAS PAJDJARAN
1) Sarah Logianti Diani, 2) Ratna Jatnika, 3) Nurul Yanuarti

THE EFFECT OF BUMN SUPERVISORY ORGANS ON THE IMPROVEMENT OF INTERNAL CONTROL ON PUBLIC SECTOR COMPANY IN INDONESIA
Komala Lenda

PROFITABILITY AND LEVERAGE ANALYSIS OF THE DISCLOSURE OF ISLAMIC SOCIAL REPORTING WITH THE SIZE FIRM AS A MODERATED VARIABLE
1) Muhammad Yusuf, 2) Anang Martoyo, 3) Nurul Shayida
CAPITAL STRUCTURE AND CORPORATE PERFORMANCE OF
INDONESIAN BUILDING CONSTRUCTION SUB SECTOR
Ranila Suciati ........................................................................................................ 64

AIRLINE PASSENGERS’ BEHAVIORAL INTENTION: EXAMINING THE ROLE
OF EXPERIENTIAL VALUE AND PERCEIVED SERVICE QUALITY

ANALYSIS OF MARKET CAPITALIZATION AND FUNDAMENTAL
FACTORS ON FIRM VALUE
1) Irma Sari Permata, 2) Fatima Tuzzahara Alkaf .................................................. 66

DESIGN, DEVELOPMENT AND IMPLEMENTATION STANDARD
OPERATION PROCEDURE (SPO) WITH SERVICE BLUEPRINT, K
PHARMACY IN SURABAYA
1) Yessica Anggraini Sutanto 2) Erna Andajani .................................................... 67

READINESS IN DISCLOSURE OF SUSTAINABLE FINANCE THROUGH
MEDIA AND GOVERNANCE AGAINST FIRM VALUE IN INDONESIA
Salis Musta Ani ....................................................................................................... 68

ADVOCATE PERCEPTION OF E-COURT IMPLEMENTATION POLICY AS
EFFICIENT EFFICIENCY IN LAW ENFORCEMENT
1) Otong Rosadi, 2) Sahnan Sahuri Siregar, 3) Rina Asmeri....................................... 69

EFFECT OF FEMALE LEADERSHIP, GENDER EQUALITY, AND MALE
DOMINATED INDUSTRY ON BOD GENDER DIVERSITY
Yoomeidinar ............................................................................................................. 70

SIGNIFICANT PREDICTORS OF EMOTIONAL COMPETENCE ON SUBJECTIVE
WELL-BEING IN SCHOOL
1) Puspita Adhi Kusuma Wijayanti 2) Miryam Wedyaswari 3) Witriani ......................... 71

ANALYSIS OF THE NEED FOR DEVELOPMENT OF INFORMATION
LITERATION COMPETENCY TEACHER VOCATIONAL SCHOOL, PADANG
CITY
1) Susy Yuliastanti, 2) Sufyarma Marsidin, 3) Yahya.................................................. 72

WEST JAVA DIGITAL FOODHUB (WJDF): SUPPORTING ACCESS AND
SERVICES FOR SMALLHOLDER FARMERS AND IMPROVED MARKET
COORDINATION
1) Ronnie S. Natawidjaja, 2) Tomy Perdana, 3) Edward S. Siagian ............................. 73

BRAND TRUST MODEL: ONLINE CONSUMER BEHAVIOR ANALYSIS ON
ONLINE PURCHASE INTEREST (Case Study in Hypermart Supermarket in
Tangerang City)
1) Hapzi Ali, 2) Khilyatin Ikhsani, 3) Ebit Bimas Saputra, 4) M. Rizky Mahaputra, 5)
Nofri Satriawan ....................................................................................................... 74
SHAPING CREATIVE PERFORMANCE IN THE DISRUPTIVE ERA: AN EVIDENCE FROM STRATEGIC HUMAN RESOURCES PERSPECTIVE
1) Setiawan, Roy, 2) Eliyana, Anis 3) Suryani, Tatik, 4) Wikarsa, Vincent Putra .......... 75

INVESTIGATING DELAY, PERCEIVED FARE, COMPLAINT HANDLING AND CORPORATE IMAGE ON PASSENGERS’ INTENTION TO REPURCHASE A DOMESTIC FLIGHT TICKET FROM AN INDONESIAN LOW-COST AIRLINE
1) Murti, Agung K., 2) Afpriyanto, Ari, 3) Rizan, Mohamad ........................................... 76

THE SOLUTION OF HALAL LOGISTICS AUDITOR SCARCITY IN INDONESIA
1) Raden Didiet Rachmat Hidayat, 2) Yudi Azis, 3) Yunizar, 4) Cupian Amzal .................. 77

ANALYSIS FINANCIAL DISTRESS AND SOUNDNESS BANK USING ALTMAN Z-SCORE, SPRINGATE, ZMIJEWSKI, GROVER, RGEC (Empirical study in PT. Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk) Rahmat ......................................................... 78

THE EFFECT OF BRAND EQUITY ON CONSUMER TRUST IN TRAVEL UMRAH THROUGH DIGITAL ENTERPRISE BY NATIONAL DIGITAL STARTUP COMPANIES
1) Aisyah Rahmawati, 2) Sucherly Sucherly, 3) Asep Mulyana, 4) Sutisna .......................... 79

INFLUENCE OF WORK ABILITY, TRAINING AND CLIMATE ORGANIZATION ON EMPLOYEE PRODUKTIVITY IN THE OIL & GAS OF BALONGAN INDRAMAYU
1) Ahmad Zaelani Adnan, 2) Eeng Ahman ........................................................................ 80

THE EFFECT OF LIQUIDITY AND WORKING CAPITAL ON FIRM VALUE WITH PROFITABILITY AS A MODERATING VARIABLE ON MANUFACTURING COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE
1) Ronni Andri Wijaya, 2) Desi Permata Sari, 3) Hanna Pratiwi, 4) Yosi Yulia, 5) Riska Maiputri Yengsih .............................................................................................................. 81

RELIGIOSITY, HALAL AWARENESS, AND MUSLIM CONSUMERS’ PURCHASE INTENTION IN NON-FOOD HALAL PRODUCTS
1) Ganjar Mohamad Disastra, 2) Bethani Suryawardani, 3) Widya Sastika ............................ 82

GREEN SUPPLY CHAIN MANAGEMENT AT CULINARY SMALL BUSINESS: SOME NOTES TO CONSIDER
1) Dina Mellita, 2) Sabeli Aliya, 3) Efan Elpanso .................................................................... 83

THE EFFECTS OF AUDIT COMMITTEE TENURE AND DUALITY ON EARNINGS MANAGEMENT IN INDONESIA: THE MODERATING EFFECT OF EXTERNAL AUDIT QUALITY
1) Lidya Primta Surbakti, 2) Hendrik Elisa Sutejo Samosir .................................................. 84
THE ANALYSIS OF RELATIONSHIP MARKETING AND ITS INFLUENCE TOWARDS CUSTOMER RETENTION BY MEANS OF ATMOSPHERE AND CUSTOMER VALUE
1) Fransiska N. Ralahallo, 2) Walter Tabelessy ................................................................. 85

THE PROMISES ETHICS AND MARKETING CONCEPT STRATEGY AS A COMPETITIVE ADVANTAGE ON PRIVATE HIGHER EDUCATION IN INDONESIA (A Survey on Perception of Product Attributes and Promotion Mix in Indonesia)
Prihartono............................................................................................................................. 86

E-COMMERCE TRUST MODEL: CONSUMER SATISFACTION ANALYSIS ON PURCHASE INTEREST IN LAZADA
1) Hapzi Ali, 2) Khilyatin Ikhsani, 3) Ebit Bimas Saputra, 4) M. Rizky Mahaputra, 5) Nofri Satriawan .......................................................................................................................... 87

THE INFLUENCE OF ENVIRONMENTAL PERFORMANCE AND ENVIRONMENTAL DISCLOSURE AGAINST THE VALUE OF THE COMPANY
Yuli Ardiany .......................................................................................................................... 88

CONSUMERS’ MOTIVES IN BUYING ORGANIC LUWAK COFFEE (CIVET COFFEE)
1) Yosini Deliana, 2) Lucyana Trimo, 3) Sri Fatimah, 4) Mohamad Djali ........................................ 89

WOS INDEKS

EFFECT OF ASSOCIATION BRAND, QUALITY PRODUCTS / SERVICES AND PROMOTION OF AWARENESS THROUGH MUSLIM HALAL CONSUMER CONFIDENCE BRAND J.CO DONUTS AND BREADTALK
1) Sunu Widianto, 2) Sulaeman R Nidar, 3) Mokhamad Anwar, 4) Layyinaturrobianiyah ................................................................................................................................. 90

CORPORATE SOCIAL RESPONSIBILITY, PURCHASE INTENTION AND CORPORATE IMAGE IN STATE-OWNED ENTERPRISES (SOEs) OF BANKING SECTOR
1) Astri Wulandari, 2) Bethani Suryawardani, 3) Dandy Marcelino ............................................. 91

EFFECT OF DIGITAL MARKETING ON CUSTOMER SATISFACTION AND IMPACT ON THE IMAGE OF PT. BANK CENTRAL ASIA TBK
1) Mohamad Arfiman Yosep, 2) Yoyo Sudaryo, 3) Astrin Kusumawardani .................................. 92

THE EFFECT OF LEADERSHIP AND JOB SATISFACTION ON JOB PERFORMANCE MINISTRY OF ENVIRONMENT AND FORESTRY’S RESEARCH, DEVELOPMENT AND INNOVATION AGENCY OF INDONESIA
1) Jonny Holbert 2) R. Madhakomala, 3) Saparuddin .................................................................... 93
FINANCIAL DISTRESS AND TAX MOTIVATION: THE EFFECT ON EARNINGS MANAGEMENT
1) Reschiwati, 2) Arum Indrasari, 3) Harwin Hasudungan ..................................................... 94

THE USE OF INFORMATION TECHNOLOGY AMONG SMALL AND MEDIUM ENTERPRISE
1) Zikri Muhammad, 2) Jumadil Saputra ................................................................. 95

THE IMPACT OF FUNDING STRATEGY THROUGH THE FIRM SIZE ON PROFITABILITY
Arna Suryani ...................................................................................................................... 96

HOW TO ESCALATE COMPETITIVE ADVANTAGE AND BUSINESS PERFORMANCE: A UTILIZATION OF DIGITAL CAPABILITY AND INNOVATION STRATEGY OF SMES FASHION
1) Achsanul Qosasi, 2) Sri Widyastuti, 3) Erwin Pemana .................................................. 97
Abstract: Research on the implementation of knowledge management systems (KMS) in an organization has been written in many scientific articles. This topic has been widely discussed since experts recognize that knowledge is a resource that can provide a competitive advantage for organizations. One interesting scientific article compiled by Roberto Cerchione and Emilio Esposito that identifies in full the taxonomy of KMS used by SME, because the use of KMS can create new opportunities for SME that cause lower-cost weight, more user-friendly and more effective. The identification results in the article clearly help SME to realize their position regarding the diffusion level and the intensity of KMS usage. Unfortunately, in this article, Roberto Cerchione and Emilio Esposito are not sufficiently clear in their method of measuring the intensity of the use of KMS (KM-Tools and KM-Practice) so that readers find it difficult to interpret the main point of the article.

Keywords: Knowledge Management Systems (KMS), Taxonomy, SME Strategies
‘UNPACKING’ YOUNG TRAVELERS’ NEEDS TO ENHANCE THE ATTRACTIVENESS OF PACKAGE TOURS


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Abstract: Understanding consumer needs is of paramount importance for companies to remain competitive in the market. Challenged by diminishing demands for package tours, the travel and tourism industry, for example, needs to beef up its efforts to understand changing trends within the industry. This paper presents the findings of a study which adapts the Travel Need Model established from past literature to gain insights on the trends of three different travel needs namely, travel motives, travel behavior and travel barriers. The results show that travel motives, travel behavior and travel barriers influence the attractiveness of package tours for Malaysian travelers. It is concluded that having a better understanding of the travel needs of Malaysian travelers enables tour operators in Klang Valley to enhance their marketing strategies and increase the demand for their tourism products.

Keywords: Package Tours, Travel Needs, Travel Motives, Travel Behaviors, Travel Barriers, Young Travelers.
SUPPORTIVE WORK ENVIRONMENT ON EMPLOYEE RETENTION

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Abstract: This study explores the relationship between peer group interaction, perceived climate, perceived organizational support, supervisory relationship on employee retention. Data were collected among academic staff in a public university in Malaysia. A cross-sectional survey was used to collect data. 225 valid responses were analysed. In addition, structural equation modelling technique has been used to test the proposed hypothesised model. The study concludes the positive effect of peer group interaction, perceived climate, perceived organizational support, supervisory relationship on employee retention. Universities need to provide supportive environments that enable staff to remain focused and dedicated to maintain high morale and reduce academic staff turnover. As a result, employees’ positive perception of their work environment reduced their turnover intention decisions.

Keywords: Supportive Work Environment, Peer Group Interaction, Perceived Climate, Perceived Organizational Support, Supervisory Relationship Employee Retention
# THE MEASUREMENT OF EFFICIENCY AND EFFECTIVITY OF THE ZAKAH INSTITUTION

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<th>E-mail: <a href="mailto:rifzaldinasri@yahoo.co.id">rifzaldinasri@yahoo.co.id</a></th>
<th>Abstract: The Purpose of this research is to measure the financial performance of Alms Maintaining Agencies by use of efficiency and effectivity variables. Designs/Methods that this research uses are Structural Equatation Modelling (SEM) method and AMOS Program. The Input(s), Output(s), and Outcomes variables serve as Latent Exigent variables. While Efficiency, Effectivity, and the agency’s Performance serve as 1, 2, and 3 Indigent variables. The Result of this Research shows an indicator which serve as the input(s), output(s), and outcomes variables had an influence towards the efficiency and effectivity, thus the efficiency and effectivity variables also influenced the performance of the Alms Managing Agencies. These agencies’ performance can be measured using the efficiency and effectivity variables, thus they can be also used as the standard for measuring all Alms Maintaining Agencies’ performance across Indonesia.</th>
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**Keywords:** Efficiency, Effectivity, Performance, Alms Managing Agency (AMA)
BURNOUT DETERMINANT AND IT'S IMPLICATIONS TOWARDS THE PERFORMANCE OF THE WORKERS OF FISH STREAT JABODETABEK

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Abstract: Culinary is one of today’s most influential and developed form of business with literally limitless potential for growth. Fiercer competition in culinary means an increase of demands by consumers towards service industries. Considering it is the era of globalization, competition is inevitable for all kinds of businesses, for example Fish Streat which is one of culinary business that’s thriving today. One of the factors needed to reach corporate’s goal is an increase of workers’ performance from time to time. Despite their responsibility to work, every individual will have their own issue to tackle besides their job. One of them, which is a critical issue today, is burnout. This is quite an issue as burnout is often a hindrance towards workers’ performances which in turn affects the corporation. The methodical approaches used in this research are descriptive and verification using Structural Equation Model (SEM) with the help of Partial Least Square (PLS) software. The goal of this research is to discover and analyze the determinant of burnout and it's implications towards the performance of the workers of Fish Streat Jabodetabek. Based on the hypothetical testing below, individual characteristics significantly affect Burnout with the coefficient value of -0.568 and a p-value of <0.001, less than 0.05. Work environment also significantly affect Burnout with the coefficient value of -0.162 and a p-value of 0.015, less than 0.05. Meanwhile, individual characteristics significantly affect their performances with the coefficient value of 0.169 and a p-value of 0.012, less than 0.05. Also work environment significantly affect the worker’s performances with the coefficient value of 0.509 and a p-value of <0.001, less than 0.05. All this result in Burnout significantly affect workers’ performances with the coefficient value of -0.200 and a p-value of 0.003, less than 0.05. The managerial implication in this research is that Fish Streat’s performance, reflected by principles obedient, may rise if their workers are able to reduce burnout which is reflected by the dimension of individual’s achievement decline. Burnout will reduce if Fish Streat are able to rise their non-physical work environment supported by a development of individual’s characteristics.

Keywords: Individual Characteristics, Work Environment, Burnout, Workers’ Performance
Abstract: The study of organizational justice was regularly conducted by many researchers in the field of organizational psychology, human resource management, and organizational behaviour. Organization justice was strongly influenced by the workplace. Studies have shown that the strongest reaction to organization justice occurs when an employee perceives unfair rules and procedures. Employees who feel they are being unfairly treated tend to leave the organization. Numerous studies have shown that procedural justice relates to turnover intention. The purpose of this study is to look at the relationship between procedural justice and turnover intention among academic staff in Malaysia higher education. The samples were collected from lecturers in five public research universities via questionnaires. The results showed that procedural justice was negatively related to turnover intention among academic staff.

Keywords: Turnover Intention, Procedural Justice, Higher Education
Abstract: Undeveloped, remote and outermost regions (3T) are regions that have a very low index of human development and infrastructure. Nowadays, 3T regions become one of the government main focus, especially the ones which border directly to neighboring countries. However, due to their remote location, the development of these regions become very difficult, time-consuming and also costly, therefore optimal solutions are needed to be able to build and develop these regions efficiently. One of the main factors in the development of the 3T regions is the fulfillment of the needs and potential demands of energy. In this study, the author determines three (3) alternative power plants that can be built in the 3T regions with low cost, able to be constructed in a short time, and do not require to be connected to the PLN’s lines (off-grid). The three alternative plants are PLTD, PLTS and also ESS batteries. The areas used as case studies are three (3) villages in Pasi Island, Selayar Islands Regency, South Sulawesi Province. The analytical method used is a decision matrix analysis with primary data from questionnaires and mathematical calculations while secondary data from the literature review. The results indicated that battery ESS is the most optimal and cost-efficient choice as a power plant on Pasi Island.

Keywords: Decision Matrix, Renewable, Battery, Energy, Selayar
MEDIA RICHNESS ON INSTAGRAM INFLUENCES TOWARDS CONSUMER PURCHASE INTENTION: EXPLORING THE MODERATING EFFECT OF BRAND EQUITY

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Abstract: Social media has become a widely-adopted technology since it being introduced to the world, affecting businesses in myriad ways. Majority of companies nowadays started to invest on social media marketing in regards to the ability of this marketing initiative lead to better profitability. However, only few studies have looked at the empirical link between media richness from social media i.e. Instagram and Purchase Intention among consumers. This paper discusses the influences of media richness on Instagram towards consumers’ intention to purchase mediated by Brand Equity. This study was conducted utilising survey research method, aiming to create better understanding of consumer intention to purchase as being influenced by Social Media Richness. A total of 537 undergraduate students in Kuala Lumpur, Malaysia age 19 to 24 years old took part in this study as respondents. The respondents are exposed to Instagram postings on similar products for sale. Partial least square structural equation modelling (PLS-SEM) applied to fit the data in the hypothesised model. This study found that the relationship of Brand Equity is insignificant between Social Media Richness and Purchase Intention as moderator. However, there is significant relationship found between Social Media Richness and Purchase Intention. The outcome of study is useful to both researchers and business practitioners to understand the importance of Social Media Richness specifically utilising Instagram as business platform. Future study should consider on discovering different perspective of media richness involving other types of social media.

Keywords: Social Media, Instagram, Purchase Intention, Media Richness Theory, Brand Equity
A MODERATED MEDIATION MODEL OF PERCEIVED ORGANIZATIONAL POLITICS AND CREATIVITY: THE ROLES OF VOICE BEHAVIOR AND VOICE EFFICACY

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Abstract: Creativity is significant to support organizational survival and performance. Drawing on organizational politics perspective and social exchange theory, this study intends to examine the moderated mediation model of perceived organizational politics, voice behavior, creativity, and voice efficacy. Data were taken from employees working in 6 institutions comprising five for-profit-oriented companies (3 manufacturing and 2 service companies) and one for-non-profit institution. Voice behavior that consists of promotive and prohibitive voice is treated as a mediator. Whereas, voice efficacy is posited as a moderator. This study found that perceived organizational politics was negatively associated with creativity and voice behavior. Voice behavior was positively associated with creativity. In addition, voice efficacy can lessen the negative effect of perceived organizational politics on voice behavior. Overall, this work may contribute to offer an additional understanding on how perceive organizational politics may be related to creativity. Limitations and suggestions for future research are also discussed.

Keywords: Perceived Organization Politics, Voice Behavior, Creativity, Voice Efficacy
CANONICAL CORRELATION ANALYSIS: EFFECT OF EARNINGS MANAGEMENT ON FIRM VALUES AND TIMELINESS OF FINANCIAL REPORTING

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Abstract: This study aims to determine the effect of Earnings Management on Firm Value and Timeliness of Financial Reporting on manufacturing companies listed on the Indonesia Stock Exchange in the 2014-2017 period. This study uses three independent variables, namely Earnings Management (X1), Leverage (X2); Profitability (X 3) and two dependent variables namely Firm Value (Y1) and Timeliness of Financial Reporting (Y2). Therefore to test the research hypothesis using Canonical Correlation Analysis. The sampling technique is done using purposive sampling. The number of manufacturing companies sampled were 26 companies over a period of 4 years in a row so that the total sample was 104. The results of the analysis and testing show that with control variable leverage and profitability, earnings management variables have a significant effect on firm value but not with the timeliness of financial reporting.

Keywords: Earnings Management, Firm Value, Timeliness of Financial Reporting, Leverage, Profitability.
DESTINATION IMAGE AND THE INTERNATIONAL TOURISTS RESPONSE BEHAVIOUR AT Langkawi Island MALAYSIA

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Abstract: No doubt image of a destination is one of the important determinants that influence tourists in making decision to choose a specific holiday destination. The most positive image a destination has the highest chances for it to be chosen by the tourist. This paper empirically investigates the causal relationships between destination images and the international tourists’ response behavior on Langkawi Island, Malaysia as study contextual setting. The insights of this study is obtained through questionnaires surveyed with 384 the international tourist. Through the PLS-SEM a strong relationship between destination image and response behavior appeared having a strong impact on international tourists’ response which related to word of mouth, recommendation and revisit intention. The feedback and the promising insights from the viewpoint of the international tourists is giving varying consequences, repercussion and implication to the stakeholders and tourism authorities.

Keywords: Destination Image, International Tourists, Response Behavior
SOYBEAN PRODUCTION RESPONSE: A STUDY OF JAMBI'S ACREAGE RESPONSE UNDER POLICY PROGRAM

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Abstract: The main objective of this research were to analyse the impact of some agricultural investments in soybean production. The increasing trend of soybean production in Jambi during the years of study (1987-2018) has been resulted from considerable increase in government improving policy programs, such as support price, and input subsidy programs. The variations of acreage, yield, and output have been affected also by the price of output and input such as fertilizer. The more effectiveness between those policy programs depend on the higher magnitude between the significant coefficients of these two variables. The first policy implication from the findings of this study is that the price support policy is more effective and efficient to increase the acreage. The effect of government support prices for soybean is very important in analysing the production response. A method of measuring price expectation for analysing acreage response is used when the influence of price support and market phenomena varies with market conditions. The results also showed that when the support price is much below the expected market price, the truncation effect is negligible and the price support program has only a limited impact on acreage decisions. Alternatively, as the support price levels, the truncation effects become larger, and the resulting impact on acreage decisions is more pronounced.

Keywords: Acreage Response, Soybean Production, And Price Policy Program
WAREHOUSE SELECTION USING ELECTRE – A MULTI CRITERIA DECISION MAKING APPROACH

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Abstract: Warehouse is an essential aspect of a distribution company. It plays an important role in managing the company’s biggest assets, its stock of goods, involving various activities from receiving, storing to sending out the right goods to the next process. Therefore, it is important for a distribution company to properly assess its warehouse candidates before choosing one. Thanks to the extensive work of many researchers in warehouse selection field, lists of warehouse selection criteria are easily accessible, compiling various theories, cases and interview sessions with experts. However, although the lists are available, there is no one-size-fit-all set of lists in choosing one. Companies are required to look back at its own objectives, business models and preference in deciding the appropriate measurement. Taking the Indonesia office of a global chemical distributor as the research subject, this study aims to assists the research subject in finding the suitable warehouse for its distribution operations. This study will cover all steps from literature review on the list of reference for warehouse selection criteria, assign weight to each criterion, evaluating the warehouse candidates up to processing all the information and generate the best option. Due to their practicality in real business world application, Simos’ Procedure will be utilized in determining weight of each criterion while ELECTRE technique will be used to generate the best warehouse candidate. The objective of this study is to point out the best warehouse candidate for research subject based on their objective, business model, and preference while, at the same time, provides them with practical and replicable technique to be used in the future.

Keywords: Warehouse selection, Simos’ Procedure, ELECTRE, Multi-Criteria Decision Making
MODEL OF EMPLOYEE PERFORMANCE: ABILITY, MOTIVATION, AND OPPORTUNITY IN MANUFACTURING COMPANY

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Abstract: The main objective of the study is to investigate the relationship between AMO (Ability, Motivation, and Opportunity) and employee performance in manufacturing company. Furthermore, the purpose of this paper is to examine how the organization’s action can increase the performance of their employees. Quantitative methodology is used and primary data is collected in the form of questionnaire using Likert scale and interview. Using structural equation modeling (SEM), it is investigated a random sample of 142 permanent employees selected in a random manner. The partial least squares structural equation modeling tools is used to analyze data which provides evidence of reliability and validity. The result of the study revealed that Motivation has positively influenced the employee performance in manufacturing company. Ability and Opportunity do not significant impact on employee performance. The finding of the study will be an information for Human Resource Department in torching the avenues of improvement in employee performance.

Keywords: Ability, Motivation, Opportunity, Employee Performance, structural equation modelling, SMART PLS
IMPLEMENTATION OF HIGH ALTITUDE PLATFORM SYSTEM IN DEVELOPMENT OF NATIONAL DEFENSE TELECOMMUNICATION TECHNOLOGY

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Abstract: This article will explain the concept of implementing High Altitude Platforms (HAPS) as the Main Backbone of military telecommunications in Indonesia. In the scientific map, this study is mainly included in defense science and defense technology in minor contexts which are within the scope of the field of sensing study in the sub field of remote sensing. This research uses exploratory research methods with a qualitative approach. Research data were collected using literature studies and analyzed with qualitative techniques consisting of three stages, namely data reduction, data presentation, and drawing conclusions. The results of the study explain the factors of information security, signaling, regulatory requirements, topology, and cost factors needed to implement HAPs in the military realm to enhance national defense.

Keywords: High Altitude Platforms (HAPs), Telecommunications, Defense Technology, System Topology.
BRAND IMAGE AND PRODUCT QUALITY TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

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Abstract: In this globalisation era, many companies create products and compete to get the customer’s loyalty. They try to get the customer’s loyalty for long term. Previous research validated the influence of brand image and product quality toward customer satisfaction and loyalty. This study aimed to analyze the influence of brand image on customer satisfaction on Silverqueen chocolate, product quality on customer satisfaction, customer satisfaction on customer loyalty, brand image on customer loyalty, product quality on customer loyalty, brand image on customer loyalty through customer satisfaction, and product quality on customer loyalty through customer satisfaction. This type of research was quantitative descriptive research. The population in this study were high school students in Medan city. Purposive Sampling was employed and 200 collected responses were analyzed using variance-based partial least square path modeling. The results confirm the direct effect of brand image and product quality on customer loyalty and full mediation role of customer satisfaction. The conclusion were brand image, product quality had a positive and significant impact on customer satisfaction in Silverqueen Chocolate. Customer satisfaction, brand image, product quality had a positive and significant impact on customer loyalty in Silverqueen Chocolate. Brand image influenced customer loyalty through customer satisfaction as an intervening variable in Silverqueen Chocolate. Product quality influenced customer loyalty through customer satisfaction as an intervening variable in Silverqueen Chocolate.

Keywords: Brand Image, Product Quality, Customer Satisfaction, Customer Loyalty

https://www.dicdbm.com/
PERCEIVED ATTRIBUTES DRIVING THE ADOPTION OF SYSTEM OF RICE INTENSIFICATION (SRI): AN EXPLORATORY STUDY FROM INDONESIA

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Abstract: This paper deduces that the future promotion of the System of Rice Intensification (SRI) should be based on a good understanding of the potential users toward sustainable agriculture. This study examines perceptions of SRI attributes among Indonesian rice farmers using a qualitative approach, which is built upon the theory of diffusion of innovation. Through focus group discussions, a number of key drivers crystallised. Compatibility, complexity, and relative advantage emerged as key attributes driving the adoption of SRI. SRI was perceived as conflicting with existing farming practices, labour capacity, budget, and with the time available for extra labour inputs. SRI was regarded as somewhat complex in respect to the processing and application of composts and, additionally, considering many farmers’ limited knowledge, for the operation of mechanized farm technologies. The economic surplus gained from SRI was realisable only to the group of organized farmers who enjoyed price premiums. Environmental and agronomic benefits were regarded as bringing delayed rewards. Such outcomes demonstrate in, in fact, the subjective evaluation of SRI by farmers which is critical to its adoption.

Keywords: Attribute, Diffusion of Innovation, Indonesia, System of Rice Intensification, Technology Adoption
THE EFFECT OF COMPANY COMMISSIONERS, PROFITABILITY, LEVERAGE AND SIZE OF THE COMPANY ON THE ACCURACY OF TIME SUBMISSION OF FINANCIAL STATEMENTS WITH TAX AVOIDANCE AS INTERVENING VARIABLES

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Abstract: This study aims to obtain empirical evidence about the influence of company commissioners, profitability, leverage and company size with tax avoidance as an intervening variable in manufacturing companies in Indonesia. The independent variables in this study are company commissioners, profitability, leverage and company size. The intervening variable in this study is tax avoidance. The dependent variable in this study is the timeliness of submission of financial statements. The population in this study is manufacturing companies listed on the Indonesia Stock Exchange (IDX) in 2014-2018 with a total of 41 companies. Data collected by purposive sampling method so that the total sample of 41 companies and 205 data on company financial statements is determined as observation. Testing of this study indicates that company commissioners, profitability and leverage have a significant effect on tax avoidance, while company size has no significant effect on tax avoidance. Company commissioner, profitability, leverage, company size and tax avoidance have no significant effect on the timeliness of financial statement submission. So it can be concluded that the variable tax avoidance is not a mediator among the variables of the company commissioner, profitability, leverage, company size with the timeliness of financial statement submission variables.

Keywords: Timeliness of Submission of Financial Statements, tax avoidance, Company Commissioner, Profitability, Leverage and Company Size.
EFFECTIVENESS OF SOCIAL MEDIA NETWORK IN DECISION MAKING TO TRAVEL AMONG GENERATION Z

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Abstract: The traditional marketing tools have been side-lined by fast technological changes especially in promoting tourism destination to attract tourist in visiting the country. The swift change does not negatively impact the destination as it propels opportunities to attract new potential tourists especially with the rising number of new traveling groups from new generation. Generation Z, also known as digital native, constantly utilize social media network in their daily life as part of preferred and effective communicative tool. Even though this group is categorized as the most rapid technological acceptance generation, the effectiveness of the social media networking in influencing other people of the same generation’s decision to travel has not been scrutinized. Furthermore, the issues on which social media network contributes most in influencing the destination and whether the destination image posted in social media contributes towards intention to visit the depicted destination are also well-diverse explained for this target generation. 200 respondents from Generation Z was selected using the purposive sampling method whereby the close ended questionnaire using the online survey had been used to collect the information from the respondents. Extended Technology Acceptance Model was selected in exploring the issues of the effectiveness of the social media in giving the information regarding the destination as well as influencing the decision making among other Generation Z to travel to the portrayed destination.

Keywords: Social Media Network, Express Marketing, Generation Z, Destination Image

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TOURISM VISITING DECISION AND INTENTION TO BANDUNG BASED ON
EFFECTIVENESS OF TIKET.COM ADVERTISING

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Abstract: Indonesia's tourism sector is the largest industry that contributes the fastest. The government always focused on improving Indonesia's infrastructure (including information and communication technology infrastructure) and increasing online promotion campaigns to attract tourists. With online advertisements carried out by Tiket.com via Youtube, it is hoped that tourists will be interested in visiting Bandung. This study aims to determine the effectiveness of Tiket.com ads through several stages, namely identification of empathy, persuasion, impact, and communication dimensions. Furthermore, it is examined how the effectiveness of Tiket.com ads can affect the interest of tourists visiting and its impact on the decision of tourists visiting Bandung. The research method used is quantitative structural analysis model analysis techniques using SmartPLS 2.0 software. The study results showed that contribution of Advertising Effectiveness (X) totally influenced which directly affected on Visiting Interests (Y) was 81.74%. The remaining 18.26% was influenced by other factors that cannot be explained in this study. Meanwhile, the contribution of Advertising Effectiveness (X) and Visiting Interests (Y) simultaneously influenced on that directly affected Visiting Decisions (Z) was 86.48%. The remaining 13.52% was influenced by other factors that cannot be explained in this study. In addition, further researchers can also expand the object of research, so that it does not only reach samples in Bandung. Then for the tiket.com management, it is recommended to pay attention and improve the Advertising Effectiveness variable. Meanwhile for Visiting Intention is also needed to be maintained.

Keywords: Advertising Effectiveness, EPIC Models, Visiting Intention, Visiting Decisions.
THE MANAGEMENT OF CHARACTER EDUCATION IN SCHOOLS AROUND ISLAMIC BOARDING SCHOOLS ENVIRONMENT TO BUILD AKHLAKUL KARIMAH

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Abstract: Character education in Islam has existed since Prophet Muhammad’s period. “Pesantren” or Islamic boarding school is a place of character building in obedience to “Kaffah” Islamic teachings. The character education in schools here means, a process of building good character or Akhlakul Karimah by presenting education model of pesantren but realized in formal institutions. It is deemed as solution for children who do hesitate to have boarding school education because of several reasons. This study aims to describe the implementation of character education management in senior high schools around boarding schools environment located in Banyumas, Central Java. The approach used in this research is a qualitative with descriptive method. The character education in Banyumas has implemented four modern management functions in a proportional way by upholding the tutor role of Islamic boarding schools. The cooperation has been running simultaneously and run conventionally, while still adhering the management principles even need a various ongoing renewal efforts.

Keywords: Management, Character Education, Islamic Boarding School
Abstract: The implementation of the pilgrimage always leaves problems, such as quota issues, transportation, catering, accommodation, and other hajj services. Based on the 2019 data, the amount of Hajj deposits has reached IDR 113 trillion. This study aims to identify the Hajj Fund management system at the Badan Pengelola Keuangan Haji (BPKH) and outlines the potential and challenges of managing the pilgrimage fund in Indonesia in the Maqasid asy-shari'ah. This is field research with qualitative methods with an interdisciplinary approach at Badan Pengelola Keuangan Haji Jakarta. The results showed that the Indonesian Hajj Financial Management Agency consists of allocations hajj financial through two mechanisms, (1) the placement of funds in the Islamic banking industry, (2) the investment mechanism, that is, investments in the sukuk securities sector, the gold sector, direct investments, and other investments. Fund management at these is in accordance with the concept of maqashid shari'ah. Hajj fund management has opportunities, such as regulatory support, (2) offer yields in the sukuk sectors quite progressive. (3) the prospective pilgrims increases every year, (4) direct investment opportunities in the retail sector. While the challenges, (1) the pessimistic view of the pilgrimage funds invested in the infrastructure sector, (2) the principle of joint responsibility makes BPKH extra careful in investing the pilgrimage funds, (3) Islamic financial industry market potential is still small. (4) long-term investment requires large capital. (5) Inflationary pressure.

Keywords: Pilgrim Fund Management, Investment, Opportunities, Challenges, Maqashid Sharia.
Abstract: The current operational record of PT XYZ from 2014 to 2016 showed that a high number of complaints occurred which indicates one of the operational employee performances has not been fulfilled. Based on a pre-study, it has concluded there were three dominant factors affecting employee performance. These are the 360-degree feedback system, talent management, and employee development. The purpose of this research is to analyze the effect that the 360-degree feedback system and talent management have towards employee performance with employee development as a mediating variable. The population used in this research consists of 742 employees. The sample collecting technique used was the stratifying random technique obtaining 180 respondents at various positions within the company. The research methodology uses a quantitative method through surveys and collecting data from questionnaires. The data analysis technique used in this study is the Structural Equation Model (SEM AMOS version 22.0). The results of the study showed that the 360-degree feedback system had a positive effect towards employee performance, talent management had a positive and significant effect towards employee performance, 360-degree feedback system had a positive and significant effect towards employee development, talent management had a significant and positive effect towards employee development and employee development had a positive effect towards employee performance.

**Keywords:** 360-Degree Feedback, Talent Management, Development, Performance
COMPETITIVE ADVANTAGE AND PERFORMANCE OF SHIPPING AGENTS AT PORTS IN MALAYSIA

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Abstract: This study aims to study the factors that influence the competitive advantage and performance of shipping agents at ports in Malaysia through the level of management knowledge, accuracy of government agencies and the use of social networking. Competitive advantage and work performance in a shipping organization are critical to competing with other shipping companies as they grow and develop. The survey questionnaire distribution technique was used in this study to collect quantitative data from 250 respondents consisting of staff, supervisors and managers from a shipping company registered with the 9 largest port Immigration Offices in port reported in Malaysia. This study covers two main theories. The first theory is on a resource-based view, which is addressed as a Resources Based View (RBV). This theory outlines the relevance of competitive advantages to the performance of shipping agents. The second theory is an Organizational Learning theory which elaborates the segmentations of management knowledge, competence in government and social networks which elaborates on competitive advantage that describes aspects by employee attitude, innovative and creative, talent work force, E-Government, rule and regulation, maritime security, collaborative, connectivity and internalization to support the performance of shipping agents in ports within Malaysia. As a result, the performance of shipping agents can be enhanced through competitive advantages with the support of more accurate aspects to ensure the best service quality.

Keywords: Management Knowledge, Competence of Government, Social Networking, Competitive Advantage and Shipping Agents Performance
Abstract: This study examines the relationships among a supportive work environment, person-organization fit, and employee retention among academic staff in one of the public universities in Malaysia. A conceptual framework has been suggested to assess the direct impact of a supportive work environment (i.e., perceived climate, supervisory relationship, peer group interaction, perceived organizational support) – person-organization fit-employee retention. A self-administered questionnaire was used to gather data from 225 respondents. The findings provide evidence for the mediating influence of person-organization fit on the links concerning supportive work environment and employee retention. The results reveal a direct and positive relationship between a supportive work environment and academic staff retention. These results imply that an individual’s perceived fit in his/her organization influences him/her to remain at the university. This study fills a knowledge gap because, currently, a dearth in the research about the role of a supportive work environment along with person-organization fit, relationship with employee retention exists in the Malaysian context. Previous research has emphasized the organization’s role in employee retention and engagement in the manufacturing and service industry. The findings of this study further elucidate how a supportive work environment impacts employee retention among academic staff. Specifically, the person-organization fit match clearly describes the relationship between a supportive work environment and employee retention.

Keywords: Supportive Work Environment, Employee Retention, Person-Organization Fit, Malaysia.
CHARACTER, CAPACITY, CAPITAL, COLLATERAL, AND CONDITIONS AS FACTORS AFFECTING BAD LOANS

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<th>Abstract: This study aims to examine and analyze the effect of character, capacity, capital, collateral, and conditions (5C) on bad loans. This study uses primary data through questionnaires. The study population is the borrower of funds in the Technical Implementation Unit at the Regional Financial and Asset Agency, Sleman Regency, Yogyakarta Province, Indonesia. The sample was determined using purposive sampling and 105 respondents were obtained. Purposive sample criteria are fund borrowers who have difficulty in repaying loans and are included in the monitoring agenda. The results of the study prove that the character, capacity, and conditions affect bad credit, while capital and collateral have no effect on bad loans.</th>
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<td><strong>Keywords:</strong> Character, Capacity, Capital, Collateral, Conditions, Bad Loans, Indonesia</td>
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THE INFLUENCE OF HUMAN PROCUREMENT ON INTELLECTUAL CAPITAL AND ITS IMPLICATION ON EMPLOYEES PERFORMANCE (CASE STUDY AT INDONESIAN AEROSPACE INDUSTRIES, LTD)

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Abstract: The research focused on higher of job rejection result in all projects which tend to decline of employees performance. The research aims to describe, analyze, and test the influence of human procurement on intellectual capital and its implication on employees performance of Indonesian Aerospace, Ltd. The research used was descriptive and explanatory survey method by collect, present, analyze, and hypothesis test, and to make a conclusions used structural equation modelling technique (SEM). The design of study is a survey research, the unit of analysis selected were core knowledge worker at Indonesian Aerospace, Ltd. Sampling was obtained by a sample size of 303 from 1245 employees, based on Stovin’s formula. The results showed that human procurement has a positive and significant effect on intellectual capital, and human procurement have a positive and significant effect on employees performance through intellectual capital. The finding of this research are: (1) human procurement shows low contribution for either intellectual capital or employees performance, the highest score of human procurement dimension which has effect on either intellectual capital or employees performance is selection and the lowest is recruitment dimension. 2) intellectual capital shows moderate scores on employees performance, the highest score of intellectual capital which has effect on employees performance is social capital and the lowest is structure capital dimension. (3) the highest score size of employees performance dimension based on employees perception is goal and the lowest is motive dimension.

Keywords: Human Procurement, Intellectual Capital and Employees Performance
THEORITICAL STUDY OF GOVERNMENT POLICIES ON FINANCIAL CRISES THAT HAVE OCCURRED IN INDONESIA

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Abstract: The financial system has a very strategic role in reducing transaction costs and reducing the possibility of asymmetric information. Financial crises that occur in each country have a detrimental impact on the economy in general and the financial system in particular. The deterioration of the rupiah exchange rate will greatly impact the industry community. The Government is expected to provide trust to investors and business actors in the real sector. This has a psychological effect because macroeconomic variables are actually in good condition. But in fact, the sluggishness of the economy was felt at all levels. The potential that must be optimized in Indonesia is the investment climate, human resources, infrastructure development and trade integration. The type of research used in this study is library research, that is research carried out through collecting data that is literature or study study carried out to solve a problem which is basically based on critical and in-depth review of relevant library materials. There is a strong relationship between the factors that influence, among others: credit interest rates and deposit rates, oil prices, net export-import, foreign exchange reserves and real exchange rates. Referring to the results of this study there are important things that should really be carried out by the government as a reference so that the economy returns to normal.

Keywords: Cause and Effect, Government Policy, Financial Crisis
# LEGALITY TRANSACTIONS USING VIRTUAL CURRENCY OR BITCOIN PAYMENT TOOLS IN INDONESIAN LAW

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**Abstract:** Bitcoin is a series of programming codes which are then secured using cryptography which is used by certain communities as a means of payment. In the economy using of virtual currencies or bitcoin is prohibited by law, but in practice these transactions are widely used. Therefore the following problems arise, what is the position of the virtual currency (Bitcoin) in buying and selling transactions in Indonesian law and how the legal consequences of buying and selling transactions using virtual currency (Bitcoin), as well as how efforts can be made by Bank Indonesia and the Authority Financial Services for buying and selling transactions using virtual currency (Bitcoin). This research method uses descriptive analytical and normative juridical approach. The research data uses secondary data in the form of primary legal materials, secondary legal materials and tertiary legal materials. The analyze is a qualitative-juridical approach. The purpose of this study is to examine the legality of the use of virtual currencies namely Bitcoin as a means of payment in Indonesia which according to the law is not exactly said to be a currency or an object (barter) but is an information system that has properties such as money, the implementation of the Bitcoin system and its use in Indonesia is also not in line with the law. Bitcoin should not be operated and followed up on every transaction.

**Keywords:** Transaction, Currency, Bitcoin.
Abstract: Underpricing often occurs in issuers that conduct IPOs on the Indonesia Stock Exchange (IDX). Because underpricing is detrimental to the issuer, the study of factors that affect underpricing is very important. The purpose of this study is to examine the effect of firm size, profitability, and capital structure on underpricing in firms conducting IPOs. The sample of this research is firms that conduct IPO in 2009-2016 and in the group of non-manufacturing firms. It is hypothesized that firm size and profitability have a negative effect on underpricing while capital structure has a positive effect on underpricing. The findings of this study are as follows. Firm size and profitability as measured by return on assets (ROA) have a significant negative effect on underpricing. However, profitability as measured by earnings per share (EPS) is not supported to have a negative effect on underpricing and capital structure is also not supported to have a positive effect on underpricing.

Keywords: Firm Size, Profitability, Capital Structure, Stock Exchange
THE EFFECT OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON INTENTION TO USE OF ONLINE SHOPPING

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Abstract: Online shopping service users continue to increase, including in Bandung as one of the metropolitan cities in Indonesia. The aim of this study is to examine the effect of perceived ease of use on Perceived usefulness, the effect of perceived usefulness on the intention to use, and the effect of perceived ease of use on the intention to use. This quantitative research method utilizes the online shopping service users' perception which the areas in Bandung city in Indonesia as a case. The population of this study included all the users of the popular online shopping service provider in Indonesia with a sample of 392 respondents aged a minimum of 16 years old in Bandung. Data was collected using a questionnaire with a Likert Scale and analyzed using the Structural Equation Model. The results show that, there is significant influence between variable perceived ease of use to perceived usefulness, but also there is significant influence between variable perceived usefulness and intention to use. In the variable perceived ease of use and intention to use does not have significant influence.

Keywords: Perceived Ease of Use, Perceived Usefulness, Intention to Use, Online Shopping.
DETERMINANT SERVICE PERFORMANCE THROUGH MOTIVATION ANALYSIS AND TRANSFORMATIONAL LEADERSHIP
(Case Study: At the Regional Development Bank in South Kalimantan)

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Abstract: This study aims to analyze: 1) the effect of transformational leadership on motivation on the employees of the Regional Development Bank of South Kalimantan. 2) the effect of motivation on performance service on South Kalimantan Regional Development Bank employees. 3) the effect of transformational leadership on performance service in South Kalimantan Regional Development Bank employees. The research method is: quantitative research using a survey method in question is to explain the influence or causal correlation which is called by the path analysis(pathanalysis). The respondents were 199 employees at the South Kalimantan Regional Development Bank. The results of the study are: 1) the influence of transformational leadership on motivation at the Regional Development Bank of South Kalimantan 2) the influence of motivation on service performance at the Regional Development Bank of South Kalimantan. 3) the influence of transformational leadership on service performance at the South Kalimantan Regional Development Bank

Keywords: Transformational Leadership, Motivation And service Performance
PREDICTING CONSUMERS’ INTENTION TO PURCHASE LOCAL FOOD USING THE THEORY OF PLANNED BEHAVIORAL

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| E-mail: poppy.arsil@unsoed.ac.id | Abstract: The objective of this study is to examine the theory of Planned Behaviour in explaining the determinant of purchasing local food intention and to validate the structural and measurement model of selected model. The measurement and structural model of local food has been revealed by 259 respondents, using partial least square. The theory of planned behaviour is suitable to explain local food purchasing behavior. Intention to purchase local food was significantly explained by attitude ($f^2=0.022$/small to medium), social norm ($f^2=0.027$/small to medium) and perceived behavioural control ($f^2=0.067$/small to medium). The review of inner model show that the original TPB model explained 26.7% of the intention to purchase local food

https://www.dicdbm.com/ | Keywords: Intention, Local Food, Partial Least Square, TPB |
GEOSITE POTENTIAL ASSESSMENT FOR DEVELOPMENT OF GEOTOURISM AND ADVENTURE TOURISM: A CASE STUDY OF SEPAKUNG AREA, SEMARANG REGENCY, CENTRAL JAVA PROVINCE, INDONESIA


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Abstract: Geotourism can be interpreted more broadly as conservation tourism of geological resources that can improve the welfare of society and foster public awareness of the importance of preserving the environment. Geosite in the Sepakung area, Banyubiru District, Semarang Regency, Central Java Province not only offers unique geological conditions to be used as a geotourism, but also has beautiful natural scenery that can be used as an adventure tour that is flying fox. Therefore, it is necessary to conduct a potential assessment of geotourism and adventure tourism to increase the economy of the local community without lowering its environmental function. The research method used is done by field survey to collect geological data, geosite assessment by grouping into five values or criteria, and qualitative analysis of the feasibility of adventure tourism (flying Fox) based on geological properties conditions. The results of the study showed the potential of geotourism which consists of the Lava of Andesit soropathy (GL1), Valley of Mount Kendil (GM1), Kali Pancur Valley (GM2), Kali Pancur Waterfall (A1), Rawa Pening Lake (A2), Warm spring of Dukuh Temple (A3), Dukuh Temple (SB1). The analysis results of potential adventure tourism demonstrate that it deserves to support the Flying Fox activity by considering safety factors, wind speed, landform and strength of the rock. Geotourism and adventure tourism are expected to be a recommendation for the Government to develop tourism with integrated management for sustainability of the site and can improve the welfare of the community.

Keywords: Geosite, Assessment, Geotourism, Adventure Tourism, Sepakung Area
THE ROLE OF ORGANIZATIONAL CULTURE IN MEDIATING THE INFLUENCE OF ORGANIZATIONAL RESOURCES TO ORGANIZATIONAL PERFORMANCE (EMPIRICAL STUDY AT PUSKESMAS KELURAHAN IN DKI JAKARTA PROVINCE)

Agung Solihin

Doctoral Student of Strategic Management, Doctorla program of Ekonomi Universitas Trisakti
Lecturer of Universitas Dian Nusantara Jakarta

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Abstract: This study aims to analyze the effect of organizational resources on organizational performance at the Kelurahan Health Center in DKI Jakarta through an organizational culture that acts as a mediator. The data used is the result of distributing questionnaires directly during May - June 2019. The sampling method used was random sampling, and 250 respondents managed to answer completely and meet the criteria of the research sample. Data analysis techniques using structural equation models (SEM) with the help of AMOS 24.0 software. The results showed that there is a significant influence of organizational resources on organizational culture, and organizational culture significantly influences organizational performance. Furthermore, there is an influence of organizational resources on organizational performance indirectly. This study provides several managerial implications in which it is strongly recommended for Kelurahan Puskesmas in DKI Jakarta to be able to allocate appropriately related to the amount or proportion of human resources, and investment in physical resources through technology development must also be effectively and efficiently implemented. Also, for further research, it is highly recommended to analyze other organizations such as state-owned companies, private companies, etc., and the addition of other independent constructs can also be carried out to obtain different findings.

Keywords: Organizational Resources, Organizational Culture, Organizational Performance
### EFFECT OF WORKLOAD AGAINST JOB STRESS, WORK MOTIVATION AND EMPLOYEE PERFORMANCE

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| **Abstract:** This study aims to examine and analyze the effect of workload on work stress, work motivation and employee performance. The research method used in this research is descriptive method. The object of this study were all employees working at PT XYZ with a population of 75 people. The sampling technique uses non probability sampling with a total sample of 65 people. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tools. The results showed the workload had a positive and significant effect on work motivation. Workload has a positive and significant effect on employee performance. Workload negatively affects work stress. Job stress has a negative and not significant effect on employee performance. Work motivation has a positive and significant effect on employee performance. |

| **Keywords:** Workload, Job Stress, Work Motivation, Employee Performance |

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TYING THE KNOTS OF THE NON-CONFORMISTS

1) Elfindah Princes, 2) Adler Haymans Manurung, 3) Sri Bramantoro Abdinagoro, 4) Idris Gautama

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Abstract: The speed of innovation has lead into an intense competition between firms represented by their innovators. Customers are having various and numerous choices of what to buy and what to expect from the latest innovations introduced in many ways by the firms. The diffusion theory of innovation explains the acceptance rate of customers to any innovation policies over time that will result in purchase intention. Previous research show that there are many factors influence the rate of diffusion of innovation especially for the people who prefer to be unique and do not conform easily. This paper aims to revise all these factors and cut short the duration by taking advantage of Industry 4.0 and Society 5.0 and find the best method to implement this based on systematic literature review. The longer the rate of diffusion, the bigger the possibility of innovation failure in the market. The firm must pay attention to this matter and make sure the innovation will not go to waste. The implication of this study is for the market to gain more market shares compared to other competitors and achieve competitive advantages.

Keywords: Conformity; Diffusion of Innovation; Purchase Intention
THE ROLE OF PREFERENCE-BASED VALUE TRANSPLANTABILITY AS A MEDIATION OF ADAPTIVE SELLING, SALESPERSON BRAND PERSONALITY CONGRUENCE, POSITIVE SELLING AMBIANCE TO SALESPERSON PERFORMANCE
(Study at PT. Bank BNI(Persero)Tbk)

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Abstract: This study addresses the need to study adaptive selling, salesperson brand personality congruence, positive selling ambiance mediated by preference-based value transplantability on salesperson performance. A model was tested using survey data collected from consumer credit salespeople at PT Bank Negara Indonesia (Persero) Tbk, located in Palembang and Jakarta Senayan areas. The regression equation model is used to test the hypothesis. This research is expected to be able to show the influence of preference-based value transplantability that has an impact on salesperson performance as mediating adaptive selling, salesperson brand personality congruence, a positive selling ambiance interaction. By examining the effect of preference-based value transplantability in a sales context, this research is expected to contribute originality to the marketing literature.

Keywords: Adaptive selling, salesperson brand personality congruence, a positive selling ambiance interaction, preference-based value transplantability, salesperson performance.
INFORMAL BUSINESS FINANCING THROUGH PEOPLE BUSINESS CREDIT PROGRAM: EVIDENCE FROM INDONESIA

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<td>Abstract: The Micro Small Medium Enterprises (MSMEs) in Indonesia is increasingly getting developed in the national economy. However, MSMEs have problem, the limited access to banking. The synergies are needed from financial institutions in order to support the increased access to credit for the development of MSMEs. The People Business Credit Program is one of the Government of Indonesia's programs in granting credit to a viable productive enterprise but has not fulfilled the banking requirements under the guarantee pattern. This credit program is done through linkage institutions channeling and executing model. Increasing the role of linkage institutions in credit for MSMEs needs to be viewed from various aspects. Therefore, it is necessary to study about informal business financing through People Business Credit Program through linkage institution, both channeling and executing model. The sample selections are based by judgment sampling. The scope of the areas that become the source of data are Bekasi and Tangerang Regency. Data obtained for the period 2016 to 2018. The result of the study shows that 1) there are no differences among the opinion of respondent in answering opinion about the role of linkage institution in improving credit to MSMEs and 2) there are differences among the strongly disagree, disagree, neutral, agree, and strongly agree in opinion about the role of linkage institution in improving credit to MSMEs.</td>
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Keywords: Business Credit Program, Channeling, Executing, Perception
WORKPLACE SPIRITUALITY, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND PERCEIVED ORGANIZATIONAL SUPPORT: STUDY FROM INDONESIAN ISLAMIC BANKING EMPLOYEES

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Abstract: Workplace spirituality is a new model of management related to employee work behaviour in the organization. This research examined the relationships between workplace spirituality (WPS) toward organizational citizenship behavior (OCB). It also investigated moderator effect of perceived organizational support (POS). Samples of the study were 178 employees from Islamic Banks in Bandung, Indonesia. A technique of data collection was using survey methods with primary data that provide questions to respondents. Validity and reliability testing were used to analyze the data and two hypotheses that proposed were tested with analysis of regression. The result of first hypothesis showed that aspects WPS was significantly effect to OCB by 40.9% and the second hypothesis showed that perceived organizational support (POS) has moderated effect on the influence between WPS and OCB with total of 46.4%. This research shows another empirical evidence on the relationship between WPS to OCB which specifically existing study still dominated by American or European world backgrounds. The findings in this study provide some important implications for the leadership of organizations in enhancing the workplace spirituality of employees, including: organizational support provides place to express spiritual life, which bringing benefits to employees and improving organizational performance.

Keywords: Workplace Spirituality, Organizational Citizenship Behavior, Perceived Organizational Support, Shariah Banks
THE INFLUENCE OF PROMOTION AND DISTRIBUTION ON CUSTOMER SATISFACTION AND ITS IMPLICATION ON CUSTOMER TRUST

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Abstract: The objectives of the research are to know the responses about promotion, distribution, customer satisfaction, and customer trust, also to analyze the influence of promotion and distribution to customer satisfaction and its implication on customer trust. The location of the research was conducted in Bandung Raya, Subang and Sumedang. The research method used is descriptive and verifikatif analysis. Data collection used is interview by using questioner, observation and bibliography. The sampling technique uses “Disproportionate Starfied Random Sampling”. Data analysis used is path analysis. The results showed that promotion and distribution affect simultaneously to customer satisfaction and customer trust. Partially promotion and distribution each have a significant effect on customer trust. Distribution gives a significant influence to customer’s trust 75.9%. Customer satisfaction gives a significant effect on customer trust of 91.8%.

Keywords: Promotion, Distribution, Customer Satisfaction, Customer Trust
# REGIONAL SUSTAINABLE TOURISM FOR DEVELOPING THE ECOTOURISM

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**Abstract:** Abundant and beautiful natural wealth in Central Java Province, Indonesia is a natural asset for tourism sector. The problem raised is the tradeoff between the increase in income from the tourism sector and the risk of damage to nature, due to the increased efficiency of the tourism. This study aims to: 1) Analyze the potential of nature-based tourism in the province of Central Java; (2) Analyzing sustainable tourism development strategies. These objectives were carried out using descriptive analysis, and IFAS (Internal Factor Analysis Strategy) and EFAS (External Factor Analysis Strategy) methods to analyze strategies. The results of the study show a map of nature-based tourism potential in Central Java based on the district and its characteristics analysis. Strategies based on internal factors (IFAS) and external factor analysis strategies (EFAS) include: Development of tourism in Central Java requires an aggressive strategy by fostering ecological enthusiasm and conservation of nature from the beginning at every level of education. Improving the quality of human resources in the tourism sector. Massive education is needed about the need for ecosystem preservation for domestic and foreign tourists. Support from stakeholders at the central and regional levels has an important role. Development of education that accommodates nature conservation curriculum material and the concept of ecotourism. Technology development to provide tourism information, especially for people who currently have a lifestyle back to nature.

**Keywords:** Nature-based Tourism, Ecotourism, IFAS, EFAS, Strategy
Abstract: The current learning model is more modernized with the implementation of advanced technology. Knowledge management systems in the company can be used efficiently and effectively also supported by sophisticated technology. E-learning or electronic learning is one of the information technology products that enter the business world. This research discusses important factors that can increase the satisfaction and interest of trainees to use e-learning system. The method used to this research is quantitative analysis with hypotheses testing using Structural Equation Modeling on the proposed model. The results showed that individual factors such as self-efficacy and openness to change, and external factors namely authenticity, complexity and organizational support, had a positive impact on e-learning user satisfaction and increased their interest in using e-learning in organizations. These results expected to enrich the literature on the application of e-learning and can be applied to companies that develop e-learning in corporate training and development programs.

Keywords: E-Learning, User Satisfaction, Training and Development
ACTIVITY BASED COSTING METHOD AS AN ALTERNATIVE TO THE IMPLEMENTATION OF MANAGEMENT POLICIES REMOTE SENSING IN INDONESIA

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Abstract: This paper aims to look at is the remote sensing activities has done is in accordance with the efficiency concept as stipulated in the act of Indonesian aerospace. The concept of efficiency done by analyzing the results of the use of activity based costing (ABC) from the data of citra satellite of remote sensing, that obtained and distributed to the users of data in Indonesia. The object of this research is aerospace giver to store and distribute data sensing far in Indonesia in accordance with Impres no. 6 years 2012, and the Act number 21, 2013. Based on the provisions contained in Act No. 21 of 2013 on Space Activities mandated that the Indonesian National Institute of Aeronautics and Space must carry out activities such as remote sensing activities. All activities must be efficient and produce economic value. Research methods that were used in this paper is called “mixed method”, with collect the primary data (the interview and indepth focus group discussion) and secondary data (cost of raw materials, direct labor and overhead) of all the various (very high, high, medium and low resolution). The research results show that remote sensing activities is in accordance with due observance to the concept of efficiency in line with the in the rule of law in Indonesia.

Keywords: Efficiency, Activity Based Costing, Remote Sensing, Policy
MAPPING AND ASSESSMENT OF MSMES AS CAPACITY BUSINESS ENHANCEMENT

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Abstract: Micro Small and Medium Enterprises (MSMEs) are known to be resilient towards crisis. These enterprises are also as the main actors in the scenario of the Asean Economic Community (AEC). AEC has started in 2015, but unfortunately, it is observed that the MSMEs in Semarang Municipality have not maximized their potential to become the major players to compete in the AEC scenario. Therefore, this research aims to (1) describe the performance of MSMEs in Semarang Municipality district (2) map MSMEs development potential in Semarang Municipality district (3) conduct a "Need Assessment" analysis on the MSMEs so as to improve competitiveness through quality improvement program and business capacity enhancement of MSMEs in the Semarang Municipality district. This research was conducted using survey and descriptive methods. Data collection technique and need assessment were done using Focus Group Discussion (FGD) method and improved using in-depth interviews. The analysis technique used in this research combined qualitative and quantitative analysis (mix method). The research results concluded that (1) there were six types of MSMEs in the Semarang Municipality district, and the most common type of MSMEs was based on processed food and handy-craft products (2) the majority of MSMEs were located in the Genuk sub-district (3) MSMEs in the Semarang Municipality district generally did not have administrative and financial accounting aspects, and that the type of production equipment and packaging techniques were relatively simple. It was also found that the marketing techniques used by the majority of MSMEs in the Semarang Municipality district were still quite conventional. From the need assessment conducted, it could be suggested that some efforts to improve the performance of the MSMEs should be done immediately through bookkeeping and marketing training, application of appropriate technology and provisions of business assistances. These efforts are expected to increase the MSMEs’ performance in the Semarang Municipality.

Keywords: Value Relevance, IFRS, Extractives, Exploration
COMPETENCE AND ASSESSMENT OF PERFORMANCE TO WORDS JOB SATISFACTION

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Abstract: The purpose of this research is to know if there is an influence between the variabel of competence and performance apprisial to job satisfaction of the employee of Perumda of Drinking Water Tirta Giri Nata Cirebon and how big it is. Population of this research is the employee’s of Perumda of Drinking Water Tirta Giri Nata Cirebon employee’s switch 196 respondents, and the amount of sampels are 132 respondents which is obtained by using the formula of Slovin. Respondent are selected by using Stratified Random Sampling technique. The instrument of this research is questionnaire. The collected data in the next is being processed by using path analysis technique. The result shows that competence and performance apprisial have positive and significant influences to employee’s of job satisfaction by 60.4% and the rest of 39.6% can be affected by some factors that are not being researched.

Keywords: Competence, Job Satisfaction, Performance Appraisal.
INCENTIVES FOR FIXED ASSET REVALUATIONS IN INDONESIAN LISTED COMPANY

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Abstract: The purpose of this paper is to examine the incentives on companies’ decisions to apply the assets revaluation method during the implementation of IFRSs in Indonesia. The motives include firm size, fixed asset intensity, firm acquisitions, leverage, liquidation, Investment Opportunity Set, Profitability and moderated with tax incentives. This study uses a standards logistic and linear regressions model to test the effect of financial factors on firm decision to revalue their fixed assets. Sample firms used in this study are the firms listed on the Indonesia Stock Exchange for the periods 2014 – 2018. The results show that the companies that implement asset revaluation are the companies with higher leverage and lower investment opportunities two years before the companies applied asset revaluation. The findings present that the companies with leverage, firm size, liquidation, fixed asset Intensity have positively significant, Investment Opportunity set and cash flow operation ratio was negatively significant. And finding that bigger firms and tax incentives are more likely to choose asset revaluation. The paper gives insight about The tax incentives attributes of firms that perform fixed asset revaluations.

Keywords: Fixed Assets, Revaluation, Fixed Asset Revaluation
THE FACTORS INFLUENCING WHISTLEBLOWING INTENTION
(Empirical Study on Bachelor of Accounting Students in Universitas Muhammadiyah Yogyakarta)

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Abstract: The purpose of this study was to examine and analyze the factors that influence the intention to undertake whistleblowing, a case study at the students in Universitas Muhammadiyah Yogyakarta. Data was distributed and collected by purposive sampling technique to the respondents. These students were those who are currently taking and those who had taken classes of management accounting, management control and audit system. So, participants were expected to know about the activities in the internal management of companies or organization and any kind of fraud or wrongdoings in Universitas Muhammadiyah Yogyakarta with a total of 104 respondents. The analytical method used is simple regression analysis and multiple regression analysis. From the simple regression the result indicates that Religiosity has a positive significant effect on Whistleblowing Intention. Beside that, the results of the Retaliation has a negative effect on Whistleblowing Intention. Meanwhile the result of Organizational Commitment and Locus of Control doesn’t have effect on Whistleblowing Intention.

Keywords: Religiosity, Organizational Commitment, Locus of Control, Retaliation, Whistleblowing Intention
GENDER VERSUS DIGITALIZATION: HOW MEN AND WOMEN FACING DIGITAL PLATFORMS TO APPLYING WORK

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Abstract: The Industrial revolution 5.0 has stimulate a plethora of human resources in all area of work to be susceptible to the digitalization technology. This research aim to find out how men and women applying digital technology in their workplace and how the phenomenon of gender currently related to the issue. This study used a mixed method which is a combination of qualitative and quantitative analysis techniques. In the initial stage, it will be tested quantitatively according to the results of respondents' answers about research issue, then explained descriptively by adding interview results which in addition to being sourced from respondents also from several print and electronic media. The research subjects are employees who work in government and the private sector in Ambon. The results showed that quantitatively in Ambon city there were 65% of men who have capability in use digital technology skillfully in the workplace and 35% of women were capable in use digital technology in their workplace. The results indicated that there were still gender inequalities in the world of work due to the competences and capability in using digital technology which is still dominated by men so that strategic positions in an organization or company are held by men.

Keywords: Gender, Digital, Technology, Workplace
THE ROLE OF CORPORATE GOVERNANCE IN CONSTRAINTING EARNING MANAGEMENT

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Abstract: This study examines whether corporate governance measured by ownership structure, the board of directors' quality, and audit quality has an effective role in constraining earnings management practices that are measured using discretionary accruals. The sample of this research is companies in all industrial sectors listed on the Indonesia Stock Exchange in the period 2014-2018. Regression analysis is used to test the research hypothesis. The results show that the ownership structure which is proxied by the concentration of ownership and institutional ownership influences earnings management. The quality of the board of directors proxied by the size, independence, and activity of the board of directors influences earnings management. Audit quality which is proxied by auditor's reputation and rotation influences earnings management. Also, this study uses a control variable consisting of leverage, size, and ROA. Overall the results of this study indicate that the ownership structure, the board of directors' quality, and audit quality are factors that constraining earnings management practices. This research contributes to the literature by providing empirical evidence about the role of corporate governance in constraining earnings management practices. Further studies can investigate the effectiveness of the interaction between the ownership structure, board of directors' quality and audit quality in constraining earnings management.

Keywords: Earning Management, Ownership Structure, Board of Directors Quality, Audit Quality
THE IMPACT OF ENVIRONMENTAL CONCERN ON GREEN PURCHASE BEHAVIOR ON APPLE INC.: GENDER AS A MODERATED VARIABLE

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Abstract: Environmental Concern is related to the limits of growth, security, an established economy, and resource conservation. Concern for the Environment will also encourage consumers to purchase environmentally friendly products. Customers who care about issues related to the environment will have a positive attitude towards products with an environmentally friendly concept. The purpose of this study is to study the major influence of Environmental Concern on Green Purchases Behavior of Apple Inc. products that are moderated by genders. The object of this study is Apple Inc.’s environmentally friendly products in Bandung. Data collection was obtained through collecting questionnaires to 100 respondents. The sampling technique used in this study is Nonprobability sampling. This data analysis uses Simple Linear Regression Analysis and Moderation Regression Analysis. The results of the study stated that Environmental Concern gave a positive and significant attention of 32.0% to the behavior of Green Purchases. With the moderation variable namely Gender, Environmental Concern for Buying Concern increased 36.7%.

Keywords: Environmental Concern, Green Purchase Behavior, Gender

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ANALYSIS OF FACTORS CONSUMER BEHAVIOE IN DETERMINING PURCHASES GARUDA INDONESIA SERVICE: A STUDY ON ROUTES SURABAYA – JAKARTA

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Abstract: This study aims to find out which factors are dominant which can influence consumer behavior in purchasing Garuda Indonesia services (tickets). Especially on the route Surabaya - Jakarta. The information obtained in this study might be useful for the Management of PT. Garuda Indonesia Surabaya branch in determining the right marketing strategy to be able to win the competition in the aviation business which is increasingly high mainly on the Surabaya-Jakarta route back and forth because this route connects two major cities so that the movement of human movement between the two cities is quite high and airlines usually name fat or congested routes and currently from the side of the fleet of aircraft used on this route almost all airlines use Jet-engined Boeing 737-800NG, Boeing 737 - 900ER, and Airbus 320 aircraft which are relatively new so as to provide comfort for passengers only marketing factor, service, product superiority can influence consumer buying interest in an airline service at this time. Sampling from each population is determined by proportional random sample specifically for Garuda passengers who have at least 3 times flown with Garuda Indonesia. Factors that influence consumers in purchasing Garuda Indonesia services use Factor Analysis. Whereas the dominant factors affecting consumers in purchasing Garuda Indonesia services were analyzed using Multiple Regression. The results showed that the dominant factors that influence consumers in deciding to purchase Garuda Indonesia tickets (services) are (1) Product factors where consumers actually use the latest aircraft, thereby increasing satisfaction and confidence. (2) Reference groups, word of mouth can significantly affect consumers can prove the services provided and (3) Ideas have a significant effect in determining purchasing decisions.

Keywords: Products, References, Consumer Characteristics, Culture, Ideas, Prices, Promotions Have an Effect Significant Impact on Garuda Consumer Behavior In Determining the Purchasing Process
E-SEVRQUAL EFFECT ON E-CUSTOMER SATISFACTION BATIK INDUSTRY HADIPRIYANTO BANYUMAS

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Abstract: Objective To evaluate the effect of E-ServQual to E-Satisfaction of customers which is one important factor in the sustainability of batik product marketing, especially on product sales Hadipriyanto Batik Banyumas. E-ServQual is one important factor in building E-Satisfaction of customers in buying or selling by using the facilities or e-commerce website that sells products such as batik Banyumas Hadipriyanto via Facebook, Tokopedia, bukalapak. The method used is descriptive and verification. Sampling techniques using non-probability sampling (purposive sampling). Research data collection uses questionnaire consumer reports as many as 200 samples from a population of 13,400. Data were analyzed using simple linear regression analysis. Secondary data were taken from the literature and sources relevant to the research. These results indicate that E-ServQual made by the company through the website or e-commerce such as Tokopedia, bukalapak, and Facebook has been good, while E satisfaction perceived by the customer is also in both categories. E- ServQual has a significant effect on E-customer Satisfaction by 63.6%.

Keywords: E-Service Quality, E-Satisfaction, E-Commerce
DOWNWARD COMMUNICATION MODEL TO IMPROVE EMPLOYEE PERFORMANCE

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Abstract: Each agency must be able to invite its employees to provide the right form of communication model in accordance with the needs of agencies that can create a person's performance for the better. This study aims to determine the communication model that influences the performance of an employee in an agency. This research is a descriptive and verification study using simple linear regression analysis, where the respondent population is all employees of industry and foreign trade services in the province of West Java as many as 30 people with a sample of 30 people using SPSS 21 software. The method used in this study is saturation sample technique using the entire population as a sample. Data collection using the direct survey method using a questionnaire. the results of respondents' responses that have been distributed and the results of testing then communication down affect the performance of employees by 0.787 has a positive and significant effect. To improve employee performance, the authors suggest that there be further research by other researchers regarding the problems of factors that affect employee performance other than downward communication such as security at work, accuracy and appropriateness in payments, organizational conditions and organizational management roles, supervisory ability and quality of work alone. Make improvements to all elements of communication down and employee performance in the future so that abuse or fraud can be avoided.

Keywords: Downward Communication, Employee, and Performance.
ANALYZING USER INTENTION OF INDONESIAN TRANSPORTATION CARD: USEFULNESS AND EASE OF USE APPROACH

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Abstract: Indonesian government through ministry of transportation has managed a strategic highway tollbooth in overall total number of 1012 substations in all over Indonesia. The purpose of this study is to determine the influence of perceived usefulness and perceived ease of use of the intention to use the transportation card (E-Toll Card). This research is quantitative descriptive analysis, with respondents surveyed in this study are 100 Indonesian e-toll card users chosen with incidental sampling technique. The results showed that perceived usefulness is in a position with a 72.8% figure agreed categories, perceived ease of use that are in a position of 76.9% to the category numbers agree, intention to use in the position of 75.3% to the category agree, perceived usefulness significant effect on the intention to use of 72.8%, perceived ease of use significantly influence the intention to use at 76.9% and perceived usefulness and perceived ease of use significantly influence the intention to use of 60.6%.

Keywords: Ease of Use, E-Business, Electronic Business, Traffic Management, Indonesia
THE INFLUENCE OF ORGANIZATION CULTURE AND WORK MOTIVATION TOWARD THE EMPLOYEE PERFORMANCE

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Abstract: This research is composed to find out organization culture, work motivation and employee performance and influence organization culture and work motivation toward the employee performance. This research is conducted for some matters : carrier ladder system not run optimally, compensation system and application of reward and punishment have not been appropriate enough, employee disipline level lower, the leadership has not supported and the work environment has not been in conducive situation yet. It is descriptive and verificative research. It purposes to obtain description about the status of phenomenon condition, and the variable characteristic, and to test the research hypothesis. This research uses path analysis to analyze the influence of organization culture variable (X1) and work motivation (X2) toward employee performance. This research uses data secondary taken from the documentation or report provided. Primary data such as organization culture variable and work motivation, employee performance based on empirical research from the employee as respondent. Data collection technique is conducted by literature study, interview, questionnaire sheet and observation as empirical study. The research sample is taken by using probability sampling with stratified random sampling as the technique, where the population as parameter in this research is the amount of the employee. The number of population for the research is 142 and the sample is 75. From the research can be concluded that the organization culture happens in the company has not accustomed comprehensively and lower the employee work motivation, based on the statistical examination result, organization culture which directly determined the changes of employee performance is 15,4% and the one which dealt with work motivation is 7,0% so that the total influence is 22,4%. Beside that the power of work motivation directly determined that changes of employee performance is 7,7% and the one passes trough its connection with organization culture is 7,0% so the total influence is 14,2%. The recommendatio0n to repair the lack in organization culture, work motivation and employee performance such as defend of organization culture characteristic value all right indicate and make efforts for development of individual initiative, adjustment of compensation system and increase of courageos and released for extend, critical and a good idea. Beside that the management should comprehend and and fulfill the necessity particularly the basic requirements of the employees, and determine policy so it can conducive situation and increase their work performance.

Keywords: Organization Culture, Work Motivation, Employee Performance

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Abstract: Social media is a popular tool which is used by Small and Medium-sized Enterprises (SMEs) due to its easy technical requirements and low cost, but it can produce big impact. However, there were very few studies that link SMEs' social media usage and its consequences holistically, such as competitive advantage, brand performance and marketing performance, especially in developing country. This study provides the role of social media usage to escalate competitive advantage, brand performance and marketing performance among Indonesian SMEs. This study used a cross-sectional design with purposive sampling method. Data were collected from sample of 150 SMEs from food, fashion and cosmetics sector area by giving online questionnaire to respondents through email. Partial least squares structural equation modeling was used to analyze the data with the help of WarpPLS6.0. This study revealed that the model was able to explain 50% of variance in SME brand performance and 55% of the variance in SME marketing performance. Result showed that social media usage had positive and significant effect on competitive advantage and marketing performance. Moreover, competitive advantage was significantly positive effect to SME brand performance which then brand performance affected marketing performance significantly. Surprisingly, this study showed that social media usage did not significantly influence SME brand performance directly. To enhance SME brand performance, the mediating role of competitive advantage was needed. Based on the results, theoretical and practical implications are provided for scholars and SME owners.

Keywords: Social Media Usage, Competitive Advantage, SME, Brand Performance, Marketing Performance.
THE ANTECEDENTS OF EMPLOYEE LOYALTY IN FAMILY BUSINESS FROM MILLENNIAL PERSPECTIVES

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Abstract: Indonesian family business plays a key role in economy and society to supporting community employment. According to PWC (2015), 80% family businesses in Indonesia have non-working family member shareholders and 60% of them have next generation family members. Furthermore, Susenas (2017) projected millenial generation in next five years will increase significantly and reach the peak 34% of population. This situation, will made their adopting this challenges to become more professional in their business operations to recruiting and retaining qualified employees. This research aim to measure the antecedent of family business for instance; organization culture, employee engagement, organizational justice influence employee loyalty. Sample was collected as much 288 selected through purposive method in order to given closed questionnaries in likert scale. As a result organizational culture had impact to employee engagement whereas organizational culture not affected organizational justice, this finding can be considered to establish new policy to eliminate discrimination behaviour between family members with non-family members to ensure work justice. Therefore employee engagement and organizational justice has affected employee loyalty respectively. The outcome was smiliar with Hewit (2011) observatory, to clearly seen the gap, companies can measure workforce value to determine the factors that drive employee engagement. In addition organizational justice, play important role from non-family members perspective as a motivation while working, to illustrate this Kumar (2009) investigated employee who worked in family business lose opportunity to receive a promotion, to tackle this issue, organizational justice need to be informed to emerge their faithfulness. Moreover this research reflect new horizons, such as work autonomy, flexible work arrangements to finding new study of millenial behaviour while HR recruiting or maintaining employee

Keywords: Family Business, Employee Engagement, Organizational Culture, Organizational Justice, Employee Loyalty

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IS PROACTIVE PERSONALITY RELATED TO IN-ROLE PERFORMANCE AND PROCRASTINATION? THE MEDIATIONAL MECHANISM THROUGH JOB SATISFACTION

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Abstract: This study aims to contribute the assessment of a model consisting proactive personality, in-role performance, procrastination, and job satisfaction. Using a total of 175 data from a survey distributed to employees working in educational institutions, this study found that proactive personality was positively related to in-role performance and job satisfaction. Job satisfaction is found to be positively related to in-role performance and negatively related to procrastination. In further, job satisfaction partially mediated the proactive personality and in-role behavior, whereas it was found to fully mediated the proactive personality and procrastination. Contributions offered by this study for theory and practice are presented. Limitations and advices for further research are also discussed.

Keywords: Proactive Personality, In-Role Performance, Procrastination, Job Satisfaction

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# MOBILE COMMERCE ESTABLISHMENT FOR LIVESTOCK MARKETING DEVELOPMENT IN WEST SUMATERA: AN APPROACH TO SYSTEMS REQUIREMENT ANALYSIS

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**Abstract:** when integrated with a traditional method. Majority in West Sumatera, that the livestock market was still classified as the traditional method and had not undergone a modernization yet, while still being shown a function in the livestock marketing forms such as the distribution, the price formation, and the promotion; each of them was not still optimal in West Sumatera yet. Therefore the development of the livestock market by mobile commerce establishment can overcome problems about the distribution, the price formation, and the promotion above. The purpose of this research has to be analyzed requirement of system for the mobile commerce establishment for the livestock marketing development in West Sumatera. Methodology is taken a System Development Life Cycle (SDLC); it is a method which shows about the life cycle of system development in a design and information construction. Primarily the data are issued from the secondary data. So that the data analysis technique usage was as the descriptive method and use for case the diagram usage. The diagram usage of the approachable analysis system needs the livestock marketing by the mobile commerce establishment to produce the functional analysis and nonfunctional usages in West Sumatera. The analysis system usages are displayed in the use case diagram forms.

**Keywords:** Mobile Commerce, Development, Livestock, Market, Systems Requirement

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## CORRELATION BETWEEN IMPULSIVE BUYING AND CUSTOMER SATISFACTION ON ONLINE PURCHASE "X" SHOPPING SITE IN STUDENTS OF UNIVERSITAS PADJADJARAN

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### Abstract:
Impulsive buying is a purchase of goods that are not approved by the individual, relatively quickly, and suddenly there is a strong urge to buy goods and stimulated by emotional factors. The convenience of online shopping makes the phenomenon of impulsive buying increase. Impulsive buying has become a phenomenon, especially among teenagers, while college students are included. However, impulsive buying activities do not only bring satisfaction but also bring more dissatisfaction. The purpose of this study is to study whether there is a relationship between impulsive buying and customer satisfaction with online clothing purchases at Shopping Site “X” for college students of Universitas Padjajaran. The research design used was non-experimental with the correlational method. A total of 50 students of Universitas Padjajaran became the respondents in this study. Data obtained through a questionnaire measuring instrument based on impulsive buying theory from Rook & Fisher (1995) and satisfaction theory from Oliver (2010). The data obtained is analyzed using a Spearman rank correlation test. The results showed that there was no relationship between impulsive buying and consumer satisfaction (r = -0.078; p = 0.591). However, there is a negative relationship between psychological imbalance and consumer satisfaction (rs = 0.049; p = -0.280). It has a meaning that the higher the level of psychological imbalance, the lower the level of customer satisfaction.

### Keywords: Online Shopping, Impulsive Buying, Customer Satisfaction
THE EFFECT OF BUMN SUPERVISORY ORGANS ON THE IMPROVEMENT OF INTERNAL CONTROL ON PUBLIC SECTOR COMPANY IN INDONESIA

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<th>E-mail: <a href="mailto:lenda.komala@yarsi.ac.id">lenda.komala@yarsi.ac.id</a></th>
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<td>Abstract: The aim of this study is to investigate the effectivity of supervision function in BUMN companies, carried out by the board of commissioners / supervisory boards, as BUMN supervisory organ, and the audit committee as supporting organ of the board of commissioners / supervisory boards, on the improvement of company's internal control system to prevent fraud in the public sector company. This research conducted by survey method and quantitative descriptive type with state-owned company in Indonesia as a research population, which consists of Persero Tbk, Persero and Perum companies. Primary data collected by questionnaire instrument. Path analysis model is used to measure the effectivity of the supervisory organs in improving internal control on public sector companies. This study indicated that the board of commissioners / supervisory board and audit committee partially or simultaneously had a positive role in improving the company's internal control for preventing fraud.</td>
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<td>Keywords: Supervisory Organ, Board of Commissioners / Suverisory Board, Audit Committee, Internal Control.</td>
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PROFITABILITY AND LEVERAGE ANALYSIS OF THE DISCLOSURE OF ISLAMIC SOCIAL REPORTING WITH THE SIZE FIRM AS A MODERATED VARIABLE

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Abstract: Research on the factors that influence the disclosure of Islamic Social Reports aims to determine the effect of profitability and leverage with moderation of size firm on the disclosure of Islamic social reporting on companies listed on the Jakarta Islamic Index for the 2013-2018 period. The research method uses quantitative research with survey methods in 15 companies in a period of 5 years with 75 samples. Hypothesis testing uses multiple regression regression analysis. Moderated Regression Analysis. The results show that profitability plays a positive and significant role in the disclosure of Islamic social reporting, leverage does not play a role in the disclosure of Islamic social reporting, moderation through company size weakens profitability against Islamic social reporting disclosure, and leverage is moderated by company size.

Keywords: Profitability, Leverage, Company Size, Islamic Social Reporting.
## Abstract

This study aims to determine the effect of Capital structure on the Financial Performance of Indonesian building construction sub sector. The company's capital structure is the composition / structure of a company's liabilities or financial tools that help determine, how the company determines the capital structure. This research was conducted with the aim of analyzing capital structure and financial performance during 2015 to 2018 (4 years) in the Building Sub Sector companies in Indonesia. For the purpose of this study, data were processed from a sample of annual reports of Indonesian Building Sub Sector companies listed on the Indonesia Stock Exchange. The analytical method used is panel data regression. And from the data that is processed, will reveal the relationship between capital structure and financial performance with a significance level of 0.05. The independent variable is the capital structure will be proxied with a debt to equity ratio (DER), debt to asset ratio (DAR), and longterm debt to capital (LDTC). And for the dependent variable that is financial performance will be proxied by Return on Assets (ROA), Return on Equity (ROE), and Earning Per Share (EPS).

## Keywords

Financial Performance, Capital Structure, Profitability Ratio, Construction, Building
AIRLINE PASSENGERS’ BEHAVIORAL INTENTION: EXAMINING THE ROLE OF EXPERIENTIAL VALUE AND PERCEIVED SERVICE QUALITY

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Abstract: The increasingly high competition in the airline industry forces companies to create experiential value and provide service quality in order to satisfy and build a long term relationship with customers. This study aimed to examine and analyze the influence of experiential value and perceived service quality on customer satisfaction and its effect on behavioral intention in Indonesia national airline company, Garuda Indonesia. The method used in this study was an explanatory survey and cross-sectional approach. In selecting the sample, the authors employed purposive sampling and distributed questionnaires to 400 Garuda Airlines’ passengers who had flown to 4 top international routes in Asia: Hong Kong, Seoul, Osaka, and Tokyo. The data were analyzed using Structural Equation Model (SEM). The findings of this study supported some of the hypotheses proposed in the conceptual framework. The results of the study showed that experiential value didn’t influence behavioral intention while perceived service quality influenced behavioral intention. The results implied that since Garuda has already rated as a 4 star airlines, passengers didn’t pay attention to the experiential value itself. The image of 4 star airlines said it all. However, it is essential for the management to improve perceived service quality to its customer. By identifying customers’ needs and expectations, the company will be able to serve them much better. This will lead to positive behavioral intention.

Keywords: Experiential Value, Perceived Service Quality, Customer Satisfaction, Behavioral Intention, Airline Industry

https://www.dicdbm.com/
ANALYSIS OF MARKET CAPITALIZATION AND FUNDAMENTAL FACTORS ON FIRM VALUE

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Abstract: The purpose of this study is to analyze the effect of market capitalization and fundamental factors on the value of manufacturing companies listed on the Indonesia Stock Exchange from 2014 to 2018. The variables utilized in this study are market capitalization, variables of micro-company such as company size, free cash flow, dividend policy (DPR), and macro variables, namely interest rates to the value of the company (Tobin'Q). Therefore it can be to assess the development of good company conditions. The method of this research is explanatory research and samples were taken by purposive sampling from a population of manufacturing companies that satisfy the sample criteria. Furthermore, the analysis of this research conducted multiple linear regression analysis.

Keywords: Market Capitalization, Fundamental Factors, Company Value.
DESIGN, DEVELOPMENT AND IMPLEMENTATION STANDARD OPERATION PROCEDURE (SPO) WITH SERVICE BLUEPRINT, K PHARMACY IN SURABAYA

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Abstract: Background of this research is due to the absence Standard Operation Procedure (SPO) in K Pharmacy, can operational chaos. Solving these problems can be done by using the service blueprint, to find out the error process. This research not only designed, but also developed and implemented Standart Operation Procedure (SPO) and Service Blueprint. The purposes of this research is to create and improve SPO and service blueprint, to find out the point failure service, and to implementation SPO and service blueprint of clinical pharmacy service in K Pharmacy. This type of research is applied research with descriptive qualitative methods. There are a number of points that require improvement and development of services: the point employee write assessment in Patient Medical Record (PMR), the point employee check drug stock in cards, the point finished drug and verfication of customers again, the point payment, drug delivery and counseling. The conclusion of this study are need to implement an electronic medical record system when doing assessments so that it’s easier to find PMR data easily, implementing an inventory management system in accordance with the minimum stock provisions that must be available, providing a queue serial number of customers as a reminder of the service queue to be neatly organized and to reverify delivery of drugs to right customer, and implementing an electronic cash register system in order to shorten service time.

Keywords: Service Development, Service Design, Service Blueprint, Standard Operational Procedure (SOP)
### Abstract

Issues of sustainable finance is currently driving the implementation of Sustainable Development Goals (SDGs) in many countries, including Indonesia. This study examines the readiness for the implementation of sustainable finance by the financial industry in Indonesia through testing the readiness for the disclosure of sustainable finance in the media, as well as governance, and the SRI Kehati (Sustainable and Responsible Investment) index to firm value. Using regression analysis, the result shows that one of the governance mechanism and the SRI Kehati index has a significant effect on firm value. This result means that the Financial Services Authority (OJK) as a regulator of the financial industry needs to encourage the application of sustainable finance disclosure in addition to strengthening the implementation of good corporate governance. Investors can consider banking stocks included in the SRI Kehati Index because they can be a driver of firm value.

### Keywords

Sustainable Finance, Corporate Governance, Sustainable and Responsible Investment (SRI), Firm Value.
ADVOCATE PERCEPTION OF E-COURT IMPLEMENTATION POLICY AS EFFICIENT EFFICIENCY IN LAW ENFORCEMENT

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Abstract: The Disruption era demands that everything is easy, fast, and efficient. Such reality grows with the principle of simple, fast, and low cost that underlies the court proceedings in Indonesia. The existence of this principle certainly requires that the examination of cases in the judicial process be carried out in a fast time, without convoluted process, and take a low cost or can be borne by the people seeking justice (yustisia belen). Therefore the Supreme Court (Mahkamah Agung) Policy implementing the e-court application is a demand of the needs of the world community today. This research tries to find out how the Padang advocates' perceptions of the implementation of e-court in the Court are related to the efficiency of law enforcement efforts in the City of Padang. This type of research is "socio legal research", carried out with field studies and supported by document studies. This type of research is considered appropriate to express advocates' perceptions about the application of e-court. Field research methods, by collecting data from the public (advocates and justice seekers). Data collection techniques with observation, questionnaires and interviews. Before being analyzed, the data collected was tested using data triangulation techniques. A total of 20 Advocates and 4 justice seekers, who were used as respondents and two resource persons. The results showed that as many as 5 or 25% of respondents did not have an e-court account, 8 people or 40% had never used it, 50% had conducted an e-court using a peer account. Only 4 people or 20% mentioned that the implementation of e-court in the Padang District Court had not yet seen efficiency. While 16 people or 80% of other respondents stated that the implementation of e-court in the court was very efficient, especially facilitating case registration; Calling is also clear and saves money; Costs incurred in accordance with the standard costs; and Question and Answer (jawab jinawab) easier. So the application of E-Court is a policy that can encourage efficiency in law enforcement efforts. This research recommends that the E-Court Application be made even simpler, so that the efficiency of law enforcement efforts as an implementation with the principle of simple, fast, and low cost in justice in Indonesia can be met.

Keywords: E-Court, Efficiency, And Quick Justice
EFFECT OF FEMALE LEADERSHIP, GENDER EQUALITY, AND MALE DOMINATED INDUSTRY ON BOD GENDER DIVERSITY

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Abstract: Gender Diversity in Board of Director is an issue faced by many countries in the world, as most countries found women lack representatives in Board of Director. In Indonesia, this is also an issue in need of solution especially in male dominated industries. This research try to find solution for this issue by analyzing effect of female leadership, gender equality, and male dominated industry on Board of Director (BOD) Gender Diversity. Quantitative method performed in this research by gathering 102 respondents of Director level from listed companies. Data analyzed using Structural Equation Modelling to test the hypotheses. Result shows female leadership and gender equality have positive effect on BOD Gender Diversity. Female leadership gives positive effect on women’s career in the company and positively influencing their career progression to reach Director level. Gender equality also boost women’s career chance helping them in reaching Director level. These findings showed two important factors in increasing women’s representation in BOD level.

Keywords: Gender Diversity, Female Leadership, Gender Equality, Male Dominated Industry

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SIGNIFICANT PREDICTORS OF EMOTIONAL COMPETENCE ON SUBJECTIVE WELL-BEING IN SCHOOL

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Abstract: Emotional Competence which refers to individual differences in identification, understanding, expression, regulation, and use of one’s own emotions and those of others, has been strongly associated to subjective well-being in multiple studies. However, little research has compared which important dimensions of emotional competence predict subjective well-being significantly. Previous researches mostly measured subjective well-being in overall domain. In this research, we study the dimensions of Emotional Competence that significantly predict subjective well-being in specific domain, i.e. school. 45 senior high school students completed measures for emotional competence and subjective well-being in school. We ran Pearson correlation and multiple regressions to assess the significant predictors of Emotional Competence. Result showed that the association of Subjective Well-Being in School and Emotional Competence was moderate. The association of School Satisfactions from Subjective Well-Being and Intrapersonal Emotional Competence was the highest among other factors. Meanwhile, there was no association between Affective component and Emotional Competence. Multiple regression analysis showed that both Subjective Well-Being in School and School Satisfaction were predicted by Intrapersonal-Identification, Intrapersonal-Comprehension, Intrapersonal-Expression, and Interpersonal-Utilization. Limitation of the study was that the regression analyses only show associations between emotional competence dimensions and subjective well-being in school. Further analysis such as SEM could explain further the interrelations among the components. Conclusion of the study indicated that Emotional competence especially intrapersonal emotional competence promotes high school student’s subjective well-being in school.

Keywords: Emotional Competence, Subjective Well-Being in School, Senior High School Students, Intrapersonal Competence, Interpersonal Competence

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ANALYSIS OF THE NEED FOR DEVELOPMENT OF INFORMATION LITERATION COMPETENCY TEACHER VOCATIONAL SCHOOL, PADANG CITY

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Abstract: Through awareness of the challenges that already exist in the world of work through the 4.0 revolution, and readiness for change will bring vocational education closer to the present and future conditions of employment in lifestyle changes, industrial changes, the labor market, and education. Educators must be able to respond to these changes, the role of delivering knowledge immediately changes to the role of companion to discover and create through independent learning. The purpose of this study illustrates the needs analysis related to vocational teacher information literacy competencies. This type of research is descriptive in this case needs analysis needs to be done so that it can be seen what kind of development model will be designed to meet the needs of vocational teacher information literacy competencies. A sample of 30 vocational school teachers in Padang City. Data collection techniques through observation and questionnaires. Frequency data analysis technique. The results of data dissemination obtained the results of teacher knowledge about information literacy that is currently still relatively low, teachers have not provided learning material in accordance with DU / DI, lack of link / match material with those in industry, training related to information literacy competencies has never been get it. From the data obtained it can be concluded that the needs analysis is carried out that the competency of information literacy of vocational teachers is still relatively low.

Keywords: Information Literacy Competence
WEST JAVA DIGITAL FOODHUB (WJDF):
SUPPORTING ACCESS AND SERVICES FOR SMALLHOLDER FARMERS AND
IMPROVED MARKET COORDINATION

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Abstract: West Java Province contributes to 30% of national rice production (the main staple food) and also the national main producers of fruit and vegetables. However, West Java has a higher inflation rate than the national averages which mainly triggered by higher food prices and higher price volatility. The problem is not caused by food-deficit issues, but more likely by a market coordination failure to achieve the market equilibrium due to high market complexity. Dominant of informal food markets concentrated a high population and spread production areas among the factors that suspected to creates market failures. West Java Digital Foodhub (WJDF) system is developed to support direct marketing and provide services for local smallholder farmers and other stakeholders in the rural areas, such as providing easy access to high-quality inputs, technologies, service support i.e. storages, postharvest, modern equipment, logistics, finance, and marketing. Since WJDF can provide all the necessary needs for farmers to do agricultural production and marketing including access to finance, that has not been happening before, it is expected that the demand for the application will be very high, especially when the application is also distributed for free and introduced/trained by the agricultural extension agents in the field. When WJDF is highly in use by farmers, markets and agro-industries actors there will be an improvement in the market coordination since most of the agribusiness activities will be migrated to the digital system and creates a real-time field and market data. This will further potentially trigger the development of effective data evidence-based government food policy. Then food prices stabilization policy can be possibly done without government interventions.

Keywords: Food hub, Market Coordination, Rural services and direct marketing, Food Policy
BRAND TRUST MODEL: ONLINE CONSUMER BEHAVIOR ANALYSIS ON ONLINE PURCHASE INTEREST (Case Study in Hypermart Supermarket in Tangerang City)

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Abstract: This study aims to test and analyze consumer behavior online with consumers' online purchase intention by moderating brand trust. The object is a physical store that also has an online store. Offline and online is a method choice for both buyers and sellers in making transactions. The choice of transactions is generally influenced by the behavior of individuals or consumers. The existence of a physical store is expected to attract purchase intention in the online store owned by the physical store. Brand trust are the main capital and advantages possessed by physical stores to sell and compete in the online world. This study used multivariate analysis with SEM tools. Methods of data collection with nonprobability sampling. The population studied by individuals who have shopped at a physical store and shop online. The results of this study found the important role of brand trust to moderate consumer behavior online.

Keywords: Consumer Behavior, Satisfaction, Brand Trust, Purchase Intention
Abstract: The creativity that can be given by a person to the organization becomes a significant capital in improving organizational performance. "Out of the box" thinking from the members of the organization will help the organization to compete with the challenges and changes that occur in the business world, which at this time the community demands all their needs must be fast and practical, even to the planning of important events for their lives such as marriage, birthday parties or other celebrations. Because of these demands, an industry called event organizer (EO) emerged. Members of the organization need to share knowledge to develop knowledge (knowledge sharing) so that it can be captured and appropriately implemented (absorptive capacity). Building this atmosphere requires a leadership role that appears in the process of leader-member exchange. This study aims to determine the effect of knowledge sharing on creative performance through absorptive capacity and leader-member exchange as a mediating variable in the event organizer industry. This study had a sample of 150 respondents taken by purposive sampling method. Data were analyzed quantitatively using PLS. The results showed that knowledge sharing affected creative performance, leader-member exchange affected creative performance and work as a mediating variable. Then, absorptive capacity does not affect creative performance and does not work as a mediating variable.

Keywords: Knowledge sharing, absorptive capacity, leader-member exchange, creative performance, event organizer
INVESTIGATING DELAY, PERCEIVED FARE, COMPLAINT HANDLING AND CORPORATE IMAGE ON PASSENGERS’ INTENTION TO REPURCHASE A DOMESTIC FLIGHT TICKET FROM AN INDONESIAN LOW-COST AIRLINE

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**Abstract:** A significant increase in the total number of domestic passengers carried on scheduled services in the last five years indicates that air transportation has become a favorite choice among Indonesians. While it creates a big opportunity to gain more passengers and to retain them, a number of concerns should be put into consideration specifically for the operating airlines. This study is intended to identify the effects of delay, perceived fare and complaint handling on repurchase intention as well as the effects of perceived fare and complaint handling on corporate image and corporate image on repurchase intention. For this research, a survey was conducted on a low-cost airline passengers who had flown a domestic flight with the said airline in the last three months. A total of 200 respondents were analyzed using structural equation modeling. According to the analysis results, delay negatively influenced repurchase intention. In addition, perceived fare and complaint handling positively influenced repurchase intention. They also positively influenced corporate image. Lastly, corporate image positively influenced repurchase intention. This study provides a knowledge of how the airline can improve and develop its strategies to deliver excellent services that are favorable to its domestic passengers and thus can raise their intention to fly with the airline again.

**Keywords:** Delay, Corporate Image, Repurchase Intention

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THE SOLUTION OF HALAL LOGISTICS AUDITOR SCARCITY IN INDONESIA

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Abstract: Halal logistics actually is a conventional logistics with halal-certified for warehouse, transportation and distribution services. To gain the halal certification must need a halal auditor. The need for the halal auditor is 25,000 persons whilst currently, Indonesia is having only 2,000 halal auditors mostly part-time and not a full-time auditor. This is an unfortunate situation due to Indonesia is having a big opportunity in the halal industry. Even though in Law Number 33 of 2014 concerning halal product guarantees is stated that industry must pay attention to storage, and distribution factor and needed to be audited. Before the implementation of the law, the halal certification more emphasized to product and process instead of logistics. As the biggest Muslim population country in the world, there are only 8 (eight) halal-certified Logistics Service Provider (LSP) in Indonesia for warehouse and transportation covering for 3,5 million companies. The situation comes up with Indonesia as the biggest halal product importer in the world with one of the reason is because of the scarcity of halal auditor. The article gives the solution of halal auditor scarcity in Indonesia. The method used is qualitative as we would like to know better what is the reason why the situation occurred. The interview used as data collection techniques and a literature study. The result obtained that in this law, the halal auditor requirement must have the lowest undergraduate degree in food, chemistry, biochemistry, industrial engineering, biology, and or pharmacy. This limited recruitment. As a novelty, the suggestion given to accept the halal auditor with a management background and this suggestion is included in the omnibus law.

Keywords: Halal Logistics, Halal Auditor, Scarcity
ANALYSIS FINANCIAL DISTRESS AND SOUNDNESS BANK USING ALTMAN Z-SCORE, SPRINGATE, ZMIJEWSKI, GROVER, RGEC
(Empirical study in PT. Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk)

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Abstract: This study aims to find out how the financial stability of PT. PT. Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk are reviewed from an analysis of the potential for bankruptcy / financial distress using the Z-Score Altman, Springate, Zmijewski, and Grover methods for the 2014-2018 period and their collaboration with the Bank's soundness level using RGEC. This study uses data from 2014-2018 financial statements using comparative descriptive analysis techniques. The results of this study indicate that the financial performance analyzed by the Altman, Springate, Zmijewski and Grover Z-Score methods at PT. Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk in the 2014-2018 period were classified as soundnessy or stable, related to the results of the calculation of the soundness of the bank to Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk in the same period based on the RGEC method in principle is directly proportional meaning PT. Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk in the study period were in stable condition (no Financial Distress occurred) and classified as soundnessy.

Keywords: Altman Z-Score, Springate, Zmijewski, Grove, Financial Distress, RGEC

https://www.dicdbm.com/
Abstract: Indonesia is a country with the largest Muslim population in the world of 229 million people or 87.20%. Every citizen is given freedom in carrying out their worship in accordance with their religion. Such is the case with the Muslim population in Indonesia who are given the opportunity to perform the Hajj which is the fifth pillar of Islam. However, with the length of the waiting period in carrying out the pilgrimage many Muslims perform the pilgrimage first. In 2019 Indonesia has ranks second in the number of Umrah pilgrims from all over the world. This is an enormous opportunity for business people organizing Umrah pilgrimage (PPIU) / Travel Umrah. Travel Umrah plays a role in the coaching, services, and protection of the Jamaah. As technology advances, the concept of the Umrah Digital Enterprise will be developed by 2 (two) national digital startup companies. This study aims to determine the effect of brand equity on consumer trust in travel umrah through digital Umrah Enterprise by national digital startup companies. The method used by distributing questionnaires to 50 people who have performed Umrah in Jakarta, whether there is a shifting behavior from offline transactions to online. The results showed that there was an influence of brand equity on consumer trust in travel umrah through digital enterprise by national startup companies. Future research can be carried out to further examine the consumers' trust of Umrah travel service users towards purchasing decisions through Umrah Digital Enterprise by national digital startup companies.

Keywords: Brand Equity, Trust, Digital Startup Company
INFLUENCE OF WORK ABILITY, TRAINING AND CLIMATE ORGANIZATION ON EMPLOYEE PRODUKTVITY IN THE OIL & GAS OF BALONGAN INDRAMAYU

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Abstract: This study aims to examine whether work ability, training and organizational climate have an influence on the work productivity of Balongan Indramayu Oil & Gas Academy employees. This study uses a survey method by taking a sample size of 80 units from employees of a population unit of 101, employees at Balongan Indramayu AKAMIGAS are dominated by men as many as 58 people (72.5%) while female employees number 22 (27.5%) . According to the level of education dominated by S2 as many as 63 people (78.75%), S1 education as many as 14 employees (17.5%) and D3 as many as 3 employees (3.75%). According to the age of the majority of employees at AKAMIGAS Balongan aged 31-40 years, namely 49 employees, and those who are at least 21-30 years old are 8 employees (10%). Data collection techniques using a questionnaire instrument that was tested through the test of validity and reliability. The analysis technique used in this study is multiple regression with classic assumptions. The results of the analysis of this study yielded a regression equation $Y = 54,132 + 0.087 X_1 + 0.122 X_2 + 0.239 X_3$. While the results of hypothesis testing show the work system variables have a significance value <0.05, the training variable has a significance value <0.05, the organizational climate variable has a significance value <0.05, so that all the variables that are examined have a significant influence on work productivity. This shows that the work ability, training and organizational climate have an influence on the work productivity of Balongan Indramayu Oil & Gas Academy employees. The value of determination ($R^2$) is 0.801, it means that the magnitude of the effect of work ability, training and organizational climate on productivity is 80.1%, the rest is influenced by other variables.

Keywords: Workplace Climate, Work Ability, Training, Productivity
The Papandayan Hotel Bandung, 20 February 2020

THE EFFECT OF LIQUIDITY AND WORKING CAPITAL ON FIRM VALUE WITH PROFITABILITY AS A MODERATING VARIABLE ON MANUFACTURING COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE

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Abstract: This study aims to examine and analyze the effect of Liquidity (X1) and Working Capital (X2) on Firm Value (Y) with Profitability (Z) as a moderating variable. The study was conducted on manufacturing companies listed on the Indonesia Stock Exchange with a research period of 2014-2018. The sample selection method used is purposive sampling and obtained as many as 22 manufacturing companies as samples with 110 observations. Based on the partial test results there is a significant effect between liquidity on firm value, there is no influence between working capital on firm value. Liquidity and working capital together have a significant effect on firm value. Profitability is not able to moderate liquidity to the value of the company. Profitability is able to moderate working capital to the value of the company. Simultaneously liquidity and working capital have a significant effect on firm value. The contribution of the independent variable that is liquidity and working capital in influencing the dependent variable that is the value of the company is 87.23%.

Keywords: Liquidity, Working Capital, Firm Value, Profitability
RELIGIOSITY, HALAL AWARENESS, AND MUSLIM CONSUMERS’ PURCHASE INTENTION IN NON-FOOD HALAL PRODUCTS

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Abstract: The purpose of this study is to examine the effect of religiousity on Muslim consumers' purchase intention in halal products, with halal awareness as an intervening variable. Considering the number of existing studies with the same variables in food products, this study seeks to enrich the literature with concern on non-food halal products, especially in halal personal care products. The research method used in this study is a quantitative survey method, by collecting data through the distribution of questionnaires to respondents. The proposed model is then tested using the Partial Least Square (PLS) approach with the help of Smart PLS software. Based on data processing, the results of the study indicate that the halal awareness fully mediated the correlation between religiousity and Muslim consumers' purchase intention in halal personal care products. Besides being expected to be beneficial for scientific development, the results of this study are also expected to be beneficial for producers to understand the behavior of Muslim consumers in consuming non-food halal products, as well as in marketing them.

Keywords: Religiosity, Halal Awareness, Purchase Intention
# GREEN SUPPLY CHAIN MANAGEMENT AT CULINARY SMALL BUSINESS: SOME NOTES TO CONSIDER

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| E-mail: dinamellita@binadarma.ac.id | Abstract: As the consumer becomes more aware of environmental issues and global warming, consumers will be asking more questions about the food they are consuming. Some regions noted that culinary business dominated most of the existing micro, small and medium enterprises. This research aim to describe the practice of the green supply chain management among culinary micro, small and medium enterprises in the city of Palembang. A descriptive survey was conducted at 39 culinary SMEs at Palembang, South Sumatera with 272 participants. The participants were selected from the various SMEs using purposive random sampling. The participants of the study were consist of 73 owner (27%), 68 manager (25%) and 130 SMEs employee (48%) of the SMEs. The results of the study show that SMEs have not practices the environmental friendly system either in production, manufacturing and distribution of food products. From the owner perspective, the agree to adopt GSCM practices in their business processes but they argue that the raw material in building GSCM is expensive and high cost. The result show that most participant do not consider about the application of GSCM. Most of them do not consider using certification for environmental management in their business processes. There is a lack of information, capacity and the process of managing certification that is long and the cost of certification in the field of environmental management certification. Thus, assistance from local governments is needed in helping SMEs to obtain environmental management certification. The assistance can be in the form of matching funds or relevant socialization and training. |

| https://www.dicdbm.com/ | **Keywords:** Green Supply Chain Management, SMEs, Environmental Management, Culinary Industry |
THE EFFECTS OF AUDIT COMMITTEE TENURE AND DUALITY ON EARNINGS MANAGEMENT IN INDONESIA: THE MODERATING EFFECT OF EXTERNAL AUDIT QUALITY

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Abstract: The issue of earnings management has become a concern, especially in respect to corporate governance as an internal and external monitoring mechanism to ensure the financial reporting quality. Indonesian companies have high earnings management and have new regulation on audit committee characteristic especially, audit committee tenure and audit committee duality. The objective of the study has been to examine the relationship between the audit committee tenure and audit committee duality role and earnings management and moderating effect of external audit quality between relationship duality and tenure audit committee and earnings management based on the agency theory. The relationship between the audit committee tenure and audit committee duality role and earnings management and the moderating effect of external audit quality on the between relationship duality and tenure audit committee and earnings quality of is examined. Data from 216 non-financial firms listed in Indonesia Stock Exchange for the years 2013 to 2016 is used. Real earnings management models were used to measure earnings management. Significant association was found between audit committee tenure and earnings management. In addition, significant the moderating effect of external audit quality relationship between audit committee duality and earnings management. However, no significant relationship was found between audit committee duality and earnings management. The appropriateness of policy audit committee tenure may be considered by policy makers.

Keywords: Audit Committee Characteristics, Earnings Management.
THE ANALYSIS OF RELATIONSHIP MARKETING AND ITS INFLUENCE TOWARDS CUSTOMER RETENTION BY MEANS OF ATMOSPHERE AND CUSTOMER VALUE

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Abstract: Customer relationship marketing focuses on building an overall relationship with customers. It requires in-depth and accurate knowledge of the situation, behavior, needs and preferences of the customer. Likewise, customer retention aims to keep customers from moving to the competitors. Beside that, customer retention is also useful for maintaining a sustainable relationship with customers in the long term, which therefore enhancing customer value towards the company. The implementation of Relationship marketing by New Cinderella has not been performed properly yet. It can be observed through the behavior of New Cinderella’s employees. In serving customers, employees tend to simply focus on the products offered or products desired by costumers. If the relationship marketing program is implemented properly, it will establish a more thorough communication with customers, which will be resulted in the increase of both the number and loyalty of customers. In order to obtain the consistency of PLS prediction accuracy towards the research model, the recommended minimum quota of samples is 100, assuming that the predictions model’s precision of the data is based on the sample quantity: the more the sample quantity, the more the precision level is. Purposive Sampling is applied as a technique to determine sample units (respondents). The Structural Equation Modeling (SEM) of the WarpPLS 6.0 statistical software package is applied to analyze data. The results of the research displays that there are: (1) positive influence of Relationship Marketing towards Atmosphere, (2) positive influence of Relationship Marketing towards Customer Value, (3) positive influence of Relationship Marketing towards Customer Retention, (4) positive influence of Atmosphere towards Customer Retention and (5) positive influence of Customer Value towards Customer Retention.

Keywords: Relationship Marketing, Atmosphere, Customer Value, Customer Retention.

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THE PROMISES ETHICS AND MARKETING CONCEPT STRATEGY AS A COMPETITIVE ADVANTAGE ON PRIVATE HIGHER EDUCATION IN INDONESIA (A Survey on Perception of Product Attributes and Promotion Mix in Indonesia)

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Abstract: The promises ethics in service marketing triangle and marketing concept strategy context can be met also if performance improves product attributes and implements promotion mix as well, so that promises ethics can be achieved optimally and be given the implications for competitive advantage. The purpose of this study was to analyze and determine the influence of product attributes and promotion mix on promises ethics in service marketing triangle and marketing concept strategy and so far also its implications on competitive advantage on private higher education. The research method used is survey method, namely descriptive and explanatory. The number of respondents in the study in all higher education especially in vocational college which is determined by sampling technique, which is cluster proportional random sampling. The hypothesis testing was done using a multivariate statistical test of the Partial Least Square (PLS). The data processing was done with smartPLS 2.0 programs and Statistical Programs of Social Science (SPSS) for Windows. The results show that: (1) Product attributes, promotions mix, promises ethics in service marketing triangle context and competitive advantage are categorized as good; (2) Product attributes and promotion mix influence on promises ethics in service marketing triangle context; (3) Product attributes and promotion mix influence on the competitive advantage; (4) Promises ethics in service marketing triangle context influence on competitive advantage; (5) Product attributes and promotion mix through promises ethics in service marketing triangle context influence on competitive advantage; and (6) and marketing concept strategy has an important role in competitive advantage of private higher education.

Keywords: Promises Ethics, Product Attributes, Promotion Mix, Marketing Concept Strategy, Competitive Advantage.
E-COMMERCE TRUST MODEL: CONSUMER SATISFACTION ANALYSIS ON PURCHASE INTEREST IN LAZADA

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Abstract: Competition in the world of e-commerce Lazada and Tokopedia is one Market leaders. The decline in the number of visitors Lazada can be caused by several among other things due to external factors such as marketing maneuvers conducted by para competitors or internal factors which the company is less successful at maintaining existing consumers so consumers turn to competitors. This research aims to test and analyze customer satisfaction, service quality, and price to repurchase interest using the trust model in the Lazada region Jabodetabek. This research is quantitative descriptive with multivariate analysis using SEM AMOS tools. Data collection method with nonprobability sampling. The population is studied by individuals who shop at Lazada stores. The results of this study found the important role of e-commerce trust to moderate purchase interest in Lazada.

Keywords: E-Commerce Trust Consumer Satisfaction, Purchase Interest
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**Abstract:** This study aims to determine the effect of Environmental Performance and Environmental Disclosure Against The Value Of The Company in Non-Manufacturing Companies Listed on the Indonesia Stock Exchange Period 2015-2017, either partially or simultaneously. The technique used in data collection is documentation. Data analysis method used is multiple linear regression analysis. The results of this study show that: 1) Environmental performance has a positive effect and no significant on the value of Non-Manufacturing Company listed on the Indonesia Stock Exchange (IDX) Year 2015-2017; 2) Environmental Disclosure has a positive effect and significant on the value of Non-Manufacturing Companies listed on the Indonesia Stock Exchange (IDX) Year 2015-2017; 3) Environmental Performance and Environmental Disclosure have a positive effect and significant on the value of Non-Manufacturing Companies listed on the Indonesia Stock Exchange (IDX Year 2015-2017).

**Keywords:** Environmental Performance, Environmental Disclosure and Corporate Values
CONSUMERS’ MOTIVES IN BUYING ORGANIC LUWAK COFFEE (CIVET COFFEE)

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<th>Abstract:</th>
<th>Cikole Luwak (civet) coffee began its production in 1990 and is now recognized by about 45 countries. Unfortunately, it is suspected that the so-called coffee luwak circulated and sold in bulk and retail is just plain coffee. The purpose of this study to analyze consumer motivation in buying Luwak coffee, to what extent consumer interest in agro-tourism Luwak coffee, how the marketing strategy that must be done Luwak coffee producers so that consumers are loyal. Respondents 200 people, conducted by systematic random sampling, data were analyzed by factor analysis. The results showed that consumer motivation in buying Luwak coffee is the most important is due to health, taste, aroma, the service delivery service, information on the website and Entertainment. Consumers are very interested to know the process of Luwak coffee production, and strategies that must be done Luwak coffee producers among others to be the first, pricing strategy and improve agro-tourism Luwak coffee facilities.</th>
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<td>Keywords:</td>
<td>Consumer’s Motive, Luwak Coffee, Systematic Random Sampling And Factor Analysis</td>
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EFFECT OF ASSOCIATION BRAND, QUALITY PRODUCTS / SERVICES AND PROMOTION OF AWARENESS THROUGH MUSLIM HALAL CONSUMER CONFIDENCE BRAND J.CO DONUTS AND BREADTALK

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Abstract: Financial technology (FinTech) has gained interest as an alternative of entrepreneurial financing for both individual and business. Indonesia known as the highest mobile and internet adoption among Asian emerging country. Currently, many FinTech companies operated in Indonesia with various offering products. Although the popularity of Fintech has been raised in practices for the last decade, yet surprisingly very few studies have been done investigate the adoption of FinTech, particularly in micro medium enterprise in emerging market such as Indonesia. Prior adoption studies have predominantly used Technology Acceptance Model, which has been focused on a deterministic approach where users’ individual characteristics is not take into consideration. Accordingly, drawing from Unified Theory of Acceptance and Use of Technology (UTAUT), we explore the factors affecting micro small medium enterprise’ intentions to adopt FinTech in the Indonesia. This present study investigate the adoption of the Fintech particularly for business in micro medium enterprise. We surveyed 123 micro small medium enterprise owners in Jakarta and Bandung. Using variance based structural equation modeling (e.g., partial least square) we tested the hypothesized model. The result shows that performance expectancy and effort expectancy are associated to behavioral intention and ultimately link to use behavior. Meanwhile, surprisingly social influence and facilitating conditions are not associated to behavioral intention to adopt FinTech. Finally, both future research directions and limitations of the studies are discussed.

Keywords: UTAUT model, Small Medium Enterprise, Financial Technology (Fintech), Adoption
CORPORATE SOCIAL RESPONSIBILITY, PURCHASE INTENTION AND CORPORATE IMAGE IN STATE-OWNED ENTERPRISES (SOEs) OF BANKING SECTOR

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Abstract: The large number of State-Owned Enterprises banks makes an intense competition between companies. As a result, this competition triggers the companies to improve their reputation as one of competitiveness excellences. The improvement of reputation can be conducted through the implementation of CSR strategy and finally it can impact on customer purchase interest that will lead to the selling increase. This study was aimed to find out the influence of CSR to purchase intention through corporate image (A Case Study in SOEs of Banking Sector in Bandung). The research method used was explanatory quantitative study with Structural Equation Modelling (SEM) using SMART PLS 2.0. The study results showed that contribution of CSR (X) totally influenced which directly affected on corporate image (Y) was 61.04%. The remaining 38.96% was influenced by other factors that cannot be explained in this study. Meanwhile, the contribution of CSR (X) and corporate image (Y) simultaneously influenced on that directly affected purchase intention (Z) was 0.676 = 67.6%. The remaining 32.4% was influenced by other factors that cannot be explained in this study. In addition, next researchers can also expand the object of research, so that it does not only reach samples in Bandung city. Then for the SOEs of Banking sector, it is recommended to improve Corporate Social Responsibility (CSR). Meanwhile for corporate image is also needed to be maintained, because made a greater effect on the purchase intention.

Keywords: Corporate Social Responsibility, Corporate Image, Purchase Intention.
EFFECT OF DIGITAL MARKETING ON CUSTOMER SATISFACTION AND IMPACT ON THE IMAGE OF PT. BANK CENTRAL ASIA TBK

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Abstract: The marketing system in the banking world is now beginning to explore digital banking marketing, often known as Digital Marketing. The management of website and social media needs to be continually improved and improved to support the sustainability of Digital Marketing promotions. The implementation of Digital Marketing with KPI measuring instruments such as Website Engagement, Social Engagement, Clickthrough Rates (CTR), Conversion rates (CR), and Duration website of banks will be able to increase customer satisfaction and stimulate the banking image. This study uses a management science approach to measure the extent to which digital Marketing implementation has been applied to PT. Bank Central Asia Indonesia Tbk. which includes Engagement Websites, Social Engagement, Clickthrough Rates (CTR), Conversion Rates (CR), and Duration to be able to increase customer satisfaction and stimulus impact on the banking image. Observations were made to the customers of PT. Bank Central Asia Indonesia Tbk as a respondent. This research uses descriptive method with a verification approach and aims to test and obtain empirical evidence of the effect of Digital Marketing implementation to improve customer satisfaction and its impact on the banking image of PT. Bank Central Asia Indonesia Tbk. period January 2019 to July 2019. The data analysis technique uses Structural Equation Modeling (SEM) analysis using the Maximum Likelihood estimation method with the SPSS Amos 18 and LISREL 8.80 programs. The results showed that the implementation of digital Marketing that had been applied to PT. Bank Central Asia Indonesia Tbk. which includes Engagement Websites, Social Engagement, Clickthrough Rates (CTR), Conversion Rates (CR), and Duration are good. And the concept of digital Marketing that includes Website Engagement, Social Engagement, Clickthrough Rates (CTR), Conversion Rates (CR), and Duration has an effect on customer satisfaction and has an impact on the banking image.

Keywords: Digital Marketing Implementation, Customer Satisfaction, Banking Image, Structural Equation Modeling (SEM)
THE EFFECT OF LEADERSHIP AND JOB SATISFACTION ON JOB PERFORMANCE MINISTRY OF ENVIRONMENT AND FORESTRY’S RESEARCH, DEVELOPMENT AND INNOVATION AGENCY OF INDONESIA

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Abstract: Performance is an important element in determining the success of an organization. The positive performance will form a competitive advantage for the organization. The role of the leader as a determinant of the direction of performance management becomes an influence in directing its employee members. The research was aimed at finding out the information about the effect of Leadership, and Job Satisfaction on Job Performance Ministry of Environment and Forestry’s Research, Development and Innovation Agency. A survey was used by involving 160 employees as a sample. Data were analyzed by descriptive statistical analysis, inferential statistics for linearity test and regression analysis. Leadership significantly affected Job Performance. Moreover, Job Satisfaction most significantly affected Job Performance. Based on those findings, it can be concluded that it was Job Satisfaction which should be considered if Job Performance would be improved. Therefore, a leader must be able to create conditions of job satisfaction in the institution for a better future of the institution.

Keywords: Leadership, Job Satisfaction, Job Performance
FINANCIAL DISTRESS AND TAX MOTIVATION: THE EFFECT ON EARNINGS MANAGEMENT

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Abstract: When companies solve financial distress, there are efforts made by companies such as accounting methods, changing accounting estimation, policies, and shifting periods of costs or revenues. Companies also often carry out strategies in dealing with deferred taxes or tax payments, both of which are done in a form of earnings management. This study aims to discuss the effect of financial distress and tax motivation on earnings management in transportation service companies approved in the Indonesia Stock Exchange in 2014-2018. Sampling using a purposive sampling technique. From a population of 35 companies, based on the criteria chosen 9 companies were selected as samples. Data processing using panel data regression method. Based on the selection model, the fixed effect is chosen as the analysis model to be used. The results of the study concluded that financial distress determines a significant positive effect on earnings management while tax motivation does not involve earnings management.

Keywords: Earnings Management, Financial Distress, Tax Motivation
THE USE OF INFORMATION TECHNOLOGY AMONG SMALL AND MEDIUM ENTERPRISE

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Abstract: Industrial growth is a mainstay of the economic development of countries. The globalization effect has been shifting the marketing strategy among Small and Medium Enterprises (SMEs) from local market concentration to the international market. It has caused problems and difficulties among local SMEs in developing countries to protect their markets. Nowadays, SME needs to shift from the conventional method of marketing to an online marketing strategy. The use of Information Technology (IT) becomes an essential element in order to compete in the global market especially among SME companies. It appears that a greater research focus is needed to understand the use of online marketing or online business among local SMEs. This research has identified the use of Information technology especially online marketing or online business as the main factor for SMEs in improving organizational performance. The research has surveyed SME companies in Selangor and Penang. The research found that human factors such as entrepreneurs and their employees were the most crucial factors influencing online marketing followed by other factors such as capital, vendor, government support and location.

Keywords: Online Marketing, Small and Medium Enterprise, Information Technology
THE IMPACT OF FUNDING STRATEGY THROUGH THE FIRM SIZE ON PROFITABILITY

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Abstract: This study aims to examine and analyze the impact of funding strategy through firm size on profitability. The funding strategy is measured by operating leverage and financial leverage, the firm size is measured by the Ln total assets of the firm, while profitability is measured by return on investment. The research sample is all of the LQ45 firms listed in Indonesia Stock Exchange in the 2014-2018 periods. The analytical method is descriptive verification analysis, data analysis by using path analysis with the hypothesis testing F and t. Based on the result of the research was found that the funding strategy simultaneously affect toward the firm size, while the profitability has no significant effect. Partially, only the financial leverage has the significant effect on the firm size by giving a negative influence direction of 0.505, while on the profitability of funding strategy does not have a significant effect. But, the firm size has a significant effect on the profitability. These results also prove that the funding strategy if through the firm size gives effect to the profitability with a total effect about 2.99%. The results of this research indicate that the funding strategy can affect into the profitability if through the firm size. The funding strategy can be used as one of the basic considerations for decision making in the financial sector, especially to maximize the corporate profitability.

Keywords: Operating Leverage, Financial Leverage, Firm Size, Profitability
HOW TO ESCALATE COMPETITIVE ADVANTAGE AND BUSINESS PERFORMANCE: A UTILIZATION OF DIGITAL CAPABILITY AND INNOVATION STRATEGY OF SMES FASHION

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Abstract: Small and Medium Enterprises (SMEs) are a significant business model to maintain the stability of the economy of a country, including Indonesia. SMEs offer great business opportunities and have a positive impact on employment, contributing to GDP and distribution of development outcomes. To create their sustainability, SMEs must have high organizational performance as an advantage to excel in the market competition. This study sets the focus analyzing the variables assumed to be the main problem of the weak competitiveness of SMEs, namely the innovation strategy. Along with the innovation variables, this study also analyzes the utilization of digital capability as a variable which affects the competitive advantage of SMEs in the fashion sector. This study employed the Structural Equation Model (SEM) with Partial Least Square (PLS) method as the statistical analysis tool that examined data from 200 SMEs. The result of the study implies the influence of digital capability to competitive advantage although not significantly; the innovation strategy had a significant influence on SME performance and competitive advantage, and the competitive advantage had a significant influence on SME performance.

Keywords: SMEs Fashion, Innovation Strategy, Digital Capability, Competitive Advantage, Performance