

International Conference on
Ethics of Business, Economics,
and Social Science

GUIDEBOOK

"Ethics of Business, Economics, and Social Science to Deal With
Global Risk"

Yogyakarta, September 16-17, 2016

ICEBESS



2016

FACULTY OF ECONOMICS
YOGYAKARTA STATE UNIVERSITY



FOREWORD OF CHAIRMAN

We welcome you to the International Conference on Ethics of Business, Economics, and Social Science (ICEBESS 2016) held September 16th-17th, 2016 in Yogyakarta, Indonesia. As a direct response on the Global Risk Reports Series and Social Science Report, ICEBESS provides a highly competitive forum for reporting the latest research and ideas in various issues of ethics in Business, Economics, Social Sciences, and Humanities under multiple sub-themes. We are pleased to present the proceedings of the conference as its published record. ICEBESS 2016 is a beginning conference in the areas of both conceptual and empirical analysis of integrated social science challenges. Although it is only in early stage for creating new form of social science knowledge, it has already witnessed significant responses. ICEBESS 2016 received a record 80 submissions. The conference accepted 49 papers (52%). The authors of submitted papers come from various countries and regions. Authors of accepted papers are referred from 5 countries. The conference program represents the efforts of many people. We want to express our gratitude to Rector of Yogyakarta State University, Dean of Economics Faculty, the members of the Program Committee and the Senior Program Committee, and the reviewers for their hard work in reviewing submissions.

We also thank the invited speakers, Professor Chih-Cheng Chao (Former & Vice President Tunghai University, Taichung, & Senior advisor of the International Business Center in ITRI Taiwan), Professor Richard Chinomona, Ph.D, (School of Economic and Business Sciences University of the Witwatersrand Johannesburg), and Dr. Aly Abdel Moneim, (Al-Maqasid Institute, Indonesia Coordinator), for sharing their insights with us.

Finally, the conference would not be possible without the excellent papers contributed by authors. We thank all the authors for their contributions and their participation in ICEBESS 2016.

We hope that this program will further stimulate empirical and conceptual research in Social Science, and provide better views on the social science development.

Yogyakarta, September 16, 2016
Chairman of ICEBESS

Setyabudi Indartono

FOREWORD OF DEAN

By the grace of God Almighty, proceedings of ICEBESS (International Conference on Ethics of Business, Economics, and Social Science), which contain 51 articles can be issued on the scheduled time. This book is arranged as a summary of the international seminar results under the theme "Ethics of Business, Economics, and Social Science to Deal with Global Risk" held by Faculty of Economics, Universitas Negeri Yogyakarta. It is hoped that these proceedings can be beneficial to the parties who have actively participated in this international seminar, as well as for the general readers.

The international seminar organized by FE UNY is motivated by our desire to take part in building a solid world of economics, business, and social sciences to confront global risks, which is in accordance with the vision FE UNY. This theme represents FE UNY's commitment to participate in solving the problems of economics, business, and social science. These problems lately become a hot issue to discuss.

We recognize that the proceedings could not be realized without the tremendous support of many parties, especially the authors and the committee that had worked to review and compile. Our big gratitude goes to all those who have strived and participated in the preparation of these proceedings. We apologize for the errors and weaknesses you might notice in the product. I hope you will enjoy the conference and have a fruitful time during your stay in Indonesia.

Yogyakarta, September 16, 2016
Dean of FE UNY

Sugiharsono

BACKGROUND

Advances in technology and rapid digitization are fundamentally transforming societies, economies and ways of doing business. Managing the paradigm shift and transition process will be critical to securing stable economies and ultimately thriving societies. Collaboration across countries, areas of expertise and stakeholder groups is necessary to effectively address global risks. A shared understanding of challenges is needed as a base for multistakeholder collaboration, which has seen increasing recognition as the most effective way to address global risks and build resilience against them (Klaus Schwab, Founder and Executive Chairman, World Economic Forum). Furthermore, Irina Bokova (Director-General of UNESCO) believes that the social sciences bring greater clarity to our understanding of how human populations interact with one another, and, by extension, with the environment. In each of these processes of contemporary society, aspects of the environment are intertwined with human values, beliefs and behaviour. The ideas and information they generate can therefore make a precious contribution to the formulation of effective policies to shape our world for the greater good. However, social science map no longer provided guidance (Gudmund Hernes, President, International Social Science Council).

The conference responses the Global Risk Reports and Social Science Report. It covers vital issues of ethics in Business, Economics, Social Sciences and Humanities under multiple sub-themes.

The aim of our conference is to support, encourage and provide a platform for networking, sharing, publishing and nurturing the potential growth of individual scholars across the globe.

THEME

"Ethics of Business, Economics, and Social Science to Deal with Global Risk"

SUB THEMES

ICEBESS 2016 Yogyakarta conference is a premier platform for the presentation of novel and creative research results in the fields of theoretical, and applied Arts, Social Science, Economics, Humanities, Literature, Business and Management. The conference will bring together leading researchers, social workers and scientists, students in the domain of scientific interest from around the world. The areas of interest for submission include, but are not limited to:

1. Arts

2. Social Science
3. Economics
4. Business Administration
5. Accounting
6. Humanities
7. Literature
8. Management
9. Applied Science
10. Finance
11. Education
12. Sports
13. Social Responsibility
14. History
15. Religious Studies
16. Law
17. Social and Cultural Issues
18. Travel/Transportation/Tourism

SPEAKERS

1. **Chih-Cheng Chao, Professor** (Senior advisor of the International Business Center in ITRI Taiwan)
2. **Richard Chinomona, Professor, PhD, MBA, MEC, MPA, HEC, HPA, DPPM** (School of Economic and Business Sciences University of the Witwatersrand Johannesburg Area, South Africa)
3. **Aly Abdel Moneim, B.Sc., Dip., MSI, Dr.** (Lecturer at Postgraduate Program, Indonesia Islamic University, Yogyakarta)

CONFERENCE DATE AND VENUE

Day : Friday-Saturday
Date : September 16-17, 2016
Venue : Conference Hall, Faculty of Economics, Yogyakarta State University

ORGANIZER

Faculty of Economics, Yogyakarta State University.

AGENDA

Time	Activity
Friday, September 16, 2016	
08.00am – 08.30am	Registration
08-30am – 08.45am	Opening Ceremony: Welcome Dance National Anthem
08.45am – 09.00am	Greeting from Rector of YSU
09.00am – 11.30am	Plenary Session:
09.00am – 09.30am	Prof. Chih-Cheng Chao
09.30am – 10.00am	Prof. Richard Chinomona, Ph.D.
10.00am – 10.30am	Dr. Aly Abdel Moneim, B.Sc., Dip., MSI.
10.30am – 11.20am	Discussion
11.20am – 11.30am	Plenary Closing
11.30am – 01.15pm	Jumat Praying and Lunch
01.15pm – 03.15pm	Parallel Session I (Room Allocated)
03.15pm – 03.45pm	Coffee Break
03.45pm – 05.15pm	Parallel Session II (Room Allocated)
05.15pm – 05.30pm	Closing and photo session
Saturday, September 17, 2016	
08.00am – 11.00am	Prambanan Temple
11.00pm – 01.00pm	Lunch at Bumbu Desa
01.00pm – 03.00pm	Keraton Palace and Taman Sari Castle
03.00pm – 05.00pm	Shopping at Malioboro and Beringharjo

PARALLEL SESSION
Group 1

Chairman : Denies Priantinah
 Secretary : Ab. Taman
 Room : Conference Hall
 Sub Theme : Finance and Public Administration

No.	Presenter	Article Title
1	Lisa Kustina	STOCK PRICE MOVEMENT BEFORE AND AFTER ASEAN ECONOMIC COMMUNITY IMPLEMENTATION
2	Andian Ari Istiningrum	THE PRACTICE OF MANDATORY DISCLOSURE IN INDONESIA: DETERMINANTS AND IMPACT
3	Adrian Etantyo, Asep Darmansyah	EFFECT OF LISTING AND DELISTING FROM LQ45 INDEX TOWARDS PRICE OF A STOCK: A STUDY FROM INDONESIA STOCK EXCHANGE
4	Rushandoko Cahyo Saputro, Subiakto	FINANCIAL ASSESSMENT OF ALCO ENGINE RESTORATION
5	Erich Fitriawan	GOVERNMENT POLICY ON TOURISM GOA JATIJAJAR EMPOWERMENT THROUGH PARTICIPATION IN THE VILLAGE OF FATHER DISTRICT DISTRICT JATIJAJAR KEBUMEN
6	Indi Auliana	THE BREAKDOWN OF MATERIAL REQUIREMENT PLANNING INPUTS FOR E-KTP READER IN A STATE OWNED ENTERPRISE
7	Aliyyah Sarastita Rusdinar, Manahan Siallagan	SEMANTIC NETWORK ANALYSIS OF CITIZEN REPORTS FROM INDONESIA'S NATIONAL ONLINE COMPLAINT AND ASPIRATION PORTAL, LAPOR!
8	Denies Priantinah	THE ANALYSIS OF MANAGER AND PRINCIPAL INTERACTION IN EARNINGS MANAGEMENT PHENOMENON
9	Indri Astuti, Naning Margasari	DYNAMIC RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND COMPANY'S FINANCIAL PERFORMANCE

Group 2

Chairman : Mimin Nur Aisyah

Secretary : Amanita Novi

Room : GE1.304

Sub Theme : Education

No.	Presenter	Article Title
1	Fitri Alfarisa, Eka Ary Wibawa	AN ANALYSIS ITEM OF FINAL EXAMINATION OF ECONOMIC SUBJECT OF SENIOR HIGH SCHOOL IN YOGYAKARTA CITY USING RASCH MODEL
2	Nurlaili Handayani, Setyabudi Indartono	THE IMPLEMENTATION OF MULTICULTURAL CHARACTER EDUCATION
3	Happri Novriza Setya Dhewantoro	THE EFFECTS OF PROBLEM BASED LEARNING AND ACTIVE DEBATE METHODS ON THE CRITICAL THINKING SKILLS AND SOCIAL STUDIES LEARNING ACHIEVEMENTS OF STUDENTS OF PUBLIC JUNIOR HIGH SCHOOLS IN YOGYAKARTA CITY
4	Tiara Wahyu Rahmawati	THE EFFECT OF THE ACADEMIC SUPERVISION, AND TEACHER'S INVOLVEMENT IN MUSYAWARAH GURU MATA PELAJARAN (MGMP/DELIBERATION SUBJECT TEACHERS) ON THE PROFESSIONAL COMPETENCE OF SOCIALSCIENCE TEACHER IN THE DISTRIC SLEMAN
5	Ali Miftakhu Rosyad	THE ACTUALIZATION OF MULTICULTULARISM VALUES THROUGH SOCIAL STUDIES LEARNING AT STATE JUNIOR HIGH SCHOOL 2 JUNTINYUAT IN REGENCY INDRAMAYU
6	Imam Malik	MEDIATION EFFECT OF SOCIAL CAPITAL ON THE INFLUENCE OF INTERNET USING ON THE MORAL DEGRADATION OF TEENAGER
7	Haniatin Nabila	THE INFLUENCE OF PEDAGOGIC COMPETENCE AND PROFESSIONAL COMPETENCE TO PERFORMANCE OF TEACHERS SOCIAL STUDIES IN TROWULAN DISTRICT.
8	Yusuf Kurniawan	THE ROLE OF PEER ENVIRONMENT AND PARENTS' ATTENTION IN DEVELOPING DISCIPLINARY CHARACTER OF STUDENTS AT MTS YAPI PAKEM

Group 3

Chairman : Arum Darmawati
 Secretary : Lina Nur Hidayati
 Room : GE1.305
 Sub Theme : Human Resources Management

No.	Presenter	Article Title
1	Azman Ismail, Mohd Ridwan Abd Razak, Zalina Ibrahim	PERFORMANCE BASED PAY MANAGEMENT AS A DETERMINANT OF EXTRINSIC AND INTRINSIC JOB SATISFACTION
2	Faizal Abdillah, Anggara Wisesa	THE ROLE OF INDIVIDUAL, MANAGER, AND EXECUTIVE IN EMPLOYEE ENGAGEMENT: CASE OF INDONESIA CENTER FOR SUSTAINABLE DEVELOPMENT BANDUNG
3	Fitroh, Ruswana Anwar, Mursyid H Basri, Indra Dewanata	PATIENT SATISFACTION ANALYSIS IN HASAN SADIKIN HOSPITAL AT PEDIATRIC DEPARTMENT BY COMPARING IPA AND THREE FACTOR ANALYSIS
4	Yusniati Ishak, Azman Ismail, Kartina Rahayu Mohamed	RELATIONSHIP BETWEEN LEADER-MEMBER EXCHANGE, JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: THE MEDIATING EFFECT OF DISTRIBUTIVE JUSTICE
5	Luthfi Afiandi Pradipta, Harimukti Wandebori	THE IMPLICATION OF HEALTH SERVICE QUALITY TOWARDS PATIENT OVERALL SATISFACTION AND THE IMPACT OF SOURCES OF EXPECTATION TO THE OVERALL EXPECTATION
6	Boby Marjaya Hariandja, Utomo Sarjono Putro	STRATEGY SELECTION TO REDUCE WORK ORDER ACTIVE IN MAINTENANCE TEAM USING SMART METHOD
7	Habib Al Furqon, Bambang Rudito	EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY PRACTICE; CASE STUDY OF STAR ENERGY GEOTHERMAL (WAYANG WINDU) LIMITED IN PANGALENGAN, INDONESIA
8	Wisnu Prajogo	THE INFLUENCE OF WORK FAMILY CONFLICT AND WORK FAMILY SYNERGY TO EMOTIONAL EXHAUSTION AND LIFE SATISFACTION AND THEIR INFLUENCE TO PERFORMANCE

Group 4

Chairman : Naning Margasari
 Secretary : Indah Mustikawati
 Room : GE1.306
 Sub Theme : Economics and Social Science

No.	Presenter	Article Title
1	Desy Santi Rozakiyah	SOCIO-ECOLOGICAL APPROACH ALLEVIATING POVERTY AT COASTAL AREA IN MALANG (MULTI DISCIPLINE STUDY AN ANALYSIS OF ALLEVIATING POVERTY)
2	Susilo Nur Aji Cokro Darsono, Mongkon Donkwa	HOUSEHOLD POVERTY IN RURAL INDONESIA: A CASE STUDY OF SENUJUH VILLAGE, WEST KALIMANTAN
3	Rina Mariama, Harimukti Wandebori	BUSINESS STRATEGY EVALUATION IN LOW CRUDE OIL PRICE ENVIRONMENT
4	Maesa Nila Sari	RELIGION AND IDENTITY POLITICS: A SOCIOLOGICAL PERSPECTIVE
5	Dominikus Riki Yonda	SOCIAL TRANSFORMATION ON TRADITIONAL SOCIETY (CASE STUDY ON DAYAK IBAN SOCIETY OF KAPUAS HULU, KALIMANTAN BARAT)
6	Hari Zamharir, Sahrudin Lubis	DEMOCRATIC THEORY AND RE-INVENTING DELIBERATIVE DEMOCRACY: TWO CASES OF GOTONG ROYONG DEMOCRACY IN INDONESIA AND DHARMA'S DEMOCRACY IN TAIWAN
7	Balakrishnan Muniapan	THE PHILOSOPHICAL DIMENSIONS OF SOCIAL RESPONSIBILITIES FROM THE BHAGAVAD-GITA
8	Widha Ayu Nur Permata Hanif, Muhammad Arif Fahrudin Alfana	SPATIAL ANALYSIS OF INFANT MORTALITY IN INDONESIA 2010
9	Yeremia Natanael, Farhan Rahadian	THE ECONOMIC EFFECT OF DEMOCRATIC SECURITY POLICY AGAINST INEQUITY: EMPIRICAL CASE FROM COLOMBIA, 2000-2006

Group 5

Chairman : Agung Utama
 Secretary : Aula Ahmad Hafidh
 Room : GE1.307
 Sub Theme : Marketing

No.	Presenter	Article Title
1	Edbert Pradnyaputra, Rendra Chaerudin	INFLUENCE OF BRAND ASSOCIATION TOWARD BRAND LOYALTY OF WEIDENMANN
2	Pujiriyanto, Samsi Haryanto, Mulyoto, Dewi Rochsantiningasih	EFFECTIVENESS OF ENTREPRENEURSHIP-PROJECT BASED LEARNING MODEL TO IMPROVE CREATIVITY USING HOLISTIC PERSPECTIVE (THE FOUR P'S)
3	Latifa Putri, Harimukti Wandebori	FACTORS INFLUENCING COSMETICS PURCHASE INTENTION IN INDONESIA BASED ON ONLINE REVIEW
4	Azka Faranisa Ananda, Harimukti Wandebori	THE IMPACT OF DRUGSTORE MAKEUP PRODUCT REVIEWS BY BEAUTY VLOGGER ON YOUTUBE TOWARDS PURCHASE INTENTION BY UNDERGRADUATE STUDENTS IN INDONESIA
5	Zandri Septian Situmorang, Budi Permadi Iskandar	MEASURING VARIABLES AFFECTING CUSTOMER WILLINGNESS TO ATTEND LIVE MUSIC PERFORMANCE IN INDONESIA
6	Rachmania Dianthe, Budi Permadi Iskandar	THE EFFECT OF CONTENT VIRAL VIDEO TO ENGAGEMENT AND CONVERSATION
7	Benita Vania, Ira Fachira	UNDERSTANDING LOCAL PERFORMANCE ART AUDIENCE: SEGMENTATION STUDY
8	Tinashe Chuchu, Richard Chinomona, Rukudzo Pamacheche	FACTORS THAT INFLUENCE THE PURCHASE OF COUNTERFEIT PRODUCTS BY STUDENTS: A CASE OF SOUTH AFRICA
9	Bongekile Mgxaji, Richard Chinomona	THE PREDICTORS OF BUSINESS PERFORMANCE IN THE INVESTMENT MANAGEMENT INDUSTRY

Group 6

Chairman : Andreas Kuncoro
 Secretary : Muslichah
 Room : Meeting Room
 Sub Theme : Marketing and Operation

No.	Presenter	Article Title
1	Desi Ratna Arimurti, Atik Aprianingsih	INFLUENCING FACTORS OF FOREIGN TOURIST BEHAVIORAL INTENTION. THE CASE OF BANDUNG CITY.
2	Hasheena Fanissabelle, Gatot Yudoko	COSTING, WILLINGNESS TO PAY, AND PRICING IN FREIGHT FORWARDING BUSINESSES: A CASE STUDY IN PT CIPTA EKSPEDISI PERWIRATAMA
3	Monica Adhelia Sutanto, Atik Aprianingsih	THE EFFECT OF ONLINE CONSUMER REVIEW TOWARD PURCHASE INTENTION: A STUDY IN PREMIUM COSMETIC IN INDONESIA
4	Steffi Tanjung, Herry Hudrasyah	THE IMPACT OF CELEBRITY AND NON-CELEBRITY ENDORSER CREDIBILITY IN THE ADVERTISEMENT ON ATTITUDE TOWARDS ADVERTISEMENT, ATTITUDE TOWARDS BRAND, AND PURCHASE INTENTION
5	Imu Sarjono, Gatot Yudoko	OPTIMIZATION OF PRODUCTION EQUIPMENT MAINTENANCE PLANNING TO REDUCE COST IN SUMATERA LIGHT OIL SOUTH OPERATIONS PT XYZ
6	Mochamad Cholik Hidayatullah, Gatot Yudoko	DEMAND FORECASTING ANALYSIS USING TIME SERIES METHODS AT AYAM LODHO PAK YUSUF RESTAURANT
7	Daniel Djarot Subyantoro, Gatot Yudoko	IMPROVING RELIABILITY ON BKS PRODUCTION FACILITIES THROUGH NEW MAINTENANCE STRATEGY AND DESIGNING PERFORMANCE MANAGEMENT SYSTEM IN CENTRAL MAINTENANCE TEAM AT O&M SUB-DIVISION PT XYZ
8	Arivalan Ramaiyah	A RESEARCH FRAMEWORK USING SERVQUAL METHODS TO ANALYSIS THE SERVICE QUALITY PROVIDED BY PRIVATE INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA

ABSTRACT LIST

Article 1

**SOCIO-ECOLOGICAL APPROACH ALLEVIATING POVERTY AT
COASTAL AREA IN MALANG (MULTI DISCIPLINE STUDY AN
ANALYSIS OF ALLEVIATING POVERTY)****Desy Santi Rozakiyah¹**¹*Yogyakarta State University, Indonesia**Email: rossey_25@yahoo.com*

Abstract

The purpose of this study is to determine the effect of socio-ecological approach in alleviating poverty in poor districts. Malang district has great tourism potential in improving the economy of their people. However, these coastal communities are poor still. Hence the. It is needed further study to improve the welfare of society based on a socio-ecological approach in poverty alleviation. It is proposed that making an attention to the geographical condition and giving skill and developing the community potential is important to alleviate poverty. Tourism object development based on environmental principles and ethics have to be an important attentions. Accordingly those community livelihood able to increased and thus the poverties are decreased.

Keywords: Socio-ecological approach, alleviating poverty

Article 2

**HOUSEHOLD POVERTY IN RURAL INDONESIA: A CASE STUDY OF
SENUJUH VILLAGE, WEST KALIMANTAN****Susilo Nur Aji Cokro Darsono¹, Mongkon Donkwa²**¹*Master of Rural Development Management, Khon Kaen University, Khon Kaen, Thailand*²*Faculty of Education, Khon Kaen University, Khon Kaen, Thailand**Email: susilonuraji@hotmail.com*

Abstract

The purpose of this study was to describe household poverty in rural Indonesia by case study of one underdeveloped village in West Kalimantan Province. The study was conducted in Senujuh Village, Sejangkung Sub-district, Sambas Regency, West Kalimantan. There are 352 Households in Senujuh Village, with a sample of 80 poor households which find out based on the Simple Random Sampling from 105 household

which listed as poor. The instrument of data collection used questionnaires and interviews. The study use Descriptive Statistics to describe the household poverty in rural area. The results showed that 53.8% head household had income between 25 – 50 USD per month per capita, 45% head household were not passed elementary school, 26.3% had 4 family members in one household, 41.3% had working days in between 11 – 15 days per month, 38.8% head household were 30 – 40 years old and 46.3% head household had loan in between 1 – 10 USD per month.

Keywords: Household Poverty, Kalimantan, Rural Poverty

Article 3

BUSINESS STRATEGY EVALUATION IN LOW CRUDE OIL PRICE ENVIRONMENT

Rina Mariama¹, Harimukti Wandebori¹

*¹School of Business and Management (SBM) – Institut Teknologi Bandung (ITB), Indonesia
E-mail: rmariama1@gmail.com*

Abstract

Alpha-AA Company (AAA) is an upstream oil company operated in Indonesia for more than 90 years as part of Alpha-A Business Unit. When the global oil price has been declining since the end of 2014, the company has to change strategy to be able sustain in the business. The challenge situation also face by AAA despite of lower oil price is mature oil fields with declining production. The current situation has led to narrowing the company revenue margin since the lifting cost trend tends to increase meanwhile total oil production declines over time and oil price hit by global market condition. The fundamental issue nowadays is how the company minimizing the strategic gap exist in the current low oil price environment while keep seeking strategic competitiveness and above-average returns contribution to Government of Indonesia and Corporation. In the process of formulating strategy, the company will be verified through external and internal conditions. The result of external and internal conditions observations will be organized by the Strength Weakness Opportunity Threat (SWOT) analysis. Focus group discussion consisted of several experts was formed to discuss about the level of business strategy. In the low oil price condition, AAA should keep its competitive position using cost leadership strategy. Type of diversification of AAA is low level of diversification with dominant revenue from crude oil. The strategy should be able to answer the condition since global oil price is not something AAA could control. The strategy formulations are developed through hexagonal restructure framework.

Keywords: cost leadership, oil price, strategic management

Article 4

**STOCK PRICE MOVEMENT BEFORE AND AFTER ASEAN ECONOMIC
COMMUNITY IMPLEMENTATION**

Lisa Kustina¹

*¹Faculty of Management, STIE Pelita Bangsa, Indonesia
Email: Lisakustina188@gmail.com*

Abstract

The examination of stock prices movements after implementing ASEAN Economic Community in Indonesia Stock Exchange had been evaluated in this research. The data were collected before and after ASEAN Economic Community during period July 2015 to June 2016. Samples were divided into several sectors such as infrastructure, utility and transportation; consumption goods; chemical industry; industry; finance; trade, service, and transportation; mining; agriculture; and real estate and property. Paired sample T-Test was used as analysis tool and showed a significant movement in the stock prices between both periods due to the ASEAN Economic Community applied on all sectors.

Keywords: ASEAN Economic Community, Stock Price

Article 5

**THE PRACTICE OF MANDATORY DISCLOSURE IN INDONESIA:
DETERMINANTS AND IMPACT**

Andian Ari Istiningrum¹

*¹Sekolah Tinggi Energi dan Mineral (STEM Akamigas), Indonesia
Email: aa_istiningrum@yahoo.com*

Abstract

The primary objective of this research is to determine the factors that have association with mandatory disclosure and stock return. This research investigated 47 manufacturing companies listed in the Indonesia Stock Exchange in 2012. Mandatory disclosure in this research used items required to be disclosed under IAS 16 and IAS 17. The data analysis used the path analysis by setting two structural equation models. The research proved a significantly positive association of company age with mandatory disclosure in contrast to company size and company profitability. Moreover, company

size, company profitability, and mandatory disclosure have a significant positive association with stock return.

Keywords: Stock Return, Mandatory Disclosure, Company Age, Company Size, Profitability

Article 6

EFFECT OF LISTING AND DELISTING FROM LQ45 INDEX TOWARDS PRICE OF A STOCK: A STUDY FROM INDONESIA STOCK EXCHANGE

Adrian Etantyo¹, Asep Darmansyah¹

¹Bandung Institute of Technology, Indonesia

Email: adrian.etantyo@sbm-itb.ac.id

Abstract

In Indonesia stock market, LQ45 is regarded as one of the main indices that attracts investor's attention to depict the overall stock market. The stock listed in LQ45 is always changing on 6-month basis based on the criteria regulated by PT Bursa Efek Indonesia. Some investors that want to invest in liquid stocks, however, only look for the stock in the LQ45 at the moment they want to invest. In this matter, the fluctuation of transaction can happen and affect the price of the stocks over time. It is hypothesized that listing on LQ45 have a higher price because of lower risk implied on the stocks and attract more demand in the stock. The hypothesis for delisting on LQ45 is conversely with the listing. This research is bounded by the time of stocks listing and delisting, which consists of stocks listed in February 2015 to July 2015, and also stocks delisted in the same period. To analyze the data, time series method is used. The price analyzed is one year before effective date of listing or delisting, and one year after the effective date of listing or delisting. Based on selected stocks that meet the criteria, listing of the stocks in LQ45 shows a not significant price increase compared to the pre-listing period. On the delisted stocks, the result is significant price drop, which put higher risk into delisted stocks. The conclusion is LQ45 index doesn't make the price of a stock increase by some margin but once the stock came out of the index, the price will go down. In short, it is crucial to keep an eye on the LQ45 index changes because it can gives insight for investor to make the trading timing right.

Keywords: investment, stocks, stock price, capital market, listing, delisting

Article 7

FINANCIAL ASSESSMENT OF ALCO ENGINE RESTORATION

Rushandoko Cahyo Saputro¹, Subiaktio¹

School of Business and Management (SBM) – Bandung Institute of Technology (ITB), Indonesia

Email: rcsaputro@gmail.com

Abstract

Crude oil produced from several PT. XYZ fields in Riau will be sent to Gathering Stations and then collected to Dumai storage tank before lifted to Offtakers. It came from domestic and also from International such as Japan, China, Russia and other countries. Shipping pump with 2400 HP capacity and consist of 4 units which used to support daily lifting activities. Crude oil lifting average is around 120 MM BOPY. At the one moment and condition, there is possibility to lift it with 4 unit engine running. Surprisingly in 2015, one-unit shipping pump was damaged. In this thesis, Author firstly do SWOT analysis to take information from an environmental analysis and separate it into internal and external issues. In deeply assessment, Author also assesses the financial aspect by Capital Budgeting analysis and risk management. Furthermore to meet the crude oil demand from buyers and to meet crude oil quotas target as one of Production Sharing Contract of Government Indonesia. By this condition, there are some efforts to put ALCO engine back to run by generating several alternatives. Hopefully the selected alternative will be the best solution with consider contract expiration in 2021.

Keyword: Risk Analysis, financial analysis, Offtakers, NPV, depreciation, SWOT.

Article 8

DYNAMIC RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND COMPANY'S FINANCIAL PERFORMANCE

Indri Astuti¹, Naning Margasari¹

¹Faculty of Economics, Yogyakarta State University, Indonesia

Email: indriast20@yahoo.com

Abstract

The purpose of this study was to determine the dynamic relationship between intellectual capital and company's financial performance. This study used two independent variables. The two independent variables were VAICTM and ROGIC measured by using Pulic's Model. The dependent variables was company's financial performance measured by ROE and EPS. Moreover, population on this study consisted

of all listed companies in Indonesia Stock Exchange during 2013. Companies in the financial sector were excluded from the study. However, the samples were 53 companies. These samples were chosen by purposive sampling criterions. Partial least square was used for analyzing the data. The result showed that VAICTM was positively related to company's financial performance. In the future, VAICTM was also related to company's financial performance, positively. However, in the future time, ROIC was not significance toward financial performance.

Keywords: Value Added Intellectual Coefficient, Rate of Growth of Intellectual Capital, Company's Financial Performance, Partial Least Square

Article 9

THE ANALYSIS OF MANAGER AND PRINCIPAL INTERACTION IN EARNINGS MANAGEMENT PHENOMENON

Denies Priantinah¹

¹*Yogyakarta State University, Indonesia*
Email: denies_priantinah@yahoo.com

Abstract

The company is a business entity that serve as a nexus of contracts, which have conflict of interests among the parties bounded in it. This conflict of interest make each party involved in this entity trying to achieve its objective function and maximizing its expected utility. One of the conflicts that exist among constituents in a company is the agent-principal relationship.

The phenomenon that interesting to observe according to the existence of conflict of interest between agen and principal is earnings management. This phenomenon could arise from the existence of information asymmetry problems and agency conflicts, since the separation of equity ownership of the company and the manager as an agent.

This research aim to analyze the interaction between the managers as an agent who preparing the financial reporting and the stockholders as the principals of the company. This interaction particularly spotted on earnings quality, reported earnings, expected future earnings growth and also the amount of managed earnings. This research conducted into two stages, the first step is formulating the propositions as the result of observed phenomenon into math equations. The second steps is conducted an empirical examination using archival data to proof the hypothesis derived from the proposition resulted from previous step.

The result of this research shown that the amount of managed earnings were positively correlated with reported earnings and future earnings growth. The finding also shown

that the quality of reported earnings to be positively correlated with an increase in reported earnings and negatively correlated with the expected future earnings growth. This also support that the amount managed earnings in earnings management increases with the number of reported earnings and he quality of reported earnings is negatively correlated with future earnings growth.

Keywords: earning management, principal, agent, financial report

Article 10

PERFORMANCE BASED PAY MANAGEMENT AS A DETERMINANT OF EXTRINSIC AND INTRINSIC JOB SATISFACTION

Azman Ismail¹, Mohd Ridwan Abd Razak¹, Zalina Ibrahim²

¹Universiti Kebangsaan Malaysia

²Universiti Teknologi MARA

Email: azisma08@gmail.com/azisma12@ukm.edu.my

Abstract

Recent studies about workplace compensation reveal that the ability of management to appropriately implement performance based pay may have a significant impact on job satisfaction. Although this correlation is significant, the role of performance based pay management as an important determinant has been given less attention in workplace compensation research literature. Therefore, this study was undertaken to investigate the correlation between performance based pay management and job satisfaction. Survey questionnaires were employed to collect data from employees at fire and rescue organizations in Malaysia. The outcomes of SmartPLS path model analysis showed two important findings: first, performance based pay management was an important determinant of job satisfaction. Second, specific components of performance based pay management: (1) communication, participation and performance appraisal were important determinants of extrinsic job satisfaction, (2) communication, and performance appraisal were important determinants of intrinsic job satisfaction, and (3) participation was not important determinant of intrinsic job satisfaction in the studied organization. Further, this study provides discussion, implications and conclusion.

Keywords: Performance based pay, management, job satisfaction, SmartPLS

Article 11

**THE ROLE OF INDIVIDUAL, MANAGER, AND EXECUTIVE IN
EMPLOYEE ENGAGEMENT: CASE OF INDONESIA CENTER FOR
SUSTAINABLE DEVELOPMENT BANDUNG**

Faizal Abdillah¹, Anggara Wisesa¹

*¹School of Business and Management, Bandung Institute of Technology (ITB), Indonesia
Email: faizal.abdillah@sbm-itb.ac.id*

Abstract

The purpose of this research is to identify factors that influence level of employee engagement in a consultant company named Indonesia Center for Sustainable Development Bandung. Researcher collected the data using ethnography method with two main tools that are in-depth interview and participant observation. The Domain Analysis by Spradley (1979) is used as the data analysis method to interpret the influential factors of employee engagement based on BlessingWhite (2011) theory. The researcher concluded that the most influential factor of employee engagement is manager that have specific tool to increase the engagement level by using “constructive bullying” approach. In addition, “client-server” relationship is the significant factor to improve employee engagement level. This research only focused on strategies of ICSDB in building employee engagement and did not discuss the measurement of employee engagement level. It also evaluated the existing theory of employee engagement that can be useful to enrich the understanding contextually. Based on several researches on employee engagement has been done, there is still few research done in a consultant company. Therefore, this study seeks to use a newly established consultant company as the research object that is still rarely done by other researchers.

Keywords: Consultant, Employee Engagement, Qualitative Research

Article 12

**PATIENT SATISFACTION ANALYSIS IN HASAN SADIKIN HOSPITAL
AT PEDIATRIC DEPARTMENT BY COMPARING IPA AND THREE
FACTOR ANALYSIS****Fitroh¹, Ruswana Anwar², Mursyid H Basri¹, Indra Dewanata¹**¹ *School of Business and Management, Bandung Institute of Technology, Indonesia*² *RSUP Dr. Hasan Sadikit Hospital Bandung, Indonesia**Email: fi_troh@yahoo.com***Abstract**

Patient satisfaction is one of several factor of successful business in a hospital. This research chooses the service industry on health care institution in hasan sadikin hospital at Bandung, Indonesia. Hasan sadikin hospital wants to improve their service to get more satisfaction from the patient as the one of several aspect to get the International Accreditation from Joint Commission International (JCI) that responsible for determining and assessing the performance standards of health care providers. Researcher will be focused on service given by resident in pediatric department to the patient in class three. This research used several theoretical , first Revised Importance – Performance Analysis (IPA), As theoretical has shown, revised IPA using regression analysis and dummy variable asses attribute-level performance and overall satisfaction has asymmetric relationship. Second is Kano Model that stated suggest research in customer satisfaction of quality categorized into three; basic factor, performance factor, and excitement factor. With IPA and Kano Model, performance and importance attribute of basic and excitement factor is nonlinear and asymmetric. Then attribute importance can be interpreted as the function of performance. The result of this research are; Basic factor that must be present are; “Response Speed” “Response Attitude” “Hospitality” “Medical Info” “Neatness” and “Needs Understanding” The attribute that categorized as excitement factor are; On schedule, asking opportunity, diagnosis accuracy, accessibility, and two way communication.

Keyword: Importance – Performance Analysis, Service Quality, Satisfaction, Hospital

Article 13

RELATIONSHIP BETWEEN LEADER-MEMBER EXCHANGE, JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: THE MEDIATING EFFECT OF DISTRIBUTIVE JUSTICE

Yusniati Ishak¹, Azman Ismail¹, Kartina Rahayu Mohamed¹

¹*Universiti Kebangsaan Malaysia*

Email: yuss294@gmail.com

Abstract

The aim of this study is to measure the relationship between leader-member exchange, job satisfaction and organizational commitment. The outcomes of Statistical Package for Social Science (SPSS) model analysis confirmed that distributive justice does act as an important mediator in the relationship between leader-member exchange, job satisfaction and organizational commitment. Furthermore, implications of this study to training practices and theory, methodological and conceptual limitations, as well as direction for future research are also discussed in this article.

Keywords: distributive justice, job satisfaction, leader-member exchange organizational commitment

Article 14

THE IMPLICATION OF HEALTH SERVICE QUALITY TOWARDS PATIENT OVERALL SATISFACTION AND THE IMPACT OF SOURCES OF EXPECTATION TO THE OVERALL EXPECTATION

Luthfi Afiandi Pradipta¹, Harimukti Wandebori¹

¹*School of Business Management, Institut Teknologi Bandung, Indonesia*

Email: Luthfi.afianti@sbm-itb.ac.id

Abstract

This paper aimed to explore the service quality using the variables which were identified by dagger, et al. (2007) in Hierarchical Model of Health Service Quality and probed its interaction to the patient satisfaction in Mutiara Bunda Women and Child Hospital Salatiga. The SERVQUAL method was employed as the mean to evaluate the service quality. Additionally, the sources of expectation were also being investigated to see how the patients set their initial expectation. The quantitative method would be used through a questionnaire to the patient in the hospital. The result indicated that the perception-expectation gap of health service quality in some extent significantly

contributed to the overall satisfaction. The previously-determined sources of expectation also significantly contributed in shaping the overall expectation of patient. This research would contribute to the academical and practical realm in investigating the connection between service quality and customer satisfaction in the health care service industry. Furthermore, this research exhibited the novelty in which the new variables were applied in assessing the service quality by finding out the gap score. This would also increase the awareness of the hospital to improve the service quality in order to improve patient satisfaction which would lead to loyal patient cultivation.

Keywords: expectation, health care, satisfaction, service quality.

Article 15

STRATEGY SELECTION TO REDUCE WORK ORDER ACTIVE IN MAINTENANCE TEAM USING SMART METHOD

Boby Marjaya Hariandja¹, Utomo Sarjono Putro¹

*¹School of Business and Management, Institut Teknologi Bandung, Indonesia
Email: bmxn2803@gmail.com*

Abstract

Electrical department team in PT.NYZ had main responsibility to maintain continuity of electric power supply in Sumatera operation. Electrical department provide supply electricity to producer wells, office and housing. To support its daily operation the team consist of two department, operation and maintenance team. Maintenance team is responsible for preventive maintenance (PM), predictive maintenance (PdM) and corrective job. Maintenance activities of transmission and distribution lines without shutdown the energize line called Hot Line Work. With hotline work activities could prevent production loss during maintenance job. Based on Computerized Maintenance Management System data in 2015 there were 432 work order active in electrical maintenance team. Work orders active are number of active work orders in open status at the end of the month and not shutdown classification, 278 of 432 work order active are under maintenance power line team. In this study we propose alternatives to reduce work order active in power line team.

In this study fish bone diagram and pareto chart is applied to analyze the problem and find the root of problem. Simple Multi Attribute Rating Technique (SMART) used in decision making process. SMART is used in this study because with this method allow complex problem to be decomposed into sets of simpler judgment. This simplicity influences directly on the understanding of the decision maker about the process used in the solution of the problem since the decision making process involving many

decision makers from various background. The TOWS matrix is used in alternative generation. Brainstorming tool is used in attribute identification. Interval scale form is used in measuring the weight of attribute and attribute value to each alternative.

From TOWS matrix there were four (4) alternatives generated. Alternative 1: Purchase new bucket truck by PT.NYZ and operator of bucket truck from PT.NYZ employee. Alternative 2: Purchase new bucket truck by PT.NYZ and the operator of bucket truck provided by labor contract. Alternative 3: Contract out bucket truck using lump sum type contract and the operator of bucket truck from PT.NYZ employee. Alternative 4: Contract out bucket truck and operator using work unit rate type contract.

From the study result alternative 3 was chosen as the selected alternative. The consideration from decision makers are: safety aspect, with alternative 3 operator for bucket truck will provided from PT.NYZ employee and this work categorized on high risk job; from sensitivity analysis the alternative 3 is the robust; availability in market and permit administration that currently as the main issue, with contractor provide the bucket truck including maintenance and permitting with lump sum type contract it could improve availability of bucket truck and reduce number of work order active in power line maintenance team.

Keywords: Decision, Hot Line Work, Simple Multi Attribute Rating Technique, Work Order Active, Bucket Truck, contract

Article 16

**EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY PRACTICE;
CASE STUDY OF STAR ENERGY GEOTHERMAL (WAYANG WINDU)
LIMITED IN PANGALENGAN, INDONESIA**

Habib Al Furqon¹, Bambang Rudito¹

¹*School of Business and Management, Institute Technology of Bandung, Indonesia*

Email: habib.al@sbm-itb.ac.id

Abstract

This paper aims to evaluate the CSR practices of Star Energy (Wayang Windu) Limited (SEGWWL) due to the news reporting several protests from local people that blamed the Company for the disaster happened back in the end of 2015. Since it is believed that one of the benefits from CSR practices is a good relationship with local people, the protests clearly indicated something wrong with the system of the Company. Qualitative method, using participant observation approach to several informants would be used to get more information about the issue. The result indicated a gap between the people's perspective and what the Company wants regarding the CSR practices and some

problems were found regarding the system within the practices. Strengths, Weaknesses, Opportunities, and threats (SWOT) analysis used to assess how well the Company performed its CSR practices resulting in slightly above average. Finally, using TOWS analysis, the research would be able to give some strategies recommendation for the Company, which is to empower Nurkayana UMKM Cooperative to do several things that the Company could not do directly, to make another Community Development program, and to make a periodical and sudden supervision to know how the program is currently running.

Keywords: Corporate Social Responsibility, Empowerment, Local Community, Star Energy, Sustainability

Article 17

THE INFLUENCE OF WORK FAMILY CONFLICT AND WORK FAMILY SYNERGY TO EMOTIONAL EXHAUSTION AND LIFE SATISFACTION AND THEIR INFLUENCE TO PERFORMANCE

Wisnu Prajogo¹

¹STIE YKPN Yogyakarta, Indonesia

Email: wisnuprajogo@gmail.com

Abstract

This research explores the influence of work family conflict and work family synergy to emotional exhaustion and life satisfaction and their influence to performance. Understanding about work family conflict and work family synergy will enable the managers to better manage those aspects, so the manager will benefit from better performance of any employee in the organization. Questionnaires were distributed to multiple target respondents of diverse backgrounds that include lecturers and university employees, government employees, employees of a restaurant, employees of small and medium businesses, and employees of a manufacturing business. A total of 350 questionnaires were distributed and the returned questionnaires that can be processed as many as 269 questionnaires. This study found several findings. First, work family conflict has positive influence to emotional exhaustion and negative influence to life satisfaction. Second, work family synergy has negative influence to emotional exhaustion and positive influence to life satisfaction. Third, emotional exhaustion has negative influence to performance. Fourth, life satisfaction has positive influence to performance.

Keywords: work family conflict, work family synergy, life satisfaction, emotional exhaustion, performance

Article 18

INFLUENCING FACTORS OF FOREIGN TOURIST BEHAVIORAL INTENTION. THE CASE OF BANDUNG CITY.

Desi Ratna Arimurti¹, Atik Aprianingsih

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: desi.ratna@sbm-itb.ac.id

Abstract

Most studies about tourist behavioral intention have been conducted using service quality, satisfaction, and perceived value as the influencing factors. In this study, the roles of brand (destination) image and alternative attractiveness are also examined as ones of influencing factors of tourist behavioral intention besides service quality, satisfaction, and perceived value. The respondents of the survey consist of 391 foreign tourists who visited Bandung City between the month of January 2015 and July 2016. A multiple linear regression analysis was carried out to examine the relationship among variables. The result confirms the significant effect from service quality, satisfaction, perceived value, destination image, and alternative attractiveness toward behavioral intention. The current state and the strength of each variable's influences are discussed. With these findings, the stakeholders of tourism destination, especially the government of the Bandung City can understand and focus to improve the attributes of Bandung City which need more attention to influence the foreign tourist behavior. Managerial implications and suggestions for further studies are provided.

Keywords: Behavioral Intention, Destination Image, Tourism Marketing.

Article 19

COSTING, WILLINGNESS TO PAY, AND PRICING IN FREIGHT FORWARDING BUSINESSES: A CASE STUDY IN PT CIPTA EKSPEDISI PERWIRATAMA

Hasheena Fanissabelle¹, Gatot Yudoko¹

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: hasheenaf@gmail.com

Abstract

With the growing and advancement of trades, freight forwarder needs will be considerably increased. One of many freight forwarder in West Java is PT Cipta Ekspedisi Perwiratama. The company has only been running since November 2015 with

its main service is transporting lifebirds and feedmill with trucks. The current pricing formula in PT Cipta Ekspedisi Perwiratama is profitable for maximum distance is 200 km and their current profitability is 0.7%. The objective of the paper is to find the new pricing policy for the company in order to increase company profitability. The conceptual framework is the new pricing policy made from total cost analysis and percentage of profit margin with take into consideration of customer value proposition and competitive advantage. The methodology used quantitative and qualitative. The total cost are from company latest operating cost data and calculated with traditional costing method. Qualitative method were conducted to analyze the competitor and customer value proposition. Researcher had interviewed six competitors and one customer. The findings of the research is the running cost contributes 60% for total vehicle operating cost since the diesel cost contributes 46%. Out of 48 routes, 15 routes are not competitive. The highest loss is Rp842.767 meanwhile the highest profit is Rp1.319.248. The customer value proposition is pricing, quality, performance, discount, insurance, and comfort. Their willingness to pay is from previous allocation budget for freight forwarder. PT CEP is not competitive since the loss are too many even though both negotiated and list prices are cheaper than competitors. Recommendations for PT CEP is both negotiated and list prices can be using with the provision of cutting overhead costs.

Keywords: Customer Value Proposition, Competitive Advantage, Costing, Pricing, Willingness to Pay

Article 20

THE EFFECT OF ONLINE CONSUMER REVIEW TOWARD PURCHASE INTENTION: A STUDY IN PREMIUM COSMETIC IN INDONESIA

Monica Adhelia Sutanto¹, Atik Aprianingsih¹

¹*School of Business and Management, ITB, Indonesia*

Email: monica.adhelia@sbm-itb.ac.id

Abstract

Today there is an increase in the number of Internet users as well as the growth of the cosmetics industry in Indonesia. As the online review becomes the emerging source to search the information of product, so the research about online consumer review was conducted. The purpose of this study is to examine the effect of online consumer review towards consumer purchase intention of premium cosmetic in Indonesia. There are four independent variables (source credibility, review quality, review quantity, and review valence) to examine the effect of online consumer review toward purchase intention. A quantitative method was used in this research by spreading online questionnaire to 400

Indonesian youth females aged 15-29 years old. The questionnaire used 5 Likert scale. The data was analyzed by Multiple Regression Analysis and processed by using SPSS 23 to know the effect of each independent variable to dependent variable. The author found that source credibility, review quality, review quantity, and review valence has positive and significant impact to purchase intention). By knowing the role of online consumer review on purchase intention, the premium cosmetic company may consider online consumer review as a cost-effective marketing strategy that in return can create more sales.

Keyword: electronic word of mouth, online consumer review, purchase intention, premium cosmetic

Article 21

THE IMPACT OF CELEBRITY AND NON-CELEBRITY ENDORSER CREDIBILITY IN THE ADVERTISEMENT ON ATTITUDE TOWARDS ADVERTISEMENT, ATTITUDE TOWARDS BRAND, AND PURCHASE INTENTION

Steffi Tanjung¹, Herry Hudrasyah¹

*¹Bandung Institute of Technology (School of Business and Management), Indonesia
Email: steffi.tanjung@sbm-itb.ac.id*

Abstract

In this highly competitive era, consumers can be exposed to large volume of advertisement. Hence, the concept of celebrity endorsement is commonly used to help advertisement stands out from the surrounding media clutter in the communication process. Numerous researchers have proved empirically the effectiveness and the positive influence of the celebrity endorsement in advertising. However, the use of celebrity endorsers can also inflict several potential disadvantages. As an alternative, the use of non-celebrity endorsers as unknown individual should also be considered since they will consequently intensify the focus on the product, give a chance for high degree of control for company, cost advantage as well as possibility to have a better fit between the product and endorsers. Therefore, this research is undertaken to analyze the impact of celebrity and non-celebrity endorser credibility – attractiveness, trustworthiness and expertise in the advertisement with respect to attitude toward advertisement, attitude toward brand, and purchase intention of Indonesian consumers, particularly city of Bandung and Jakarta. A questionnaire was distributed to 384 women in Bandung and Jakarta; a pilot study was conducted for the questionnaire improvement. Multiple regression analysis is applied to analyze the relationship between the variables. This paper describes that celebrity endorser is perceived to be more attractive while non-celebrity is perceived to

be more trustworthy and expert in significantly influencing consumer's attitude toward advertisement, brand, and purchase intention. This result is in the consequence of several potential disadvantages of using celebrity endorsement which have been mentioned above.

Keywords: Attitude toward Advertisement; Attitude toward Brand; Celebrity Endorsement; Non-Celebrity Endorsement; Purchase Intention

Article 22

INFLUENCE OF BRAND ASSOCIATION TOWARD BRAND LOYALTY OF WEIDENMANN

Edbert Pradnyaputra¹, Rendra Chaerudin¹

¹School of Business and Management, Institute Technology Bandung, Indonesia

Email: Edbert.p@sbm-itb.ac.id

Abstract

In today's business world, every company must be able to deliver a brand with a good brand association. The company will be difficult to survive if it does not have a positive association in their consumer's mind. The purpose of this study is to examine the relationship between brand association and brand loyalty of a brand. Consumers will be more loyal to a brand that delivers a product that suits their needs and desires. This study want to check the effect of brand association components which are brand attributes, brand benefits, and brand attitudes to the brand loyalty. Brand that chosen for this study are Weidenmann which is an Indonesia local footwear brand from Bandung that manufactured by PT. Sugih Jaya. Weidenmann has a problem to maintain and compete in Indonesia market especially with international brand that make Weidenmann loses their consumer's loyalty. To reach the research objectives, this paper use three methods in collecting the data which are questionnaire, interview, and observations. There were 100 respondents which are consumers of Weidenmann in Bandung involved in this research. Data analysis process was analyze using multiple regression analysis performed in SPSS. According to the results, brand attribute, brand benefit, and brand attitude positively influence brand loyalty of Weidenmann with brand attribute as the most influential factor. This study provides insightful understanding of consumer's brand loyalty toward the brand of Weidenmann and create new idea for Weidenmann brand association to compete in the market. As a result of the analysis, the author recommend Weidenmann to develop the brand attribute of the shoes and improve the durability and comfort of the shoes which is the strength of Weidenmann based on consumer opinion.

Keywords: brand association, brand loyalty, local brand, small and medium enterprise

Article 23

**EFFECTIVENESS OF ENTREPRENEURSHIP-PROJECT BASED LEARNING
MODEL TO IMPROVE CREATIVITY USING HOLISTIC PERSPECTIVE
(THE FOUR P'S)**

Pujiriyanto¹, Samsi Haryanto¹, Mulyoto², Dewi Rochsantiningsih²

¹*Yogyakarta State University, Indonesia*

²*Sebelas Maret University, Indonesia*

Email: pujiriyanto@uny.ac.id

Abstract

Creativity is important for a developing country as catalyst for prosperity but the strategy for creativity development and measurement is an imperative problem for many universities in Indonesia. The research concerned here had the objective of testing the effectiveness of a model of entrepreneurship project-based learning (Entp-PBL) designed to improve creativity in the class of entrepreneurship using Rhodes' holistic perspective on creativity (four P's model). The research used the pretest-posttest control group design involving eighty-three randomly-selected university students forming and randomly distributed into the experimental and control groups. Inferential statistical analysis was used to observe the significance in the difference of the final mean score for creativity. The research results indicate that, on the whole, the Entp-PBL model improves creativity more effectively compared to a conventional model and it shows varying degrees of significance for the various creativity-forming dimensions. Pedagogic implications of the findings related to each dimension have been discussed and followed with recommendations for strategies in improving each creativity dimension.

Keywords: creativity, entrepreneurship, project-based learning, four P's

Article 24

**FACTORS INFLUENCING COSMETICS PURCHASE INTENTION IN
INDONESIA BASED ON ONLINE REVIEW**

Latifa Putri¹, Harimukti Wandebori¹

¹*Bandung Institute of Technology, School of Business and Management, Indonesia*

Email: latifa.amalia@sbm-itb.ac.id

Abstract

Indonesia is identified as one of five emerging markets with the best middle class potential that spend more on discretionary spending, such as cosmetic. At the same

time, Indonesia's Internet penetration, which is currently reaching 102.8 million users, has been shaping new lifestyle and preference of Indonesians. The way of consumers search for others' recommendations has dramatically changed and now consumers rely heavily on online reviews (e-WOM). eWOM has been examined by prior studies, but consumers purchase intention based on online review specifically in cosmetic products in Indonesia has not been studied. This paper aims to study factors influencing consumers purchase intention based on online reviews. The marketing implication of this study is to provide information for cosmetic industries in Indonesia to advance their marketing communication strategy through eWOM. The result indicated that the most significant factors influencing purchase intention of cosmetics is argument quality, followed by source credibility, quantity of review, valence, perceived usefulness of review and review valence. Cosmetics marketers should create relation with beauty enthusiasts and deliberately choose right reviewer who has expertise and good reputation in cosmetics field, educate and share the knowledge with them in order to gain positive impact in reviews and maintain the company's products information among consumers well.

Keywords: eWOM, cosmetic industry, Indonesia, online review, purchase intention

Article 25

THE IMPACT OF DRUGSTORE MAKEUP PRODUCT REVIEWS BY BEAUTY VLOGGER ON YOUTUBE TOWARDS PURCHASE INTENTION BY UNDERGRADUATE STUDENTS IN INDONESIA

Azka Faranisa Ananda¹, Harimukti Wandebori¹

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: Azka.faranisa@sbm-itb.ac.id

Abstract

In this era, digital platforms play a very significant role in influencing consumer preference and attitude. Content creators on digital platforms such as YouTube are becoming aspirational figures that have strong influence in the minds of the consumers. This paper is aimed to determine the impact of drugstore makeup product reviews by beauty vloggers on YouTube towards purchase intention by undergraduate students in Indonesia. In order to determine the factors that influence purchase intention, the variables of Source Credibility Model (Ohanian, 1990) were used. The Source Credibility Model was also projected as a mean to evaluate the factors of quality that was delivered by the beauty vloggers on their videos. Moreover, the dimensions of Trustworthiness, Expertise and Attractiveness from Source Credibility Model are projected into overall consumer attitude in order to determine the impact towards

purchase intention. The author had gathered primary data in the form of online questionnaires as well as secondary data resources including journals, books, and articles. Furthermore, quantitative research methods were used in order to examine the respondent's knowledge and preference. The result indicates that the dimensions of Source Credibility Model in most extent had significantly influenced purchase intention through the videos that was presented by the beauty vloggers on YouTube. In the end, this research would contribute to academic and practical sector in exploring the impact of digital platforms towards consumer preference and attitude. Other than that, this research would also encourage cosmetics brands to realize the importance of content creators and digital platforms and imply them as a new way of marketing.

Keywords: Cosmetics, Beauty Vlogger, Purchase Intention, Consumer Attitude

Article 26

MEASURING VARIABLES AFFECTING CUSTOMER WILLINGNESS TO ATTEND LIVE MUSIC PERFORMANCE IN INDONESIA

Zandri Septian Situmorang¹, Budi Permadi Iskandar¹

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: zandri.septian@sbm-itb.ac.id

Abstract

The advent of music digitization era has face the music industry to face a new big challenge in terms of their business sustainability. Focus on selling physical CD or digital music has no longer promising as the danger of piracy. Thus, the musician and its management should consider about another options or revenue stream that cannot be duplicated. One of the most promising revenue streams is live music performance that is unique, excludable, and non-duplicable. This study aims to measure variables that affect the customer willingness to attend live music performance. Using quantitative method, this study focus on analyzing the students in DKI Jakarta and West Java. This research analyzed some variables, which are distance, price, accompaniment, YouTube, digital music, type of live music performance, and popularity. The result shows that most of the variables affect the customer willingness to attend live music performance and there are also some related variables. The customers significantly consider accompaniment and price simultaneously and also digital music and music video on YouTube sites. The researcher also give some recommendation such as developing bundling package promo and improving the quality of digital music and music video on YouTube so that the customers more aware and willing to attend live music performance.

Keywords: customer, industry, live, music, willingness

Article 27

THE EFFECT OF CONTENT VIRAL VIDEO TO ENGAGEMENT AND CONVERSATION

Rachmania Dianthe¹, Budi Permadi Iskandar²

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: rachmania.d@sbm-itb.ac.id

Abstract

The study attempts to fill the gap relate to an absence investigation of viral video contents that engage audience and capable to provide talkable topic to build a conversation. Expectantly, the findings will help brands in developing best content strategy for online video advertisements. The goals of this study are to identify the elements and contents of online viral video ads, investigate the effect from each contents (ex: Emotion Evokes, Self-Expression, Zeitgeist) and elements (ex: Duration, Musical Qualities, Presence of Celebrity) to engagement and conversation. The research uses both qualitative and quantitative methods of gathering data by recording comments from viral video advertisements of popular brands on YouTube and Facebook, as well as content analysis to analyse the data. Results indicated that brands are likely to set the product function or performance aside, then put interesting stories to fish comments and conversation. The mix content strategy is being used by many brands, yet the content which could evoke audiences' emotions and performs by popular artist, places the highest rank in engaging people and building conversation.

Keywords: Marketing Research, Online Viral Video, Content Analysis, Online Consumer Engagement, Generate Conversation.

Article 28

UNDERSTANDING LOCAL PERFORMANCE ART AUDIENCE: SEGMENTATION STUDY

Benita Vania¹, Ira Fachira¹

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: benita.vania@sbm-itb.ac.id

Abstract

In recent years, there is a global trend in maximizing the potential of creative industry, as it fuels the economy as a whole. The same path is taken by Indonesian government, which has a vision to turn creative industry into the nation's economic powerhouse in

2025. In order to achieve this, all sectors of creative industry should be developed. Performing art is one sector in creative industry that is in the bottom two in terms of economic contribution. One contributing factor to this low performance is the lack of understanding the target audience, which is depicted by the lack of research in this area. This 6-month study analyses the demographic and physiographic profiles of the audiences. This research uses quantitative method for the data collection and cluster analysis for the data analysis. The result indicates that there are six groups of audiences, which have different profiles, motivations, and preferences in watching art performances. This unprecedented study aims to lay as a fundamental knowledge in Indonesian performing art marketing, in order to suit the needs and wants of the audiences better. It is hoped that this research could help performing art organizations in Indonesia and develop the sector as a whole.

Keywords: consumer behavior, marketing research, performing art, segmentation.

Article 29

FACTORS THAT INFLUENCE THE PURCHASE OF COUNTERFEIT PRODUCTS BY STUDENTS: A CASE OF SOUTH AFRICA

Tinashe Chuchu¹, Richard Chinomona¹, Rukudzo Pamacheche¹

¹University of the Witwatersrand, South Africa

Email: tinashechuchu4@gmail.com

Abstract

The current research attempts to investigate the use of the two potential predictors of customer purchase intention of counterfeit products (perceived behavioural control and price-quality inference of counterfeit products) as a means of establishing whether they have influence over customer attitudes towards economic benefits of purchasing counterfeit products which ultimately lead to purchase intention of counterfeit products. Field study is conducted in Braamfontein, Johannesburg and research data are collected from 380 respondents 25 years and older. Using SPSS 22 and AMOS 22 software program, Structural Equation Modeling (SEM) is performed to analyse the data set. The results reveal that price-quality inference of counterfeit products is seen to possess the strongest influence on customers' attitudes towards the purchase intention of counterfeit products as compared to the other variables.

Keywords: Counterfeits, Price-quality, Purchase intention, students, consumer

Article 30**THE PREDICTORS OF BUSINESS PERFORMANCE IN THE INVESTMENT MANAGEMENT INDUSTRY****Bongekile Mgxaji¹, Richard Chinomona¹**¹*University of the Witwatersrand, South Africa**Email: Richard.chinomona@wits.ac.za***Abstract**

The current study aims to investigate the influence of internal marketing, relationship quality and continuity as predictors of business performance in the investment management industry in South Africa. The tested relationships produced satisfactory results consistent with how they were hypothesised. Specifically, it appears that internal marketing has a positive impact on business performance. These results will have a beneficial outcome on investment management companies and may prompt them to align business strategies to focus more on internal customers which are the employees. Data was collected from 150 investment managers based in Cape Town and Johannesburg. Smart PLS was used to analyse the data. Relationship quality is seen to have a positive effect on business performance and seems to have an encouraging effect on their relationships that are long-term orientated. However, what is evident is that through the alignment of business strategies, it would be advised that investment management companies focus on the quality of relationships that they have with their clients, as this has a favourable result as indicated by the findings of the study. Finally, relationship continuity has a good impact, but there is no significant influence on business performance as indicated by the findings.

Key words: Internal marketing, relationship quality, business performance

Article 31**OPTIMIZATION OF PRODUCTION EQUIPMENT MAINTENANCE PLANNING TO REDUCE COST IN SUMATERA LIGHT OIL SOUTH OPERATIONS PT XYZ****Imu Sarjono¹, Gatot Yudoko¹**¹*School of Business and Management (SBM) – Institut Teknologi Bandung (ITB), Indonesia**Email: imu.sarjono@sbm-itb.ac.id***Abstract**

PT XYZ thru its operations in Sumatera Light Oil (SLO) South has been operating oil & gas production since 1940's. It runs in Mama, Kilo and Papa as the major fields with

about 1,200 active producer wells in one production sharing contract (PSC) area. Various technologies have been piloted and implemented since 1970's to boost and sustain the production level, including water flood and chemical injection. The production level reached the peak performance in 1990's and after that steadily declined toward the end of PSC by 2021. Current production level (2015) is around 74,382 Barrel Oil per Day (BOPD) with injected water volume 6.5 million BOPD in average.

Managing mature field with aging facilities has specific challenge in its operational. The change of fluid composition requires more effort & cost to maintain production level. This situation resulted in higher operation and maintenance cost. The actual production has been declining by 4.6% per year from 2011 till 2015 and projected more than 10% per year starting 2016. However, at the other side, the actual maintenance cost increases by 1% - 7% since last 2 years due to resource requirement and anticipating operational complexity. This is highly impacting to the company's revenue generation especially the oil price suddenly went down starting Q3 2014 from the level of \$100's to \$30's in Q4 2015.

The model of operations/production system is used to frame the business issue and opportunity for maintenance cost reduction. The cost-efficient maintenance process in SLO South is affected by several contributing input factors that are grouped into 3 main elements. They are manpower utilization, contractor optimization and Inventory or spare-part usages, in addition to maintenance strategy as part of transformation.

Focus Group Discussion (FGD) consisted several experts was formed for business solution. Decision analysis using combination of Value Focused Thinking (VFT) and Analytic Hierarchy Process (AHP) methods was used to provide best result. Alternatives were generated using VFT that was streamlined from the fundamental objective that is to reduce maintenance Operating Expenses (OPEX). As result, list of improvements programs is identified and converted into operation plan. The strategy map for SLO Maintenance South tem is developed to guide the organization achieving the target and sustain its success in base business. Maintenance OPEX reduction by \$6,175,748 starting 2017 is expected when all improvement initiatives are well implemented and sustained until 2020.

Keywords: Oil & Gas, Equipment Maintenance, Value Focused Thinking (VFT), Analytic Hierarchy Process (AHP), Operation and Production System Model, Strategy Map, Balance Scorecard

Article 32**DEMAND FORECASTING ANALYSIS USING TIME SERIES METHODS
AT AYAM LODHO PAK YUSUF RESTAURANT****Mochamad Cholik Hidayatullah¹, Gatot Yudoko¹**¹*School of Business and Management, Institute Technology of Bandung, Indonesia**Email: mochamad.cholik@sbm-itb.ac.id***Abstract**

Food service industry have experienced tremendous growth in recent years. This growth indicated that demand from consumer have grown rapidly throughout the years. As one of the food service industry, Ayam Lodho Pak Yusuf (ALPY) restaurant encountered demand fluctuation as the impact of enormous demand from consumer. Growth of restaurant business draws uncertainty in consumer demand. Barely with subjective judgment, ALPY restaurant tried to forecast its daily demand. As the implication, stock out occurred frequently especially in the peak period. This research aims to construct proper demand forecasting which match with demand pattern at ALPY restaurant using time series methods. The result showed that simple exponential was favorable to forecast demand in weekdays as well as Christmas and New Year's holidays period. Winter's model. Winter's model surpassed other methods to forecast demand in weekend period. While in the Eid holidays, Holt's model became the best forecast method to use in this period. The selection of method based on the lowest mean absolute deviation (MAD), and mean absolute average of error (MAPE) produced by forecast methods in each period. . The measurement of *tracking signal* proposed to the manager in track and control the forecasting method.

Keywords: Demand Forecasting, Restaurant, Time Series Methods, MAD, MAPE, *tracking signal*

Article 33

IMPROVING RELIABILITY ON BKS PRODUCTION FACILITIES THROUGH NEW MAINTENANCE STRATEGY AND DESIGNING PERFORMANCE MANAGEMENT SYSTEM IN CENTRAL MAINTENANCE TEAM AT O&M SUB-DIVISION PT XYZ

Daniel Djarot Subyantoro¹, Gatot Yudoko¹

¹School of Business Management, Institute of Technology Bandung, Indonesia

E-mail: djarotdaniel@gmail.com

Abstract

BKS Productions is an operation unit in Sumatra Oil of PT XYZ, which operation area located in Riau province. The crude oil production unit is more than 25,000 barrels of oil per day (BOPD) in 2015 and produced as much as 1 - 1.3 million barrels water per day (BWPD). The produced water utilized for crude oil secondary production process which known as Enhanced Oil Recovery (EOR). To maintain crude oil production and also compliance to GOI regulations on environmental, the high reliability and availability on facilities is important, The CM team challenges from external are: the fall of global oil prices which reached the lowest point at 29 USD/barrel in February 2016, the natural declining in crude oil production, GOI regulations on environment stewardship and cost recovery, the production sharing contract continuity, the autonomous regions law and others. From internal are: corporate optimization programs, reduction of operating and capital budgets, the efficiency programs in all aspect of operations including in work force of both PT XYZ and business partner. Based on the research methodology that conducted and some focused group discussion resulted the “down scoping” or “cascading” strategy as central maintenance team’s strategy. This strategy is used to establish milestone, time line for execution, key performance indicator (KPI) and performance dashboard based on the balanced scorecard and strategy execution. The design of performance management system could accommodate result of root cause analysis that affected to the reliability and availability performance of critical equipment. Those are: maintenance program, Preventive Maintenance or inspection programs, the equipment performance data accuration, spare part availability, employee skill improvement.

Keywords: reliability, availability, critical equipment, the balanced scorecard, KPI, dashboard

Article 34

**A RESEARCH FRAMEWORK USING SERVQUAL METHODS TO
ANALYSIS THE SERVICE QUALITY PROVIDED BY PRIVATE
INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA**

Arivalan Ramaiyah¹

¹*Praxis Skills Training & Consultancy*

Email: arivalankr@praxisynergy.com

Abstract

The purpose of this paper is to provide a framework for researchers who intend to conduct research on service quality in education sectors. This paper is written based on the literature review conducted in the area of service quality. Limited studies have been conducted in the area of service quality at higher education in Malaysia. Understanding the service quality expectations and perceptions of the students from the institution of higher learning is important to determine the strength and weaknesses in providing quality of services to its students. This paper highlights the various service quality dimensions used by the researchers to measure the service quality in different types of institutions. It also includes the discussions on the most common methods used to measure the service quality by prominent researchers. It is expected that this paper would provide a good insight to researchers who are planning to conduct research on service quality in education sectors.

Keywords: service quality; quality in education; service quality measurement; Malaysia.

Article 35

**GOVERNMENT POLICY ON TOURISM GOA JATIJAJAR
EMPOWERMENT THROUGH PARTICIPATION IN THE VILLAGE OF
FATHER DISTRICT DISTRICT JATIJAJAR KEBUMEN**

Erich Fitriawan¹

¹*Yogyakarta State University, Indonesia*

Email: erichfitriawan@yahoo.com

Abstract

Tourism is an activity that is related to travel to enjoy the tourist products or tourist attraction. In order for the tourists and the public to know and be able to enjoy a tourist attraction it is necessary to introduce measures to manage and the tourism objects, these activities include the improvement of tourism infrastructure. The purpose of tourism,

which is to boost economic growth, improve people's welfare, eliminate poverty, unemployment, preserving nature, the environment and resources, to develop their culture, raised the image of the nation, fostering patriotism, meperkukuh identity and unity of the nation, and strengthen friendship between nations. The focus of study in this research focuses on the preposition: 1) Implementation of local government policy related to tourism should be supported by the community empowerment in the development of micro-enterprises, so that will have an effect on the improvement of the local economy; 2) sustainable empowerment will be able to reduce the level of structural unemployment; 3) The higher people's participation in managing the tourism object, the more positive social changes that occur in society. Contributions are expected from this research include able to contribute to the social studies teacher in Sleman district as an evaluation and get attention to improve their competence and learning in the classroom.

Keywords: tourism policy, community empowerment, and community participation

Article 36

THE BREAKDOWN OF MATERIAL REQUIREMENT PLANNING INPUTS FOR E-KTP READER IN A STATE OWNED ENTERPRISE

Indi Auliana¹

¹School of Business and Management, Institut Teknologi Bandung, Indonesia

Email: indi.auliana@sbm-itb.ac.id

Abstract

The purpose of this paper is to examine a business process, detect the problem faced in each division, and find the solution to be implemented in an Indonesian State Owned Enterprise. E-KTP Reader is chosen among various genuine products, because of its importance in helping the work efficiency in public services. As of 2011, Indonesian citizens have been using e-KTP as ID card, but the benefits of the card itself still hasn't maximized. Interviews are done with the stakeholders of the company. The result of the interviews will be referred as primary data and used to detect major problem in the company. After the root cause of the problem has been detected using CRT, company's historical data will be referred as secondary data, and will be used to generate a solution that could be implemented in the company. The unavailability of material planning is the root cause of the problems. Therefore, a proper material requirement planning inputs is needed for the company to make MRP for their production plan to meet target for this year. This research is only limited to e-KTP reader as one of the product in the company. The financial aspects will not be calculated in this paper, because the price of

material and cost of production is confidential to the company. The material and suppliers name will also written in codes.

Keywords: Indonesia, inventory, management, material, MRP

Article 37

SEMANTIC NETWORK ANALYSIS OF CITIZEN REPORTS FROM INDONESIA'S NATIONAL ONLINE COMPLAINT AND ASPIRATION PORTAL, LAPOR!

Aliyyah Sarastita Rusdinar¹, Manahan Siallagan¹

¹*School of Business and Management, Institut Teknologi Bandung, Indonesia*

Email: aliyah.s@sbm-itb.ac.id

Abstract

In the era of open government, the Indonesian government with its Open Government Initiative focuses effort on establishing a more participatory democracy. LAPOR! is a national online aspiration and complaint portal set up to put the open government goal into practice. This research aims to provide a structural understanding of one of the practice of open government in Indonesia through a semantic network analysis of the Data gathered from LAPOR!. This research will explore how data gathered from the complaint portal can be (1) used to help identify the on-going issues primarily reported through the LAPOR's Ministry of Law and Human Rights domain, (2) understand the social relationship between the reported issues.

Keywords: Semantic Network Analysis, Open Government, Decision Making, Information and Knowledge Management

Article 38

RELIGION AND IDENTITY POLITICS: A SOCIOLOGICAL PERSPECTIVE

Maesa Nila Sari¹

¹*Yogyakarta State University, Indonesia*

Email: maesanilaindonesia@yahoo.co.id

Abstract

This article is aimed to propose some theories related to religion and identity politics from sociological perspective. The research is conducted by analyzing each concept using theoretical and conceptual approaches. The proposition in this study is based on the

literature study and factual evidence found in the research field. The proposition is limited to the function of religion and the function of identity politic itself. Generally, the outcomes of the proposition is to conclude that a religion has a potential chance to be a media on the identity political movement of minority religious group in a dominant religious society. Some adjustments are made by the minority as a negotiation form in order to be accepted by the people in the society. However, the religion based on identity political movement can also have a potential chance to decrease the nationalism spirit. This article provides some practical suggestions on how to manage the identified political movement as a minority religious group in a multicultural society (like Indonesia) and recommends further studies on similar topics.

Keywords: religion, identity politics, and nationalism

Article 39

**SOCIAL TRANSFORMATION ON TRADITIONAL SOCIETY (CASE
STUDY ON DAYAK IBAN SOCIETY OF KAPUAS HULU, KALIMANTAN
BARAT)**

Dominikus Riki Yonda¹

¹*Yogyakarta State University, Indonesia*

Email: Yondas7@yahoo.co.id

Abstract

Modernization has changed some social aspects of traditional society. Its social change will always happen time to time that includes all related social aspects. There are lot of traditional society that put their life to the nature and the forest itself became their organic mini-market that provided all needs, especially for traditional society such Sungai Utik Ibanesse. Post reformation that stressed on industrial development to accelerate the national economic improvement, industrial development gives new work-field alternatives for traditional society. The traditional society also experience all changes to the modernization concept. Although the fact that their environment is still rural, some aspects have already equalled as modern standard. This research aims to analyze social change that happened and dig the problems that inflicted by social change on traditional society so it can give a very valuable contribution for policy formulation, especially for traditional and rural society in Indonesia.

Keywords: social change, traditional society, Ibanesse, modernization

Article 40

**DEMOCRATIC THEORY AND RE-INVENTING DELIBERATIVE
DEMOCRACY: TWO CASES OF GOTONG ROYONG DEMOCRACY IN
INDONESIA AND DHARMA'S DEMOCRACY IN TAIWAN****Hari Zamharir¹, Sahrudin Lubis¹***¹Faculty of Social and Political Sciences, Universitas Nasional, Indonesia**Email: hari_zamharir@yahoo.com*

Abstract

From a long way experiment of “imported” democracy in such countries as Indonesia, Turkey, and contemporary Taiwan, there have emerged new ways of making democracy work: Turkey with what is known as negotiated democracy, in Indonesia it is Gotong Royong democracy, and in newly developed system in Taiwan it is Dharma’s democracy. The very point is how to make democracy work. After a long period of political history, new nations that adopt and/or adapt modern democratic values and institutions in Asia, Africa and Latin America find it hard to create a working democracy in their respective countries. This is so given the false idea of modernizing and more over the failure of globalization that impose domination of global corporatism in which economic interests go hand in hand with importing “distorted” democracy. Such a situation has been made worse by the main stream of universalists’ approach to political development that assumes that modern western democracies would work when transplanted elsewhere including Asia, Africa and Latin America. Now that culturalists of political theories develop a competing approach to political development, i.e. culture context theories of political development, we find more promising understanding of new democracies. Dharma’s democracy—whose features are significantly different from the ones from developed nations in the West. Meanwhile in Indonesia, there have been as well “other” consensual democracy basing itself on collective spirit and deliberation—for which I would call it Gotong Royong democracy that has been mandated in the state ideology of Pancasila. In view of finding working democracy, it is demanded that these two cases of “Asian” model of democracy be studied. These two cases would gain support by new state of the arts in democratic theories, i.e. theory of deliberative democracy whose explanatory power justifies the need for deepening democracy.

Keywords: working democracy, culture-context, Gotong Royong democracy, Dharma’s democracy, Indonesia, Taiwan.

Article 41

**THE PHILOSOPHICAL DIMENSIONS OF SOCIAL RESPONSIBILITIES
FROM THE BHAGAVAD-GITA**

Balakrishnan Muniapan¹

¹School of Business Administration, Wawasan Open University, Malaysia

Email: bala.hrm@gmail.com

Abstract

Philosophically the concept of ‘social responsibility’ can be explored from three dimensions, namely individual, corporate and global. Worldwide academic discussions about social responsibility (SR) are predominately on corporate dimension of SR or corporate social responsibility (CSR). These discussions on CSR are mostly related to the approaches, strategy, and the process of CSR implementations and its evaluations. The other SR dimensions such as the individual social responsibility (ISR) and global social responsibility (GSR) have yet to create an interest among the SR academics. Therefore, in this paper, besides CSR, the author explores the philosophy of ISR, and GSR from the Vedanta philosophy with reference to the Bhagavad-Gita. From a survey of SR literatures, with a particular focus on CSR from philosophical perspectives, there are studies made by scholars on Islamic, Christian, Confucianism and Buddhism philosophy. The Bhagavad-Gita, which is a very small and an important part of the Mahabharata (Vedanta), is the popular text for reference on Vedanta philosophy (religion), is yet to be explored from the context of SR (except for few CSR articles). Therefore, in this paper, the author attempts to fill the gap in the literature by exploring the philosophies of SR (individual, corporate and global) from the BG. In this paper, the author employs hermeneutics, a qualitative research methodology which involves the study, understanding and interpretation of the BG in the context of SR. In a nutshell, the BG provides an inside-out duty and action (dharmic and karmic) approach to SR which starts from ISR (svadharma and asrama dharma based on sva bhava), to CSR (varnaasrama dharma) and moves towards GSR (rita dharma – loka sangraha). The leaders and the role they play as individuals, in corporations and as global citizens are crucial in ensuring transparency, good conduct and governance towards the ultimate aim of achieving ISR, CSR and GSR. This paper is expected to provide a framework to the study BG (Vedanta) from other aspects of corporate management; such as corporate governance, corporate ethics and human resource management in the near future.

Keywords: individual social responsibility (ISR), corporate social responsibility (CSR) and global social responsibility (GSR), the Bhagavad-Gita, leadership, philosophy, religion and business

Article 42
SPATIAL ANALYSIS OF INFANT MORTALITY IN INDONESIA 2010**Widha Ayu Nur Permata Hanif¹, Muhammad Arif Fahrudin Alfana¹**¹*Faculty of Geography, Universitas Gadjah Mada, Indonesia**Email: widha.ayu3@gmail.com***Abstract**

A study was carried out on representative sample of 34 province in Indonesia from population sencus of Indonesia and Indonesian Demographic and Health Survey. The aim of this research was to analyze the distribution of infant mortality in Indonesia and also to know what factors that correlated. Spatial analysis used ArcGIS 10.2 give information the distribution of infant mortality Indonesia 2010. The result showed that the highest infant mortality rate is in West Nusa Tenggara and the lowest is in DI Yogyakarta with factors that corelated is education and facilities of health. This study used macro and time series data from population sencus of Indonesia and Indonesian Demographic and Health Survey. This research used spatiotemporal analysis or spatial and temporal analysis. The result based on temporal analysis show that infant and child mortality rates in all provinces in Indonesia decreased but 29 of 34 provinces increased IMR in 2012 and 9 of 34 provinces experienced an increase in Child Mortality Rate in 2010. Based on spatial analysis the result shows that the highest infant mortality rate is in West Nusa Tenggara and the lowest is in Yogyakarta

Keywords: Spatial Analysis, Infant Mortality, Indonesia

Article 43
THE ECONOMIC EFFECT OF DEMOCRATIC SECURITY POLICY AGAINST INEQUITY: EMPIRICAL CASE FROM COLOMBIA, 2000-2006**Yeremia Natanael¹, Farhan Rahadian²**¹*Department of Economic Science, University of Indonesia*²*Department of Political Science, University of Indonesia**Email: bonezz01@ymail.com***Abstract**

Colombia was the 5th largest economic power in South America and 31st in the world in 1990, with petroleum commodity making up almost half of the entire income. Despite the records and resources, the distribution was centralized in major metropolitan areas such as Bogota, Medellin and Cali. At its worst, during 2000-2006, Colombia

experienced an increasing in GDP per Capita followed by an often fluctuate Gini Ratio higher than 0,5 which may fall into the category of high inequity. As part of President Alvaro Uribe's democratic security policy, war against terrorism and illegal drug trading was implied by showing domination of the military between 2000-2004. Several operations and sieges were carried out all over the country to seize the objectives. Throughout the operation, the civil society was on the verge of political and social turmoil. Using a high quality dataset of wealth indicators over the period 2000-2006, this paper develops a correlation of the economic performance and socio-political condition. This model is parameterized by a dataset of graphs which describes the condition of wealth in Colombia. Having similarities in political and economical situation, the experience of Colombia could be a lesson, review or benchmark for the development progress of Indonesia.

Keywords: Inequity, Income Inequality, Gini Ratio, GDP Per Capita, Democratic Security Policy

Article 44

**AN ANALYSIS ITEM OF FINAL EXAMINATION OF ECONOMIC
SUBJECT OF SENIOR HIGH SCHOOL IN YOGYAKARTA CITY USING
RASCH MODEL**

Fitri Alfarisa¹, Eka Ary Wibawa¹

¹*Yogyakarta State University, Indonesia*

Email: alfarisa06@gmail.com

Abstract

This research aims to analyze and describe the items characteristic of final semester examination of economics subject of senior high school in Yogyakarta using Rasch Model. This research is a quantitative research. The object of this research was the students' response of final semester examination of economics subject with totaling 3540 students. The sample of this research was determined by using stratified proportional random sampling with totaling 344 students' response. The data were collected by using documentation technique. The data analysis of this research using Winsteps Software. The results of the research show that the reliability of instruments is 0.77. According to OUTFIT MNSQ, upper limit shows 1,52 while the lower limit shows 0,78, with 39 items describe as model fit. Test difficulty scores between -2,49 to 1,63. The maximum information from the test scores 20,41 logit at the ability around 0,1 with the error measurement test in the amount of 0,21.

Keywords: final semester examination, economics subject, rasch model.

Article 45

THE IMPLEMENTATION OF MULTICULTURAL CHARACTER EDUCATION

Nurlaili Handayani¹, Setyabudi Indartono¹

¹Yogyakarta State University, Indonesia

Email: nurlailihandayani9@gmail.com

Abstract

Character education which is intensively being implemented in the field of education is one of the solutions to the moral crisis in Indonesia country. The reform government actually has formulated the national development missions which put character education as the first mission of the eight missions in order to realize the national development vision. The objective of the implementation of multicultural character education is to develop the learning process in the school environment which is effective and efficient on the basis of the acknowledgement and acceptance of differences related to gender, race, and social class. Character education has the same essence and meaning as moral education or ethic education so that the implemented value education becomes complex if it is also based on noble values originating from the nation's cultures. The process of the character education implementation can be carried out through multiple learning strategies in the micro (classroom) level; character education is more effective with the support of the school management which is consistent and synergistic. On the hand, the positive school culture empowering all school members also becomes one important component affecting the success of the character education implementation. Therefore, the inculcation of multicultural character education as a whole will be able to create equality and fairness in the school environment. Hence, the implementation of multicultural character education offers two alternatives through the application of educational strategies and concepts based on the use of the diversity in the school environment. The multicultural approach is an educational strategy utilizing the diversity of students' cultural backgrounds as power to build multicultural and tolerant attitudes and mutual respect for the differences among school members.

Keywords: Character Education, Multicultural

Article 46

THE EFFECTS OF PROBLEM BASED LEARNING AND ACTIVE DEBATE METHODS ON THE CRITICAL THINKING SKILLS AND SOCIAL STUDIES LEARNING ACHIEVEMENTS OF STUDENTS OF PUBLIC JUNIOR HIGH SCHOOLS IN YOGYAKARTA CITY

Happri Novriza Setya Dhewantoro¹

¹*Yogyakarta State University, Indonesia*

Email: setya.dhewa@gmail.com

Abstract

The education quality improvement can be attained when teaching and learning processes carried out are really effective and useful. The teacher is one of the important factors in determining whether or not teaching and learning processes are successful. One of the creative and innovative steps in learning is the application or selection of an appropriate learning method. The application or selection of an appropriate learning method by the teacher is expected to improve students' critical thinking skills and learning achievements. This study aims to investigate whether or not there were effects of the Problem Based Learning and Active Debate methods on the students' critical thinking skills and Social Studies learning achievements. The success of learning through the application of the Problem Based Learning method can affect students' critical thinking skills and their learning achievements will improve. The application of the Active Debate method in Social Studies learning can effectively build students' critical thinking skills and learning achievements. The two methods are good to apply in Social Studies learning. Both are capable of improving the students' critical thinking skills and Social Studies learning achievements. The significance of the study is that it is expected to be a good input to improve students' critical thinking skills and learning achievements and to supplement learning methods supporting and needed in the learning process, especially the Social Studies subject.

Keywords: Problem Based Learning Method, Active Debate Method, Critical Thinking Skills, Learning Achievements

Article 47

**THE EFFECT OF THE ACADEMIC SUPERVISION,
AND TEACHER'S INVOLVEMENT IN MUSYAWARAH GURU MATA
PELAJARAN (MGMP/DELIBERATION SUBJECT TEACHERS) ON THE
PROFESSIONAL COMPETENCE OF SOCIALSCIENCE TEACHER IN THE
DISTRIC SLEMAN**

Tiara Wahyu Rahmawati¹

Yogyakarta State University, Indonesia

Email: tiaracetha@yahoo.com

Abstract

This study is aimed to propose ideas on the issues of professional competence of social science teachers. It is believed that academic supervision and Deliberation Subject Teacher (MGMP) have a significant effect on professional competence of social science teachers. The problems of professional competence social teacher are shown in the district Sleman. Accordingly this study proposes 1) the professional competence of social science teachers have should be able to deliver innovation in the classroom so that facilitate students in understanding, 2) to develop the professional competence of social science teachers, MGMP can be a forum to develop, and 3) supervision capable of being measures for evaluating the performance of teachers and see the level of professionalism. This study is expected to provide contributions for social science teachers in district Sleman as an evaluation and get attention to improve their competence and the implementation of learning in the classroom.

Keyword: professional competence, supervision, MGMP, social science teachers

Article 48

**THE ACTUALIZATION OF MULTICULTURALISM VALUES THROUGH
SOCIAL STUDIES LEARNING AT STATE JUNIOR HIGH SCHOOL 2
JUNTINYUAT IN REGENCY INDRAMAYU**

Ali Miftakhu Rosyad¹

¹Yogyakarta State University, Indonesia

Email: alimiftakhurosyad@gmail.com

Abstract

This study was aimed to describe the actualization of multiculturalism values through social studies learning at State Junior high school of Jatinyuat Indramayu. It is proposed

that Multiculturalism education are learning strategy to develop non-discrimination education as well as Indonesian philosophy, Social Science learning able to develop the value of multiculturalism by integrated learning approach, and social science learning able to develop multiculturalism attitudes along learning process. This study is expected to provide contributions for social studies teachers in Indramayu district as an actualization of multiculturalism values through social studies learning in the classroom.

Keywords: multicultural education, multiculturalism values and social studies learning.

Article 49

MEDIATION EFFECT OF SOCIAL CAPITAL ON THE INFLUENCE OF INTERNET USING ON THE MORAL DEGRADATION OF TEENAGER

Imam Malik¹

¹*Yogyakarta State University, Indonesia*

Email: imammalik07@gmail.com

Abstract

This articles is proposed the effect of social capital on the influence of internet using on the moral degradation of teenager. Social capital is believed to play a significant role on the effect of internet using on the teenager' moral degradation. It is proposed that coaching on teenager is essential at the beginning phase of teenager heading to the teenager orientation to their peers. Social entity plays a significant role to anticipate their teens moral degradation. Moral activities of teens are related to their social environment. Bridging moral typology is believed to minimize teenager moral degradation as an effect of internet using. This study is aimed to make a deeper understanding of the role of social capital on effects of internet using on teenager moral degradation. It would be useful for parents and teachers to make a moral learning for teens.

Keywords: social capital, internet using, moral degradation.

Article 50

THE INFLUENCE OF PEDAGOGIC COMPETENCE AND PROFESSIONAL COMPETENCE TO PERFORMANCE OF TEACHERS SOCIAL STUDIES IN TROWULAN DISTRICT.

Haniatin Nabila¹

¹*Yogyakarta State University, Indonesia*

Email: haniatinnabila@yahoo.com

Abstract

This paper is aimed to explore both conceptually and empirically on the effect of "The Influence of the Pedagogic Competence and the Professional Competence to Teacher's Performance Social Studies in Trowulan District. It is found that teachers' performance in Trowulan is likely "below the average". It seems to have limited Pedagogic and Professional Competence at work. Hence it is proposed that 1). Teacher's performance is the realization of teacher competence in teaching and learning in the classroom. 2). Teachers who have pedagogical competence will be able to implement teacher's assignment well. 3). Professional teachers are able to master the various strategies or techniques in teaching and learning activities and master the foundations of education as contained within the competence of teachers. Contributions that expected from this research are developing teacher competence especially pedagogic and professional competence to teacher's performance in Trowulan District are able to increase teaching and learning process and also help teachers developing their carrier.

Keyword: Pedagogic Competence, Professional Competence and Teacher's Performance.

Article 51

THE ROLE OF PEER ENVIRONMENT AND PARENTS' ATTENTION IN DEVELOPING DISCIPLINARY CHARACTER OF STUDENTS AT MTS YAPI PAKEM

Yusuf Kurniawan¹

¹*Yogyakarta State University, Indonesia*

Email: Yusufkurniawan30.yk@gmail.com

Abstract

This article proposes several theories related to environmental theory and parents' attention, in relation with the development of disciplinary character of students.

Character is the foundation of a person's thinking and behavior. Character development of a child is highly influenced by environment, especially family environment and peer environment. Family environment is closely related to attention and affection of parents, while peer environment is related to the formation of identity and social behavior of children. This article aimed to find out how the role of peer environment and attention of parents in shaping the disciplinary character of students.

Keywords: disciplinary character, family environment, peer environment.

FE BRIGHT

Bermoral, Rasional, Integritas, Gigih, Humanis, dan Takwa