



The Ninth International Conference
on Entrepreneurship
and Business Management



Program Book

POST COVID-19 PANDEMIC

How Entrepreneurs and Managers Adapt and Reshape Business Strategies

November 19th, 2020

Organized by :



Management Department
Master of Management
Tarumanagara Center for
Entrepreneurial Studies

Co-Hosts :



Sponsored by :



UNTAR
Universitas Tarumanagara

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Program Book
**International Conference on Entrepreneurship and
Business Management**
(ICEBM 2020)

UNTAR
JAKARTA – INDONESIA

REPORT FROM THE COMMITTEE CHAIR OF THE NINTH ICEBM UNTAR 2020

Dear Honourable Guests,

Since the beginning of 2020, the COVID-19 outbreak has been hitting the world including Indonesia. People are facing and realizing this fragility and vulnerability. Inevitably, the COVID-19 Outbreak brings its own challenges. Consumer behavior has changed, industrial / sectoral growths are shifting, leadership and management practices are adapting. Moreover, business practitioners should be wiser in understanding their mindful consumers.

Even so, many companies are thinking ahead. They recognize the shifts in consumer behavior, adjust their offerings, and reshape / rebuild their businesses faster in order to survive during this crisis. Therefore, the 9th ICEBM in 2020 has the theme **"Post COVID-19 Pandemic: How Entrepreneurs and Managers Adapt and Reshape Business Strategies"**

The International Conference on Entrepreneurship and Business Management (ICEBM) is a conference that aims to provide opportunities for academics, professionals, policymakers, and practitioners from various fields to present their research and views, while interacting with members inside and outside of their disciplines. The first ICEBM was held in 2012 at Universitas Tarumanagara, Indonesia. After that, ICEBM has been held in Bali, Penang, Bangkok, Tainan, Hanoi, and Kuala Lumpur.

From 2013 to 2018, Tarumanagara University had organized The ICEBM Event with some foreign universities as Co-Hosts, such as Universiti Sains Malaysia, Dusit Thani College (Thailand), Foreign Trade University (Vietnam), KunShan University (Taiwan), and TAR UC (Malaysia), as well as with many domestic universities. This year, The ICEBM has been establishing the cooperation with Kun Shan University (Taiwan), Tunku Abdul Rahman University College (Malaysia), Bunda Mulia University, Trisakti School of Management, Krida Wacana Christian University, and Prof. Dr. Moestopo University.

This year's ICEBM is different from those in previous years, whereas the 9th ICEBM is held in form of teleconference. The 9th ICEBM has been received many paper submissions from Indonesia, Taiwan, Malaysia, Canada, India, El Salvador, and Vietnam. The submitted papers have undergone double-blinded review by The ICEBM Scientific Committee consisting of 29 reviewers coming from 14 different academic institutions and 6 countries. A total of 84 papers have been accepted. All accepted papers will be sent to our Publisher (The Atlantis Press) in order to be published in the Conference Proceedings and will also be submitted to Web of Science (WoS) for further indexation purposes.

Last but not least, thank you very much for such a wonderful contribution to all parties that have directly and indirectly supported this event:

1. Keynote Speaker:

HE Mr. Erick Thohir (Minister of State-Owned Enterprises - The Republic of Indonesia)

2. Plenary Speakers:

- Prof. Lim Tong Ming, Ph.D. (Director of Centre for Business Incubator and Entrepreneurial Ventures - TAR UC Malaysia) and
- Mr. Roberto Saputra (Chief Brand, Design, and Insight Officer - Smartfren Indonesia)

3. Co-Hosts

4. Sponsors

5. Rector of Universitas Tarumanagara

6. Dean of Faculty of Economics and Business - Universitas Tarumanagara

7. Head of Management Department - Universitas Tarumanagara

8. Organizing Committee

9. MC, Presenters, Moderators, Participants, and Students

Let us **Adapt and Reshape** ourselves to survive in all crisis.

We wish you have an inspiring conference.

Thank you.

Committee Chair

Dr. Miharni Tjokrosaputro

**OPENING SPEECH FROM THE DEAN OF
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TARUMANAGARA**

New Business Model in the Next Normal

Our Honorable Guests:

Mr. Erick Thohir, Minister of State-Owned Enterprises – The Republic of Indonesia

Prof. Agustinus Purna Irawan, Rector of Universitas Tarumanagara

Prof. Lim Tong Ming, Ph.D, Director of Centre for Business Incubation and Entrepreneurial Ventures, TAR UC - Malaysia

Mr. Roberto Saputra, Chief Brand Design and Insight Officer - Smartfren Indonesia

Dear Distinguished Presenters and All Participants,

Thanks to God, for giving us the health in the middle of Covid-19 disaster, so that we can meet together in friendly atmosphere, although through this virtual world. Ladies and Gentlemen, welcome and thank you very much for your attendance in the prestigious event of the 9th International Conference on Entrepreneurship and Business Management (9th ICEBM) hosted by The Faculty of Economics and Business - Universitas Tarumanagara. Warm greetings to all of you. Thank you to the Organizing Committee of the 9th ICEBM for their hard working and dedication, to make this event successfully organized. Thank you very much also for the big contribution from our best friends, all of our Co-Hosts: Kun Shan University, Tungku Abdul Rahman Universiti and College (TAR UC), Universitas Prof. Dr. Moestopo (Beragama), Trisakti School of Management, Universitas Bunda Mulia, and Christian University of Krida Wacana (UKRIDA). Thank you very much also to our Sponsors: Batik Semar, Tarzan Foto, Indofood, and Smartfren. And thank you very much to all of you: Presenters and Participants. Hopefully, all of us could take the benefits of this event.

For the time being, the 9th ICEBM proposes the theme: Post Covid-19 Pandemic: How Entrepreneurs and Managers Adapt and Reshape Business Strategies. I think most of us agree if I say: this theme is good and relevant with the current situation, that all over the world everyone faces the Covid-19 Pandemic that make companies become due to by weak demand.

However, this condition certainly cannot be tolerated. Entrepreneurs and managers must take steps in order to get out of this stagnant condition. In fact, economic cycles of ups and downs are no stranger to Entrepreneurs and Managers. This condition always reoccurs, only with different levels of threat. The options are: innovate, adapt, or die. To innovate is to find a new product or business. This is what entrepreneurs should do. To adapt is to keep the business running, but with a new business model. This job must be handled by managers, namely by finding strategies to adapt to the new business ecosystem. And finally, to die is when the company gives up, thus letting the business goes away. Of course, this is not an option for the true Entrepreneurs and Managers.

The question is, what are the innovations and adaptations that can be made? To answer this question, we must first answer how the business ecosystem occur in the post-Covid-19 Pandemic era? Before the Covid-19 vaccine and drug was discovered, to prevent from contacting with the Covid-19, was to keep your distance. This method has given birth to a new business ecosystem, namely a virtual business. Ecosystems that were supposed to come in five or ten years, came sooner. With this virtual business ecosystem, innovation and adaptation that can be done is to adopt a virtual business model.

In the future, the virtual business model that can be applied is virtual events, in which all business events are run virtually, such as virtual lecturing, virtual shopping, virtual seminars, and so on. Furthermore, future business models will lead to the augmented and virtual reality. Augmented Reality (AR) is a technology that combines the real world and the virtual one. This allows those who use it to interact in real time. An example of this AR technology boomed when people played Pokemon Go. Virtual Reality (VR) is a technology that allows you to interact with a 3D environment that is made as close as possible to the real world or imagination. If the post Covid-19 Pandemic era can be said to be the next normal, then this new business model in the next normal is an innovation and adaptation effort done by Entrepreneurs and Managers.

I hope this conference will find many other great ideas, as well as to promote the new ways to reshape business strategies.

Have a nice conference. Thank you very much.

Dean of Faculty of Economics and Business
Dr. Sawidji Widodoatmodjo

OPENING SPEECH FROM THE RECTOR OF UNIVERSITAS TARUMANAGARA

Dear Distinguished Colleagues, Ladies, and Gentlemen:

I am very pleased to address the 9th International Conference on Entrepreneurship and Business Management (ICEBM). This year's conference comes with a completely different condition due to the COVID-19 Pandemic. The condition has impacted our lives and all our activities. We have witnessed the difficulties of dealing with the preparation and organization of the conference, so that all has to be executed through an online system. Therefore, I am pleasantly surprised to find the enthusiasm and great interest in joining the event, evidenced by quite a big number of participants. This is a clear signal that the pandemic does not discourage us and hamper our spirit from developing ourselves.

Distinguished Colleagues, Ladies, and Gentlemen:

The theme of the Conference "Post-COVID-19 Pandemic: How Entrepreneurs and Managers Adapt and Reshape Business Strategies" is not just relevant and important, but also necessary. It is because the landscape of future business may have changed significantly when the pandemic has come to an end. It is interesting to refer to an article "Adapt Your Business to the New Reality" by Michael B. Jacobides, published at Harvard Business Review of October 2020, suggesting that in every difficulty there is always an opportunity. It will be quite some time before we understand the full impact of the COVID-19 pandemic. However, the history of such a terrible condition tells us two things. First, even in severe economic downturns and recessions, some companies are able to gain advantage. Second, crisis causes not just a number of temporary changes (mainly short-term shifts in demand), but also some lasting ones. For this reason, it is crucial for companies to do the following things: how they are able to reassess their growth opportunities in the new normal, reconfigure their business models to better realize those opportunities, and reallocate their capital more effectively.

Distinguished Colleagues, Ladies, and Gentlemen:

I would like to conclude by thanking The Minister of State-Owned Enterprises of the Republic of Indonesia H.E. Mr. Erick Thohir for becoming our Keynote Speaker. I would also like to express our immense gratitude to all parties for their contributions to this conference. We have been organizing this conference along with several Co-Hosts that have provided us with utmost assistance in both the preparation and execution of this event. Therefore, our deep appreciation and thanks goes to Kun Shan University, Tunku Abdul Rahman University College (TAR-UC), Trisakti School of Management, Universitas Bunda Mulia, Universitas Kristen Krida Wacana, and Universitas Prof. Dr. Moestopo (Beragama). I am also greatly thankful to the Faculty of Economics and Business of Universitas Tarumanagara especially the Organizing Committee for their hard-work, dedication and commitment, making this conference held successfully today. After all, I would like to thank the distinguished speakers and all the participants from several countries for actively participating in this conference. Wishing all of you a wonderful and fruitful conference ahead. Thank you.

Rector

Prof. Dr. Ir. Agustinus Purna Irawan

VENUE

Conference held on November 19th , 2020, at:

Conference Venue:

Universitas Tarumanagara

Jl. Letjen S. Parman No. 1

Jakarta Barat 11440, Indonesia

Phone: +62 21 569 58 723 (Hunting)

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SPEAKERS

KEYNOTE SPEAKER

Mr. Erick Thohir

Minister of State-Owned Enterprises, Republic of Indonesia

PLENARY SPEAKERS

Prof. Lim Tong Ming, Ph.D

Director of Centre For Business Incubation and Entrepreneurial Ventures, TAR UC, Malaysia

Mr. Roberto Saputra

Chief Brand, Design and Insight Officer-Smartfren, Indonesia

STEERING COMMITTEE

Prof. Dr. Ir. Agustinus Purna Irawan

Dr. Sawidji Widodoatmodjo

Dr. Indra Widjaja

Jap Tji Beng, Ph.D.

Dr. Keni

ORGANIZING COMMITTEE

Chairperson	:	Dr. Miharni Tjokrosaputro
Secretary	:	Dra. Ida Puspitowati, M.E Halim Putera Siswanto, S.E., M.M
Treasurer	:	Dra. Nur Hidayah, M.M
Program	:	Dra. Paula Tjatoerwidya Anggarina, M.M Rorlen, S.E., M.M
Publication and Website	:	A.R. Johnsen F
Proceeding	:	Dr. Keni Dr. Hetty Karunia Tunjungsari Ary Satria Pamungkas, S.E., M.M
Logistic	:	Mei Ie, S.E., M.M Dra. Thea Herawati Rahardjo, M.M
Sponsorship	:	Herlina Budiono, S.E., M.M

SCIENTIFIC COMMITTEE

Dr. Alex Yi Chang Chen	: Kun Shan University, Taiwan
Dr. Tsai Shieunt Han	: Kun Shan University, Taiwan
Dr. Cheng Lung Li	: Kun Shan University, Taiwan
Dr. Lee Li Yueh	: Kun Shan University, Taiwan
Dr. Linda Lin Chin Lin	: Kun Shan University, Taiwan
Dr. Mavis Chew Poh Ling	: TAR UC, Malaysia
Dr. Wong Mei Foong	: TAR UC, Malaysia
Dr. Rajendran Muthuveloo	: Universiti Sains Malaysia, Malaysia
Dr. Teoh Ai Ping	: Universiti Sains Malaysia, Malaysia
Lin Tian, Ph.D	: Shanghai University, China
Tran Toan Thang, Ph.D	: Central Institute for Economic Management, Vietnam
Dr. Sharayu Bhakare	: Symbiosis College of Arts and Commerce, India
Prof. Dr. Ni Wayan Sri Suprpti	: Universitas Udayana, Indonesia
Dr. Tengku Ezni Balqiah	: Universitas Indonesia, Indonesia
Dr. Chairy	: President University, Indonesia
Dr. Dwinita Laksmidewi	: Universitas Atma Jaya, Indonesia
Dr. Tita Deitiana	: Trisakti School of Management, Indonesia
Dr. Vita Briliana	: Trisakti School of Management, Indonesia
Dr. Fahrul Riza, M.S.M.	: Universitas Bunda Mulia, Indonesia
Dr. Michael Adhi Nugroho	: Universitas Prof. Dr. Moestopo (Beragama), Indonesia
Prof. Dr. Agustinus Purna Irawan	: Universitas Tarumanagara, Indonesia
Prof. Dr. Carunia Mulya Firdausy	: Universitas Tarumanagara, Indonesia
Dr. Cokki	: Universitas Tarumanagara, Indonesia
Dr. Indra Widjaja	: Universitas Tarumanagara, Indonesia
Dr. Keni	: Universitas Tarumanagara, Indonesia
Dr. Miharni Tjokrosaputro	: Universitas Tarumanagara, Indonesia
Dr. Hetty Karunia Tunjungsari	: Universitas Tarumanagara, Indonesia
Dr. Herlin Tundjung Setijaningsih	: Universitas Tarumanagara, Indonesia
Dr. Estralita Trisnawati	: Universitas Tarumanagara, Indonesia

TOPICS AREA

Entrepreneurship:

Artpreneurship
Business Ethics and Entrepreneurship Ethics
Corporate and Strategic Entrepreneurship
Entrepreneurship Education
Entrepreneurial Universities
Entrepreneurship and Growth
Entrepreneurial Finance and Venture Capital
Entrepreneurship and Regional Development
Entrepreneurship and Governmental Support
Entrepreneurship and Intellectual Property
Entrepreneurial Culture
Entrepreneurship and Gender
Entrepreneurial Learning and Communities Practice
Entrepreneurship and Ethics Minorities
Entrepreneurship and Sustainability
Entrepreneurial Finance
Entrepreneurial Marketing
Family Business
Franchising
Green Entrepreneurship
Innovation and Technological Entrepreneurship
International Entrepreneurship
Social and Community Entrepreneurship
Social Entrepreneurship
Sustainable Entrepreneurship
Technopreneurship
The Psychology of Entrepreneurship
Women Entrepreneurship

Business and Management:

Advertising Management
Accounting
Auditing
Brand Management
Business Intelligence
Business Statistics
Business Performance Management
Business Education
Business Ethics
Business Law
Consumer Behavior
Change Management
Communications Management

Corporate Governance
Cost Management
Decision Sciences
Destination Marketing
Human Resource Management
Industrial Engineering
International Business
Informational Systems
Information Technology Management
Leadership
Management Science
Management Information Systems
Manufacturing Engineering
Marketing
Marketing Research
Marketing Strategy
New Product Development
Organizational Behavior
Organizational Communication
Operations Research
Public Relations
Product Management
Resource Management
Strategic Management
Stress Management
Supply Chain Management
Systems Thinking
Systems Management
Taxation
Time Management
Total Quality Management

Entrepreneurship in Tourism and Hospitality Industry

Architecture, Tourism and Sustainable Development
Artisan, Cultural and Tourism Entrepreneurship
Community Tourism Entrepreneurship
Consumer Behavior in Tourism
Consumer Psychology of Tourism, Hospitality and Leisure
Communication in the Tourism and Hospitality Industry
Economic Efficiency of Tourism Industry
Entrepreneurship in Tourism Industry
Entrepreneurship and The Rural Tourism Industry
Entrepreneurship and Sustainable Tourism
Entrepreneurship on Innovative Tourism
Food Tourism
Gastronomy and Creative Entrepreneurship
Global Tourism Industry

Health and Medical Tourism
Hospitality Entrepreneurship
Indigenous Entrepreneurship and Tourism Development
Industry, Tourism and Investment
Migration and Tourism Entrepreneurship
Rural Tourism and Art Entrepreneurship
Psychology and Tourism Management
Psychology of Happiness and Tourism
Social Media, Tourism and Entrepreneurship
SMEs and Tourism
The Use of Information Technology in Tourism Industry
Tourism and Entrepreneurship
Tourism Enterprise, Entrepreneur and Entrepreneurship
Tourism and Entrepreneurship in Hospitality Industry
Tourism Culture and Communication
Tourism Entrepreneurship and Social Capital
Transportation in Tourism

CONFERENCE PROGRAM

THE 9TH INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

Thursday, 19 November 2020

Venue: Jakarta with teleconference via Zoom

Time	Program
08.00 – 09.00	Zoom Registration
09.00 – 09.15	Opening Ceremony: <ul style="list-style-type: none">• Traditional Dance• National Anthem• Report from Committee Chair: Dr. Miharni Tjokrosaputro
09.15 – 09.30	Opening Speech: <ul style="list-style-type: none">• Rector of Universitas Tarumanagara (Opening Ceremony)• ICEBM Video Profile
09.30 – 10.00	Keynote Speaker Mr. Erick Thohir (Minister of State-Owned Enterprises)
10.00 – 10.05	Certificate Presentation (Co-Host)
10.05 – 11.45	Plenary Session: <ul style="list-style-type: none">• Speaker 1: Prof. Lim Tong Ming, Ph.D (Director Centre For Business Incubation And Entrepreneurial Ventures, TAR UC, Malaysia)• Speaker 2: Mr. Roberto Saputra (Chief Brand, Design & Insight Officer – Smartfren, Indonesia)• Moderator : Dr. Cokki (Lecturer of Faculty of Economics and Business - Universitas Tarumanagara)
11.45 – 12.00	Best Paper Announcement (Dean of Faculty of Economics and Business - Universitas Tarumanagara)
12.00 – 13.00	Break
13.00 – 15.00	Parallel Session I
15.00 – 15.15	Break
15.15 – 17.15	Parallel Session II

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 1**
Time : **13.00 – 15.00**
Session Chair : **Nicholas Wilson, S.E., M.M.**

Time	Authors	Title	Institutions
13.00 – 13.10	<ul style="list-style-type: none"> • Cheng-Lung Li • Stephanie A. Alvarenga 	Strategic Marketing Planning in A Small Enterprise: A Case Study of A Construction Company in El Salvador	Kun Shan University, Tainan, Taiwan Kun Shan University, San Salvador, El Salvador
13.10 – 13.20	<ul style="list-style-type: none"> • Kartika Nuringsih • Cokki • Nuryasman MN • Heni Mularsih 	Behind the Pattern: Maintaining Sustainability of Local Cultural Wisdom in Batik Entrepreneurial Sector	Universitas Tarumanagara, Jakarta, Indonesia
13.20 – 13.30	<ul style="list-style-type: none"> • Keni • Nicholas Wilson 	The Role of Consumers' Perceived Risk and Sales Promotion toward Consumers' Intention to Visit in the Fast-Food Restaurant Sector during the Current COVID-19 Pandemic	Universitas Tarumanagara, Jakarta, Indonesia Universitas Bunda Mulia, Jakarta, Indonesia
13.30 – 13.40	<ul style="list-style-type: none"> • Chin-Chiuan Lin • Wei-Ting Yvonne Foung 	A New Conceptual Framework for Analyse Business Model	Kun Shan University, Tainan, Taiwan Chairman of ECAIC Integrated Consulting Co., Ltd., Taichung, Taiwan National Sun Yat-Sen University, Kaohsiung, Taiwan
13.40– 13.50	<ul style="list-style-type: none"> • Stella Lamlo • Frangky Selamat 	Brand Saliency, Brand Association, Brand Quality, and Brand Value to Predict Brand Loyalty on Tourists of Mount Bromo, East Java, Indonesia	Universitas Tarumanagara, Jakarta, Indonesia
13.50 – 14.00	<ul style="list-style-type: none"> • Yi-Chang Chen • Tung-Hsuan Chuang 	The Moderating Effect of Organizational Trust on The Relationship between Locus of Control and Psychological Contract	Kun Shan University, Tainan, Taiwan
14.00 – 14.10	<ul style="list-style-type: none"> • Cokki • Phuah Kit Teng • Ow Mun Waei • Khoong Tai Wai 	Food Security Through Entomophagy	Universitas Tarumanagara, Jakarta, Indonesia Tunku Abdul Rahman University College, Malaysia
14.10 – 14.20	<ul style="list-style-type: none"> • Rina Adi Kristianti • Margarita 	Determinants of Brand Loyalty: Survey of Wardah Cosmetics Consumer in Jabodetabek, Indonesia	Universitas Tarumanagara, Jakarta, Indonesia
14.20 – 14.30	<ul style="list-style-type: none"> • Nicholas Wilson 	The Impact of Brand Image, Website Quality, and Trust toward Customer Loyalty in the Indonesian Consumer-to-Consumer (C2C) E-Commerce Industry	Universitas Bunda Mulia, Tangerang, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 1**
Time : **13.00 – 15.00**
Session Chair : **Nicholas Wilson, S.E., M.M.**

Time	Authors	Title	Institutions
14.30 – 14.40	<ul style="list-style-type: none">• Thea Herawati• Nur Hidayah• Arifin Djakasaputra	The Effect of Perceptions of Ease, Experience, Company Reputation, and Cost Effectiveness on Intentions to Repurchase for Online Food Delivery Customers in Jakarta	Universitas Tarumanagara, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 2**
Time : **13.00 – 15.00**
Session Chair : **Dr. Wong Mei Foong**

Time	Authors	Title	Institutions
13.00 – 13.10	<ul style="list-style-type: none"> • Loh Wen Yan • Wong Mei Foong 	Investment Performance of Private Pension Funds in Selected Asian Countries: The Role of Fees and Management Companies	Tunku Abdul Rahman University College, Malaysia
13.10 – 13.20	<ul style="list-style-type: none"> • Wilson Subroto • Ignatius Roni Setyawan 	Determinants of Stock Return Using by Fama and French Three Factor Model (FF3FM) in IDX	Universitas Tarumanagara, Jakarta, Indonesia
13.20 – 13.30	<ul style="list-style-type: none"> • Vita Vanessa Angelina Sungkar • Debora 	Factors Affecting The Value of Non-Financial Companies in Indonesia Stock Exchange	Trisakti School of Management, Jakarta, Indonesia
13.30 – 13.40	<ul style="list-style-type: none"> • Chia Sean Low • Mei Foong Wong 	The Effect of FinTech on the Financial Institution in Six ASEAN Countries: Fama-French Five-Factor Asset Pricing Model Approach	Tunku Abdul Rahman University College, Malaysia
13.40– 13.50	<ul style="list-style-type: none"> • Elsa Imelda • Devina Himelda 	Financing Decision as A Mediation Variable Between Capital Structure and Firm Performance	Universitas Tarumanagara, Jakarta, Indonesia
13.50 – 14.00	<ul style="list-style-type: none"> • Sarwo Edy Handoyo • Herlin Tundjung Setijaningsih • Yunita Valencia 	Locus of Control as A Mediating Variable Toward Financial Management Behavior	Universitas Tarumanagara, Jakarta, Indonesia
14.00 – 14.10	<ul style="list-style-type: none"> • Sawidji Widodoatmodjo • Vania Onasie 	Millennial Investment Intention in Capital Market	Universitas Tarumanagara, Jakarta, Indonesia
14.10 – 14.20	<ul style="list-style-type: none"> • Yee Ern Hui • Wong Mei Foong 	Sector-Specific, Monetary Policy and Macroeconomic Determinants of Business Dynamics: Evidence from Financial Services Industry in Malaysia	Tunku Abdul Rahman University College, Malaysia
14.20 – 14.30	<ul style="list-style-type: none"> • Hendro Lukman • Helvenni Tanuwijaya 	The Effect of Financial Performance and Intellectual Capital on The Firm Value with Corporate Social Responsibility Mediation on Banking	Universitas Tarumanagara, Jakarta, Indonesia
14.30 – 14.40	<ul style="list-style-type: none"> • Carunia Mulya Firdausy • Pihri Buhaerah 	Potential Economic Effects of COVID-19 on Expenditure to the Services Sector and Employment by Age and Gender in Indonesia	Universitas Tarumanagara, Jakarta, Indonesia Economic Research Centre- Indonesian Institute of Sciences, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 3**
Time : **13.00 – 15.00**
Session Chair : **Septian Bayu Kristanto, S.E., M.S.Ak., CPMA**

Time	Authors	Title	Institutions
13.00 – 13.10	<ul style="list-style-type: none"> • Elizabeth Sugaiarto D • Estralita Trisnawati • MF Djeni Indrajati 	Accounting Educators' Perceptions of Integrated Reporting	Universitas Tarumanagara, Jakarta, Indonesia
13.10 – 13.20	<ul style="list-style-type: none"> • Liany Sumaha Indah • Novia Wijaya 	Tax Avoidance: Study of Non-Financial Companies Listed in Indonesia Stock Exchange	Trisakti School of Management, Jakarta, Indonesia
13.20 – 13.30	<ul style="list-style-type: none"> • Merry Susanti • I Cenik Ardana • Sufiyati • Sofia Prima Dewi 	The Impact of Implementation of IFRS 16 (PSAK 73) on Key Financial Ratios: Evidence from Indonesia	Universitas Tarumanagara, Jakarta, Indonesia
13.30 – 13.40	<ul style="list-style-type: none"> • Agnessia Veronica • Julisar 	Factors Influencing Auditor in Issuing Qualified Opinion	Trisakti School of Management, Jakarta, Indonesia
13.40– 13.50	<ul style="list-style-type: none"> • Andreas Bambang Daryatno • Linda Santioso 	Factors That Influence Tax Compliance (Empirical Study of Individual Taxpayers who have Free Jobs in West Jakarta)	Universitas Tarumanagara, Jakarta, Indonesia
13.50 – 14.00	<ul style="list-style-type: none"> • Vera Yusnia • Annisa Kanti 	Factors that Influence Audit Report Lag in Non-Financial Companies in Indonesia Stock Exchange	Trisakti School of Management, Jakarta, Indonesia
14.00 – 14.10	<ul style="list-style-type: none"> • Estralita Trisnawati • Elizabeth Sugaiarto D • MF Djeni Indrajati 	The Effect of Irregularities Accounting toward Tax Aggressiveness Before and After Tax Amnesty	Universitas Tarumanagara, Jakarta, Indonesia
14.10 – 14.20	<ul style="list-style-type: none"> • Septian Bayu Kristanto • Neng Ida Soniawati • Ahmad Hambali • Siti Rahma Siregar 	The Institutionalization of New Public Management (NPM) on Badan Penyelenggara Jaminan Sosial (BPJS)	Universitas Kristen Krida Wacana, Jakarta, Indonesia Senior High School (State) 1, Babakan, Madang, Bogor, Indonesia University of Indonesia, Depok, Indonesia
14.20 – 14.30	<ul style="list-style-type: none"> • Syanti Dewi • Widiasari • Nataherwin 	Perception of Individual Taxpayers in Jakarta Towards Tax Compliance with Tax Attitude as Moderation Variable	Universitas Tarumanagara, Jakarta, Indonesia
14.30 – 14.40	<ul style="list-style-type: none"> • Susanto Salim • Halim Putera Siswanto • Henryanto Wijaya • Jocevina Angela 	Factors Affecting Financial Shenanigans in the Perspective of Fraud Triangle (An Empirical Study among Manufacturing Companies Listed in Indonesia Stock Exchange)	Universitas Tarumanagara, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 4**
Time : **13.00 – 15.00**
Session Chair : **Dr. Tsai Shieunt Han**

Time	Authors	Title	Institutions
13.00 – 13.10	<ul style="list-style-type: none"> • Tay Lee Chin • Tan Fee Yean 	Digital Platforms Workers: Setting the HRM Research Agenda	Tunku Abdul Rahman University College, Malaysia University Utara Malaysia, Sintok Kedah, Malaysia
13.10 – 13.20	<ul style="list-style-type: none"> • Dwinita Laksmidewi • Reinandus Aditya Gunawan 	The Effect of COVID-19 Pandemic on Consumer Emotions and Purchasing Behavior: A Cluster Analysis in Indonesia	Universitas Katolik Atma Jaya, Jakarta, Indonesia
13.20 – 13.30	<ul style="list-style-type: none"> • Sabrina O. Sihombing • Juliana 	Identification of The Personal Values and Buying Behavior of Youth in The COVID-19 Pandemic in The Indonesian Context	Universitas Pelita Harapan, Jakarta, Indonesia
13.30 – 13.40	<ul style="list-style-type: none"> • Johana Maria Angela Prima Vidia • Hery Winoto Tj • Lambok D.R. Tampubolon • Saparso 	The Effect of Organizational Culture and Organizational Climate Mediated by Motivation on Employee Performance in PT Talenta Wirama Berkat	Universitas Kristen Krida Wacana, Jakarta, Indonesia
13.40– 13.50	<ul style="list-style-type: none"> • Endang Etty Merawati • Derriawan • Edy Supriyadi 	Analysis of Factors in Increasing Patient Satisfaction in Hospital	Pascasarjana Universitas Pancasila, Jakarta, Indonesia
13.50 – 14.00	<ul style="list-style-type: none"> • Yustinus Rawi Dandono • Yohanes Parmin • Albiansyah • Johan Maulana 	The Analysis Study of HR in Directorate of Ministry Education	STIE Bhakti Pembangunan, Jakarta Indonesia
14.00 – 14.10	<ul style="list-style-type: none"> • Tai-Ho Yang • Chieh-Ming Wang 	Preliminary Study of Factors Affecting the Training Performance in Property Management Companies	Kun Shan University, Tainan, Taiwan CEO of Guocheng Property Management Co., Ltd., Tainan, Taiwan Executive Supervisor of Property Management Development Association, Tainan, Taiwan

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 4**
Time : **13.00 – 15.00**
Session Chair : **Dr. Tsai Shieunt Han**

Time	Authors	Title	Institutions
14.10 – 14.20	<ul style="list-style-type: none"> • Lee Li-Yueh • Nguyen Phuoc-Thien • Vu Minh-Quan 	The Influence of Social Capital on Expatriate Adjustment: The Moderating Effects of Work-Family Conflict and Work-Role Demand	Kun Shan University, Tainan, Taiwan Nanhua University, Dalin Township, Chiayi County, Taiwan Vietnam National University, Ha Noi, Vietnam
14.20 – 14.30	<ul style="list-style-type: none"> • Wendell Yansens • Melitina Tecolu • Soegeng Wahyoedi • Fredella Colline 	The Effect of Spirituality on Turnover Intention Mediated by Employee Engagement	Universitas Kristen Krida Wacana, Jakarta, Indonesia
14.30 – 14.40	<ul style="list-style-type: none"> • Abdullah • Dinda Azzahra 	Work Satisfaction in the Organization: The Relationship with Transactional Leadership Style in Driving Employee Motivation	Universitas Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 1**
Time : **15.15 – 17.15**
Session Chair : **Dr. Vita Briliana**

Time	Authors	Title	Institutions
15.15 – 15.25	• Tsai, Shieunt-Han	Pet Business Opportunities and Sharing Economy in the Post COVID-19 Pandemic Era	Kun Shan University, Tainan, Taiwan
15.25 – 15.35	• Tuong-Minh Ly-Le	Assessing Entrepreneurial Motivations: From the Perspectives of Vietnamese Founders in the Public Relations Industry	Ryerson University, Toronto, Canada
15.35 – 15.45	• Chu Le Chong	A Conceptual Model for Strategic Decision Making in Malaysian Third-Party Logistics Industry	Tunku Abdul Rahman University College, Malaysia
15.45 – 15.55	• Dr. Sharayu Bhakare	The Revival of the Bamboo Sector in India and its Relevance to Sustainable Development	Symbiosis College of Arts and Commerce, Pune City, India
15.55 – 16.05	• I Gede Adiputra • Thea Heawati Rahardjo • Hadrian	Analysis of Investment Decision Making through Overconfidence, Herding Effect and Self-Monitoring Variable during COVID-19 Pandemic in Indonesia	Universitas Tarumanagara, Jakarta, Indonesia
16.05 – 16.15	• Te-Tsai Lu • Ying-Hao Kao	A Study of the Influence Factors on Purchase Intention of Air Pollution Prevention Equipment	Kun Shan University, Tainan, Taiwan CEO of Jie He Environment Co., Ltd., Tainan, Taiwan
16.15 – 16.25	• Gidion P. Adirinekso • Adrie F. Assa	Is There Any Worker Switching Intention from Traveloka Pay later to Traveloka Pay later Card?: A preliminary investigation in Jakarta	Universitas Kristen Krida Wacana, Jakarta, Indonesia
16.25 – 16.35	• Vita Briliana • Wasisto Ruswidiono • Tita Deitiana	How Social Media are Successfully Transforming the Marketing of Local Street Food to Better Serve The Constantly-Connected Digital Consumer	Trisakti School of Management, Jakarta, Indonesia
16.35 – 16.45	• Ongky Alex Sander • Tannia • Anthony Japutra	Factors Affecting Consumer Attitudes to Shopping at Miniso	Universitas Bunda Mulia, Jakarta, Indonesia
16.45 – 16.55	• Ali Wardhana • Lilis Susilawaty	The Impact Consumer Based Engagement on Smartphone's Brand Loyalty in Indonesia	Universitas Bunda Mulia, Jakarta, Indonesia
16.55 – 17.05	• Tony Nawawi • Rodhiah • Thea Herawati Rahardjo	Effects of Retail Mix Strategy on Performance and Competitive Advantage	Universitas Tarumanagara, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 1**
Time : **15.15 – 17.15**
Session Chair : **Dr. Vita Briliana**

Time	Authors	Title	Institutions
17.05 – 17.15	<ul style="list-style-type: none">• Keni• Nicholas Wilson• Purnama Dharmawan	The Impact of Brand Image Toward Loyalty in The Indonesian Smartphone Sector: The Role of Trust as An Intervening Variable	Universitas Tarumanagara, Jakarta, Indonesia Universitas Bunda Mulia, Jakarta, Indonesia

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Thursday, November 19th, 2020

Room : **Conference Room 2**
Time : **15.15 – 17.15**
Session Chair : **Dr. Wong Mei Foong**

Time	Authors	Title	Institutions
15.15 – 15.25	<ul style="list-style-type: none"> • Sri Handayani • Yosevin Karnawati 	The Role of Intellectual Capital and Competitive Advantage in Increasing Market Stock Price	Universitas Esa Unggul, Jakarta, Indonesia
15.25 – 15.35	<ul style="list-style-type: none"> • Ardiansyah Rasyid • Viter Pratama 	Family Firm and Capital Expenditure	Universitas Tarumanagara, Jakarta, Indonesia
15.35 – 15.45	<ul style="list-style-type: none"> • Khairina Natsir • Nurainun Bangun 	The Role of Intellectual Capital in Increasing Company Value with Profitability as an Intervening Variable	Universitas Tarumanagara, Jakarta, Indonesia
15.45 – 15.55	<ul style="list-style-type: none"> • Henryanto Wijaya • Alvin • Hadi Cahyadi 	Factors That Affect Financial Performance of Family Manufacturing Companies on the IDX	Universitas Tarumanagara, Jakarta, Indonesia
15.55 – 16.05	<ul style="list-style-type: none"> • Jonnardi • Nuryasman 	Periodic Revenue Fluctuation Among Listed Companies in Property and Real Estate Sub-Sector in Indonesia Stock Exchange	Universitas Tarumanagara, Jakarta, Indonesia
16.05 – 16.15	<ul style="list-style-type: none"> • Hernawati Dewi • Deni Iskandar • Rudolf Lumbantobing 	The Effects of Managerial Ownership, Profitability, Leverage, and Company Size on Firm Value with Enterprise Risk Management (ERM) as An Intervening Variable: A Study of Consumer Good Manufacturing Companies Listed in IDX during 2016 – 2018	Universitas Kristen Krida Wacana, Jakarta, Indonesia
16.15 – 16.25	<ul style="list-style-type: none"> • Vienna Marchellina • Friska Firmanti 	Financial Ratio and Company Characteristics Effect on Earnings Management	Trisakti School of Management, Jakarta, Indonesia
16.25 – 16.35	<ul style="list-style-type: none"> • Meiliyah Ariani • Zulhawati 	The Effect of Risk Base Capital and Premium Growth	Universitas Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia Universitas Teknologi Yogyakarta, Daerah Istimewa Yogyakarta, Indonesia
16.35 – 16.45	<ul style="list-style-type: none"> • Michael Adhi Nugroho • Rudy Harjanto 	Consumer Tribalism in Buying Decision	Universitas Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia
16.45 – 16.55	<ul style="list-style-type: none"> • Rousilita Suhendah • Maria Angelica Brigita 	TQM, Entrepreneurial Orientation, Innovation and Organizational Performance in Indonesian Palm Oil Industries	Universitas Tarumanagara, Jakarta, Indonesia

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Thursday, November 19th, 2020

Room : **Conference Room 3**
Time : **15.15 – 17.15**
Session Chair : **Nicholas Wilson, S.E., M.M.**

Time	Authors	Title	Institutions
15.15 – 15.25	<ul style="list-style-type: none"> • Miharni • Tjokrosaputro 	The Roles of CSR and Marketing Ethics in FMCG Company's Reputation during the COVID-19 Pandemic	Universitas Tarumanagara, Jakarta, Indonesia
15.25 – 15.35	<ul style="list-style-type: none"> • Michelle Kristian • Halim Putera Siswanto 	The Effect of Audit Committee Size, Independent Commissioner Size and Shareholder Equity Ratio on Financial Distress (A Study on Public Companies in Manufacturing Sector Listed in IDX during 2015-2017)	Universitas Tarumanagara, Jakarta, Indonesia
15.35 – 15.45	<ul style="list-style-type: none"> • Ricy Aprilian • Estralita Trisnawati • Herlina Budiono 	Tax Saving Components on Tax Disclosures	Universitas Tarumanagara, Jakarta, Indonesia
15.45 – 15.55	<ul style="list-style-type: none"> • Margarita Ekadjaja • Halim Putera Siswanto • Agustin Ekadjaja • Rorlen 	The Effects of Capital Adequacy, Credit Risk, and Liquidity Risk on Bank's Financial Distress in Indonesia	Universitas Tarumanagara, Jakarta, Indonesia
15.55 – 16.05	<ul style="list-style-type: none"> • Stella Winarta • Ary Satria Pamungkas 	The Role of Financial Behaviour, Financial Attitude, Financial Strain and Risk Tolerance in Explaining Financial Satisfaction	Universitas Tarumanagara, Jakarta, Indonesia
16.05 – 16.15	<ul style="list-style-type: none"> • Keni Keni • Lerbin R. Aritonang R. • Ary Satria Pamungkas 	The Impact of Perceived Value and Perceived Quality on Consumers' Purchase Intention toward Batik: The Mediating Role of Satisfaction	Universitas Tarumanagara, Jakarta, Indonesia
16.15 – 16.25	<ul style="list-style-type: none"> • Mei Ie • Hetty Karunia Tunjungsari 	The Mediating Role of Work Satisfaction in the Effect of Professional Identity and Organizational Support on the Intention to Quit from Workprofessional identity, perceived organizational support, job satisfaction, intention to quit	Universitas Tarumanagara, Jakarta, Indonesia
16.25 – 16.35	<ul style="list-style-type: none"> • Herlina Herlina • Disman Disman • Sapriya Sapriya • Nana Supriatna 	The Effect of Sustainability Orientation, Sustainability Education and Risk Perception Towards Green Entrepreneurship to Young Generation	Universitas Ekonomi Kridatama Bandung, Indonesia Universitas Pendidikan Indonesia, Bandung, Indonesia
16.35 – 16.45	<ul style="list-style-type: none"> • Herlina • Disman • Sapriya • Nana Supriatna 	The Perceptions of Building Students' Social Entrepreneurship in a Higher Education Context	Universitas Ekonomi Kridatama Bandung, Indonesia Universitas Pendidikan Indonesia, Bandung, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : **Conference Room 4**
Time : **15.15 – 17.15**
Session Chair : **Dr. Hetty Karunia Tunjungsari**

Time	Authors	Title	Institutions
15.15 – 15.25	<ul style="list-style-type: none"> • Berta Bekti Retnawati • Ch. Retnaningsih 	The Resilience of SMEs Facing Pandemic: A Case Study of Processed Seafood Products in Pekalongan City, Indonesia	Universitas Katolik Soegijapranata, Semarang, Indonesia
15.25 – 15.35	<ul style="list-style-type: none"> • Chun Hong Loh • Ai Ping Teoh 	Adoption of Big Data Analytics for Manufacturing Small Medium Enterprises During COVID-19 Crisis in Malaysia	Cipli Hardware Sdn Bhd, TBP314 Lorong Kubor Off, 12200 Butterworth Penang Malaysia Universiti Sains Malaysia, Penang, Malaysia
15.35 – 15.45	<ul style="list-style-type: none"> • Andreas Wijaya • Sophia Reni Susilo 	How Family Business in SME's Scale Alleviate Their Business Amid Pandemic	Universitas Bunda Mulia, Jakarta, Indonesia
15.45 – 15.55	<ul style="list-style-type: none"> • Ayu Endah Wahyuni • Anita Juraida • Asep Anwar 	Development of the TRAM Model for Blockchain Use Readiness in SMEs in Indonesia	Universitas Widyatama, Bandung, Indonesia
15.55 – 16.05	<ul style="list-style-type: none"> • Nurul Istifadah • Heru Tjaraka 	The Competitive Strategy of SMEs in The Digital Era	Universitas Airlangga, Surabaya, Indonesia
16.05 – 16.15	<ul style="list-style-type: none"> • Adi Ekopriyono • Natalia Sari Pujiastuti • Tri Widayati • Ida Puspitowati 	The Study of SMEs Retention Marketing during the Pandemic	University of 17 August 1945 (Untag) Semarang, Indonesia University of Semarang (FTIK USM), Semarang, Indonesia Universitas Tarumanagara, Jakarta, 11470, Indonesia
16.15 – 16.25	<ul style="list-style-type: none"> • Rudy Harjanto • Setya Ambar Pertiwi 	Empal Gentong and Culinary Culture	Universitas Prof. Dr. Moestopo (Beragama), Jakarta 10270, Indonesia
16.25 – 16.35	<ul style="list-style-type: none"> • Kartika Nuringsih • Rodhiah • Khairina Natsir 	Quality Cycle in Maintaining Quality and Performance of Small-Scale Herbal Enterprises	Universitas Tarumanagara, Jakarta, Indonesia
16.35 – 16.45	<ul style="list-style-type: none"> • Lydiawati Soelaiman • Liediana 	Factors Affecting Entrepreneurial Opportunity Recognition in Food and Beverage SMEs	Universitas Tarumanagara, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 19th, 2020

Room : Conference Room 4
Time : 15.15 – 17.15
Session Chair : Dr. Hetty Karunia Tunjungsari

Time	Authors	Title	Institutions
16.45 – 16.55	<ul style="list-style-type: none">• Shinta Wahyu Hati• Rahmat Hidayat• Hendra Gunawan• Danar Irianto	The Entrepreneurship Development Program with the PALS Approach to Create Entrepreneur at State Polytechnic of Batam, Indonesia	Politeknik Negeri Batam, Batam, Indonesia
16.55 – 17.05	<ul style="list-style-type: none">• Hetty Karunia Tunjungsari• Frangky Selamat• Chairy Chairy	Sustainable Entrepreneurship in SMEs: The Case of Creative-Industry SMEs in Jambi, Indonesia	Universitas Tarumanagara, Jakarta, Indonesia President University, Cikarang, West Java, Indonesia
17.05 – 17.15	<ul style="list-style-type: none">• Ida Puspitowati• Tri Widayati	Analysis of Leading Sectors and The Role of MSMEs in The Kedungsepur Development Area in Supporting Central Java Economy	Universitas Tarumanagara, Jakarta, Indonesia Universitas 17 Agustus 1945 (Untag), Semarang, Indonesia



The Ninth International Conference
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Book of Abstracts

POST COVID-19 PANDEMIC

How Entrepreneurs and Managers Adapt and Reshape Business Strategies

November 19th, 2020

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PREFACE

Since the beginning of 2020, the COVID-19 outbreak has been hitting the world including Indonesia. People are facing and realizing this fragility and vulnerability. Inevitably, the COVID-19 Outbreak brings its own challenges. Consumer behavior has changed, industrial/sectoral growths are shifting, leadership and management practices are adapting. Moreover, business practitioners should be wiser in understanding their mindful consumers.

Even so, many companies are thinking ahead. They recognize the shifts in consumer behavior, adjust their offerings, and reshape/rebuild their businesses faster in order to survive during this crisis. Therefore, the 9th ICEBM in 2020 has the theme "Post COVID-19 Pandemic: How Entrepreneurs and Managers Adapt and Reshape Business Strategies"

This year's ICEBM is different from those in previous years, whereas the 9th ICEBM is held in form of teleconference. The 9th ICEBM has been received many paper submissions from Indonesia, Taiwan, Malaysia, Canada, India, El Salvador, and Vietnam. The submitted papers have undergone double-blinded review by The ICEBM Scientific Committee consisting of 29 reviewers coming from 14 different academic institutions and 6 countries. A total of 84 papers have been accepted. All accepted papers will be sent to our Publisher (The Atlantis Press) in order to be published in the Conference Proceedings and will also be submitted to Web of Science (WoS) for further indexation purposes.

Lastly, thank you very much for such a wonderful contribution to all parties that have directly and indirectly supported this event. Thanks to Keynote speaker, Plenary speakers, Co-Host, Sponsors, Rector of Universitas Tarumanagara, Dean of Faculty and Business of Universitas Tarumanagara, Management Department Head of Universitas Tarumanagara, Organizing Committee, MC, Presenters, Moderators, participants and students.

Let us Adapt and Reshape ourselves to survive in all crisis.

We wish you have an inspiring conference.

Thank you.

Committee Chair

Dr. Miharni Tjokrosaputro

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Behind the Pattern: Maintaining Sustainability of Local Cultural Wisdom in Batik Entrepreneurial Sector

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Abstract. In line with sustainable development, the goal of the research is to identify the appreciating people toward the meaning of batik pattern and the action of regional government in arranging regulation of "Geblek Renteng" innovation at Kulon Progo, Yogyakarta. The analysis method uses qualitative and descriptive approaches involving five entrepreneurs/craftsmen and 30 customers. Firstly, to ensure the sustainability of cultural values so this study analyses the response of business owners and customers about the name and meaning of batik patterns. The result finds limited knowledge in explaining the meaning of batik so that requires a cultural education for promoting these products. Secondly, the commercialization of "Geblek Renteng" aligns with the four goals of sustainable development so that it can improve economic growth and serves social welfare for the rural communities. In overcoming the limitation of the knowledge, the research generates the information related to the meaning of the traditional patterns such as Sido Mukti, Sido Luhur, Sido Mulyo, Sido Asih, Gurdho Latar Kembang, Sekar Jagad, Kawung, Truntum, Parang, and Cuwiri. This information can be utilized to promote cultural products by embedding in the packaging or featuring on the online system. Thus, the government can use this result for enhancing sustainability in the batik sector.

Keywords: Batik entrepreneurship, meaning of pattern, sustainable development, local cultural wisdom

The Role of Consumers' Perceived Risk and Sales Promotion toward Consumers' Intention to Visit in the Fast-Food Restaurant Sector during the Current COVID-19 Pandemic

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Abstract. This study was conducted in order to determine whether there's a significant effect of both perceived risk and sales promotion toward consumers' intention to visit in the fast-food sector during the ongoing COVID-19 Pandemic. This study utilized survey method, with a 5-points likert questionnaires were used in order to collect all of the data. All of the questionnaires then were distributed to the respondents who are living in Jakarta who have visited Japanese fast-food chain restaurant at least twice (2x) anytime between March 2020 till July 2020. The sample sizes of this study are 200 respondents, in which, 173 usable data were further analysed using Partial Least Squares-Structural Equation Modelling (PLS-SEM) method using SmartPLS 3.2.8 software. Based on the results of the data analysis, authors concluded that consumers' perceived risk had a significant effect toward consumers' intention to visit fast-food restaurant, in which consumers had a tendency to not approach or visit a restaurant if there's a great and significant risk associated with visiting the restaurant. Similarly, the result generated in this study also showed that sales promotion significantly affected consumers' intention to visit a fast-food restaurant. This result suggests or imply that despite the government's advice that people should limit their intention to go outside of their respective home, consumers still perceive the risks associated with the current COVID-19 pandemic are still low, while many consumers still visiting a fast-food restaurant in order to enjoy the promotional offers provided by the restaurant in the middle of the current pandemic.

Keywords: Perceived risk, sales promotion, COVID-19 pandemic, Indonesian fast-food sector

Family Firm and Capital Expenditure

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Abstract. This paper aim to investigate that the family ownership affect to capital expenditure, this thing can indicated by firm financing which relate to sales and cash flow factors. The family ownership is to defend capital aggressiveness that is reflected to capital expenditure activity, which means as a proxy from capital expenditure activity. The data come from the corporate list in the Indonesia Stock Exchange within the period of 2014-2016. The research model is developed in this research by multiple regression model. The result from this research is to find that the cash flow can't positively influence the capital expenditures. But for the other variables; sales and interaction between family ownership and cash flow can positively influence the capital expenditure. Also, family ownership can negatively influence the capital expenditures. From this result, the paper is to indicate the family ownership can control how to finance the capital expenditures, moreover, the family ownership is prefer to use the internal fund which reflected to family ownership influence positively to the relationship between cash flow as internal fund source to the capital expenditures. This means that family ownership to prove the pecking order theory and also the agency theory which reduce agency cost.

Keywords: Capital expenditures activity, family ownership, pecking order theory, agency cost

9 – 1004

Accounting Educators' Perceptions of Integrated Reporting

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Abstract. Given the large number of financial and non-reporting information financial services that are presented today, Integrated Reporting (IR) which is seen as a solution for user decision making. This research was conducted descriptively for investigating educator accountants' perceptions of integrated reporting. The specific purpose of this research is to describe the opportunities & benefits and the challenges & disadvantages of integrated reporting in the accountants educator view of point. Testing this research with SPSS version 20 based on data from 49 perceptions of accounting educators in 2020. The results of this study illustrate educators accountants perceptions of the implementation of integrated reporting which shows there are significant differences between the average Opportunities and Benefits (AVEPM) and challenges & disadvantages (AVETK). The Average Opportunities and Benefits of integrated reporting implementation (AVEPM) is greater than the average Challenges and Disadvantages of integrated reporting implementation (AVETK).

Keywords: Perceptions of educator accountants, integrated reporting

9 – 1005

The Effect of Irregularities Accounting toward Tax Aggressiveness Before and After Tax Amnesty

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Abstract. This study aims to obtain empirical evidence about the effect of accounting irregularities on tax aggressiveness with two control variables, namely: leverage and profitability in the period before and after tax amnesty, using the 2015 and 2017. Testing this study with SPSS version 23 and Smart PLS3 on the timeseries data of all manufacturing companies with purposive samples in 2015 and 2017. The results of this study are that accounting irregularities have no effect on tax aggressiveness in the periods before and after tax amnesty. While profitability as a variable control has an influence on tax aggressiveness.

Keywords: Accounting irregularities, tax aggressiveness, profitability, tax amnesty

The Prediction of Website Design Quality and Service Quality towards Repurchase Intention among Shopee Customers in Jakarta Through Customer Trust as Mediating Variable

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Abstract. This study aims to analyze and know about the impact of website design quality and service quality are the predictor to customer trust, whether customer trust is predictor to repurchase intention, whether website design quality and service quality are predictor to repurchase intention through customer trust on Shopee website customers in Jakarta. This study used 170 samples selected using convenience sampling techniques, where the selected sample were of Shopee's customers in Jakarta. The data collection technique was carried out using a questionnaire. Data were analyzed using PLS-SEM. The result of this research is that website design quality and service quality may positively predict customer trust, customer trust may positively predict repurchase intention, website design quality and service quality may positively predict repurchase intention through customer trust.

Keywords: Website design quality, service quality, customer trust, repurchase intention

Strategic Marketing Planning in A Small Enterprise: A Case Study of a Construction Company in El Salvador

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Abstract. The selection of a strategy for a company is a serious matter and it is going to define whether the company will succeed or fail. For that reason, it is necessary to create a strategic plan that will help a company to fulfill its potential. This paper is a marketing plan for a construction company located in El Salvador. To gather the information necessary an qualitative research is conducted and interviews support or disprove the study. The results show and suggest the changes that are mandatory to improve the performance of the company and have a more successful business. The data collected can help small and medium companies in El Salvador to create a marketing plan that help them to improve their performance.

Keywords: Business and construction industry, small and medium enterprises from El Salvador, strategic planning, effective marketing strategy, qualitative research

9 – 1008

A New Conceptual Framework for Analyse Business Model

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Abstract. The present study proposed a new conceptual framework (supply-interface-demand, SID) for analyse business model. The new conceptual framework analyse the business model from the demand side of the customer to the supply side of the suppliers, and the transaction interface was also analysis. The SID framework not only can analyse existing business model, but also can develop a new business model for the enterprises based on improved the problems of the existing business model. The present study also conducted taxi business as the sample to illustrate the analyse of existing business model and develop a new business model.

Keywords: Conceptual framework, business model, supply-interface-demand

9 – 1009

A Study of the Influence Factors on Purchase Intention of Air Pollution Prevention Equipment

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Abstract. In recent years, due to the trend of environmental protection and the awakening of public awareness, companies need to deal with complex environmental protection issues and challenges. The first thing they face is the prevention of air pollution. When companies face government air pollution prevention regulations, their attitude to strike a balance between pressure and the cost of purchasing air pollution prevention equipment is worth to investigate. The purpose of this study was to investigate the relationships between environmental awareness, government regulations, attitude toward the behaviour, subjective norms and perceived behaviour with the purchase intention of air pollution prevention equipment. Results showed that the environmental awareness, government regulations, attitude toward the behaviour, subjective norms and perceived behaviour control all had significant effects on the purchase intention of air pollution prevention equipment.

Keywords: Purchase intention, air pollution prevention equipment, environmental awareness, government regulations

9 – 1010

Pet Business Opportunities and Sharing Economy in the Post COVID-19 Pandemic Era

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Abstract. The number of Americans adopting pets has increased, as if the epidemic crisis has strengthened people's need for pet companionship. As the post-epidemic era is approaching, there are 140,000 Taiwanese participating in Taipei Pet Products Show. It reveals that markets of pet food, appliances and health food are flourishing and a lot of families cherish pets more in the post pandemic stage. Furthermore, Taiwan pet beauty shop and pet veterinary clinic are still providing service separately. The market does not seem to have a similar network platform for pets and masters in the stage. As an entrepreneur who love pet and hope to provide an integrated network platform and quality services for Taiwan pet masters, just like Uber and Airbnb which encourage all shops serve their proper purpose.

Keywords: Sharing economy, pet business opportunity, service marketing, post COVID-19

9 – 1011

Preliminary Study of Factors Affecting the Training Performance in Property Management Companies

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Abstract. The present study aimed to construct a research framework to investigate the relationships among internal and external factors, learning motivation and training performance in property management companies' employee. The research participants are the employees of property management companies in Tainan area who had participated the talent quality-management system (TTQS) training programs. The participants who had participated the TTQS training programs imply that the questionnaire response will has high validity and reliability. The present study try to understand the effect of internal and external factors to the learning motivation, internal and external factors to the training performance, learning motivation to the training performance and the meditating effect of learning motivation on the internal and external factors to training performance.

Keywords: Internal and external factors, learning motivation, training performance

9 – 1012

The Influence of Social Capital on Expatriate Adjustment: The Moderating Effects of Work-Family Conflict and Work-Role Demand

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Abstract. Research on the determinants of expatriate adjustment and performance have been evaluated extensively, however, expatriation is still a challenging job. Previously studies illustrated that approximately 30% to 50% of expatriate are ineffective or marginal effective. Among others, the issue of social capital, work-role demand, and work-family conflict are three of the most critical factors for the adjustment and performance of expatriation. This study also adopts Takeuchi's stakeholder approach to identify the moderating role of work-family conflict and work-role demand that moderate the influence of social capital on cross-cultural adjustment. The results of this study showed that (1) expatriate's social capital has significant effect on her/his cross cultural adjustment; (2) work-role demand and work-family conflict are served as two moderating variables that will inhibit the influence of expatriate's social capital on cross cultural adjustment. The findings of this study are very helpful for human resource manager in selecting, recruiting, evaluating, and managing their expatriates in the oversea marketplaces. The findings could also be very useful for academicians to develop further theoretical foundation in expatriate management.

Keywords: Social capital, cross-cultural adjustment, family-work conflict, work-role demand

9 – 1013

Digital Platforms Workers: Setting the HRM Research Agenda

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Abstract. More full-time basis employees currently are looking into the gig workforce. While the digital platforms workers are offered freedom in selecting the jobs and flexible working hours, however, digital platforms workers Malaysia could not consider as employees who entitled for employee benefits. Nevertheless, there is paucity of research concerning how Human Resource Management (HRM) theories and concepts apply in the gig workforce. This study aims to examine to what extent HRM practices control gig workers. This paper proposes that digital platforms workers are clearly different with traditional employees. This paper explores how digital labor platforms control across digital platforms workers and customers. This paper also critically discusses how digital labor platforms influence digital platforms workers' autonomy and dependence of the digital labor platforms. Implications for HRM research are discussed. This paper improves our current understanding on the gig workforce and highlights potential questions as future researches on HRM in the gig workforce.

Keywords: Digital labor platforms, digital platforms workers, HRM theories

The Effect of Perceptions of Ease, Experience, Company Reputation, and Cost Effectiveness on Intentions to Repurchase for Online Food Delivery Customers in Jakarta

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Abstract. The growth of the online food business is growing. Nowadays, consumers tend to choose online food delivery. This research aims to measure the intention of repeat orders on online food delivery by using GoGood or other applications available in Jakarta. By emphasizing four independent factors, which include perceptions of ease, convenience, the previous online purchasing experience, company reputation, price effectiveness, and one dependent variable, reordering food online. The sample is one hundred respondents with a purposive sampling method. Data in this research is collected through a questionnaire to empirically test the research model using the least square partial path modeling approach (PLS). This research shows that the perceptions of ease and previous online purchasing experience do not affect reordering intentions. At the same time, the company's reputation and cost-effectiveness variable have an impact on reordering intentions.

Keywords: Re-order intention, easiness perception, experience, company reputation, cost effectiveness

Adoption of Big Data Analytics for Manufacturing Small Medium Enterprises during COVID-19 Crisis in Malaysia

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Abstract. Global epidemic coronavirus disease 2019 (COVID-19) has a significant impact on the global economy. The Big Data Analytics (BDA), which helps businesses to obtain useful insights, is seen as a new strategic weapon in industry particularly during this challenging time. This study investigated the influence of technology factors on BDA adoption among Malaysian manufacturing Small Medium Enterprises (SMEs). Data was collected from 185 manufacturing SMEs Malaysia and analysed with SmartPLS 3.3.2. This study uncovers significant technological factors that drive BDA adoption and highlight the role of technological resource competency as a mediator in this model. The findings contributes to the Malaysian SMEs to strategize BDA adoption in today's dynamic business environment; and can be a reference to ASEAN developing nations as well.

Keywords: Big data analytics, small medium enterprises, technological resource competency, Malaysia

The Role of Intellectual Capital in Increasing Company Value with Profitability as an Intervening Variable

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Abstract. The company's current value is not only determined by tangible assets. The ability of intangible assets in increasing company value today is very interesting to study. Intellectual Capital is an intangible asset in the form of knowledge, talents, skills, information, networking that can be managed by a company to increase its competitive ability. This study investigating the effect of intellectual capital on the firm value both directly and indirectly where profitability functioning as an intervening variable. The firm's value as a dependent variable is proxied by Tobin's Q, while the profitability variable that functions as an intervening variable is proxied by ROA. Intellectual capital is measured using VAIC which consists of 3 measurement components, that is Value added of Human Capital (VAHU), Value added of Employed Capital (VACA), and Structural Capital Value added (STVA). The research method uses multiple regression analysis tools with a panel data approach and path analysis. The subject of this study are companies that are in the hotel, restaurant, and tourism subsector which are listed on the Indonesia Stock Exchange in the 2014-2018 period selected using purposive sampling techniques. Research data is secondary data extracted from the company's financial statements during the study period. The results showed that profitability, VACA, and VAHU directly affected the value of the company, only VAHU directly affected the profitability of the company. Meanwhile, in the indirect relationship using the Sobel test, the results show that the profitability of the company can only mediate VAHU to the company value, but profitability cannot mediate the effect of VACA and STVA on company value.

Keywords: Company value, intellectual capital, profitability, human capital, structure capital, relational capital

Factors that Influence Tax Compliance (Empirical Study of Individual Taxpayers Who Have Free Jobs in West Jakarta)

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Abstract. This study aims to obtain empirical evidence regarding the effect of self assessment, tax knowledge, moral responsibility, tax sanctions, and service quality on tax compliance in fulfilling tax obligations. The data in this study are primary data obtained from respondents' answers in the research questionnaire. Respondents in this study were individuals who had free jobs in Jakarta. Samples were taken by simple random sampling technique. The data analysis tool uses a structural Equation Model (SEM) using Lisrel 8.8 software. The results of research data analysis prove that tax knowledge, moral responsibility and service quality have a positive influence, while the self assessment system and tax sanctions do not have an influence on tax compliance.

Keywords: Self assessment, tax knowledge, moral responsibility, tax sanctions, service quality, tax compliance

9 – 1018

How Family Business in SME's Scale Alleviate Their Business Amid Pandemic

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Abstract. The outbreak of COVID-19 pandemics affecting various aspect of human life, and forced many business to close. The majority of SME's in Indonesia endeavor to keep operating their business. Meanwhile, large-scale quarantines, restriction and social distancing measures had devastating several business. On the one side, Imposing people (consumers to staying at home) ensuing of their production and demand were unstable and hit hardly their revenue. The evaluation in this research was analyzed in SWOT analysis to elucidate each component of S-O, W-O, S-T, W-T and give suggestion to survive their business. In conclusion, the flexibility of business gives advantages for family business in SME's sector to substitute their product and get their profit, while the recession need to be aware to saving their financial management.

Keywords: COVID-19, SME's, family business, SWOT

9 – 1019

The Impact of Brand Image, Website Quality, and Trust toward Customer Loyalty in the Indonesian Consumer-to-Consumer (C2C) E-Commerce Industry

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Abstract. This research was conducted in order to determine the impact of brand image, website quality and trust toward customer loyalty in the Consumer-to-Consumer (C2C) E-Commerce industry in Indonesia. This research implemented survey method, in which, questionnaires were used as the instrument to collect all of the data required in this research. A total of 350 respondents participated in this research, in which, all of the data were collected from respondents living in Jakarta. A total of 350 questionnaires were equally distributed to each respondent, in which, after further examinations, 323 questionnaires were deemed valid and usable. All of the data then were further processed and analysed in the data analysis phase using partial least squares-structural equation modelling (PLS-SEM) using SmartPLS 3.2.8 software. Based on the results of the data analysis, it could be concluded that brand image, website quality, and trust positively affected customer loyalty in the C2C e-commerce industry, in which, website quality played a stronger role in affecting customer loyalty compared to the other two variables due to the higher t-value possessed by website quality. Furthermore, it was revealed that trust mediated the impact of brand image, website quality and trust toward customer loyalty in this industry.

Keywords: Brand image, website quality, trust, customer loyalty, Indonesian C2C E-Commerce industry

9 – 1020

The Impact Consumer Based Engagement on Smartphone's Brand Loyalty in Indonesia

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Abstract. Smartphone industry is quite an interesting industry, as a result the competition has become intense. The smartphone produsen must build customer loyalty to win the market, they used Consumer-brand engagement (CBE) to maintain and strengthen the market share. The purpose this research is to examine impact Consumer-brand engagement (CBE) on brand loyalty. This research used 5 different brands, Vivo, Oppo, Samsung, Xiaomi and Realme. Data in this research collected by questionnaire and then processed by SmartPLS. For the validity test use average variance extracted (AVE) and for reliability test use cronbach's Alpha. After pass both the validity test and reliability test then the hypothesis is tested and found that only two dimensions of consumer-brand engagement (CBE) can used to give impact on brand loyalty. This brand loyalty will affect positive WOM and repurchase intention.

Keywords: Consumer-brand engagement (CBE), brand loyalty, positive WOM, repurchase intention

9 – 1021

Factors that Influence Audit Report Lag in Non-Financial Companies in Indonesia Stock Exchange

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Abstract. Audit report lag is one indication that there is a problem in a financial statement. This study aims to determine that the factors mentioned in the study can influence audit report lag in non-financial companies listed on the Indonesia Stock Exchange. These factors include company size, company profit, solvency, public accountant firm size, independent board of commissioners, board commissioners size, ownership concentration, independent audit committee, audit committee competency, and audit committee size. The research states that firm size, company profit, solvency, board commissioners size, ownership concentration, and audit committee size affect audit report lag. While the public accountant size, the independent board of commissioners, the independent audit committee, and the competence of the audit committee are known not to affect the audit report lag. In this study solvency is known to have a positive effect on audit report lag while company size, company profits, board of commissioner size, ownership concentration, and audit committee size negatively affect audit report lag.

Keywords: Audit report lag, firm size, company profit, solvency, board commissioners size, ownership concentration

9 – 1022

Factors Influencing Auditor in Issuing Qualified Opinion

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Abstract. This study examines the effect of Earning Management, Audit Quality, Audit Tenure, Firm Size, Leverage, Liquidity, Inventories, Losses, and Profitability to Qualified Opinion on manufacturing companies in Indonesia. This research used 102 manufacturing companies listed in Indonesia Stock Exchange from 2013-2018 selected using Purposive Sampling Method. This research used binary logistic regression to analyse the data. This study's results show that there is no influence of Earnings Management, Audit Quality, Audit Tenure, Firm Size, Leverage, Liquidity, Inventories, Losses, and Profitability on Qualified Opinion.

Keywords: Qualified opinion, earnings management, audit quality, audit tenure, firm size, leverage, liquidity, inventories, losses, and profitability

9 – 1023

Tax Avoidance: Study of Non-Financial Companies Listed in Indonesia Stock Exchange

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Abstract. Since tax is our country financing main source and in Indonesia we done the calculation, payment, and reporting of the tax by self-assessment system, we knew that its will be the opportunity for some companies to not report the tax they owed correctly and honestly. The fundamental purpose of this study is to obtain empirical evidence about factor which will affect tax avoidance. This study selected seven variables that are used: firm size, return on asset, leverage, capital intensity, sales growth, the composition of independent commissioner, and executive compensation. The population in this study is non-financial companies listed in Indonesia Stock Exchange (IDX) over the four years 2015-2018. This study used 255 sample data that are selected by using the purposive sampling method. The hypothesis in this research was analyzed by multiple linear regression. The result of this study indicating that return on asset and sales growth have influence on tax avoidance, another independent variable such as firm size, leverage, capital intensity, the composition of the independent commissioner, and executive compensation do not have influence toward tax avoidance.

Keywords: Tax avoidance, leverage, capital intensity, sales growth, the composition of the independent commissioner, executive compensation

9 – 1024

Quality Cycle in Maintaining Quality and Performance of Small-Scale Herbal Enterprises

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Abstract. The study investigates the differences in perception of stages the quality management and performance on small-scale herbal enterprise practices in Greater Jakarta. Quality management consists of input, making, output, service quality, and building social relationships. Meanwhile, the performance includes competitive and bargaining power. This study used primary data which was collected through questionnaires, observation, and in-depth interviews. It involved 172 jamu peddlers from several places in Jakarta which are observed to become two groups of the quality cycle, whereas every group is divided into ten small groups of jamu peddlers. Group 1 includes 86 sellers which have not known about quality management. Otherwise, Group 2 has received knowledge of quality as a treatment in the quality cycle. Mann Whitney U test finds the differences in perception of input, making, output, building social relationships, and competitive power. Hence, the study does not prove in service quality and bargaining power. The result captures the benefit of the quality cycle in introducing quality culture. Moreover during the pandemic, understanding their perception within the concept of quality management is an important stage when designing the mechanism of quality cycle implementation in small-scale herbal enterprises.

Keywords: Herbal, quality management, quality cycle, performance, small-scale enterprises

9 – 1025

Investment Performance of Private Pension Funds in Selected Asian Countries: The Role of Fees and Management Companies

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Abstract. This paper examines the investment performance of private pension funds in Hong Kong, South Korea, Malaysia, Singapore and Thailand, segregated by fund universes: Growth (equity), Moderate (balanced) and Conservative (bond) Fund. The adoption of hybrid model is a new attempt and all 3 main categories of pension funds are evaluated in which previous studies have focused on merely equity funds. This study employs 6 years of monthly observations and a total of 931 pension fund samples. Net returns and gross returns are used to evaluate the impact of fees on funds' performance with the hybrid model which mimics Fama-French and Treynor-Mazuy. Empirical findings imply that most private pension funds in Asia have inferior performance even before the consideration of fees. In addition, the Growth Fund outperforms Moderate and Conservative Fund before fees are taken into consideration. Nonetheless, management fees do deteriorate the performance of pension funds. Hence, policy makers should strive to devise suitable course of actions to raise the retirement incomes of citizen. Additionally, the results may be useful to investors to make better informed investment decisions and fund managers in building the pension fund's portfolio.

Keywords: Pension funds, asset-pricing models, Fama and French, Treynor and Mazuy, equities, bonds, mixed assets

Development of the TRAM Model for Blockchain Use Readiness in SMEs in Indonesia

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Abstract. SMEs have a large enough role and become the strength of the Indonesian economy. However, SMEs often experience obstacles in competitiveness, especially in facing global competition, including access to capital, access to information and technology, access to organization and management, and access to business networks and partnerships. The adoption of blockchain technology is one of the considerations to minimize SME problems. This is because this technology can provide benefits for SMEs, including: cost efficiency, increasing profit and minimizing the role of intermediaries, as well as increasing competitiveness. This study aims to measure and analyze the readiness of SMEs in using blockchain technology, before this technology is applied in Indonesia in the SME sector. Investigations to determine the readiness of SMEs in using this technology were carried out by developing a TRAM model so that business owner's perceptions of risk and until this technology could be recommended. This model is an integration of the Technology Readiness Index (TRI) and Technology Acceptance Model (TAM) models, as well as the addition of the variables of perceived risk and intention to recommend in this study. Data processing used the partial least square path modeling (PLS-PM) method. The results of this study will show the influence of the variables of this research model.

Keywords: Blockchain, technology, UMKM, TAM, TRI

Financial Ratio and Company Characteristics Effect on Earnings Management

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Abstract. The objective of this research is to obtain empirical evidence about the effect of growth, firm financial leverage, fixed asset turnover, profitability, firm size, firm age, audit quality, board independence, and managerial ownership as independent variables to earnings management as dependent variable. The research uses non-finance companies listed in Indonesia Stock Exchange during 2016 to 2018 as population. Samples for this research are obtained through purposive sampling method, in which 516 non-finance companies with 354 data available are taken as sample. Multiple linear regressions and hypothesis testing are used as the data analysis method in this research. The results show that growth statistically had a positive effect to earnings management. The results of this study indicated that companies experiencing higher growth tends to improve earnings management practice. Other variables do not have effect to earnings management.

Keywords: Earnings management, financial ratios, audit quality, board independence, managerial ownership

Analysis of Investment Decision Making through Overconfidence, Herding Effect and Self-Monitoring Variable during COVID-19 Pandemic in Indonesia

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Abstract. This study aims to determine the influence of overconfidence, herding effect, and self-monitoring on investment decision making during the COVID-19 pandemic. The research sample is 255 individuals who have already earned income and experienced the COVID-19 pandemic, located in Indonesia. The sampling technique in this study is nonprobability sampling and purposive sampling is used to distribute the questionnaires by online. The results of this study indicate that there is a significant effect of overconfidence, herding effect, and self-monitoring on investment decisions during the COVID-19 pandemic in Indonesia.

Keywords: Overconfidence, herding effect, self-monitoring, investment decision

Factors Affecting the Value of Non-Financial Companies in Indonesia Stock Exchange

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Abstract. The purpose of this research is to analyze factors influencing firm value. The independent variables are liquidity, profitability, size, activity, managerial ownership, institutional ownership, company growth and capital structure. Sample used in this research are all non-financial companies listed in Indonesia Stock Exchange consistently during the period from 2016 until 2018. Sample selection method used was purposive sampling, there were 98 companies that met the criteria, resulting in 294 data points taken as sample. Data were analyzed using multiple regression method. The result of this research shows that profitability and capital structure have an effect on firm value. While liquidity, size, activity, managerial ownership, institutional ownership and profit growth have no effect on firm value.

Keywords: Firm value, profitability, capital structure, liquidity, size

9 – 1030

Brand Salience, Brand Association, Brand Quality, and Brand Value to Predict Brand Loyalty on Tourists of Mount Bromo, East Java, Indonesia

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Abstract. This study aims to determine the predictive ability of brand salience, brand association, brand quality, and brand value on brand loyalty of tourists to Mount Bromo destination in East Java, Indonesia. The data in this study were collected using a survey of 100 respondents who were tourists who had visited the tourist destination of Mount Bromo more than once. The results of this study indicate that brand salience, brand association, brand quality, and brand value can positively predict tourist brand loyalty. The results of this study are expected to provide an overview for tourist destination managers to give full attention to the development of tourism brands which are the key to building tourist loyalty.

Keywords: Brand salience, brand association, brand quality, brand value, brand loyalty

9 – 1031

The Effect of COVID-19 Pandemic on Consumer Emotions and Purchasing Behavior: A Cluster Analysis in Indonesia

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Abstract. During the COVID-19 pandemic, consumers experience emotions of fear and anxiety. Consumers' emotions have an impact on consumer behavior so that grouping consumers during this pandemic will be useful for determining marketing strategies and tactics that are suitable with consumers. This study aims to make consumer psychographic segmentation, based on the negative emotions of consumers towards the pandemic, lifestyle, and purchasing behavior during the pandemic. Negative emotions are focused on fear and anxiety. The study used a survey method of consumers in various cities in Indonesia. To categorize consumers, we used the K-Means Cluster analysis. The results of this study indicate that three groups were significantly different from each other. The first group, persistent consumers as we call them, are consumers who have a high fear of the impact of COVID-19 but they can exercise self-control in terms of shopping. The second group, impressionable consumers, are consumers who feel fear and anxious the most, are affected by the purchasing style of other consumers, and shop more often. The third group, unaware consumers, are namely those who are less affected by the pandemic psychologically, not anxious by the behavior of other consumers, and shop the same as before the pandemic.

Keywords: Fear, anxiety, simplicity lifestyle, purchase behavior

9 – 1032

Determinants of Stock Return Using by Fama and French Three Factor Model (FF3FM) in IDX

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Abstract. The purpose of this study is to empirically examine the influence of market, size, and value factors in the Fama and French Three Factor Model (FF3FM) on stock return of LQ45 companies from 2014 to 2018. The population of this study are all of the LQ45 companies listed in the Indonesia Stock Exchange (IDX). The sampling technique used is purposive sampling which results in 10 companies as the sample. The results of this study indicate that beta has a significant positive effect on stock return. Firm size has a significant negative effect, while book to market ratio has a positive effect but not significant on stock return. From the result of this research, it can be indicated that FF3FM is still considered as potential asset pricing model in IDX.

Keywords: Stock return, beta, firm size, book to market ratio, Fama and French Three Factor Model (FF3FM)

9 – 1033

Sector-Specific, Monetary Policy and Macroeconomic Determinants of Business Dynamics: Evidence from Financial Services Industry in Malaysia

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Abstract. This paper examines the effects of sector-specific factors, macroeconomic factors, and monetary policy factors on business dynamic of Malaysian financial services industry. The study employs whole public listed financial services industry in Malaysia consists of 10 public listed banks, 9 insurance institutions and 14 other financial institutions. In considering the crisis factor, four models have been conducted for each sectors: a) First and second models make distinctive comparison on the effect of financial crisis dummy variable 2008-09, b) Third and fourth models investigate the dataset separately from year 2000 to 2007, and year 2010 to 2019 respectively, particularly, pre-crisis period, and post-crisis period. This study found that there exists significant relationship between sector-specific factors, economic factors and monetary policy factors and business dynamic across banks, insurance and other financial institutions industry. Nevertheless, by factoring in crisis factors, the impact seems to be mere significant across three industries which indicates income activities will lead to bank and non-banks' activities less fluctuate to systematic crisis.

Keywords: Business dynamic, sector-specific, macroeconomic, monetary policy, financial services industry

The Effect of FinTech on the Financial Institution in Six ASEAN Countries: Fama-French Five-Factor Asset Pricing Model Approach

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Abstract. This study aims to address the varying effects of FinTech growth across six ASEAN countries as the result of geographical heterogeneity of the FinTech start-ups. We examine both the supply and demand drivers to the growth of the FinTech start-ups on the stock returns of 70 incumbent banks across six ASEAN countries from 2012 to 2018. Annual data of the supply drivers such as dollar-funding volume, number of deals and number of FinTech companies are created, and the demand drivers such as internet banking population, alternative financial service providers and unbanked population, are regressed against the incumbents' stock returns with panel data analysis. Findings indicate the relationship between the FinTech growth and incumbents' stock returns in Singapore and Philippine are positive while insignificant negative relationship to incumbents in Indonesia and insignificant positive relationship to the incumbents in Vietnam. FinTech growth in Malaysia and Thailand are found to have no effect on incumbents' stock return. These results are varied across respective geographical areas in ASEAN countries due to the distinctive fundamental settings of the FinTech adoption and FinTech investment in response by the consumers and suppliers of funds contributing to the FinTech growth.

Keywords: FinTech, traditional banks, stock returns, ASEAN, geographical heterogeneity, supply drivers, demand drivers, FinTech market growth, consumer theory, dynamic model of innovation

Analysis of Factors in Increasing Patient Satisfaction in Hospital

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Abstract. Patient satisfaction is the main thing that must be fulfilled in conducting treatment at the hospital. Factors that affect the level of patient satisfaction include the availability of adequate infrastructure, facilities and information technology, including the availability of space and supporting tools related to medical or information system services. In addition, the behavior factors of medical and non-medical personnel also greatly determine the level of patient satisfaction. Who are currently implementing street drugs that need special attention from the hospital management. The population is Depok with 116 respondents. The statistical method uses Structural Equation Modeling. The results of the study were (1) There was no relationship between hospital infrastructure and patient satisfaction, (2) there was a relationship between the behavior of hospital medical and non-medical officers with patient satisfaction (3) there was a relationship between hospital information technology and facilities on patient satisfaction (4) Cost is not a driving factor in choosing hospital Infrastructure to increase patient satisfaction.

Keywords: Satisfaction, infrastructure, facilities, human behavior

9 – 1036

Assessing Entrepreneurial Motivations: From the Perspectives of Vietnamese Founders in the Public Relations Industry

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Abstract. With the increased importance of SMEs, especially in the Asia Pacific region, the demand for research in these topics continues to rise. The focus of this study is on the motivations of the founders behind their decisions for a growing business in an emerging Asian market, Vietnam.

The findings of this study present that the public relations founders in Vietnam are generally driven by the accomplishments and challenges picked up from the entrepreneurial journey. They are not as focused on company control or economic gain from founding a company. They are also open to delegating their role to a professional manager, who already possesses the required management skills, to support the business.

This study contributes to the scholarship of entrepreneurship and SMEs by exploring the entrepreneurial experience and decisions during the company growth stage. It challenges the assumption that entrepreneurs pursue growth and usually experience the growth versus delegation crisis.

Keywords: Entrepreneur, founder's decision, growth stage, , public relations, Vietnam, SMEs

9 – 1037

Factors that Affect Financial Performance of Family Manufacturing Companies on the IDX

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Abstract. This study aims to obtain empirical evidence about the effect of Good Corporate Governance (GCG) on financial performance with Net Working Capital Turnover as a mediating variable on family manufacturing companies listed on the Stock Exchange in 2016-2018. The sample in this study used a purposive sampling method with a total sample of 93 data. The software used for data processing techniques is bootstrapping with Smart PLS 3.0. The results of this study indicate that Good Corporate Governance does not affect the Net Working Capital Turnover. This study indicates that institutional ownership, the board of commissioners, and committees have a positive influence on financial performance. This study also shows that shareholders' general meeting and Net Working Capital Turnover does not affect financial performance.

Keywords: Good Corporate Governance (GCG), net working capital turnover, financial performance

9 – 1038

A Conceptual Model for Strategic Decision Making in Malaysian Third-Party Logistics Industry

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Abstract. The global economic environment is experiencing uncertainties and local responses are not precluded. The growing demands of third-party logistics (3PL) users and the emergence of more 3PL have created fierce competition within the 3PL industry to attract user firms. This requires 3PL to review their competitive strategies to make themselves more attractive or stronger relative to their competitors. This article focuses on the evaluation of internal resources and capabilities followed by competitive strategic choices made by 3PL in Malaysia to achieve financial performance in the wake of economic global uncertainties. The firms' strategic positioning is low costs or/and differentiation based on the perspective of Resource-based View (RBV) theory. The findings show the functional involvement influences the low cost and marginally lead to differentiation strategy. The results show capability of IT has a direct positive and marginal effect on the implementation of differentiation than low cost strategy. This article concludes with directions for practitioners, government and future research leveraging resources and capabilities to achieve financial performance.

Keywords: Third-party logistics, RBV, functional involvement, capability of IT, competitive strategy, financial performance, Malaysia

9 – 1039

Determinants of Brand Loyalty: Survey of Wardah Cosmetics Consumer in Jabodetabek, Indonesia

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Abstract. This study tries to explore the determinants of Wardah cosmetics brand loyalty in Jabodetabek Indonesia. The independent variable is product quality, service quality, promotion and customer satisfaction. A sample of 100 respondents in Jabodetabek area and the sampling technique is convenience sampling (which includes whoever is found in accordance with the focus of research). The technique to get data is questionnaire, the scale used is a Likert scale where the answers are given a score of one to five. The results showed that product quality and consumer satisfaction had a significant effect on Wardah brand cosmetic loyalty while service quality and promotion had no significant effect on Wardah cosmetics brand loyalty.

Keywords: Brand loyalty, Wardah cosmetics, respondents, Jabodetabek

9 – 1040

Financing Decision as A Mediation Variable between Capital Structure and Firm Performance

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Abstract. The purpose of this research is to empirically examine the influence of capital structure measured by Total Debt Ratio (TDR) toward firm performance measured by Tobin's Q with financing decision measured by Retention Ratio (RR) as mediating variable. This study uses secondary data obtained from the Indonesia Stock Exchange. The population of this study is the banking companies listed on the Indonesia Stock Exchange for the period of 2016-2018. Based on several criteria, 42 banking companies listed on the Indonesia Stock Exchange are selected as samples in this study. The method of analysis was multiple linear regression using EViews 10 program. The Sobel Test is used to test the significance of mediating effect. The results of this study indicate that capital structure has a positive and significant effect on firm performance, while financing decisions have a negative and significant effect on firm performance. But financing decisions does not mediate the effect of capital structure on firm performance significantly.

Keywords: Firm performance, capital structure, financing decision

9 – 1041

Tax Saving Components on Tax Disclosures

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Abstract. The purpose of this study is to examines the influences of tax planning, as measured by the use of tax saving, namely, permanent differences, temporary differences, foreign tax rates differentials and tax losses on tax disclosure. Samples in this study were as many as 21 manufacturing goods and consumption companies listed on the Indonesia Stock Exchange (IDX) for 7 years 2012-2018. The result of this study is 1) permanent differences has influence on tax disclosure, 2) temporary differences has influence on tax disclosure, 3) foreign tax rates differentials has not influence on tax disclosure, 4) tax losses have influence on tax disclosure.

Keywords: Tax disclosure, tax planning, component of tax saving, tax saving

The Effect of Organizational Culture and Organizational Climate Mediated by Motivation on Employee Performance in PT Talenta Wirama Berkat

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Abstract. This study discusses about organizational culture, organizational climate and motivation on employee performance in event management companies. The purpose of this study was to examine the influence of organizational culture and organizational climate through motivation on employee performance. The population in this study was 50 employees working at PT Talenta Wirama Berkat. Research data obtained through questionnaires and research analysis techniques using (SEM) structural equation modeling with the SmartPLS 3.0 program. This study shows that employee performance will be better and improved due to the organizational culture and organizational climate set by the company and the motivation provided by the company. Therefore, companies must pay attention to organizational culture, organizational climate and motivation which is suitable with the field of business and the development of the current era or work industry so that employee performance can be higher and better for company development and progress.

Keywords: Organizational culture, organizational climate, motivation and employee performance

Potential Economic Effects of COVID-19 on Expenditure to the Services Sector and Employment by Age and Gender in Indonesia

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Abstract. The pandemic COVID-19 has been confirmed to lead the Indonesian economy to fall into recession in 2020. This paper, by using the National Social-Economic Survey (SUSENAS) 2014 and 2018 published by the Central Bureau of Statistics, aims at examining the potential economic effects of the COVID-19 on the expenditure to the services sector and employment sector by the age and gender. The study found that the potential effects of COVID-19 on the expenditure on the services sector by the age groups will be deeper to the age groups between 25 and 34 years old and the age group of 60 years old. It suffers both males and females in the age group between 25 and 34 years old and between 55 and 64 years old. The potential economic effects of COVID-19 on employment in the primary sector by age group will be in the age groups between 35 and 54 years old, while in the secondary and tertiary sectors will tend to be in the age groups between 20 to 44 years old and the age groups between 20 to 49 years old. The potential economic effects of COVID-19 on both male and female employment in the primary sector will be in the age group between 30 and 54 years old, while in the secondary and tertiary sectors will be the age groups between 20 and 44 years old and 20 49 years old. These findings certainly may help entrepreneurs and managers to change their business strategies in targeting the consumers by age and by gender. However, caveats should be applied in that they should not do any logical fallacies that can harm their decision makings, including hasty generalization, appeal to ignorance, and argument from authority to name just three. Thus, entrepreneurs and managers should do detailed research and learn before making a decision.

Keywords: COVID-19, employment structure, expenditure to the services sector, age group, gender, Indonesia

The Effect Of Spirituality on Turnover Intention Mediated by Employee Engagement

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Abstract. The objective of this study was to examine the influence of spirituality in the workplace against turnover intention mediated by employee engagement on employees in WOM Finance Jakarta. As many as 214 employees of the head office of WOM Finance Jakarta were involved in this study. The data were obtained through a questionnaire from the respondents who were selected by random sampling method. The Structural Equation Model (SEM) using the SmartPLS program was used for the analysis. The study revealed that spirituality in the workplace did not affect the turnover intention, but spirituality in the workplace had an influence on employee engagement. Employee engagement had no influence on turnover intention and had not mediated the influence of spirituality in the workplace against turnover intention.

Keywords: Spirituality, employee engagement, turnover intention

The Impact of Implementation of IFRS 16 (PSAK 73) on Key Financial Ratios: Evidence from Indonesia

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Abstract. IFRS 16 was issued to overcome criticism of IAS 17, especially regarding the fact that many lease transactions on lessee are not included in the statement of financial position (off-balance-sheet), making it difficult for users to get an accurate view of the assets and liabilities of the leasing company, as well as difficult to estimate the amount that is off-balance-sheet. After the adoption of this standard, companies with significant operating leases are likely to experience an increase in assets, an increase in liabilities, and a decrease in equity, which can significantly affect their financial ratios. The research objective was to determine the impact of the application of IFRS 16 (PSAK 73) on the financial statements and key financial ratios of airline company in Indonesia. This research will focus on the airline operator company, PT Garuda Indonesia Tbk, which utilizes a lot of lease financing in the procurement of their aircraft fleets. This research has a very appropriate momentum considering that 2020 is the beginning of the implementation of IFRS 16 (PSAK 73) for all public companies in Indonesia. The research method uses a case study approach. The results showed that the level of profitability (ROA), solvency, and efficiency in the use of assets experienced a decline, but the liquidity ratio and profitability (ROE) has increased.

Keywords: IFRS 16 (PSAK 73), operating lease, financial ratios

9 – 1046

The Role of Intellectual Capital and Competitive Advantage in Increasing Market Stock Price

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Abstract. The purpose of this study is to analyze the effect of intellectual capital represented by the capital coefficient, human capital, structural capital and competitive advantage toward stock market prices.

The research subject is the mining industry in Indonesia. The unit of analysis is the mining sector which is listed on the Indonesia Stock Exchange in 2016 to 2018. The total population is 123 data, while the sampling method is saturated sampling, so that the number of samples is 123. The data analysis method used is explanatory causal. The analytical tool used is multiple linear regression.

The results showed that intellectual capital consisting of value-added capital coefficient, value added human capital, structural capital value added and competitive advantage simultaneously had an effect on stock market price. The results of data processing partially, structural capital value added and competitive advantage have an effect on stock market price. Meanwhile, value added capital coefficient and value-added human capital has no effect on stock market price. The finding of this study is that structural capital value added and competitive advantage has the ability to increase the stock market price in the capital market. It can be concluded that structural capital value added and competitive advantage can be called information that has relevance value in investor decision making.

Keywords: Intellectual capital, value added capital coefficient, value added human capital, structural capital value added, competitive advantage, stock market price

9 – 1047

Locus of Control as A Mediating Variable toward Financial Management Behavior

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Abstract. The purpose of this study was to examine and analyze the influence of financial knowledge and income on financial management behavior with the locus of control as the mediating variable. The sampling method used in this study is non-probability sampling, the type is purposive sampling. Data were collected using a questionnaire. Data analysis used multiple regression, for data processing using the SmartPLS version 3.2.8 application. The results of this study indicate that locus of control can mediate the effect of financial knowledge on financial management behavior and the effect of income on financial management behavior.

Keywords: Locus of control, financial knowledge, income, financial behavior management

Effects of Retail Mix Strategy on Performance and Competitive Advantage

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Abstract. This study is aimed to determine empirically whether the retail mix in small retail businesses, that includes physical facilities, merchandising, pricing, promotion, services and organization/personnel, has an effect on the performance of small retail businesses and their competitive advantage. The method used was purposive sampling, a total of 280 respondents drawn at small retail businesses in Tangerang. The data analysis technique used is Structural Equation Modeling (SEM), using LISREL version 8.8 to test the hypothesis. The results showed that, retail mix strategy that includes physical facilities or location, merchandising, services and organization/personnel has an effect on the performance of retail. While pricing and promotion have no effect on the performance of retail. Furthermore, the retail business performance has an effect on the competitive advantage. These results need the attention of small retail businesses to keep improving the combination of retail mix, either already has an effect or not on the performance of the business, because good performance can affect the competitive advantage of retailers in running the business.

Keywords: Retail mix, performance, competitive advantage, SEM

How Social Media are Successfully Transforming the Marketing of Local Street Food to Better Serve the Constantly-Connected Digital Consumer

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Abstract. This paper aims to further our understanding of the effect of the mobile communication technology usefulness, authenticity, historical nostalgia and attitudes of Millennials towards food vlogger online reviews, in the context of purchase decisions involving local street food. YouTube has become the most popular video sharing platform over almost all the world. Many YouTubers compete to create various content, including that related to food. Food content creators on YouTube are usually called food vloggers, whose activities are to review food from a particular place. Data were collected using questionnaires distributed among Millennials who shop via mobile apps, and the purposive sampling technique was used. A final total of 425 useable sets of data underwent data analysis using Smart-PLS. The results show that mobile usefulness, authenticity and historical nostalgia directly affect the attitudes of Millennials towards food vlogger online reviews. It appears that local Indonesian street food sellers need not be excessively worried about their sales during the COVID-19 pandemic, but they could try to be transformed digitally, follow health regulations procedures, and learn some promotional strategies such as inviting food vloggers to review their food and the eating experiences they offer.

Keywords: Mobile communication technology usefulness, authenticity, historical nostalgia, attitude and food vlogger

9 – 1050

Analysis of Leading Sectors and the Role of MSMEs in the Kedungsepur Development Area in Supporting Central Java Economy

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Abstract. Kedungsepur economic growth as a whole continues to increase. The average economic growth of Kedungsepur from 2011 to 2018 was 5.58%, higher than the average economic growth of Central Java. The difference in economic growth of each region in Kedungsepur indicates a disparity in income. But as the area that is expected to be the drive for area economy including Central Java, also as the role of Kedungsepur MSMEs that still have the potential to be expanded, it is crucial to know that the sector that can be expanded for that reason is. This paper aims to identify matters related to regency / city economic growth, analyze sectors that have the potential to be developed in order to encourage economic growth, categorize regions and regency / city sectors in Kedungsepur based on growth rates and per capita income / contribution. The analysis method used is Klassen typology analysis. The results of this study indicate that: the manufacturing sector and the provision of accommodation are leading sectors with the potential to encourage economic growth in each regency / city in Kedungsepur. The development of leading sectors that have become basic sectors in each region is meant to accelerate the rate of economic growth, furthermore as the crucial part to push the economy in Central Java, especially in the manufacturing sector with agro-industry, thereby creating inter-sectoral links.

Keywords: Economic growth, regional development

9 – 1051

Perception of Individual Taxpayers in Jakarta towards Tax Compliance with Tax Attitude as Moderation Variable

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Abstract. This study aims to see whether there is an effect of taxpayer awareness, ease of use of technology and tax compliance costs with Tax Compliance, namely by increasing the contribution to voluntary tax compliance for people with high Tax Attitude. The samples taken in this study were 99 individual tax payers who were in Jakarta and already had a Taxpayer Identification Number. For the result, Tax awareness and Online perceived ease of use only have a significant positive effect on tax compliance directly. Meanwhile, tax compliance cost has no direct effect. The tax attitude only strengthens the relationship between tax compliance cost and tax compliance. Meanwhile, tax attitude does not strengthen the relationship between Tax awareness and Online perceived ease of use and tax compliance.

Keywords: Tax compliance, tax attitude, individual taxpayers

The Resilience of SMEs Facing Pandemic: A Case Study of Processed Seafood Products in Pekalongan City, Indonesia

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Abstract. The difficult time caused by the COVID-19 pandemic outbreak proves that SMEs can survive even with serious problems that directly impact them. This research is a qualitative descriptive study by conducting interviews with 30 respondents of seafood processed in the city of Pekalongan. Interviews were conducted with business actors by random sampling, and data collection was a convenience sample. In-depth interviews were conducted by exploring information on businesses carried out before the pandemic, during the pandemic, and adaptive efforts to survive in the new normal. In the period before the pandemic, the amount of production per month in SME processed seafood in Pekalongan Regency was quite diverse with the number of products varying from less than 100 kg/month (57%) up to more than 1000 kg/month (7%). Nevertheless, they have not used IT as a supporting means in their efforts. Businesses continue to market their products directly in the area around Pekalongan and also outside Pekalongan area. During the COVID-19 pandemic, all SME businesses continued but experienced significant declines such as difficult and expensive raw materials and a decrease in the number of buyers. Also, the impact of pandemics on marketing and labour areas is not very significant. Marketing continues as before the pandemic and employees work as usual. However, product innovation is minimal due to lack of capital and knowledge. In the new normal pandemic, all SMEs processed by seafood will continue their efforts. Businesses will compete with the market, remain optimistic that product will improve and increase production. Besides, the new normal business plan for businesses is also like expanding marketing and trying to be more successful. Also, have specific targets to keep selling and continue to survive in the hope that the government can also synergize through the provision of assistance in the form of access to capital. This research concludes that the majority of SMEs of seafood processing businesses are still able to survive in crises due to prolonged pandemics. Although able to stay and be able to continue its efforts, there has not been innovation related to more adaptive marketing patterns, namely the utilization of digitization.

Keywords: SMEs, resilience, pandemic

Factors Affecting Consumer Attitudes to Shopping at Miniso

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Abstract. The very rapid development of Miniso outlets in Indonesia and the increasing number of consumers, marked by the increasing sales value, are competitive values that need to be investigated further regarding what factors cause this phenomenon to occur. Besides that, since the appearance of Miniso in Indonesia, several similar retailers have started to appear, but their existence has not been able to beat Miniso. This research is a causal research and data collection is done by distributing questionnaires to 180 respondents using judgmental sampling techniques. using the SMARTPLS 3.0 statistical tool. The results showed that perceived quality has a significant effect on consumer attitude. Meanwhile, the variables of perceived risk and price consciousness do not have a significant effect on consumer attitude. And finally, consumer attitude variable has a significant effect on willingness to buy.

Keywords: Perceived quality, perceived risk, price consciousness, consumer attitude, willingness to buy

9 – 1054

The Effect of Financial Performance and Intellectual Capital on the Firm Value with Corporate Social Responsibility Mediation on Banking

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Abstract. This study aims to obtain empirical evidence on how firm value is influenced by intellectual capital in addition to financial performance with CSR reports as a mediating factor in the banking industry. From the results of banks that have been listed in Indonesia during 2016-2018 with path analysis, the results show that financial performance and intellectual capital have a direct positive influence and relationship on company value, but they do not have an effect when mediated by CSR. From this research, it shows that SCR activities have no effect on firm value and even make changing the conditions of the influence become unaffected. Therefore. It seems that the activities carried out by the company, especially banking, will increase the value of the company in the market, not only improve the company's image.

Keywords: Firm value, financial performance, intellectual capital, sustainability reporting

9 – 1055

Identification of the Personal Values and Buying Behavior of Youth in the COVID-19 Pandemic in the Indonesian Context

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Abstract. The Corona virus (COVID-19) is still a pandemic in many countries around the world. This pandemic has directly or indirectly changed various aspects of people's lives. This research focuses on identifying the values and behavior of young people during the COVID-19 pandemic in Indonesia. This research fills a research gap where most of the research on COVID-19 uses general respondents while this study focuses on a sample of adolescents. The results showed that the main values of adolescents were health care, social care, togetherness with family, being more careful, and respecting others. Meanwhile, their current behavior change is that they focus more on health problems, they integrate social / physical distance, care for the environment, learn new things. Most of their activities were carried out at home. The results of this study also show that the "new normal" era is still a vague concept for youth. The discussion and limitations of the research are presented in this paper.

Keywords: COVID-19, personal values, behavior, Indonesia

Food Security Through Entomophagy

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Abstract. Due to burgeoning populations, income growth, employment, and urbanization trends, food security had become a global concern. Entomophagy is a process of consuming edible insects had been chosen as an alternative food source to solve the issues of food security. This study aims to examine the effect of factors related to the product, social trust and norms, and psychological factors on consumers' acceptance towards entomophagy. The number of samples to be taken is 100 respondents with a convenience sampling method. Data were collected using a questionnaire and analyzed using Partial Least Square-Structural Equation Modelling (PLS-SEM). The results show that factors related to the product and psychological factors affect consumers' acceptance towards entomophagy, but social trusts and norms do not affect consumers' acceptance towards entomophagy.

Keywords: Consumer acceptance, entomophagy, edible insects, food security, Indonesia

The Roles of CSR and Marketing Ethics in FMCG Company's Reputation during the COVID-19 Pandemic

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Abstract. This study aimed to reveal whether Corporate Social Responsibility (CSR) and marketing ethics have certain roles in the reputation of Fast Moving Consumer Goods during COVID-19 pandemic. This study used survey method by collecting data through questionnaire. The respondents in this study were 128 consumers of FMCG and acquired by using the convenience sampling technique and the data was then analysed using SPSS. The result of this study showed that CSR and marketing ethics positively and significantly affect the company's reputation, either partially or simultaneously during this COVID-19 pandemic.

Keywords: CSR, marketing ethics, company's reputation, FMCG

9 – 1059

The Entrepreneurship Development Program with the PALS Approach to Create Entrepreneur at State Polytechnic of Batam, Indonesia

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Abstract. In 2020, State Polytechnic of Batam will gain the third opportunity for the Community Service program scheme of the Ministry of Research and Technology in the entrepreneurship development program. The aim of this program is to create independent entrepreneurs based on technopreneurs. This program aims to provide business development for tenants so that they are ready and independent in entrepreneurship, developing entrepreneurship based on knowledge and technology. The implementation of this program begins with socialization, recruitment and selection of prospective tenants. The method of implementing the program uses the empowerment of entrepreneurial potential tenants, namely PALS (Participatory Action Learning System) to form a participatory learning interaction system. This program activity was carried out in early 2020 before the decision of the national government regarding the COVID-19 pandemic and this activity was also undertaken during the COVID-19 pandemic. Many of these entrepreneurship development program activities were carried out by implementing health protocols to prevent the spread of COVID-19. The results of the entrepreneurship development program found 44 tenants who had participated in the coaching, then a second selection was carried out to obtain 25 tenants. The Entrepreneurship Development Program Team conducted a third stage selection to get tenants who were further fostered until the end of the year, namely 10 tenants.

Keywords: Entrepreneurship development program, PALS, tenant, science and technology

9 – 1060

The Effects of Capital Adequacy, Credit Risk, and Liquidity Risk on Bank's Financial Distress in Indonesia

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Abstract. The ongoing Covid-19 pandemic causes many companies that cannot adapt will have difficulty to run their business. Banking as a financial intermediary institution has no exception to be affected by the pandemic. Whereas the number of non-performing loan increases and credit distribution decreases, it results in reduced bank's profits, which then causes financial distress. This study aimed to determine the effect of capital adequacy, credit risk, and liquidity risk on bank's financial distress.

Using the logit regression equation, the results show that the variables of credit risk and liquidity risk have positive and significant effects on bank's financial distress, while that of capital adequacy has a negative and not significant effect.

Keywords: Capital adequacy, credit risk, liquidity risk, bank's financial distress

Millennial Investment Intention in Capital Market

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Abstract. The number of millennial investors in the Indonesia Stock Exchange has increased significantly in the last three years. This shows the existence of investment intention among the millennial generation. This phenomenon is interesting because, since the monetary crisis of 1998, there is such a trauma in most Indonesian to invest in the capital market. Now millennial generation showing another signal that they can forget the trauma. It is interesting to know, what kind of factors that influence millennial investment intention in the capital market? This study tries to answer this question. The research proposes three factors, namely financial attitude, risk aversion, and locus of control influence the millennial investment intention, and also develop three hypotheses from the three factors. The sample consisted of the millennial generation that was divided into three groups of samples, namely male, female, and whole sample. SEM was employed to prove the three hypotheses using Smart PLS. The results show, that only financial attitude in the female group sample don,t has a significant influence on millennial investment intention.

Keywords: Millennial, investment, intention, capital market

The Moderating Effect of Organizational Trust on the Relationship between Locus of Control and Psychological Contract

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Abstract. Many studies have pointed out that psychological contracts are significantly associated with improving job satisfaction, performance, and willingness to stay. Meanwhile, scholars have found that psychological contracts are affected by different personality traits, such as locus of control. In addition, trusts in organization are positively related to psychological contract. Consequently, this study will explore the effect of organizational trust on the relationship between locus of control and psychological contract. A questionnaire survey was used in this study. A total of 231 questionnaires were collected from employees involved in manufacturing industry in Tainan City, Taiwan. The results of hierarchical regression analysis revealed that internal locus of control has a positive effect on psychological contract, while external locus of control has a negative effect on psychological contract. Organizational trust including vertical and lateral trusts has a positive effect on psychological contract. Parts of organizational trust have the moderating effects on the relationship between locus of control and psychological contract. Furthermore, practical suggestions based on the research results and analysis were proposed.

Keywords: Locus of control, organizational trust, psychological contract

The Competitive Strategy of SMEs in the Digital Era

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Abstract. Information and Communication Technology (ICT) provides a new perspective on the development of economic transactions in the digital era. Economic transactions are becoming more efficient, faster and cheaper [1]. The use of ICT and the internet encourages online transactions to be more accountable than conventional transactions. In the digital era, entrepreneurs must be able to develop their abilities towards skill in knowledge, ICT and the internet [2]. Meanwhile, entrepreneurs in Indonesia who are mostly SMEs have weaknesses, one of which is a lack of technological capability. Therefore, problems: (a) how these SMEs are able to take advantage of the opportunities and challenges in this digital era; and (b) what strategies should be implemented by SMEs to compete in the digital era where the use of ICT is massive. The results of the analysis shows that in the digital era, ICT and IoT can accelerate business development. So, SMEs that do not implement it will get disruption.

Keywords: SMEs, competitive strategy, ICT, digital era

Factors Affecting Financial Shenanigans in the Perspective of Fraud Triangle (An Empirical Study among Manufacturing Companies Listed in Indonesia Stock Exchange)

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Abstract. This research aimed to obtain an empirical evidence about the effectiveness of fraud triangle in explaining the tendency of financial shenanigans. To achieve these objectives, this research examined the factors that influenced financial shenanigans consisting of 5 independent variables; three variables of pressure elements (financial stability, external pressure, and financial targets); one variable of opportunity elements (effective monitoring); and one variable of rationalization elements (auditor change). The population of this research was the companies in manufacturing sector listed in Indonesia Stock Exchange during 2017-2018. Total sample of this research was 78 samples. For hypothesis testing, we used the logistic regression method. The results showed that financial stability, external pressure, and effective monitoring has a significant influence toward financial shenanigans, while financial target and auditor change has no effect on the tendency of financial shenanigans.

Keywords: Financial shenanigans, fraud triangle, pressure, opportunity, rationalization

9 – 1065

The Effect of Audit Committee Size, Independent Commissioner Size and Shareholder Equity Ratio on Financial Distress (A Study on Public Companies in Manufacturing Sector Listed in IDX during 2015-2017)

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Abstract. The objective of this research was to examine the effect of Audit Committee size, Independent Commissioner size, and Shareholder Equity Ratio on Financial Distress. In this research, SHE (Shareholder Equity) Ratio, Audit Committee size, Independent Commissioner size, and financial distress were measured by the Altman Z-Score Model. The research subjects were listed as public companies in Indonesia Stock Exchange (IDX) during 2015-2017. These samples were selected by using the purposive sampling method and the secondary data was analyzed by using multiple regression method, and finally there were 19 companies that met the requirements. As research result, the Audit Committee effectiveness as proxied by Audit Committee size and the number of Independent Commissioner had no positive effect on financial distress. Meanwhile, the SHE ratio had positive and significant effect on financial distress.

Keywords: Audit committee, independent commissioner, shareholder equity ratio, financial distress

9 – 1066

Periodic Revenue Fluctuation among Listed Companies in Property and Real Estate Sub-Sector in Indonesia Stock Exchange

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Abstract. This research is intended at getting an overview of the impact of the implementation of Indonesian Financial Accounting Standards (PSAK) 72 which has been effective since January 1st, 2020 on financial performance and stock performance, especially listed companies in the property and real estate sub-sector listed on the Indonesia Stock Exchange. The adoption of PSAK 72 has a direct impact on the amount of revenue reported in the calculation of profit or loss and comprehensive income on an annual or interim basis. The adoption of the new PSAK will fluctuate the calculation of annual and interim profit and loss and comprehensive income, thereby affecting the financial performance of listed companies which ultimately affects the stock performance in the capital market.

This research is a descriptive research to determine whether there are differences in financial performance and stock performance before and after the implementation of PSAK 72. The results of data processing show that there are differences and significant financial performance, while for the stock performance there are differences, but not significant.

Keywords: Financial performance, stock performance, revenue

The Analysis Study of HR in Directorate of Ministry Education

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Abstract. Performance of PSDMPK (Badan Pengembangan Sumber Daya Manusia - Pendidikan dan Kebudayaan-Human Resources Development and Education Quality Assurance Agency) and PMP (Penjaminan Mutu Pendidikan - Quality Assurance in Education) of Ministry of Education and Culture in 2017, that shown between the reality on field and the target desired to be achieved is not in accordance with expectation. This causal research is aimed at finding the information concerning the possibility of managerial effectiveness affected by human resource development, organizational culture, employee competence, and organizational commitment. Survey method used in this research was data which had been analyzed by path analysis after all variables put into a correlation matrix. The research result find out that: (1) human resource development has direct positive effect on managerial effectiveness, (2) organizational culture has direct positive effect on managerial effectiveness, (3) employee competence has direct positive effect on managerial effectiveness, (4) organizational commitment has direct positive effect on managerial effectiveness, (5) human resource development has direct positive effect on employee competence, (6) organizational culture has direct positive effect on employee competence, (7) human resource development has direct positive effect on organizational commitment, (8) organizational culture has direct positive effect on organizational commitment, and (9) human resource development has direct positive effect on organizational culture.

Keywords: Managerial effectiveness, human resource development, organizational culture, employee competence, and organizational commitment

The Effect of Risk Base Capital and Premium Growth

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Abstract. This study aims to determine whether the risk-based capital, return on investment, the ratio of claims and the ratio of growth affect the increase in premium income on insurance companies listed on the Indonesia Stock Exchange 2013-2017. This study has a sample size of 10 mining companies listed on the Indonesian stock exchanges from 2013-2017. The sample selection was done by purposive sampling method. The data used in this study is to use secondary data that is the financial statements published through the website www.idx.co.id. The analysis model used is multiple linear regression. The results of this study indicate that the risk-based capital, return on investment, the ratio of claims and the ratio of premium growth as a whole (simultaneous) have a significant effect on the increase in premium income. Partially, this research indicates that risk-based capital and return on investment have negative and insignificant effect to the increase of premium income, whereas the ratio of claim and the ratio of premium growth have positive and significant effect to the increase of premium income.

Keywords: Increase premium income, risk-based capital, return on investment, ratio claim and ratio of growth

Empal Gentong and Culinary Culture

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Abstract. Food is the backbone of many traditions. Food combine together with culture are interrelated, mapping identities, origins and what is experienced by society at any given moment. The culture of Cirebon as a coastal city environment deserves to have food that has a peculiarities of the beach, such as fishes and its produced. However, the popular food based on and processed from beef such as empal gentong becomes more famous that fishes food products. The article looks upon the relations of culinary culture to the current gastronomy trends in Cirebon.

Keywords: Cirebon, empal gentong, culinary culture, gastronomy

The Perceptions of Building Students' Social Entrepreneurship in a Higher Education Context

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Abstract. This study was directed to identify the extent of the students' perceptions toward the formation of social entrepreneurship in rural communities. This was conducted to deal with social problems, namely the low income of the people and unemployment. The research method used was descriptive narrative method where the main explanation focused on the results of analysis of students' intentions and perceptions in the formation of social entrepreneurship by utilizing digital innovation thinking. The samples taken as participant were 15 students from two State Universities in Indonesia. The results showed that participants' intentions were not that big to form social entrepreneurship even though their digital innovation capabilities were quite good. This was because the participants felt that opening a business in collaboration with the community required a lot of cost, time, and energy. Finally, this study contributed to universities to focus more on growing intention in the context of the formation of social entrepreneurship as well as to the government to facilitate better activities related to the formation of social entrepreneurship.

Keywords: Intention, digital innovation, strategies, implication, social entrepreneurship

The Impact of Brand Image toward Loyalty in The Indonesian Smartphone Sector: The Role of Trust as An Intervening Variable

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Abstract. This study was conducted in order to determine how's the role of Brand Image in affecting Customer Loyalty in the Indonesian smartphone sector, both directly and indirectly through the existence of Trust as the intervening variable. Quantitative-Survey method was utilized in this study, in which, questionnaires were distributed electronically to all respondents who participate in this study. A total of 200 respondents participated in this study, in which, 189 usable data were further analyzed using PLS-SEM method in order to determine and obtain the results required for the completion of this study. Based on the results of the data analysis, authors would like to conclude that there's a positive impact of brand image on customer loyalty, both directly and indirectly through the role of trust as the intervening variable.

Keywords: Brand image, trust, customer loyalty, smartphone sector

The Revival of the Bamboo Sector in India and its Relevance to Sustainable Development

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Abstract. Bamboo can serve as a means to achieve the UN framed Sustainable Development Goals and spur sustainable development. It belongs to the grass family Poaceae (Gramineae) and is a significant part of forest ecology. The main objective of this research study is to explore the bamboo sector in India by analyzing the three dimensions of this sector: 'Ecology', 'Ecosystem', and 'Economy'(3 Es). Pandemic COVID-19 has stagnated the progress of this sector, which can be revived with strategies suggested in this research paper.

This exploratory and qualitative research uses a conceptual approach to develop models based on the data collected and analyzed. Through secondary data, literature review, and in-depth interviews of experts, this study explores the 3Es and integrates them into the 3Ps of the Triple Bottom Line-Profit, Planet and People, a concept proposed by John Elkington to measure sustainable development. This research paper proposes a bamboo triple bottom line. Based on the data collected, a universal four-stage operational model is identified for methodically harnessing the potential of this resource.

Keywords: Sustainable development, green gold, livelihoods, ecology, ecosystem, economy, bamboo triple bottom line

9 – 1075

TQM, Entrepreneurial Orientation, Innovation and Organizational Performance in Indonesian Palm Oil Industries

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Abstract. The purpose of this research is to examine the influence of total quality management and entrepreneurial orientation toward organizational performance with a mediating effect study from innovation in Indonesian Sustainable Palm Oil certified palm oil agribusiness companies in Barito Timur and Kotawaringin Barat district. The sample was determined by quota sampling method. The research conducted by taking 8 palm oil agribusiness companies. Data processing techniques using partial least square method that helped by SmartPLS 3rd version. The result of this research shows that total quality management has not positively effect on organizational performance, total quality management has positively effect on innovation, innovation has positively effect on organizational performance, total quality management has positively effect on organizational performance mediated by innovation, and entrepreneurial orientation has positively effect on organizational performance

Keywords: TQM, entrepreneurial orientation, innovation, organizational performance

9 – 1076

The Study of SMEs Retention Marketing during the Pandemic

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Abstract. The marketing problem is a challenge faced by Small and Medium Enterprises (SMEs) during the COVID-19 pandemic. The results of several studies show that one of the essential steps to maintain business during a pandemic is to bind customers to keep making purchases, not switching to other products. Therefore, retention marketing is the answer, which is a strategy to make consumers feel bound, happy, and comfortable consuming a product. This study uses a qualitative approach by interviewing SMEs who open businesses in a Semarang city mall food court. The interviews show that retention marketing is the right and effective strategy for SMEs to sustain their businesses during the COVID-19 pandemic. The SMEs who can survive are successful in implementing retention marketing. On the other hand, the SMEs who cannot survive are not successful in implementing this strategy appropriately.

Keywords: Retention marketing, pandemic, Small Medium Enterprise

Factors Affecting Entrepreneurial Opportunity Recognition in Food and Beverage SMEs

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Abstract. The growth of Food and Beverage SMEs continues to increase along with the interest of Indonesian people in enjoying ready to eat food. SMEs in this field must possess entrepreneurial alertness to seek, realize and recognize opportunities, also known as entrepreneurial opportunity recognition. This study aims to determine the effect of 1) social network on entrepreneurial alertness, 2) prior knowledge on entrepreneurial alertness, 3) self-efficacy on entrepreneurial alertness, 4) entrepreneurial alertness on entrepreneurial opportunity recognition in Food and Beverage SMEs in Jakarta. This study used purposive sampling technique and a sample of 80 Food and Beverage SMEs were obtained. The results showed that social network, prior knowledge and self-efficacy have a positive and significant effect on entrepreneurial alertness. Likewise, entrepreneurial alertness has a positive and significant effect on entrepreneurial opportunity recognition. This is a factor that Food and Beverage SMEs need to pay attention to in order to be able to identify, see, recognize, and find opportunities which then generate potential ideas to be able to compete.

Keywords: Social network, prior knowledge, self-efficacy, entrepreneurial alertness, entrepreneurial opportunity recognition

The Institutionalization of New Public Management (NPM) on Badan Penyelenggara Jaminan Sosial (BPJS)

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Abstract. This study offers insights into the critical challenges and undesirable outcomes of a fundamental reform of the healthcare sector in Indonesia. The authors introduce a universal social security administration agency called Badan Penyelenggara Jaminan Sosial (BPJS). BPJS expand the health services' coverage, faces critical challenges and unintended outcomes including financial deficits, resistance from medical professionals and politicians' tendency. With the Framework of New Public Management (NPM), We find that the adoption of the insurance system was primarily motivated by politicians' interests and those of international agencies at the expense of a sustainable national healthcare system. This study contributes to the healthcare industry policy literature and will undermine the core values of healthcare services. It will also threaten the sustainability of the medical profession in Indonesia. The authors offer several suggestions for devising better policies in this sector in the developing nations.

Keywords: Healthcare, BPJS, NPM, insurance

9 – 1079

The Effects of Managerial Ownership, Profitability, Leverage, and Company Size on Firm Value with Enterprise Risk Management (ERM) as An Intervening Variable: A Study of Consumer Good Manufacturing Companies Listed in IDX during 2016 – 2018

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Abstract. This research is a research gap from previous research which aims to see the effect of managerial ownership, profitability, leverage and firm size on firm value with Enterprise Risk Management (ERM) as an intervening variable. The results of this study indicate that managerial ownership, profitability, firm size have a significant positive effect on firm value. While leverage and ERM have no significant effect on firm value. Managerial ownership, profitability and leverage have no significant effect on ERM, but firm size has a significant positive effect on ERM. ERM does not significantly mediate the effect of managerial ownership and profitability on firm value. But ERM significantly mediates the effect of leverage and firm size on firm value. Visually, ERM contributes in the firm value. But empirically, ERM cannot significantly contribute to the managerial ownership, profitability, leverage, firm size variables to increase firm value.

Keywords: Enterprise risk management, ERM, managerial ownership, profitability, leverage, firm size, firm value

9 – 1080

The Role of Financial Behaviour, Financial Attitude, Financial Strain and Risk Tolerance in Explaining Financial Satisfaction

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Abstract. The purpose of this study was to determine the role of Financial Behaviour, Financial Attitude, Financial Strain and Risk Tolerance in explaining Financial Satisfaction. The population used in this study are all women who work in Jakarta and have a minimum education level of bachelor degree except in the Construction, Transportation and Warehousing, and Real Estate sectors. The sample in this study were 192 respondents who were selected using convenience sampling method. Data analysis techniques using Structural Equation Modelling (SEM). The result of this study indicated that Financial Behaviour and Risk Tolerance have an influence on Financial Satisfaction, while Financial Attitude and Financial Strain have no effect on Financial Satisfaction.

Keywords: Financial behaviour, financial attitude, financial strain, risk tolerance, financial satisfaction

Consumer Tribalism in Buying Decision

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Abstract. Not all brands are able to cater to the entire market. While companies have the resources to market their brands across market segments, many marketers chose not to. This will not only weaken the marketer's message of the brand, but will also prevent the marketer from building a strong relationship with the consumer. Consumers generally have a specific buying role, and the role of each specific consumer requires a more specific message and attention from marketers. This research approach uses an interpretation based on an inductive mindset by utilizing the phenomenological paradigm. This approach is taken in context to better understand social phenomena about target market and target audience. The company can only direct opinions, messages and impressions to them as phenomenon of tribalism is prevalent in the market today. Marketers need to pay attention to the unique things that are created in the concept of tribalism. Although there is a key opinion leader who holds the position of "tribal leader", the attitude of the consumer tribe towards the product is organic.

Keywords: Relationship, phenomena, tribalism, organic

Work Satisfaction in the Organization: The Relationship with Transactional Leadership Style in Driving Employee Motivation

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Abstract. The effect of the variable transactional leadership style to job satisfaction may be determined by the effect of transactional leadership style and employees' satisfaction. The study is to look at the variables that relate to transactional leadership style to job satisfaction at PT. ABM Investama, in South Jakarta, Indonesia, by using several variables to demonstrate the correlation between transactional leadership style and motivation among the employees. And several large cases are used to demonstrate the performance of it.

Keywords: Transactional leadership style, motivation, employee's job satisfaction

The Effect of Sustainability Orientation, Sustainability Education and Risk Perception Towards Green Entrepreneurship to Young Generation

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Abstract. This study seeks to identify green entrepreneurship among the younger generation, especially college students. This study uses a deductive approach that collects data in a cross-sectional manner with quantitative data processing using a structural equation model (SEM) to analyze the answers to 412 respondents in 11 state universities in Indonesia through distributing questionnaires. The result of this study is that there is a positive and significant impact on the impact of sustainability orientation and sustainability education on green entrepreneurship. In contrast, risk perception is not significant towards green entrepreneurship. Current research is limited to prospective young entrepreneurs, especially among college students. The results of this research can be used as a reference for learning among universities around the world in any discipline. And it will support governments, policymakers and university authorities in developing tailored awareness programs through curriculum development towards green and sustainable entrepreneurship. The creation of good and healthy environmental conditions can provide a better place to live for future generations around the world.

Keywords: Green entrepreneurship, sustainability orientation, sustainability education, risk perception, future generation

Sustainable Entrepreneurship in SMEs: The Case of Creative-Industry SMEs in Jambi, Indonesia

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Abstract. This study aimed to investigate the relationship between motivational factors and the tendency to carry out sustainable entrepreneurship between small and medium enterprises. We proposed that there is an effect of sustainable attitude, social norms, and perceived desirability on sustainable entrepreneurship. A sample of 100 SMEs' owners from creative industry in Jambi, Indonesia, participated in this study. Data analysis was performed by using multiple regression analysis processed with IBM SPSS Statistical software version 24. From this research results, it can be concluded that there is an effect of sustainable attitude, social norms, and perceived desirability on sustainable entrepreneurship among creative-industry SMEs in Jambi. Theoretically, this study is expanding sustainable entrepreneurship research at the SME level. In practical terms, the implications of this study can be an input for government and local policy-makers in encouraging sustainable entrepreneurship practices, especially at SME level.

Keywords: Sustainable entrepreneurship, SME, creative industry

9 – 1085

The Impact of Perceived Value and Perceived Quality on Consumers' Purchase Intention toward Batik: The Mediating Role of Satisfaction

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Abstract. This study was conducted in order to determine the impact of perceived value and perceived quality on consumers' intention in using batik, either directly or indirectly through the existence of Satisfaction. This study implements survey method, in which, a total of 208 respondents participated in this study and fill in all of the questionnaires distributed to the respondents. All the questionnaires were electronically distributed to the respondents through online survey website services. After collecting and gathering all of the data, Partial Least Squares-Structural Equation Modelling (PLS-SEM) method was implemented in order to run and analyze all of the data gathered in this study. Regarding the results that might be generated in this study, authors expect that perceived value and perceived quality toward batik have a positive and significant role in motivate and drive more and more people to purchase and use batik as their day-to-day uniform.

Keywords: Perceived value, perceived quality, consumers' purchase intention, satisfaction, batik

9 – 1086

The Mediating Role of Work Satisfaction in the Effect of Professional Identity and Organizational Support on the Intention to Quit from Work

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Abstract. Insurance industry is one of the essential sectors that are considered vital in this globalization era. Although the insurance industry in Indonesia is experiencing growth, there is a problem that has not been solved, specifically the low retention rate of insurance agents. Therefore, the purpose of this study was to examine the effect of professional identity and perceived organizational support on intention to quit from work with job satisfaction as mediating role on XYZ insurance agents. The sample used was taken by purposive sampling with 200 respondents and data analysis using AMOS software version 21. The results of this study indicate that both professional identity and perceived organizational support has a positive direct effect on job satisfaction, professional identity; perceived organizational support; and job satisfaction has a negative direct effect on intention to quit, professional identity and perceived organizational support has a negative indirect effect on intention to quit through job satisfaction as the fully mediating factor.

Keywords: Professional identity, perceived organizational support, job satisfaction, intention to quit

Is There Any Worker Switching Intention from Traveloka Pay later to Traveloka Pay later Card?: A preliminary investigation in Jakarta

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Abstract. The launch of the Traveloka Pay later card in September 2019 by Traveloka in collaboration with Bank Rakyat Indonesia (BRI) is one of the efforts to improve digital payment services. The emergence of pay-later cards was expected to increase the number of members to reach 5 million by 2025, considering that BRI is the bank with the most extensive network. It is interesting to know Traveloka customers' behavior, whether the customer who uses the pay later will switch to the pay-later card. This survey research conducted in Jakarta in March 2020. This study uses a push-pull-mooring (PPM) framework to show the Traveloka customer switching behavior determinants from pay later to pay later card. Structural Equation Modelling analysis was conducted on data from 1117 workers using pay later card in Jakarta province.

Keywords: Switching intention, push-pull-mooring, pay later card