

**ALL CONFERENCE PAPER WILL BE
PUBLISHED IN:**



CONFERENCE THEME

*Economics and Business in Industrial
Revolution 4.0*

TOPIC LIST

BUSINESS MANAGEMENT :

1. Financial Technology
2. Digital Marketing
3. E-commerce
4. Marketing management
5. Marketing Information System
6. Human Resources Information System
7. Smart Human Resources 4.0
8. Technopreneur
9. Corporate Finance
10. Banking and Micro Finance
11. Islamic Finance and Islamic Banking
12. Human Resources Management
13. Strategic Management
14. Organizational Behavior
15. Technology and Operating Management
16. Entrepreneurship
17. Digital-Business
18. Management Information System
19. Tourism Management

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1. Financial Regulation and Financial Stability
2. Financial Technology Shariah
3. Digital Society
4. E- Public
5. Deposit Insurance and Banking Surveillance
6. International Trade and Investment
7. Public Finance and Development Planning
8. Political Economy and Governance of Development
9. Industrial Economics
10. Environmental Economics
11. Economics Policy
12. Islamic Economics
13. Rural – Urban Development
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15. Transportation Economic
16. Agro - Industry
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6. Financial Accounting
7. Islamic Accounting
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9. Behavioral Accounting
10. International Accounting
11. Management Accounting
12. Accounting for Government and Non Profit organization.
13. Tax Accounting
14. Capital Market
15. Political Economy in Accounting
16. Social and Environmental Accounting



Organized by:
Faculty of Economics and Business
Universitas Sumatera Utara

Book of Abstract

2nd ECONOMICS AND BUSINESS INTERNATIONAL CONFERENCE 2019

Conference Theme:
Economics and Business in Industrial Revolution 4.0



October 24th, 2019
Grand Aston City Hall Hotel, Medan
Jl. Balai Kota No. 1 Medan 20112
Sumatera Utara



ABSTRACT BOOK

Economics and Business

in Industrial Revolution

4.0

October 24th, 2019

**Grand Aston City Hall Hotel and Serviced Residences Medan
Jl. Balai Kota No. 1 Medan 20112
North Sumatera**

Keynote Speakers:

**Prof. Dr. Christine Helliar, University of South Australia.
Prof. Dr. Zuraidah Mohd Sanusi, UiTM Shah Alam, Malaysia
Asst. Prof. Dr. Kanitsorn Terdpaopong, Rangsit Universit, Thailand
Ferdinan D. Purba, Indonesia Deposit Insurance Corporation, Indonesia**



The 2nd Economics and Business International Conference (EBIC2019)

Preface

First and foremost, I would like to express my gratitude to our God for the blessing and mercy that we can gather here in this wonderful event.

On behalf of EBIC Committee, it is my greatest pleasure and honor to welcome you all, researchers and participants, to Medan, some having a great distance to attend our conference, the 2nd Economic and Business International Conference in Medan, Indonesia October 24th, 2019. Welcome, thank you for your participation.

Economics and Business International Conference is a biennial event that brings together researchers, academics, and professionals from all over the world to discuss and offer solutions for our global challenge, especially global economic challenges for every two years. The first EBIC was held in 2017 which focused on global challenges in Economics and Business. Today's conference, especially, aims to encourage the interaction between researchers, academics, and professionals to face today's challenges and stay in common view to deal with future economic challenges at the era of revolutionary industry 4.0.

As the Chairman, I would like to report that today's conference is involved by twelve countries; Indonesia, Malaysia, Australia, Thailand, Philippines, Japan, Cambodia, South Korea, Oman, Poland, and South Africa and Qatar. After our screening on abstracts and papers, a number of 95 papers will be presented today to discuss the current economic challenges through revolutionary industry 4.0 from all over the world.

In addition to the contributed papers, four invited keynote presentations were given by Prof. Christine Helliar from University of South Australia, Prof. Dr. Zuraidah Mohd Sanusi from UiTM Shah Alam, Asst. Prof. Dr. Kanitsorn Terdpaopong from Rangsit University, and Ferdinan D. Purba, Executive Director of Finance, Indonesia Deposit Insurance Corporation.

The conference and its proceedings will furnish researchers all over the world with excellent reference books that contribute to broadening the current literature. I believe that the presented papers and global challenges will stimulate future studies on these areas.

I, on behalf of the committee, express our gratitude to all authors and participants for their contribution in this event.

Regards,

Rina Br. Bukit

EBIC Chairman



Welcome Message

From Dean of faculty of Economic and Business, Universitas Sumatera Utara

The Honorable,

- Rector of Universitas Sumatera Utara (Prof. Runtung Sitepu, SH. M.Hum) and his staff.
- Dean, Chairman, and staff of Universitas Sumatera Utara.
- Keynote Speakers:
 1. Prof. Dr. Christine Helliari, From University of South Australia.
 2. Prof. Dr. Zuraidah Mohd Sanusi, From UiTM Shah Alam, Malaysia
 3. Asst. Prof. Dr. Kanitsorn Terdpaopong, From Rangsit University, Thailand
 4. Ferdinan D. Purba, Executive Director of Finance, Indonesia Deposit Insurance Corporation
- Participants
- Practitioners and students
- Invitees and the entire Civitas Akademia of Universitas Sumatera Utara

Welcome to EBIC 2019.

Assalamualaikum Warahmatullahi Wabarakatuh.

First and foremost, I would like to give my thanks to the Allah SWT, the God Almighty who has given grace to all of us so we can gather, together in this event, 2nd ECONOMICS AND BUSINESS INTERNATIONAL CONFERENCE with theme Economics and business in Industrial Revolution 4.0.

The honorable audiences.

This is our second international conference which was held by Faculty of Economics and Business, Universitas Sumatera Utara. This is our bi-annually event which becomes a place to share and enrich our knowledge among the lecturers and researchers regarding the economics and business challenges nowadays.

My honorable guests.

I am so glad and appreciate the efforts and hardworks to the committee which ensure and organize this conference to run smoothly. I believe many tears and joys were shared among committee to realize this event. Thank you for your hardworks. This seminar was held to support the international publication activities of academics, researchers and lecturers in economic and business.

The honorable audience

Lastly, Welcome to this conference and best wishes to chairman and staff of committee, may this event be blessed, be the best and glorious. Aamiin.

Wabillahi Taufiq Walhidayah, Assalamualaikum Wr. Wb.

Medan, October 24th 2019
Dean of Faculty of Economics and Business
Universitas Sumatera Utara
Prof. Dr. Ramli, SE. MS



WELCOME SPEECH
RECTOR UNIVERSITAS SUMATERA UTARA
THE 2nd ECONOMICS AND BUSINESS INTERNATIONAL CONFERENCE (EBIC)
2019

Assalamualaikum wr wb.
Good morning ladies and gentlemen.

Honorable ;

- **Dean of Faculty of Economic and Business Universitas Sumatera Utara**
- **Vice Deans of Faculty of Economic and Business Universitas Sumatera Utara**
- **Keynote Speakers of The 2nd Economics and Business International Conference 2019**
- **Paper Presenters, Reviewers and All Participants of The 2nd Economics and Business International Conference 2019**
- **Chief of Committee of The 2nd Economics and Business International Conference**

First of all, praise Allah SWT, The Almighty God, who gives mercy and blessings upon all of us. I am deeply pleased that all of you have been able to join us for The 2nd Economics and Business International Conference 2019 with the theme “Economics and Business in Industrial Revolution 4.0”.

Ladies and Gentlemen,

I would like to say thanks and welcome to all of the guests, paper presenters, reviewers and participants from various countries in the world, who attended this very event. At the moment you are all in Medan, the capital of North Sumatera Province, which is famous for ethnic diversity and cultural crossing, culinary delights, historical heritage and tourist destinations that hopefully will provide wonderful memories for everyone who visits our city.

I would also like to express gratitude and appreciation towards the effort and hard work of the committee, Faculty of Economics and Business Universitas Sumatera Utara, as the host of this conference, who make sure the event runs smoothly to the end and reaches the expected goal.

The 2nd Economics and Business International Conference 2019 is a forum that brings together experts and economic practitioners from various countries, who will discuss various issues related to the worsening of world economic conditions.

The International Monetary Fund (IMF) has declared world economic growth is at its worst pace since the global financial crisis. Many countries, including developed countries like the United States, are not spared from the effects. The weakening of world trade and manufacturing activities, trade wars and a number of geopolitical risks, as well as the conditions of several large developing countries which have to deal with financial market pressures, have played a role in further suppressing the volume of trade and world economic growth. As a result, the global economy is in a stagnant position and even tends to decline for certain countries. In fact, IMF projects that the economic growth in developed countries will slip down from 2.3% in 2018 to only 1.7% this year.

With such world economic conditions, the experts and practitioners of economics must sit together, exchange information and discuss in order to find solutions that can be applied to recover



the sick world economy condition. This conference today being held in order make that objectives happen.

This meeting will also be one of the efforts to develop connections and networks among experts and economic practitioners from various countries, so that they can continue to be connected in order to obtain and explore useful information for the development of science. Also synergize in formulating appropriate solutions to solve various economic problems that occur.

Honorable ladies and gentlemen,

As a meeting attended by academics and researchers, I also hope that this conference can produce scientific papers that contribute in increasing the number of international research and publications contained in reputable scientific journals.

Finally, I congratulate the conference. Hopefully all efforts and good intentions that we do get the blessing of Allah SWT, The Almighty God.

Thank you.

Wabillahi Taufiq Wal Hidayah

Wassalamualaikum wr wb





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EVENT SCHEDULE
ECONOMICS AND BUSINESS INTERNATIONAL CONFERENCES 2019
Grand Aston Hotel, Medan, North Sumatera

<i>Schedule</i>	<i>Program</i>	<i>Time Allocation</i>	<i>Note</i>
<i>Thursday, October 24th 2019</i>			
07.30 – 08.00	Participants Registration	30 Minutes	
08.00 – 08.05	Event Handling by MC	5 Minutes	
08.05 – 08.10	National Anthem “Indonesia Raya”	5 Minutes	
08.10 – 08.15	Opening Ceremony Dance	5 Minutes	
08.15 – 08.20	Prayer	5 Minutes	
08.20 – 08.30	Activity Report and Welcome Speech from EBIC 2019 Chairman	10 Minutes	
08.30 – 08.40	Welcome Speech from Dean of Faculty of Economics and Business Universitas Sumatera Utara	10 Minutes	
08.40 – 08.50	Welcome Speech and Opening Ceremony by Rector of Universitas Sumatera Utara	10 Minutes	
08.50 – 09.00	Photo Session	10 Minutes	
09.00 – 09.15	Coffee Break	15 Minutes	By position
09.00 – 09.05	Tor – Tor Traditional Dance Perform	5 Minutes	
09.15 – 09.45	Keynote Speaker Prof. Christine Helliard	30 Minutes	
09.45 – 10.15	Keynote Speaker Ferdinan D Purba	30 Minutes	
10.15 – 10.45	Keynote Speaker Prof. Dr. Zuraidah Moh. Sanusi	30 Minutes	
10.45 – 11.15	Keynote Speaker Asst. Prof. Dr. Kanitsorn Terdpaopong	30 Minutes	
11.15 – 11.45	Discussion	30 Minutes	
11.45 – 11.50	Changing Room - Call For Paper	5 Minutes	
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14.00 – 15.40	Call For Paper Session II	100 Minutes	
15.40 – 16.00	Coffe Break	20 Minutes	
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19.00	Dinner and Closing Sesion		



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ACCOUNTING



Economics and Business
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Paper ID : 9040

Market Reaction on Reverse Stock Split Announcement: Empirical Evidence in Indonesian Stock Market

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Keywords : Event Study, Reverse Stock Split, Insider Trading.

Abstract : This research focuses on reverse stock split event study. We are trying to examine stock returns behavior on days prior and following the reverse split announcements. The sample of this study is reverse stock split events on an Indonesian stock market within the year of 2002-2018. An earlier abnormal stock price movement prior to the announcement shows a sign of insider trading existence and a delayed abnormal stock price movement following the announcement shows a slow respond of market reaction to particular new information. We are using cumulative abnormal return (CAR) and cumulative market adjusted return (CMAR) to identify the abnormal stock price movement. The results show that there are positive abnormal returns prior to the announcement, and then it declines further into negative abnormal returns until post the announcement. But when we separate our sample into a different category based on expected stock price, we find that the positive abnormal returns pattern only on two-five thousand rupiahs price fraction, while the other price fraction categories show negative abnormal returns with a declining pattern. Overall, we may temporarily suspect that there are illegal insider trading activities in the Indonesian Stock Market. The immediate market reactions show that the market is quite efficient and its reactions regarding the reverse stock split event follow the prediction of trading range hypothesis



Paper ID : 9046

THE INFLUENCE OF LOCAL TAX, REGIONAL RETRIBUTION, GENERAL ALLOCATION FUND, AND SPECIAL ALLOCATION FUNDS ON CAPITAL EXPENDITURE (Case Studies In North Sumatra Province Period 2013-2017)

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Keywords : Regional Retribution, General Allocation Fund, Special Allocation Fund and Capital Expenditure

Abstract : The purpose of this study was to determine the influence of local taxes, Regional Retribution, general allocation fund, and special allocation funds on capital expenditure (Case Studies In North Sumatra Province Period 2013-2017). This study includes 25 District and 8 City in 2013-2017. Analysis techniques used in this research is multiple linear regression to the data of observation as much as 100. The results of study showed that the local tax general allocation fund and special allocation funds had positive significant influence on capital expenditure, only Regional Retribution had insignificant on capital expenditure. This shows that there is still the dependence of local governments to transfer funds from the central government. The determinant coefficient showed 84.3 percent Capital expenditures can be explained or influenced by the Local Taxes, Regional Retribution, General Allocation Fund and Special Allocation Fund while remaining 15.7 percent is explained or influenced by other variables outside our model.



Paper ID : 9048

THE EFFECT OF INVESTMENT, FINANCING, DIVIDEND DECISIONS; FIRM GROWTH; AND AGENCY COSTS ON FIRM VALUE

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Keywords : Investment decision, financing decision, dividend decision, firm growth, agency costs, firm value

Abstract : The main objective achieved through financial management is to increase the firm value in a sustainable manner. Several factors that are considered to give effect on the achievement of value including investment decisions, financing decisions, dividend decisions, firm growth, and agency costs. This study empirically analyzes the effects of these factors on the firm value. 108 manufacturing companies listing at IDX were selected purposively as research objects periode 2008-2017. Secondary data in the form of financial statements were analyzed using multiple regression analysis. The research findings prove that the five independent factors analyzed have a positive and significant effect on firm value. Furthermore, dividend decisions are a factor that has the greatest influence on the value compared to other factors. The findings state that the achievement of higher firm value is relatively more determined by how the management makes policies related to composition between the portion of profit that is distributed as dividends to shareholders to the portion of profits reinvested or kept as a reserve in the firm as retained earning.



Paper ID : 9049

IMPACT OF FINANCIAL LITERACY TOWARD STUDENT FINANCIAL BEHAVIOR (COMPARATIVE STUDY BETWEEN STUDENTS OF ECONOMIC FACULTY AND FACULTY OF ENGINEERING, UNIVERSITY MUHAMMADIYAH ACEH)

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Keywords : Financial Literacy and Financial Behavior

Abstract : The purpose of this study is to detect the impact of financial literacy on financial behavior among students of the economics faculty and engineering faculty students. This study uses test techniques independent sample t-Test, which is a test tool to compare the average of two groups that are not related to each other. Where the sample was chosen is for engineering students who are already the fourth semester. As for economic students starting from the second semester. The background of this research is the phenomenon about shortfall interest of students participating in investment galleries in University Muhammadiyah Aceh, on the basis of this phenomenon researchers are encouraged to conduct research on whether financial literacy has an impact on students' financial behavior. The hypothesis developed is that there are differences in financial behavior on average between economic faculty students and engineering students. The results of the study found that the significant value of students of economic faculties was below 0.05, which means that financial literacy has a (positive) impact on the financial behavior of economic students. Whereas the engineering faculty students after testing the results were not significant, so it was concluded that financial literacy had no (positive) impact on financial behavior in engineering faculty students. This research is expected to contribute the best policy to the developed of financial literacy technical that will be applied to different faculties, besides from the economics faculty. Furthermore, this research will be developed for different tests with other faculty students at the University of Muhammadiyah Aceh and other universities, with variables and indicators that will still be expanded.



Paper ID : 9058

The Influence of Corporate Social Responsibility and Return On Assets Against Tax Aggressiveness in Mining Companies Listed on the Indonesia Stock Exchange for the 2014-2017 Period

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Keywords : Tax Aggressiveness, Corporate Social Responsibility, Return On Assets

Abstract : The purpose of this study is to examine and analyze how the influence of corporate social responsibility and return on assets to tax aggressiveness. This research was conducted on companies listed on the Indonesia Stock Exchange during the period 2014-2017. The type of data used in this study is secondary data. Research data comes from annual reports of mining companies listed on the IDX. This study uses purposive sampling in determining the sample. Of the 42 companies that became the population in this study that met the criteria of only 16 companies. The results show that corporate social responsibility and return on assets affect tax aggressiveness. Simultaneously corporate social responsibility and return on assets have a significant effect on tax aggressiveness. The results of this study indicate that corporate social responsibility and return on assets are only 34.9% affecting the tax aggressiveness and the remaining 65.1% are influenced by other factors.



Paper ID : 9069

THE INFLUENCE OF CORPORATE GOVERNANCE ON DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE AS INTERVENING VARIABLE

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Keywords : Corporate Governance, Corporate Social Responsibility, Corporate Financial Performance

Abstract : The objective of the research was to determine and analyze the influence of Corporate Governance (Managerial ownership, Institutional Ownership, Audit Committee, Independent Commissioner), On Disclosure of Corporate Social Responsibility simultaneously and partially on manufacturing companies listed on the Indonesian Stock Exchange 2014 - 2018. The study also tested the influence of intervening Corporate Financial Performance for Corporate Governance (Managerial Ownership, Institutional Ownership, Audit Committee, Independent Commissioner), On Disclosure of Corporate Social Responsibility. Total population of this research was 136 mining companies and plantations. Samples were selected using purposive sampling method amounted to 83 companies, the data is processed by using residual test using SPSS. Result of the research showed that the variables of Corporate Governance (Management Ownership, Institutional Ownership, Audit Committee and Independent Commissioner) direct positive influence on Corporate Social Responsibility. Corporate Governance (Audit Committee and Independent Commissioner) direct positive influence on Corporate Social Responsibility. Corporate Governance (Management Ownership and Institutional Ownership) indirect positive influence on Corporate Social Responsibility. The variables of Corporate Financial Performance as intervening variables to explain influence Corporate Governance (Management Ownership and Institutional Ownership) on Corporate Social Responsibility



Paper ID : 9205

FIRM VALUE IN A SITUATION OF FREE CASH FLOW AND INVESTMENT SENSITIVITY, EXTERNAL FINANCE CONSTRAINT AND INFORMATION ASYMMETRY

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Keywords : Firm value, free cash flow and investment sensitivity, external finance constraint, information asymmetry

Abstract : Good company value is an important goal of the company. But companies that have many stakeholders and face various problems such as conflict of incentives and information asymmetry, often have difficulty in maximizing the value of their companies. A fall in the value of a company can harm all parties including investors. The supervisory system for company management decisions is very necessary to reduce losses and adverse effects from the decline in company value. However, in-depth research on the company's value model in situations where there is sensitivity to cash and investment flows, restrictions on external funding and information asymmetry are still rarely carried out. The research objective is to test the company's value model in situations there is sensitivity of cash flow and investment, external funding restrictions and information asymmetry. The study population is a non-banking company listed on the Indonesia Stock Exchange in 2014-2016. This study uses secondary data. The dependent variable of this study is the value of the company and the independent variable is the sensitivity of cash and investment flows, external funding restrictions and information asymmetry. The data analysis method used in this study is a multiple regression analysis model. This study finds that the sensitivity of cash and investment flows and external funding restrictions influence firm value.



Paper ID : 9206

Free Cash Flow, Investment, Capital Structure and Firm Value

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Keywords : Firm value, capital structure, free cash flow, and investment level

Abstract : Shareholders are very interested in the company's performance and prospects, which are generally referred to as company value. Information of corporate value declining is not mitigated by companies that have many stakeholders. Literature shows that the following factors have an impact on company values such as free cash flow, investment and capital structure. Decreasing the value of the company can endanger all parties including investors. A supervisory system for company management decisions is needed to reduce losses and adverse effects of a decrease in company value. However, in-depth research on corporate value models that are influenced by free cash flow and investment through capital structures is still rarely done. The purpose of the study was to examine the effect of intervening variable of capital structure in the relationship between free cash flow and investment with firm value. The research population is non-banking companies listed on the Indonesia Stock Exchange in 2014-2016. The dependent variable of this study is company value and the independent variable is free cash flow and investment. Intervening variable is capital structure. Control variable is company size, audit quality and company growth. The results of multiple regression analysis show that free cash flow and investment have a positive effect on firm value. The results of this research also show that free cash flow and investment have a negative effect on capital structure. However, this study did not find the effect of capital structure on firm value. Hence, capital structure does not play a role as an intervening variable between free cash flow and investment with firm value.



Paper ID : 9207

The Effect of Implementing Internal Control System, Accounting Standards Implementation, Management Commitment to Quality Financial Report

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Keywords : SPI, Accounting Standards, Management Commitments, QFR

Abstract : Government good quality financial report becomes an important indicator in assessing the financial performance of the entity. This research was quantitative-qualitative study used primary data sourced from the questionnaire. Data was processed using multiple linear regression. The results showed that there was a positive and significant influence on the implementation of internal control systems, the implementation of accounting standards and management commitments to the quality of financial statements. The quality of financial statements showed quite good quality. The quality of finance was not maximally caused by human resource factors, change-changing rules, intimely budgets, lack of coordination between parts and leadership commitments that are not very good.

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Paper ID : 9495

The Influence of Capital Structure, Profitability, and Company Size on Firm Values in Manufacturing Companies listed on the Indonesia Stock Exchange

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Keywords : Capital Structure, Profitability, Company Size, Company Values.

Abstract : The value of the company is achieved when an investment generates a rate of return that is greater than the investment risk. By increasing the value of the companies, shareholders' value will also increase which is indicated by the high return on investment to shareholders. Several factors that can influence company values are capital structure, profitability and the size of the companies. Financial risk is a risk that influences the financial aspects of the company. And market risk is the risk that occurs due to business competition with the emergence of potential new competitors in the market of the same product. From the results of the study it can be concluded, that capital structure has a significant effect on firm value, but has a negative coefficient direction. Even though the capital structure of a company has decreased, but the value of the company may not necessarily decline. Profitability has a positive and significant effect on firm value, company size has a positive and significant effect on firm value. Capital structure, profitability and company size simultaneously have a significant effect on firm value.



Paper ID : 9629

THE ANALYSIS OF INHIBITORS AT DEVELOPING BUMDES LUBUK KERTANG BASED ON MANGROVE ECOTOURISM IN INCREASING INDEPENDENCY OF VILLAGE'S ECONOMIC

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Keywords : Mangrove Ecotourism, BUMDES LubukKertang, The Analysis of Inhibitor's Independency of The Village's Economic

Abstract : The policy of village community empowerment until nowadays still needed a serious concern to the good result of increasing the stage of economic village community. But at the implementation, the government policy cannot suitable for increasing the socio-economic society. This research stressed of the optimalization of managing local resources can be village's assets, It can increase the economic village if managed by the empowerment. LubukKertang Village as the coastal village that has some natural resources, such as mangrove forests width 64 Ha. As Undang-Undang Number 6 year 2014 about Village. The government staff of LubukKertang Village have a freedom of increasing the dependency of economic through the formed of Badan Usaha Milik Desa (BUMDES). The ecotourism of mangrove that managed by Kelompok Swadaya Masyarakat (KSM) Mekar, at this time still partial and has not been integrated below BUMDES. The structural barrier of bureaucracy and financial become the the inhibitor factors of mangrove's management ecotourism can be unity under BUMDES LubukKertang. The research method is qualitative as descriptive analysis. The data came from primary and secondary data, through depth interview, participant observation and focus group discussion.



Paper ID : 9684

The Influence of Financial Distress, Audit Quality, and Corporate Governance has an effect on the Going-Concern Audit Opinion

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Keywords : Financial Distress, Quality Audit, Corporate Governance, Giving Going Concern, Audit Opinion .

Abstract : The Going-Concern Audit Opinion is very important for the company and for third parties. The Going-Concern Audit Opinion is influenced by several factors including: Audit Tenure, Audit Quality, Financial Distress, and Corporate Governance . Therefore this study aims to determine whether Financial Distress , Audit Quality, and Corporate Governance affect the Granting of a Going-Concern Audit Opinion . The population and sample of this research are plantation companies and real estate properties listed on the Stock Exchange in 2016-2018. In this study using multiple linear regression analysis using data obtained from financial statements from 2015 to 2018 obtained from the Indonesia Stock Exchange . Where in the sample selection using purposive sampling technique and produced 148 number of observations (37 companies x 4 years) that deserves further analysis. This research is planned to target the outcomes in 2nd EBIC , as compulsory outcomes and the results of this study will become teaching material and will also be disseminated before being published.



Paper ID : 9720

Audit Quality Shows the Capability of Auditors in Detecting Corruption: A Study of BPK Auditors of the Republic of Indonesia

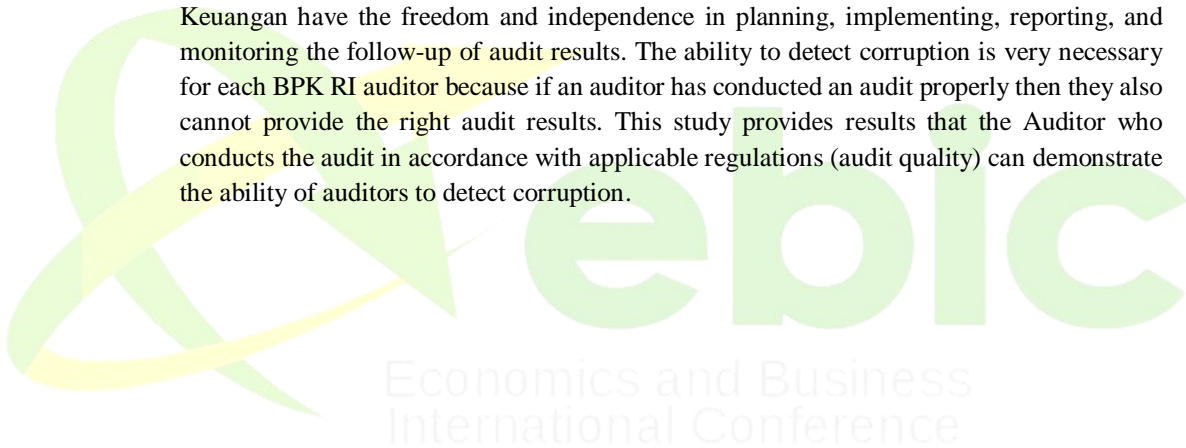
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Keywords : Audit Quality, Corruption Detection, Audit.

Abstract : Reflected in the Standar Pemeriksaan Keuangan Negara, auditors of the Badan Pemeriksa Keuangan have the freedom and independence in planning, implementing, reporting, and monitoring the follow-up of audit results. The ability to detect corruption is very necessary for each BPK RI auditor because if an auditor has conducted an audit properly then they also cannot provide the right audit results. This study provides results that the Auditor who conducts the audit in accordance with applicable regulations (audit quality) can demonstrate the ability of auditors to detect corruption.





Paper ID : 9768

ANALYSIS OF FACTOR AFFECTING PROFITABILITY OF STATE OWNED BANKS IN INDONESIA AND NOTABLE BANK IN SINGAPORE AS BASIS FOR BANK MANAGEMENT DECISION MAKING TO ITS STAKEHOLDER

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Keywords : Capital Adequacy Ratio (CAR), Loan to Debt Ratio (LDR), Non Performing Loan (NPL), Return on Assets (ROA), Return on Equity (ROE), Notetable Bank.

Abstract : Every firm has tendency only to seek profit whereas, the objective of a firm is not only to maximize profit and maximize their shareholder or owner but also seek to maximize the wealth of their stakeholder. This mean that a firm needs to benefit their stakeholder and one of the stakeholders of a firm is the community around the company. The purpose of the study is to analyze the factor affecting return on asset of state owned banks in Indonesia and notable bank in Singapore combined. The study is descriptive using CAR, NPL and LDR as their independent variable and ROA and ROE as their dependent variable. The financial used in the study is for financial data use in the study from annual report and financial statement from year 2013 – 2017. Data analysis using statistic analysis such as descriptive statistic F test, t test and regression analysis. The result shows that all state owned banks in Indonesia and notable bank in Singapore are healthy in terms of their minimum capital, non performing loan and their function well in LDR ratio and in their return on asset in this study also several ratios have been used and the results are very good, including CAR, NPL, LDR and ROA. The mean results for CAR are 18.5% for Indonesia and 16% for Singapore banks which is above 8% standard for minimum capital for a bank. NPL mean result is 2.5% for Indonesia and < 1% for Singapore which is below the minimum standard of 5% which shows that BUMN bank can manage their non-performing loans. On the other hand, BUMN bank also shows that they perform their function well in giving loans and receiving deposits from their customer as shows in LDR ratio of 91.124% for Indonesia and 85% for Singapore which is between 78-100% standard of Bank Indonesia. The descriptive statistic data also show that ROA has mean of 2.972% for Indonesia and 1.02% for Singapore that is above 1.5% standard of Bank Indonesia. The result shows that there is a significant relationship between CAR, NPL, LDR and ROA of state owned banks in Indonesia and notable bank Singapore combined from year 2013-2017. The results however are not significant for Return on Equity.



Paper ID : 10722

Financial literacy in Indonesia: A review

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Keywords : Financial literacy, financial behavior, financial education, literature review

Abstract : Financial literacy is an important skill to be possessed by individuals to make effective financial decisions and avoid being trapped in financial difficulties. This topic has gained attention throughout the world due to the changing in a business model which creates new financial products and increase the complexity of financial markets that results in the need for financial skills. However, low literacy level has been reported as a global problem and it was condemned as the contributor of the global financial crisis. In Indonesia, only 30% of the population are categorized as well-literate and this pose a serious problem for the government. This is even more severe with the minimum level of financial education. This paper thus aims to investigate financial literacy research in Indonesia to gain an understanding of coverage of financial education research. We collected data through Google Scholar from 2008 to 2019 with “financial literacy” keyword. We also concentrated to journal articles and research conducted in Indonesia, both written in Bahasa and in English. To ensure the reliability and validity of the search method, we crosschecked our findings to the Garuda and Sinta database. We found only 141 articles, 16 of which were irrelevant to the review process (conference proceedings and public services articles). From the articles collected, the most explored topics are the literacy rate of the youth, especially university students and their financial behavior. These papers aim to measure the literacy rate and/or relate the rate to financial decisions made by students. Most of the articles are quantitative papers with questionnaires. A small minority of the papers found use qualitative approach with interview, documentation and observations. In terms of theory, the most famous theory used is the theory of planned behavior and some educational theories. However, most papers provide only a little explanation of how these theories framing the research. Although research on financial literacy has increased in the past few years, a little has been done to investigate the financial capability which is a broader concept of financial literacy. Further, studies have attempted to measure the financial literacy rate, but more are needed to check the extent of changing of financial literacy rate through literacy education experiments. Future studies may compare literacy level among students with different educational background is required to analyze the need or effectiveness of financial literacy education. Another area of research could then focus on the financial literacy for people with disability and mature adults.



Paper ID : 10857

Gauging stock price volatility during the financial crisis using a multivariate cointegration analysis

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Keywords : Stock price, financial crisis, cointegration, multivariate

Abstract : The stock price performance can be an indicator to reflect current economic conditions, trends and public trust in economic performance. Macroeconomic variables theoretically affect the stock market as the stability of macroeconomic variables can help to stabilize the stock price. Nonetheless, previous findings show the stock market experienced a little difficulty because the shock event happened in Malaysia. Thus, this study aims to gauge stock price in long run equilibrium of during the financial crises. Monthly time series data spanning from 1996 to 2015 is applied to the multivariate model with inclusion of dummy variable of financial crisis. The normal OLS and Johansen cointegration test are applied to examine the changes of stock price. The finding indicates a strong impact of financial crisis is found towards the stock price when it tested using the OLS method. A cointegration exists in the multivariate model of stock price. Nonetheless, when checking for the long run equilibrium, the financial crisis is insignificant towards the volatility of stock price in Malaysia.

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Paper ID : 10872

Integrated Reporting, is it really matters?

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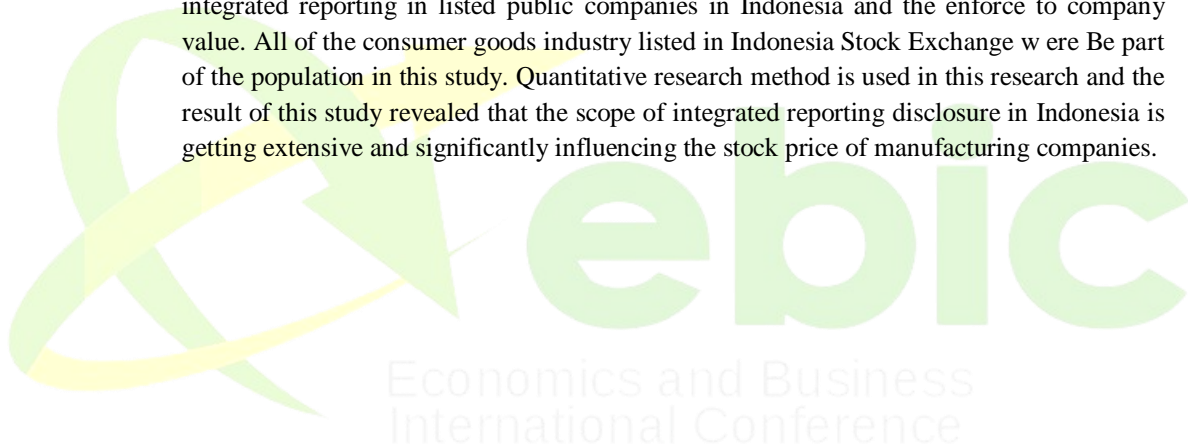
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Keywords : CSR Disclosure , Environmental Disclosure, Integrated Reporting, Stock Price

Abstract : As a new model of financial reporting in the world, the using of integrated reporting in many countries nowadays has been expanded. This research desires to explore the scope of integrated reporting in listed public companies in Indonesia and the enforce to company value. All of the consumer goods industry listed in Indonesia Stock Exchange were Be part of the population in this study. Quantitative research method is used in this research and the result of this study revealed that the scope of integrated reporting disclosure in Indonesia is getting extensive and significantly influencing the stock price of manufacturing companies.





Paper ID : 10897

INFLUENCE OF FINANCIAL LITERACY ON PERFORMANCE AND BUSINESS SUSTAINABILITY (CASE STUDY ON CAKE BUSINESS GROUP TYPICAL MALAYU DELI)

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Keywords : Financial Literacy, Performance, Sustainability

Abstract : This research aims to analyse the influence of financial literacy on performance and sustainability, case studies in the business group of the Malayu pastry vendor of Deli. The structural equation Model is used to analyze data. The results confirmed the influence of financial literacy on performance and business continuity in the Malayu pastry business group. The implication is that with good financial literacy The cake Business group can make appropriate management and financial decisions, in order to improve the business performance and sustainability.



Paper ID : 10898

Management Accounting in the Hospitality Industry: Taiwan Hotel Case Studies

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Keywords : Management accounting tools, hospitality, hotel industry, competitive market, RevPAR

Abstract : The enormous changes during the last ten years in service operations and information technology have dramatically affected the environment of management accounting practices in the hospitality industry. The objective of this study is to investigate the management accounting practices of medium and large-sized hotel businesses in Taiwan. Five in-depth interviews of the Chief Financial Officers (CFOs) and senior accounting managers in carefully selected hotels were conducted. The interviews were taken towards the end of 2018. They focused on how management accounting tools/systems are implemented, including obtaining information concerning cost structure analysis and measures of financial and non-financial performance of the selected hotels. The five hotels are unique and representative of 3 – 5 star hotels in Taiwan. The hotels chosen for the interviews represented three hypothetical operational situations: normal operation, a temporary closure, and a permanent shut down. The information obtained from the interviews proved to be helpful in better understanding what management accounting information essential for decision are. This is especially for the sustainability of specialty hotels in a highly competitive environment.



Paper ID : 10903

Quality of OPD Financial Reports from Internal Auditor's Perspective

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Keywords : Internal Auditor Perspective, Financial Statements, Internal Control, government accounting standards, Mangement Commitment

Abstract : North Sumatra Province has so far obtained WTP opinion, but the opinion obtained is still leaving findings that lead to recommendations for improvement from BPK RI. In general, when the financial statements have been well monitored by internal auditors, of course the financial reports are already good but the audit results by the BPK found that there are still quite a lot of findings such as assets not presented at fair value, cash shortages, unrecorded expenses, administration of receivables and inventories inadequate, inadequate presentation of receivables and allowances and the realization of goods and services spending that cannot be believed to be reasonable due to inflated revenues to achieve targets and others. The purpose of this study is to find out the factors that influence the quality of OPD financial statements through the auditor's internal perspective on the OPD financial statements that they have reviewed. This research is a quantitative study using primary data sources. Data collection techniques using questionnaires and data analysis techniques using descriptive statistical analysis with SmartPLS tools. The results show from the auditor's perspective that the reviewed OPD financial statements indicate that the quality of the OPD financial statements is not influenced by the application of the government's internal control system, the adoption of government accounting standards, and management commitment. Other results show that management's commitment can strengthen the effect of the application of internal control systems on the quality of OPD's financial statements, management's commitment can strengthen the effect of applying government accounting standards to the quality of OPD's financial statements.



Paper ID : 10914

Some Factors Influencing IPO Underpricing: Evidence from Indonesian Firms

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Keywords : Reputation Auditors and Underwriters, Percentage of stock offer and industry specialization, Indonesia

Abstract : The purpose of this paper is to investigate some factors influencing the underpricing of initial public offerings (IPOs). The intention is to determine whether IPO firms –particularly those in certain firms of the market where information asymmetry is likely to be greatest can benefit from significantly better IPO pricing by engaging the services of differentiated reputation parties. The paper examines a broad sample of initial public offerings made between 2014-2017. It also conducts multivariate tests to assess the influence of percentage of stock offer, industry specialization, Auditor reputation and underwriter reputation on IPO underpricing. The paper finds that IPOs audited by big 4 firms and underwriter reputation experience affect significantly negative on underpricing but Industry specialization and percentage of stock offer don't influence at all. The results in this paper may not be generalizable to different countries. They do, however, appear to be robust in Indonesia throughout the four-year sample period. The paper shows that it may not be feasible for all clients in certain firms of the market. However, if they can the results suggest that they could benefit from better IPO pricing. The paper combines the certain factors literature with the IPO underpricing literature and also documents a significant economic benefit to some IPO firms.



Paper ID : 11078

THE INTENTION OF ACCOUNTING SOFTWARE'S ADOPTION FOR VILLAGE-OWNED ENTERPRISES FINANCIAL REPORTING IN INDONESIA

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Keywords : Intention, VOE, accounting software

Abstract : This research aims to analyse the influence of performance expectancy, effort expectancy, social influence and facilitating conditions on the intention to adopt accounting software in village-owned enterprises (VOE). The data collected by a convenient sampling method by sending the questionnaire to the respondents by e-form. The result showed that only performance expectancy significantly affected the intention to adopt accounting software for financial reporting. Meanwhile, effort expectancy, social influence and facilitating conditions were not significantly affected the intention to adopt accounting software in village-owned enterprises.



Paper ID : 11081

Enterprise Resource Planning (ERP) User Acceptance Model with Easy to Use as intervening variable

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Keywords : Easy to Use, Village Government, Enterprise Resource Planning.

Abstract : The purpose of this research is to know the influence of technological resistance, understanding of task, human resources, financial supporting and training to the successful implementation of the Village Enterprise Resource Planning (ERP) Base Application with Easy to Use as intervening variable. The type of this research is descriptive quantitative with the sample respondent of 84 Village Owned Enterprises in Central Tapanuli Regency, North Sumatera, Indonesia. The statistical tool of this research is with Structural Equation Modeling with of Smart-PLS software. The results show that financial supporting and training to the successful implementation of the Village Enterprise Resource Planning (ERP) Base Application and technological resistance, understanding of task and human resources are not influence. The Easy to Use as intervening variable is not influence.

Economics and Business
International Conference



Paper ID : III49

Shareholders, Tax Amnesty and Tax Planning for Manufacture Industry in Indonesia

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Keywords : Tax planning, Shareholders, Tax Amnesty

Abstract : The company minimizes the income tax expenses by applying the tax planning strategy. On the other hand, the government needs income taxes revenues. Therefore, the government issued a tax amnesty policy so that income tax revenues increase and taxpayers become more compliant. It is necessary to examine whether the tax amnesty program can meet the expectations of the government, namely the increase in income tax revenues and taxpayers being more compliant. By taking a sample of manufacturing companies listed on the IDX and data from 2014 to 2017, it is known that the tax amnesty program that is in effective in 2016 and 2017 can increase income tax revenue in the tax amnesty year applied but makes the taxpayers more aggressive in doing tax planning strategy. Compared to domestic institutional shareholders, foreign shareholders are more aggressive in doing tax planning strategy when tax amnesty is applied. If the government's goal is only to increase income tax revenues from the rupiah amount, then the tax amnesty can be used. The negative effect of tax amnesty is that the taxpayers are increasingly aggressive in doing tax planning.



Paper ID : 11173

Financial Budgeting, Financial Governance, and Conflict of Interest A Critical Challenge to Good Financial Reporting

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Keywords : Financial Report Quality, Budget Planning, Administration and Conflict of Importance.

Abstract : This study aims to analyse the quality of financial report as an audit accountability of the government of North Sumatera Province to Public. Independent variable used are budget planning, financial administration, and conflict of interest. The data used are premier data. These data are analysed using warpPLS software, gathered from 106 respondents, consisting of the head of Province Work Unit/Province Financial Management Official, Finance and Accounting Staff, treasurer of expenditure and treasurer of acceptance. The data are then tested using convergence validity test, average variance extracted, composite reliability, cronbach's alpha, and R-Squares test. The result of this study shows that budget planning, financial administration, and conflict of interest positively and significantly affect to financial report. It can be concluded that budget planning and financial administration are part of management accountability in government financial responsibility by preserving environment free from conflict, in order to maintain objectivity of financial report.



BUSINESS MANAGEMENT

Paper ID : 8819

SMALL INDUSTRIAL AWARENESS AGAINST HALAL CERTIFICATION AND THE QUALITY OF BY-FOOD PRODUCTS NORTH SUMATERA AGAINST INTEREST TO BUY THROUGH CONSUMER BUYING EXPERIENTAL

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Keywords : Halal Certification, Quality Groceries, Buying Interest, Experiental Buying.

Abstract : The number of foreign tourists visiting Indonesia in December 2017 reach 27,978 visits. Foreign tourists from Malaysia is the most visitors with 16,254 visits or 58.10% of total House visiting North Sumatra. As we know that our neighbouring country is also the country that the majority of Muslims, this is a huge opportunity in the provision of clean hands and fruit quality. The number of food products in circulation in the market today, not all of them are high quality and only partially labeled halal. This research aims to know the influence of the halal certification and product quality groceries gift shop North Sumatra against the buying public's interest through experiental buying consumer. This study took 100 samples in 5 counties and towns in North Sumatra with purposive sampling technique. Methods of data collection the questionnaire method interview and documentation, analytical methods that are used by Multiple Regression Analysis Model and its data processing using Simple Linear Regression and Multiple Linear Regression. The variables examined are halal certification and product quality as a free variable. The interest re-buy as a variable and experiental buying consumers as mediating variables. The results of this research are expected to be published in international journals, books, and can be made patentable through intellectual property rights.

Paper ID : 8837

SMALL INDUSTRIAL AWARENESS AGAINST HALAL CERTIFICATION AND THE QUALITY OF BY-FOOD PRODUCTS NORTH SUMATERA AGAINST INTEREST TO BUY THROUGH CONSUMER BUYING EXPERIENTAL

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Keywords : Leadership, Trust, OganizationalCommitment

Abstract : The number of foreign tourists visiting Indonesia in December 2017 reach 27,978 visits. Foreign tourists from Malaysia is the most visitors with 16,254 visits or 58.10% of total House visiting North Sumatra. As we know that our neighbouring country is also the country that the majority of Muslims, this is a huge opportunity in the provision of clean hands and fruit quality. The number of food products in circulation in the market today, not all of them are high quality and only partially labeled halal. This research aims to know the influence of the halal certification and product quality groceries gift shop North Sumatra against the buying public's interest through experiental buying consumer This study took 100 samples in 5 counties and towns in North Sumatra with purposive sampling technique. Methods of data collection the questionnaire method interview and documentation, analytical methods that are used by Multiple Regression Analysis Model and its data processing using Simple Linear Regression and Multiple Linear Regression. The variables examined are halal certification and product quality as a free variable. The interest re-buy as a variable and experiental buying consumers as mediating variables. The results of this research are expected to be published in international journals, books, and can be made patentable through intellectual property rights.

Paper ID : 9028

The Influence of Company's Characteristics to Propensity to Pay Dividend

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Murwatiningsih²

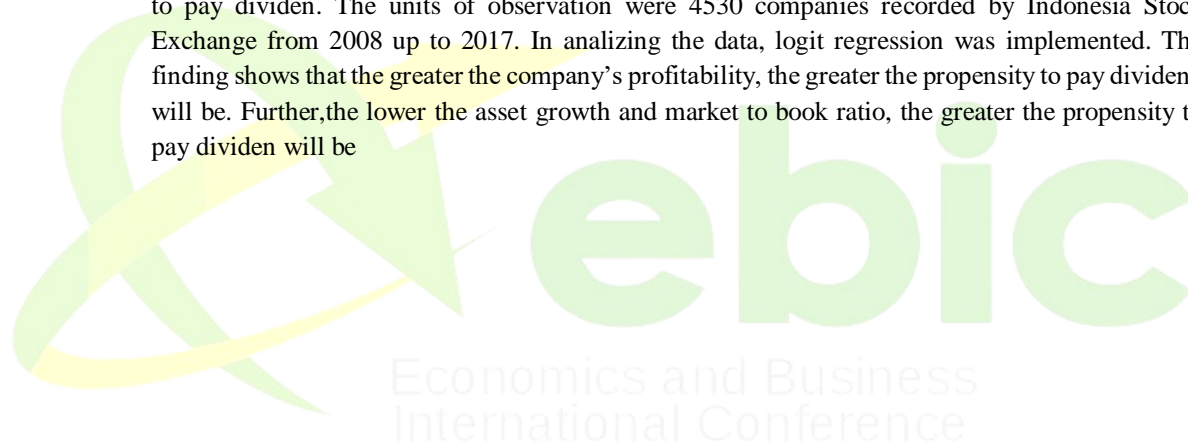
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Keywords : Propensity to pay dividend, Company's characteristics

Abstract :The study aims at describing and analyzing the influence of company's characteristics to propensity to pay dividend. The units of observation were 4530 companies recorded by Indonesia Stock Exchange from 2008 up to 2017. In analyzing the data, logit regression was implemented. The finding shows that the greater the company's profitability, the greater the propensity to pay dividend will be. Further, the lower the asset growth and market to book ratio, the greater the propensity to pay dividend will be



Paper ID : 9029

SMEs and HEI collaboration: Improving SMEs' Performance and Knowledge Management Capability to Cope with Economic Disruption

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Keywords : Entrepreneurial, learning, knowledge, capability, engagement, performance

Abstract : Small and medium enterprises (SMEs) face challenging competition in this economic disruption era. Effort to improve competitiveness through performance and knowledge management capability has become a must to cope with the economic disruptions. Performance and knowledge management capability in SMEs need to be addressed to improve their competitiveness. Higher Education Institution (HEIs) and SMEs collaboration has become a tool to improve SMEs' performance and knowledge management. The aim of this study is to examine relationship between entrepreneurial orientation on organisational learning; the role of HEI engagement in moderating entrepreneurial orientation on organisational learning; relationship between organisational learning on organisational performance and organisational learning on knowledge management capability. This study applies PLS SEM analysis. Results of this study shows that entrepreneurial orientation has positive influence on organisational learning; there is no moderation effect of HEI engagement on entrepreneurial orientation and organisational learning; organisational learning has positive influence on organisation performance and organisational learning influence positively on knowledge management capability.

Paper ID : 9030

High Risk High Return? Empirical Testing of Prospect Theory in Indonesia

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Keywords : Financial behaviour, prospect theory, Risk-return

Abstract : The purpose of this research is to examine the prospect theory which show negative relation between risk and return as opposed to conventional view of “high risk high return” belief. We are testing the firm’s behaviour regarding their decision making under specific circumstances. We expect firm which underperform will show risk seeking behaviour and vice versa, which will prove the prospect theory. Using the data form 2005-2012, the samples in our research are all companies listed in Indonesian Stock Exchange. The result form our model shows robust and consistent evidence that support the prospect theory. We find that firm that perform under their competitor within industry (which shown by ROE/ROA lower than median industry) show a significant negative risk and return relation. We also find that within industry regression, the negative relation between risk and return still consistent with the base model. And lastly, in the annual regression, almost all period shows negative significant relation between risk and return. All of the result strongly support premise that argue most individuals are loss averse, then perform prospect theory behaviour.

Economics and Business
International Conference

Paper ID : 9032

EFFECT INFORMATION SOURCES ON FREQUENCY TRADING WITH PERSONALITY TYPE AS A MODERATING VARIABLE

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Keywords : Financial behaviour, prospect theory, Risk-return

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Paper ID : 9033

THE EFFECT OF MARKETING CAPABILITIES ON FINANCIAL PERFORMANCE THROUGH INNOVATION CAPABILITIES IN SMALL AND MEDIUM ENTERPRISE FASHION IN MEDAN CITY

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Keywords : Marketing capabilities, innovation capabilities, financial performance, SMEs

Abstract : Every Small and Medium Enterprise should have its own characteristics that can be a strategic resource. The utilization of strategic resources as core competencies optimally by SMEs will improve their financial performance. The population of this study was Medan City UKM in the fashion field with 93 SMEs as samples. This study uses quantitative methods with inferential statistical analysis using path analysis to measure the effect of marketing capabilities on financial performance through innovation capabilities. The results showed that directly marketing capabilities had a positive and insignificant effect on financial performance, marketing capabilities directly had a positive and significant effect on innovation capabilities, innovation capabilities directly had a positive and significant on financial performance, and marketing capabilities had a positive and significant effect towards financial performance through innovation capabilities of fashion SMEs in Medan City.

Paper ID : 9034

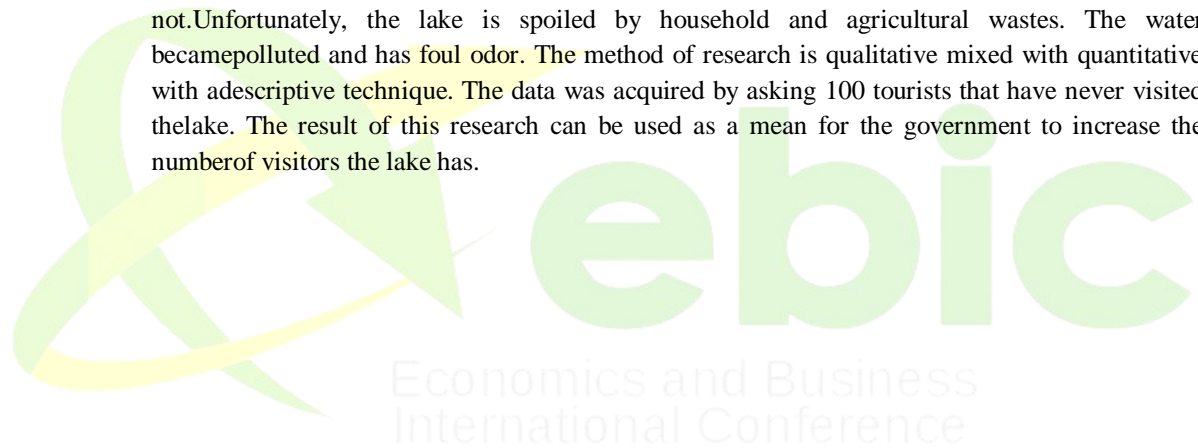
THE INFLUENCE OF SOCIAL MEDIA TOWARDS INTENTION TO VISIT LAKE TOBA IN NORTH SUMATERA

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Keywords : Social Media, Intention To Visit

Abstract : Lake Toba is one of the many places to visit in Indonesia. The volcanic lake, which has the dimension of 100 km long and 30 km wide; making it the biggest lake in Southeast Asia, is located in the province of North Sumatra. It has eye-catching scenery and boasts many attractions that can be experienced, starting from cultural experience and natural spots, manmade or not. Unfortunately, the lake is spoiled by household and agricultural wastes. The water became polluted and has foul odor. The method of research is qualitative mixed with quantitative with a descriptive technique. The data was acquired by asking 100 tourists that have never visited the lake. The result of this research can be used as a mean for the government to increase the number of visitors the lake has.



Paper ID : 9051

UNDERPRICING PHENOMENON AND STOCK RETURN AFTER IPO

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Keywords : IPO, initial return, underpricing

Abstract : Purpose - The purpose of this study is to find out the influence of financial and non-financial factors in the company's prospectus that can affect underpricing and stock return 7 days after the IPO.

Design/methodology/approach –this research using multiple linear regression analysis to measure the relationship between the dependent variable (initial return and return 7 days after the IPO) with independent variables (DER, TATO, ROA, PPS, and AGE).

Findings - The existence of a high underpricing phenomenon leads to non-optimal funding by IPO companies. The company's goal of obtaining abundant funds is not achieved. In the market efficient theory, prices should have been agreed upon by the underwriter and the company to get a response according to company goals, but overly optimistic investor behavior makes prices go far beyond actual value so that underpricing occurs.

Originality/value – this research complies financial and non-financial variables to find out the most influencing factors the occurrence of the phenomenon of underpricing of shares when the Indonesian capital market has been rose and broke the record with the most IPO in year 2013.

Paper ID : 9062

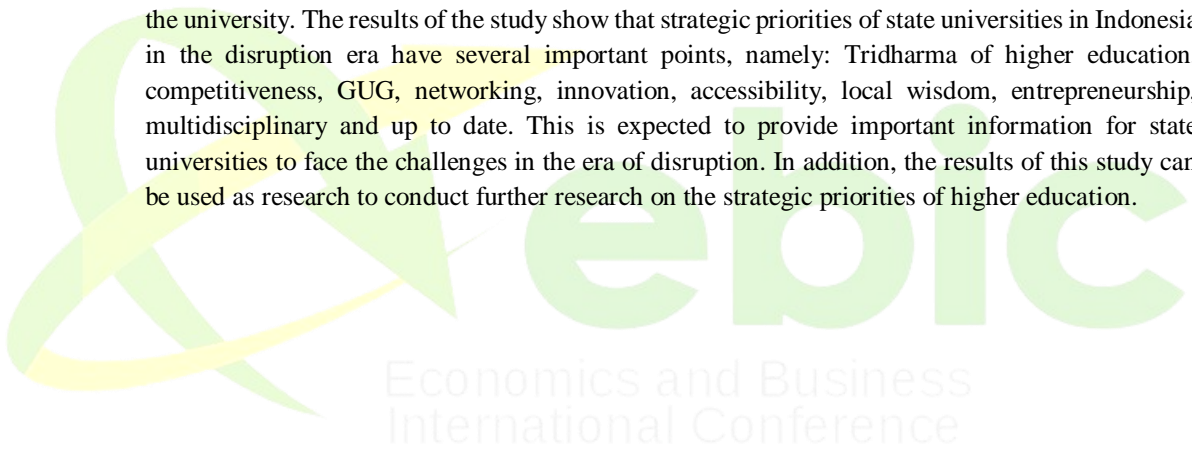
Concept Mapping for Strategic Priority of State Universities in the Disruption Era

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Keywords : Strategic Priority, Disruption Era, Idea Networking.

Abstract : The purpose of this research was to explore the strategic priorities needed by universities in the disruption era. This type of research is exploratory research, which is a study that discusses various information, namely exposing and exploring ideas. The research method used in this study is qualitative grouping through the 'idea networking' to obtain relevant information disseminated by the university. The results of the study show that strategic priorities of state universities in Indonesia in the disruption era have several important points, namely: Tridharma of higher education, competitiveness, GUG, networking, innovation, accessibility, local wisdom, entrepreneurship, multidisciplinary and up to date. This is expected to provide important information for state universities to face the challenges in the era of disruption. In addition, the results of this study can be used as research to conduct further research on the strategic priorities of higher education.



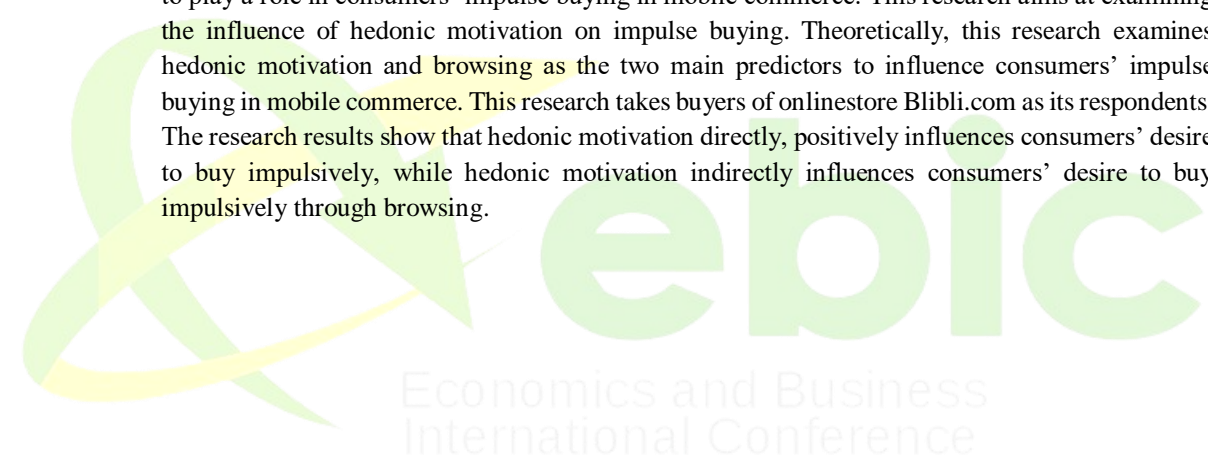
Paper ID : 9063

What Driving Someone To Be An Impulse Buyer? Examining The Consumption Behavior Of Indonesian Consumer

Bayu Wiratama¹, Wahyono¹, Ida Maftukhah¹, Angga Pandu Wijaya¹
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Keywords : Hedonic Motivation, Browsing, Impulse Buying.

Abstract : Online shopping is currently a trend in Indonesia. One of buyer's motivations to shop online is hedonic motivation. Previous researches show that mobile commerce will tend to escalate consumers' impulse buying behavior. However, there are limited researches which focus on factors to play a role in consumers' impulse buying in mobile commerce. This research aims at examining the influence of hedonic motivation on impulse buying. Theoretically, this research examines hedonic motivation and browsing as the two main predictors to influence consumers' impulse buying in mobile commerce. This research takes buyers of onlinestore Blibli.com as its respondents. The research results show that hedonic motivation directly, positively influences consumers' desire to buy impulsively, while hedonic motivation indirectly influences consumers' desire to buy impulsively through browsing.



Paper ID : 9068

Business Clinic Program Analysis On Increasing The Income Of Small Entrepreneurs In Tebing Tinggi

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Keywords : Business, income, innovation, tebing tinggi

Abstract : The research originated from the concept of innovation carried out by MSMEs (Micro, Small and Medium Enterprises) which was determined by the quality of human capital and the relationship between the government and the world of education in the business world. Quality Human Resources (HR) can be the best solution for managing a business through a business plan fostered by the government in Tebing Tinggi City. It aims to analyze the opportunities of the programs that have been implemented in the form of entrepreneurship training, business capital assistance, roadshow study tours and marketing through business exhibitions as the dependent variables in increasing the income guided by the Business Clinic (KLIBI) Tebing Tinggi. The method used is Descriptive and quantitative one used to analyze and describe the data that has been collected. Probit Model gives the result in the opportunities of training and marketing through exhibition as the significant factors as well as capital and tour study for the insignificant factors. Its journey can give the high impact in the business factor and location empowerment for its MSMEs in Tebing Tinggi.

Paper ID : 9072

THE EFFECT OF MARKET ATTRACTIVENESS AND VALUE CREATION ON THE PERFORMANCE OF FERTILIZER COMPANIES IN INDONESIA

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Keywords : Market attractiveness, value creation, company performance

Abstract : In the business development of both organic and inorganic fertilizers in Indonesia, companies have not shown a high performance, while the demand for fertilizers continues to grow. This condition was allegedly caused by issues related to the development of the value creation in the fertilizer industry. Other aspects that are thought to have an impact on these conditions are related to adapting the attractiveness of the fertilizer market. Based on this background, this research aims at examining the effect of market attractiveness and value creation on the performance of fertilizer companies in Indonesia. This research used a quantitative research approach. The unit of analysis in this research was fertilizer producers in Indonesia, especially producers registered with the Ministry of Agriculture. Observations were carried out using a cross section/one shot in the time horizon, which was year 2019. The observation unit was the management of fertilizer producer companies in Indonesia. The population in this research was all fertilizer producer totaling 55 companies, and a census was carried out on all fertilizer producers in Indonesia. Verification analysis was used to measure quantitative data and hypothesis testing was conducted using PLS (Partial Least Square). The results showed that market attractiveness and value creation had a significant effect on company performance, where value creation had a greater influence than market attractiveness. The dominant value creation dimension in improving company performance was business domain, and then followed by business partners, and customer benefits. While the most dominant dimension of market attractiveness in driving company performance was market access, followed by market strength, and intensity of competition. The results of this research have implications for the management of fertilizer companies in Indonesia that improving company performance rests on the development of value creation, especially in the aspect of the business domain, which is supported by the adaptation of market attractiveness especially in terms of market access.

Paper ID : 9082

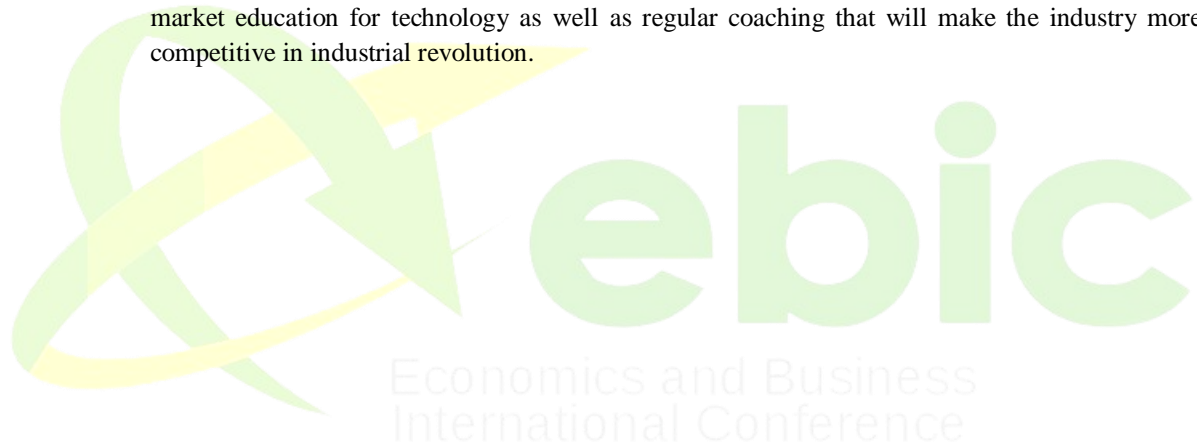
Actors' Readiness Level In Industrial Revolution Towards Competitiveness Using Canonical Analysis

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Keywords : Industrial, revolution, competitiveness, industry, Medan

Abstract : This paper is aimed to analyze the readiness level in industrial with a case study: Medan Actors of Industrial. The problem in this research is to analyze the elements of its aspect in getting the innovation. The data used is primary data that have been obtained through 50 ones. Canonical Analysis is used to measure which core variabel indicated. From the results of this study that the market education for technology as well as regular coaching that will make the industry more competitive in industrial revolution.



Paper ID : 9083

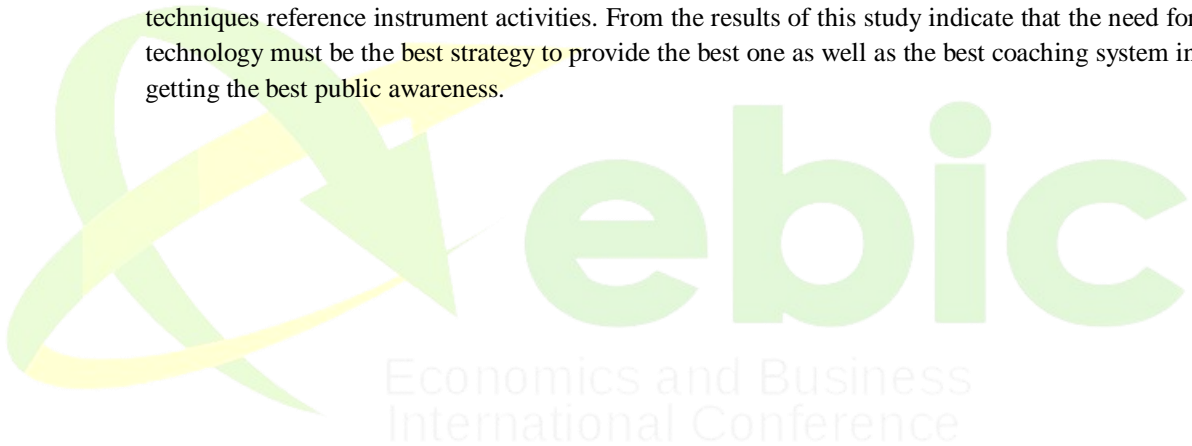
Model Of Service Development For The Performance Of The Percut Sei Tuan Village Apparatus With E-Computing

Ami Dilham¹, Yulinda¹, Baby Karina Fawzee Sembiring¹

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Keywords : Industrial, revolution, competitiveness, industry

Abstract : This paper analyzes the best model for service by e-computing for village apparatus with a case study: Percut Sei Tuan. The problem in this research is the potential way to get the fastest public service by technology. The data used is primary data that have been obtained for the actors concerned. There is a transfer in the form of qualitative data into quantitative measurement techniques reference instrument activities. From the results of this study indicate that the need for technology must be the best strategy to provide the best one as well as the best coaching system in getting the best public awareness.



Paper ID : 9120

IMPROVEMENT OF PRINTING SMEs PERFORMANCE WITH MAINTAINING ENTREPRENEURIAL INTELLECTUAL CAPITAL MANAGEMENT

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Keywords : Entrepreneurial Intellectual Capital, Performance, Printing SME

Abstract : With the very fast advancement in the world of printing technology and information, demands that the printing entrepreneurs to be able to manage and utilize Entrepreneurial Intellectual Capital in their business activity as an attempt to develop further the printing business to increase their competitiveness and performance. The aim of this study is to find out the effect from increasing the business performance and continuing of the business development to the printing business SME's at Medan Baru sub-district area Medan City after managing the aspects of Entrepreneurial Intellectual Capital which consist of few elements that is Social Capital, Customer Capital and Technological Capital. As much as 35 printing business SME's at Medan Baru Sub-district area participate in this research. The data collected by interviews and questionnaire which are self managed by us and analyze by using the multiple regression analysis. The results shows that present SME are slow to follows the printing business technology trends. Furthermore, the Entrepreneurial Intellectual Capital aspect plays an important role to stimulates the SME's work performance. And the most important aspect from Entrepreneurial Intellectual Capital are the Customer Capital and Technological Capital to stimulates the performance from the printing business SME's.

Paper ID : 9193

SWOT ANALYSIS OF THE QUALITY OF HOTEL SERVICE IN MEDAN IN MICE INDUSTRY

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Keywords : MICE Industry, SWOT Analysis, Hotel, Service Quality, QSPM

Abstract : Medan is one of the cities of MICE (Meetings, Incentives, Conferences, Exhibition) in Indonesia due to the rapid growth in the number of hotels and the increase of MICE activity. Hotel is a mean of temporary accomodation for guests who come from various places. Hotel does not only serve as a place to stay, but also as a place for business meetings, weddings, workshops, conferences, and other activities. Hotel is utilized as a place to hold varios activities because it owns complete facilities and infrastructures. This study aims to study the strengths, weaknesses, opportunities, and threats (SWOT Analysis) of the quality of hotel service in Medan in MICE industry. The study uses qualitative method as the research method by utilizing internal factor evaluation (IFE) matrix and external factor evaluation (EFE) matrix with the decision making using Quantitative Strategic Planning Matrix (QSPM) matrix. The study result indicates that the hotel management service is the most dominant. The external and internal factors analysis by using Internal Factor Evaluation (IFE) Matrix dan External Factor Evaluation (EFE) Matrix shows that internal influence is greater than the external factor.

Economics and Business
International Conference

Paper ID : 9202

Measuring Emotional Value in In The Digital Brand

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Keywords : Brand, emotional Value, Middle-Class Millennial

Abstract : When consumers are filled with a lot of complex information, they will tend to use their emotional considerations rather than rationally. Therefore, in a crowded market, emotional responses will win over rational thinking. For brands, the emotional element is very important as a differentiating factor. This element provides the foundation and energy for the brand development strategy. Consumers evaluate brands not only based on features and quality but mostly by feelings and experiences. This study aims to analyze the level of the emotional value of consumers based on their experience when using brands. The respondents of this study are the millennial city of Medan. The brands measured were 38 brands consisting of brand categories such as social media, e-commerce, smartphones, notebooks, online travel, transport applications, mobile banking and internet service providers. Net emotional value measurement consists of value driver and value destroyer. Value drivers consist of attention clusters, recommendation clusters, and advocacy clusters. The category of emotions that enter into the group destroys is feeling dissatisfied, frustrated, disappointed, upset, stressed unhappy, feeling abandoned and feeling pushed. Data analysis uses descriptive analysis where net emotional value is obtained from the positive emotion (value driver) against negative emotion (value destroyer). Research findings show that all brands observed have a positive net emotional value (NEV) value, meaning that the brands are able to manage the emotional side of consumers. Theoretically, the results of this study show that realizing customer positive emotions is the first step to improve the Customer Experience and customer loyalty. In practical terms, this study provides guidance on calculating the net emotional value to brand managers.

Paper ID : 9209

How to Make Your Temporary Employees Give a Better Work in the Age of Industrial Revolution 4.0: A Triggering Facto

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Keywords : Social needs, self-esteem, self-actualization, work satisfaction, employees' performance, temporary employees

Abstract : The age of Industrial Revolution 4.0 has caused many changes and disruptions to companies, especially in technology, strategic planning, policy, even the requirement of human resources. In order to survive market competition, companies have to build their competitive advantage which even more fierce than before. Industri 4.0 forced companies to improve their efficiency, thus they have to prepare themselves so that the revolution will result in opportunities to optimize their performance. Optimizing performance level will be achieved through effectivity and efficiency. As one of efficiency measurement, many companies hire temporary employees than permanent employees. This is remain true in term of financial and turnover. Therefore, it is beneficial to analyze the factors that can improve temporary employees performance. This study aimed to explore and analyze the effect of social needs, self-esteem needs, self-actualization needs and job satisfaction on temporary employees' performance level. It is important to address employees' needs as it will stimulate their behavior at work. The companies' ability to meet or exceed their employees need and keep them satisfied with the work can make the employees felt satisfied as valuable and belong to the companies. In return they will give their best at work which improve overall performance, profit, and reputation. The study was conducted at PT Nielsen Company. A number of 110 temporary employees of 150 total temporary employees were selected to participate in this study. The sampel selection was under random sampling method. Data were collected through self-administered questionnaires. The relationships of each variable was evaluated with multiple regression analysis. The result shiwd that each variables positively affect temporary employees' performance. The most dominant factor to improve performance is employees' social needs. Therefore in order to improve employees' performance which will improve companies performance, each company have to be able to identify and meet the employees' needs and keep them satisfied at work, especially their social needs.

Paper ID : 9220

Linking Social Capital, Business Environment, Product Innovation, and Sustainable Competitive Advantage: Empirical Evidence From Farmers In Karo Regency, North Sumatra, Indonesia

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Keywords : Social Capital, Business Environment, Product Innovation, Sustainable Competitive Advantage, Horticultural Product. Resource-Based Theory

Abstract : Competitiveness of Indonesian agricultural commodity products requires more attention from stakeholders. The problems faced by farmers and traders of horticulture products are still low competitiveness. Horticultural products have been unable to compete with agricultural products from ASEAN countries such as Thailand and Malaysia. In a competitive marketplace, social approaches and social attributes and sustainability levels of competitive advantages are, among others, explained through the RBT-resource-based theory of the firm's approach. The purpose of this study is to investigate the effect of several constructs such as social capital, business environment, product innovation towards sustainable competitive advantage. The present study used a quantitative approach based on structural equation modeling (SEM) analysis. The number of samples was 500 farmers from Karo Regency, North Sumatra, Indonesia. The empirical evidence indicates that social capital has an insignificant effect on product innovation. The business environment has a significant effect on product innovation. Social capital has an insignificant effect on sustainable competitive advantage. The business environment has a significant effect on sustainable competitive advantage. The product innovation has a significant effect on sustainable competitive advantage. The business environment has a significant effect on the sustainable competitive advantage of horticultural products through product innovation. Social capital has an insignificant effect on the sustainable competitive advantage of horticultural products through product innovation. The ability to adopt technology should be in line with the ability to respond to the movement of market behavior. Therefore, the role of farmers is expected to be more proactive in observing the direction of changes in the horticultural product market behavior. Export market access is required and standardize product according to market demand. Therefore, learning is needed to empower farmers to achieve a target market that has broad coverage.

Paper ID : 9303

ENERGY PRODUCTIVITY RATIO (EPR) IN PRODUCING AREN SUGAR FROM NIRA AREN TREE: TRADITIONAL PROCESSING

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Keywords : Energy, Productivity, Palm-Sugar

Abstract : A study on energy productivity ratio (EPR) in producing aren sugar (palm sugar) from nira solution of aren trees is the result of this paper. This study was based on the energy ratio of the input energy in comparison to the output energy in processing nira solution become palm sugar. Calculations were based on the data obtained through literature survey of nira processing into palm sugar traditionally in many parts of village areas in Indonesia. The major output energy was based on the palm sugar product compared to the input energy based on all nira price, used energy, and depreciation of instruments used. The EPR result as palm sugar product is > 3.0 for the utilization of nira solution from aren trees. The EPR result is positive information on the potential to develop the product in factory scale. It is an indication that the palm sugar product from aren trees is an energetically reasonable business enterprise based on EPR. The nira of aren tree has potential as raw material in producing the sugar.

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Paper ID : 9309

Content Analysis of Corporate Social Responsibility (CSR) Activities of Companies Listed in Indonesia Stock Exchange

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Keywords : Corporate Social Responsibility, CSR Activities, Public Companies, Content Analysis.

Abstract : Corporate social responsibilities (CSR) gained intensive attention as indicated by massive appreciations given to companies that have a high commitment to CSR activities. The Government also strived to arrange regulation for corporates that operate in Indonesia, as stated in Corporate Laws No. 20 the year 2007. The Government also regulated the allocation of 2%, 2,5% or 3% of companies' profit is compulsory to support the CSR programs. This research strived to find the implementation of CSR activities among companies in some industry classification listed in the Indonesia Stock Exchange in the year 2018. By observing 595 annual reports of listed companies with content analysis, this study found that companies focused more on corporate governance; employee growth; and scientific responsibility management system. The less attractive dimension of CSR is tax contributions; energy saving and carbon reduction; and environmental management and protection. Further examination within industry classifications revealed that companies that operate in agriculture; mining; and consumer goodsranked the top on CSR. This implied that companies have a high interest in charity and building a firm-employee relationship. This study also found that CSR activities of state-owned enterprises were significantly outperformed the private-owned enterprises in major dimensions of CSR.

Paper ID : 9314

THE FUTURE AND THE CHALLENGES OF THE INDONESIAN BANKING INDUSTRY IN THE DIGITAL ERA

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Keywords : Technology, Digital Culture, Fintech, Indonesian Banking Industry

Abstract : This article focusses on investigating the challenges which are faced by the Indonesian banking industry in the digital era and determined the future of the industry in those challenges are handled correctly or not. The rapid development of technologies has given the banking sector the advantages of integrating the technologies to fulfill the demand of its customers. Although, these advantages come with its own challenges; such as with the emergence of the fintech industry. The action research method is applied to identify the challenges faced by traditional banks and provide solutions to cope with the identified challenges. Based on the analysis, it is found that the traditional banks are faced with the gaps between their own digital product with the expectations of its customers; with the addition of the Indonesian banking sector is restricted with the nature of the industry itself. In regards to the solutions for the identified challenges, it is advisable for the traditional banks to either work together to fulfill the expectations of the customers or by using a customer-centric approach in developing the product.

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Paper ID : 9433

Investigation and Analysis of Omni-channel Logistics Models: A Study in the Retail Industry in Indonesia

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Keywords : E-Commerce, B2C, Multi-channel, Omni-channel, Logistic.

Abstract : Retail industry has undergone several transformations over the years. There are three types of retail channel from a logistical perspective. The first type is single-channel logistics, where retail traders operate one sales channel and the logistic system is dedicated for one channel. The second type is multi-channel logistics, where retail traders use several channels, such as store and direct sales. The third type is omni-channel logistics, where retail buyers and traders do not differentiate channels. Shared logistics management is usually available through e-commerce and online sales. The objectives of this research are to investigate retail transformation trend from offline retail traders to multi/omni-channel logistics and identification of suitable business strategy. By using an empirical quantitative approach in the form of a survey, data from 114 electronic retailers have been collected, consists of 70 respondents are retail stores that have both offline and online stores and 44 respondents only have offline stores. The result of analysis shows that most retail transactions are offline transactions where buyers have to go to the retail stores to claim their products. However, there is enough empirical evidence that retail that use multi-channel and omni-channel logistics have better financial performance compared to offline stores only. Three critical factors have been identified to contribute to the total retail sales increase. Firstly, price discrimination in product delivery, secondly, the existence of dedicated resources (space and staff) that are optimally used in terms of work time efficiency and buyer service, and thirdly, the ability for consumers to see every goods or stocks in all retail shops/warehouses.

Paper ID : 9505

A Propositions and Implications in Conceptualization of Human Resource Competencies 4.0

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Keywords : Competencies, Human Resource Competencies, Human Resource Competencies 4.0, Industrial Revolution 4.0

Abstract : The purpose of this article is to provide a new conceptualization of human resource competencies for industry 4.0 era.. The authors aim to base their new conceptualization on extensive evidence from literature review, and synthesis of the review of literature. An extensive literature review of the extant conceptualizations and operationalizations of human resource competencies for industry 4.0 era is first carried out. Based on the review and synthesis of literature, a human resource competencies 4.0 with three domain areas is conceptualized, through several propositions in the paper. The human resource managers can now apply more specifically, any of the threedimensions areas of human resource competencies 4.0 and understand the conditions under which a particular dimensions area is important for employees to understand the changes caused by the industrial revolution 4.0 and adjust the competencies possessed by these changes.

Paper ID : 9544

Destination Brand Experience and Authenticity

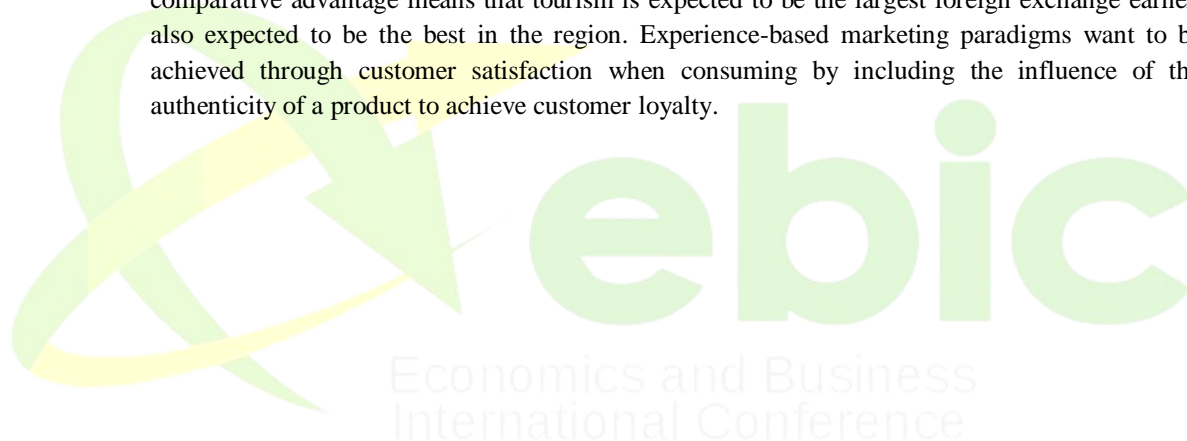
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Keywords : Destination Brand Experience, Authenticity, Semiotic, Destination Marketing

Abstract : Tourism has an important role in the development of the national economy and especially at North Sumatra. The Tourism Sector is a leading sector as a support for the economy outside the oil and gas sector. The government pays special attention to the tourism sector because Indonesian tourism has a competitive advantage and comparative advantage. The competitive advantage and comparative advantage means that tourism is expected to be the largest foreign exchange earner, also expected to be the best in the region. Experience-based marketing paradigms want to be achieved through customer satisfaction when consuming by including the influence of the authenticity of a product to achieve customer loyalty.



Paper ID : 9632

THE IMPACT OF SERVICE QUALITY TO CUSTOMER SATISFACTION AT PT BANK SUMUT MEDAN

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Keywords : Bank Sumut, Service Quality, Customer Satisfaction

Abstract : The presence of banking today is very important in supporting various financial activities, especially in the financial system and payments made by finance. Banking, competition in the banking sector is very tight, first with a large number of banks which are the main challenges. The customer is the core of business competition in the service sector. In an effort to create retribution, satisfaction is needed in every service provided by financial parties. Bank Sumut as the holder of the Regional Bank Champion in North Sumatra in 2014 always provides the best service and strives to improve service in building satisfaction. This study suggests to improve the elements of quality service in shaping the Bank Sumut's customer satisfaction. A number of 100 regular customers who have experienced 10 years services at Bank Sumut participated in this study. Data on perceptions of service quality and satisfaction were collected through questionnaire and interview methods. The influence between variables was evaluated using linear multiple regression. The results of this study prove the fact of the five elements of service quality, two elements of positive and significant influence, namely reliability and responsiveness of services. In addition, responsiveness has a very dominant interest in service quality towards satisfaction. Therefore, in an effort to improve satisfaction through service improvements, it is very important to provide services that are responsive to challenges and convenience and provide the best solutions quickly for those customers. Bank Sumut employees must be able to provide benefits as needed. Inappropriate empathy can actually disrupt customer satisfaction.

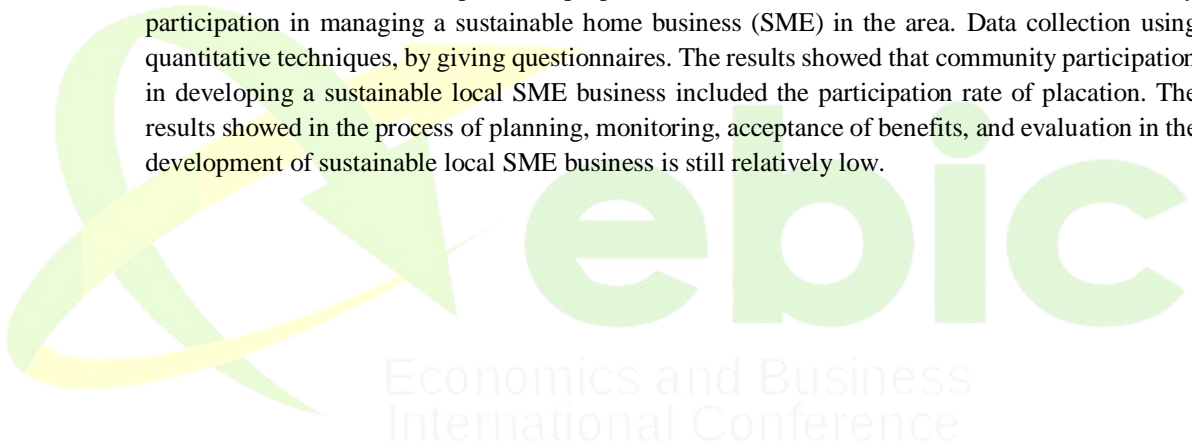
Paper ID : 9927

Improving Family Welfare, Through The Participation of Local Communities Towards The Development of Sustainable Local UKM Business

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Keywords :

Abstract : Research on community participation in the development of sustainable local SME business in the hamlet of Bondar Flower, Tapsel. The purpose of this research is to know the form of community participation in managing a sustainable home business (SME) in the area. Data collection using quantitative techniques, by giving questionnaires. The results showed that community participation in developing a sustainable local SME business included the participation rate of placation. The results showed in the process of planning, monitoring, acceptance of benefits, and evaluation in the development of sustainable local SME business is still relatively low.



Paper ID : 10229

The Effect of Destination Image and Pull Factors on Tourist Satisfaction and Its Implications on the Intention to Return to the Lake Toba Area of North Sumatra

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Keywords : Destination Image, Intention to Return, Pull Factors, Tourist Satisfaction

Abstract : These research of respondents were 222 adults. Analysis technique uses structural equation modeling. Results of the study, namely: image of a tourist destination has a direct, insignificant, and negative effect on tourist satisfaction; image of a tourist destination has a direct, insignificant, and negative effect on the interests of tourist return visits; Pull factors have a direct, significant and positive effect on tourist satisfaction; Pull factors have a direct, significant and positive effect on the interests of tourist return visits; Tourist satisfaction has a direct, significant, and positive effect on the interest of returning tourists; image of the destination has an insignificant indirect effect, and negatively affects the intention to return to the Lake Toba region through tourist satisfaction; Pull factors have an indirect and significant positive effect on the intention to visit again through tourist satisfaction.

Economics and Business
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Paper ID : 10516

Determinants of Competitive Advantage: A Case of Malaysian Bumiputera Contractors

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Keywords : Competitive Advantages, Human Resource Management, Financial Capabilities, Technology, Government, Suppliers, New Market Entrance

Abstract : In this paper, the authors attempt to discuss the competitive advantage among the contractors in Malaysia through the relationship between the variables; human resource management, finance, government assistance, suppliers, technology, and new market entrance with competitive advantage (product differentiation, cost leadership, and focus strategy). The paper further explored the profile of the contractors in the State of Terengganu, as well as examining the ability of each class of contractors in maintaining the competitive advantage. From the total population list, 349 samples were taken for the analysis. The population of the study was taken based on the sampling frame generated by Contractor Services Centre (PKK). The researchers used stratified sampling as a sampling technique in order to get the most efficient representation of the population. The questionnaire was personally distributed to the contractors with the assistance of enumerators. The instrument consists of five (5) sections measured by using Likert Scale. Based on the findings, it demonstrated that only five (5) out of six (6) independent variables (human resource management, finance, technology, government, suppliers, and new market entrance) had a significant relationship with competitive advantage. Moreover, the five (5) independent variables were able to explain 72.2% of the variance in the competitive advantage among contractors in Terengganu.

Paper ID : 10775

The Influencing Factors for Business Start-Up Intention In Social Media By UTAUT Perspective

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Keywords : Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Social Media.

Abstract : According to Sox et al. (2014), Millennials are rising to 75% of the worldwide workforce by 2025 and entrepreneurship is an interesting profession for Millennials. Millennials have been recognized as a distinct generation which has higher exposure to internet-based business platform namely social media. Social media has offered promising opportunities for business due to its flexibility and ability to reduce the complexity of business entry barriers compared to traditional business platform. It has attracted Millennials to utilize social media for business start-up especially for those who are interested to select entrepreneur as their profession. Hence, this study aims to examine factors that influence the acceptance and use of social media for business start-up. Result shows that partially, performance expectancy, effort expectancy, social influence and facilitating condition have significant influence on the behavioral intention to use social media for business start-up. Moreover, simultaneously performance expectancy, effort expectancy, social influence and facilitating conditions have a significant effect on the behavioral intention to use social media for business start-up.

Economics and Business
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Paper ID : 10827

The Perceived Benefit and Risk Framework of E-Wallet Adoption among the Early Adopters in Malaysia

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Keywords : E-wallet, benefit, risks, early adopters, fintech

Abstract : Malaysia is prime for internet and mobile phone penetration, larger population for young, tech-savvy, and high financial literacy population. However, despite these advantages, the adoption of e-wallet remains low. Comparing to other regional countries, Malaysia is lagging behind China, India and Singapore. Malaysians are still skeptical on the adoption of fintech, particularly on the e-wallet usage. Accordingly, there is an urgent need to understand why users are willing or hesitant to adopt the e-wallet. Supporting the Bank Negara Malaysia's on the digital banking reforms, the study aims to accelerate further on the benefit and risk of e-wallet usage in Malaysia. A survey consists of eight components on benefits and risks on e-wallet has been conducted among the early adopters. The results reveal that the intention to use e-wallet is high. Economic benefit is the main factor of the e-wallet usage. However, the users responded negatively on the risks; signifying that stronger framework on the risk management should be established further.

Paper ID : 10855

Technology Acceptance toward the Continuance Use Market Place Application to Increase Sales in Indonesian SMEs

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Keywords : Marketplace, application, Continuance Use, Entrepreneurship, SMEs

Abstract : Market place helps business to disseminate information about businesses owned by businessmen. Conventional traders only sell their products to communities around their business locations. Development of market places all over Indonesia become potential customers for every product that wants to be sold. Respondents in this study were SMEs in Jepara with a variety of products sold at the market place including Tokopedia, open stalls and other market places. Data analysis using SPSS Version 21.0 to describe the sample and do multiple regression analysis as well as R-Square. Technology remains a tool that is very helpful in the development of human life, including to alleviate human activities. Technology is able to provide benefits to humans, but humans are not always ready for the development of technology that continues to grow. Based on the results of this study on MSME players who have made sales at market place indicate that the variables studied are jointly significant and have a 56.9% effect on the desire to continue using market place. Based on partial test, the perceive usefulness variable and entrepreneurial motivation have significant results while perceived ease to use is not significant.

Economics and Business
International Conference

Paper ID : 10899

RELATIONSHIP BETWEEN METHODS OF TRAINING, TRAINER AND MANAGEMENT SUPPORT TOWARDS EFFECTIVE TRAINING

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Keywords : Effective training , training methods, trainer's characteristics and management support

Abstract : The research was conducted to study the factors that contribute to the effective training among academic staff of a higher learning institution. This research had focused only on the general types of training provided by department of Training unit to all the lecturers such as important training like basic teaching and learning workshop, research training, writing workshop, ICT Training, e-Learning and etc. By constructing a hypothetical research model to investigate the relationship of three moderating variables on the training participants (independent variables) towards the effective training (dependent variable), a survey questionnaire had been distributed to employees in that university who had attended training programs. Sampling that had been used in which approximately 200 lecturers in the campus will become the subject of the study. The respondents will be all of the permanent staff. The researchers used correlation test in order to measure the degree of relationship between two variables, testing the significance of the variable by using the Reliability Test, Correlation and Regression Analysis and Multiple Regression Analysis. From all these statistical analysis, the researchers had clearly able to indicate that the main contribution factor is management support that contribute strongly towards the effective training followed by training method and trainer's characteristics. There were significant relationships between all the identifiable independent variables with the main variable of the study.

Paper ID : 10913

Model of Leadership Style on Job Satisfaction in Internal Audit Teamat Regional Inspectorates with Locus of Control and Cognitive Style as Moderated Variable

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Keywords : Leadership style, locus of control, cognitive style, job satisfaction

Abstract : The purpose of this study is the identification and development of good practices in governance of the Regional Inspectorate, to obtain empirical evidence of how much leadership style in the Regional Inspectorate audit team, how big is the model of leadership style interaction with the Locus of control in the Regional Inspectorate audit team, how large model of leadership style interaction with cognitive style in the Regional Inspectorate audit team affect job satisfaction. With its leadership, the team leader is also expected to be able to create cooperative interactions between team members in achieving the stated assignment goals and can also encourage the awareness and responsibility of members of the Regional Inspectorate (Internal Audit) team in conducting audits. The success of an audit assignment depends very much on the personnel incorporated in an audit team. To optimize the work of the audit team, the role of the team leader is needed. The virtue of this research is the input and consideration in carrying out the preparation of the Regional Inspectorate audit team, and as the role of researchers in developing theories in the field of accounting and auditing especially relating to the behavior of the Regional Inspectorate.

Paper ID : 11097

FINANCIAL LITERACY, CHILDHOOD EXPERIENCES ON FINANCIAL, AND INVESTMENT DECISION IN MILENNIAL HOUSEWIVES

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Keywords : Financial Literacy, Childhood Experiences on Financial, Investment Decision, Millennial Housewives.

Abstract : Millennial housewives are women aged between 24-39 who organize various household activities. The increasing demands in social life and economic leads every housewives to be skilled in managing finances. Financial literacy and childhood experiences on financial have a contribution to financial management, and affect financial decisions, one of which is the investment decision. This study aims to describe financial literacy, childhood experiences on financial, and investment decisions in millennial housewives. The study was conducted on 260 housewives from Banda Aceh, Medan, Pekanbaru, Jakarta and Bandung. The result are, 20.38% of respondents have low financial literacy, 65.76% moderate, and 13.85% high. While for the variable of financial experience in childhood, it was found that 5.38% of respondents had financial experience in childhood that was classified as low, 25% moderate, and 69.61% high. The results for investment decisions found that 46.15% of respondents invested in saving money, 27.31% invested in property, 28.46% invested in land, 26.92% invested in shares, and 3.85% invested in bonds.

Paper ID : 11098

Determinants of Entrepreneurial Intention among University Students: A Comparative Study between IPB University (Indonesia) and WULSS-SGGW (Poland)

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Keywords : Entrepreneur intention, theory of plan behaviour, attitude, subjective norms, perceive behaviour

Abstract : Entrepreneurship is a trend, this entrepreneurial growth brings tremendous economic improvement to a country, so that more and more a country has entrepreneurship, the economy will increase. Type of country according to base sector in Poland is agrarian country, same with Indonesia. Mapping the challenges and opportunities of industry 4.0 to prevent various impacts on people's lives, one of which is the problem of unemployment. Indonesia's open unemployment rate in February 2017 was 5.33% or 7.01 million people out of a total of 131.55 million people in the workforce (Source: BPS 2017). Developing agricultural entrepreneurship is needed to drive human resource productivity of the sector. According to Central Bureau of Statistics/BPS (2014), business actors in agricultural commodity are only about 44.20 million people (0.17 per cent) of the Indonesian population. The low number of entrepreneurs is indicated as a gap between human resources and education problems in farmer's level. Colleges play an important role in creating young agricultural entrepreneurs which is a crucial issue in this country. Based on the various descriptions above, it is necessary to study the level of interest in entrepreneurship among students. In addition, it is necessary to conduct a study of what factors influence entrepreneurial interest in students. So this research is expected to be able to answer the following problems. This research using theory of plan behaviour with three of determinants: attitude, subjective norms, perceived behavior control. The type of research used in this research is explanatory research. In this study the sampling technique uses nonprobability sampling by using random sampling. This research using Lemeshow formula, then the results of the minimum number of samples needed in this study are 96.04 or 100 respondents, for data collection methods by giving questionnaires to respondents with skala likert 1-6. To process data, researcher using Structural Equation Modelling (SEM) with software Smart PLS. The research will began on February 2019-June 2019 at Warsaw University of Life Science-SGGW, Poland and Bogor Agricultural University, Indonesia.

Paper ID : 11099

BUILDING AN ATTRACTIVE RENTING OF A SIMPLE FLAT HOUSE IN THE CITY OF MEDAN AND BINJAI

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Keywords : Facilities, Environment, Price, Attractiveness.

Abstract : A comfortable, clean, healthy and decent place to live is a basic human need. Simple Flats (Rusunawa) is a low-rent apartment for low-income people. The government of Medan and Binjai City have built simple flats to improve the scarcity of residences, and also manage to minimize the use of property land in the city area. This research aims to study and analyze the main attractions of simple flats for renting. This research involved tenants of simple flats in two cities, namely Binjai City and Medan City. The research samples taken were 145 respondents. The data obtained by observing, interviewing and collecting research questions about simple tenants. The results showed that the most important and dominant attraction of tenants in simple flats was that the results of this study showed that 97% of the tenants' considerations for living in simple flats were price, environment and facilities. In particular, price is the most dominant factor to attract simple-flat tenants, because many tenants are low-income people who are very attentive and sensitive to prices in simple rental homes. The low price and healthy and pleasant environment are significant factors in attracting tenants to rent simple flats.

Paper ID : 11100

ANALYSIS PERFORMANCE OF STOCK PRICE OF SPIN OFF COMPANIES ON THE INDONESIAN STOCK EXCHANGE

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Keywords : Spin off, Parent Company, Abnormal Return, Return on Assets, Buy and Hold Abnormal and Market to buy Ratios Return.

Abstract : The spin-off company is a subsidiary that is split from the parent company, which is become an independent company. Spin-off decisions are made to restrict the focus of certain businesses and leave the other businesses that are relatively irrelevant or to rule out the business which is have low profit margins. The purpose of this research is to study and analyze the Abnormal Returns, Returns on Assets, Buy and hold abnormal returns, Market-to-book ratio, spin-off company and parent company on the Indonesia Stock Exchange. The population in this study are all companies listed on the Indonesia Stock Exchange whom did Spin off from 2009 to 2018. Samples were selected using the purposive sampling method. The number of samples in this study were 8 companies. The results showed that there were no significant differences in abnormal returns between 14 days passed and 14 days before the spin-off. And there is no significant difference return on assets between 1 year before and 1 year after deciding on the spin-off. Whereas Return on Assets and Market-to-book ratios between Parent companies and spin-off are not significantly different for 1 year after the spin-off company took the place on the Indonesia Stock Exchange.

Paper ID : 11101

THE EFFECT OF FINANCIAL ATTITUDE AND FINANCIAL KNOWLEDGE ON THE PERSONAL FINANCIAL MANAGEMENT OF COLLEGE STUDENTS

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Keywords : Financial Attitude, Financial Knowledge, and Personal Financial Management

Abstract : College students are one part of the community involved in the use of finance to be used in the level of daily consumption. Students of the Faculty of Economics and Business of Islam, North Sumatra State Islamic University (UINSU) - Medan who have indeed studied matters relating to economics and finance that should have added value better than other circles. Therefore, it is very important for students to know and apply the meaning of personal financial management to be able to become students who are good at managing finances and living more prosperously in the future. Researchers are interested in knowing whether there is an influence between the level of financial knowledge of a student on personal financial management. The study was conducted at the Faculty of Economics and Islamic Business UINSU-Medan by taking students as the population. The sample of respondents as many as 98 students. By applying method using the SPSS Version 23 tool, it can be concluded that Financial Attitude has a positive and significant effect on Personal Financial Management. Financial Knowledge has a positive and significant effect on Personal Financial Management. Financial Attitude and Financial Knowledge have a positive and significant effect on Personal Financial Management.

Paper ID : 11102

THE INFLUENCE OF CONSUMERS' PERCEPTION AND BRAND IMAGE ON BUYING INTEREST OF THE MILLENNIAL GENERATION IN KILLINEY COFFEE SHOP IN MEDAN

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Keywords : Financial Attitude, Financial Knowledge, and Personal Financial Management

Abstract : The research aims to analyze the consumers' perception and brand image on the buying interest of the millennial generation in Killiney Coffee Shop in Medan partially and simultaneously. Policies and appropriate strategies are then formulated to be implemented to develop the business. This is a quantitative research with associative method using questionnaires. The population is the young generation whose age is 20 in the six outlets: Killiney Coffee Shop in Medan. Non probability sampling method, namely accidental sampling is used and 90 consumers are selected for the samples. To test the hypothesis, multiple linear regression method is used. Based on the test, it is found out that the perception elements, namely freshness, habitual facts, different flavor, and environment of shop simultaneously has a significant influence on the buying interest of the millennial generation in Killiney Coffee Shop in Medan. Brand image of Killiney Coffee Shop consists of three elements, namely trademark that is easy to remember, recognize, and reputation which simultaneously has a significant influence on the buying interest of the millennial generation. Partially, the buying interest which consists of attention, interest, expectation of desire, and action has a significant influence on the consumers' perception and brand image.

Paper ID : 11122

SOCIAL ECONOMIC PERCEPTION AND STATUS TOWARDS THE BEHAVIOR OF CUSTOMERS OF ISLAMIC BANKING FINANCIAL SERVICES USERS

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Keywords : Socio-economic status, Perception, Religious Attitudes, Behavior, Syariah Banks.

Abstract : The rapid development of Islamic banking in Indonesia, still considered relatively low when compared to other Islamic countries such as Malaysia and Saudi Arabia, with a market share of around 20% and 53% of the total domestic banking market. This is due to the low interest of the community to become Syariah banking customers due to the lack of public understanding of Syariah banking. The purpose of this study is to determine the cause of the lack public interest to transact through Syariah banking by looking at the influence of perceptions and socio-economic status of behavior, especially Syariah bank customers. Data collected through interviews and questionnaires. The data analysis technique used is path analysis. The results show that socio-economic status has a positive and significant effect on religious attitudes and behavior. Perception has a significant positive effect on religious attitudes but does not have an influence on behavior and religious attitudes have a significant positive effect on behavior. Status has a significant positive effect on behavior mediated by religious attitudes. Perception has a significant positive effect on behavior mediated by religious attitudes.

Paper ID : 11123

The Influence of Affective Commitment on The Employees Innovative Work Behavior

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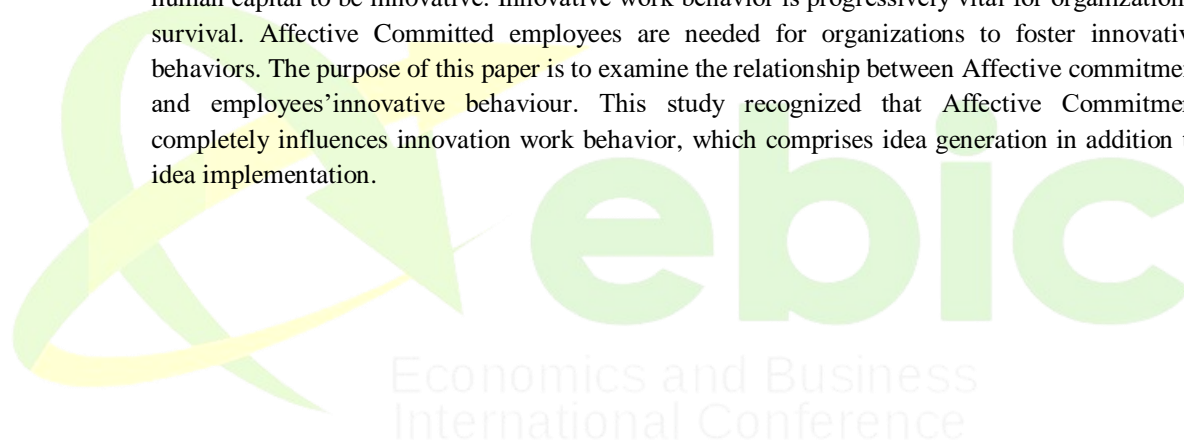
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Keywords : Affective Commitment, Innovative Work Behavior.

Abstract : The extremely competitive and globalized business environment directs organizations to rely on human capital to be innovative. Innovative work behavior is progressively vital for organizations' survival. Affective Committed employees are needed for organizations to foster innovative behaviors. The purpose of this paper is to examine the relationship between Affective commitment and employees' innovative behaviour. This study recognized that Affective Commitment completely influences innovation work behavior, which comprises idea generation in addition to idea implementation.



Paper ID : 11148

FINANCIAL HEALTH ASSESSMENT MODEL FOR LISTED COMPANIES IN INDONESIA

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Keywords : Financial health, financial distress, profitability, financial leverage

Abstract : It is important to conduct financial health assessment to measure company's health so that corrective action can be taken and it serves as a guide in investment decision. Managers will accordingly be able to detect the factors that may improve company's financial health. This study, therefore, aims to produce a financial health probability assessment model. The population involved companies listed on the Indonesia Stock Exchange. The target population is all companies experiencing bankruptcy and insolvency in 2018 totalling 23 companies and a total of 23 healthy companies as the comparison. The sample consist of all companies in the target population. The analysis was conducted using logistic regression. The findings further discovered that the profitability ratio was potentially likely to improve the financial health of the company, while the financial leverage ratio was potentially likely to worsen the financial health of the company. The classification accuracy two years prior to the observation year was 93.5%, and the previous year was 95.7%.

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Paper ID : 11152

Implementation of 3R Among Staff at The Petroleum Management Company

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Keywords : 3R, Waste Management, Environmental Attitudes, Knowledge of 3R, Social Pressure

Abstract : 3R promotes the advantages of the environment, better health for those living in the community, and the re-use of materials. We can experience the advantages of 3R if we start having a sustainability lifestyle by engaging implementation of 3R in our daily life. This study focusses on the implementation of 3R at one of the Petroleum Management Company (PMC) in Malaysia. The objectives were to identify the relationships between environmental attitudes, knowledge of 3R and social pressure towards the implementation of 3R among staff, as well as to examine the most influential factor towards it. The questionnaires were distributed using convenient sampling technique for data collection to 201 respondents from the population of 400 staff. The result shows that all the independent variables are significant and have positive correlation with the dependent variable. The independent variables also contribute 84.9% in explaining the dependent variable and the most influence factor towards the implementation of 3R is environmental attitudes.

Economics and Business
International Conference

Paper ID : 11153

Determining Trustworthiness of Health Information shared in Social Networking Sites (SNS)

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Keywords : Trustworthiness, Health Information, Social Networking Sites

Abstract : This study investigates the level of trustworthiness of health information shared in Social Networking Sites (SNS) by examining three main factors namely benevolence, integrity and ability. The research adopted survey approach where a questionnaire has been tailored to ascertain the level of trustworthiness of health information shared via SNS. The questionnaire was distributed among health administration staff in IIUM Medical Center and the respondents were randomly selected. The collected questionnaire was then analysed using SPSS version 26. Descriptive statistics was used to obtain the frequency and percentage of the respondent profile. Finding of the research was obtained by using reliability analysis, frequency analysis, correlation analysis and multiple regression analysis. The result proved that all three (3) variables can influence trustworthiness of health information. Analysis outcome indicate the hypothesis testing of the relationship between three (3) variables with trustworthiness of health information is significant. The variables benevolence and integrity have a positive relationship with trustworthiness while variable ability have a negative relationship with trustworthiness. Between all three factors, result show that the most influential factor towards trustworthiness is benevolence.

Paper ID : 11174

Factors Affecting Purchase Intention and Actualization: Case Study of Souvenirs in Medan

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Keywords : Halal Appeal, Social Media Appeal, Recommendation, Purchase Intention, Purchase Actualization.

Abstract : Sales has become the goal of various business activities. Purchasing behaviours are often formed by through purchase intention. This study aimed to evaluate the factors that influence people's purchase intention and actualization on souvenirs in Medan. The concept of Halal was suggested as one of the factors that influence both of these behaviour. The development of halal awareness in souvenirs business has not been optimally implemented in the Medan as many of the businesses has not had halal certification yet. In addition to this, marketing activities through social media and references were also evaluated as factors that shape consumer behavior in purchase intention and actualization. A number of 100 Islamic students from outside Medan participated in this study. Data obtained through a self administered questionnaire. Data were analyzed and evaluated using the partial least square structural equation model (SEM-PLS). The results of this study indicate that although halal has an important role to stimulate purchase intention from Muslim consumers, in the case of souvenirs this effect is not significant to influence their purchasing decisions. These decisions are more influenced by purchase intention, recommendations and marketing exposure through social media.

Paper ID : 11175

Building Effective Product Awareness of Indigenous Product through Marketing Communication Technologies

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Keywords : Product Awareness, Marketing Communication, Relational Marketing, Rational Marketing, Integrated.

Abstract : A successful tourism required the support from MSMEs that affiliated with the tourism area. The problem of The sustainability of MSME is very closely related to the level of public consumption of the products produced from the MSME. In line with this, North Sumatra has several typical local agricultural products developed into local special products. This product is a derivative of indigenous plants in North Sumatra. The initial step in encouraging the performance of MSMEs in this case is to build public awareness of these indigenous products. Consumption of these local products will encourage the sustainability and progress of MSMEs while accelerating the development wheel. Therefore, the creation of awareness of indigenous products is important. This study aims to evaluate the application of marketing communication technology in building awareness of indigenous products. By its nature, this research is focused on evaluating the consumer's point of view. A total of 300 consumers participated in this study. Data collected through structured interviews. The collected data were analyzed using multiple linear regression. The results of this study indicate that the most effective marketing communication technology strategy in building product awareness is through relational and rational marketing. Therefore, it is important for indigenous product businesses to develop and implement a marketing communication strategy.

Paper ID : 11176

Financial and Marketing Behaviour to Improve MSMEs Performance

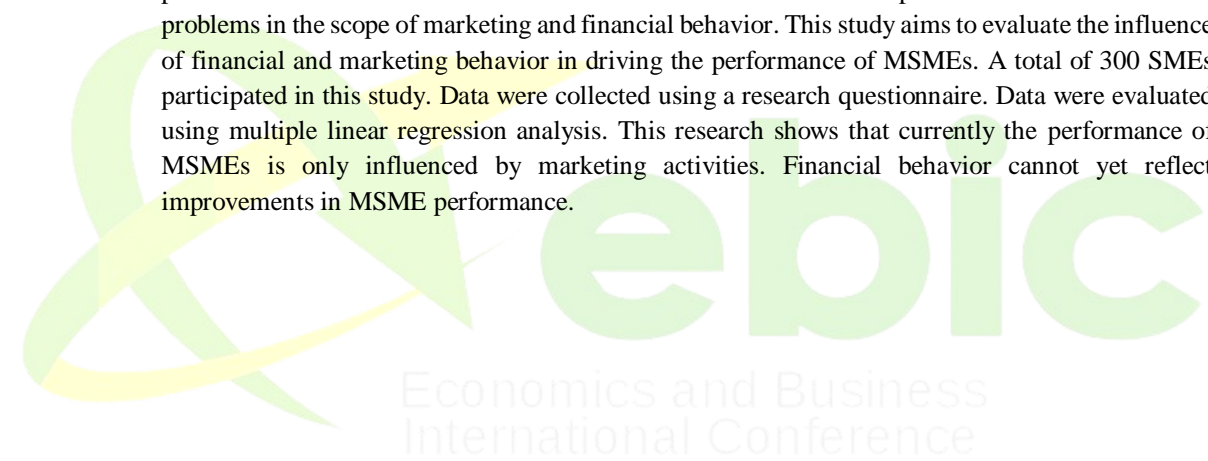
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Keywords : Financial Behaviour, Marketing Behaviour, SMEs, Performance, Finance

Abstract : Micro, small and medium enterprises have become the main development wheels of a country. Unfortunately many of these businesses do not last long with relatively low performance. Low performance makes the business's attractiveness decrease. The main problems that often occur are problems in the scope of marketing and financial behavior. This study aims to evaluate the influence of financial and marketing behavior in driving the performance of MSMEs. A total of 300 SMEs participated in this study. Data were collected using a research questionnaire. Data were evaluated using multiple linear regression analysis. This research shows that currently the performance of MSMEs is only influenced by marketing activities. Financial behavior cannot yet reflect improvements in MSME performance.



Paper ID : 11177

Relevance of Segmenting, Targetting, and Positioning to Stimulate Product Performance of Traditional Woven Industry in North Sumatera

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Keywords : Marketing Strategy, Segmentation, Targetting, Positioning, Woven Industry

Abstract : North Sumatra has experienced a decline in the number of craftsmen and entrepreneurs of traditional North Sumatra woven industries. If this condition continues, the existence of this traditional distinctive fabric culture will disappear. Many craftsmen and business people have shifted because of the low market appeal of traditional woven industries products. This condition is debatable because other woven industries such as Batik actually have a very high appeal in the market. This study aims to map the marketing strategies and market performance of woven industries business players who still survive. A total of 120 traditional cloth performers and craftsmen participated in this study. Interviews were conducted to obtain data needed in the study. The results indicate that there is a positive relationship between the implementation of marketing strategies with market performance. Market appeal perceived to fade by the craftsmen, in this study, can be improved through the application of a good marketing strategy. For businesses that have implemented marketing strategies well, the potential and market demand for their products is maintained. The implementation of marketing strategies that have been implemented by these business actors differ between Cities and Regions. This difference is based on differences in technology and science and technology of business actors. This research suggests that there is a synergy between academics, government, and business actors in strengthening marketing strategies, maintaining markets and woven industries demand, and maintaining the existence of traditional North Sumatra woven industries where academics and government help absorb and implement marketing strategies from MSMEs.

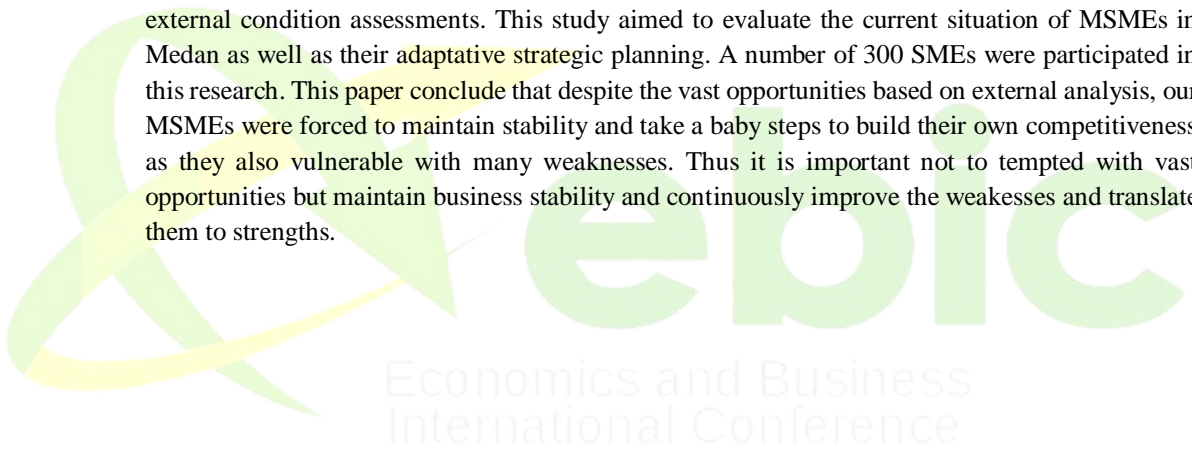
Paper ID : 11178

Developing Business Strategies for Featured SMEs in North Sumatera: a SWOT analysis approach

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Keywords : Competitiveness, Internal Capabilities, External Condition, Enterprises, Strategic Planning

Abstract : The role of micro, small and medium enterprises is always important to support the country's economic growth. As the market emerge and become larger, the competition within these enterprises has also risen to a new stage. One of the key to formulate strategies to improve the enterprises' competitiveness is through SWOT analysis which employ internal capabilities and external condition assessments. This study aimed to evaluate the current situation of MSMEs in Medan as well as their adaptative strategic planning. A number of 300 SMEs were participated in this research. This paper conclude that despite the vast opportunities based on external analysis, our MSMEs were forced to maintain stability and take a baby steps to build their own competitiveness as they also vulnerable with many weaknesses. Thus it is important not to tempted with vast opportunities but maintain business stability and continuously improve the weakesses and translate them to strengths.



Paper ID : 11180

Developing E-Commerce Adaptation in Creative Industry: A Practical Approach

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Keywords : E-Commerec, Technology Adaptation, Management, Tourism, North Sumatera, Longitudinal Study

Abstract : A successful tourism required the support from MSMEs that affiliated with the tourism area. The problem of the growth of the industry in North Sumatra is related to the low competitiveness of MSMEs so that this business will become unsustainable in the long run. Today's revolution industry 4.0 forced much more digitized and internetization of MSMEs in near future. The existence of advanced technologies lead to application of e-commerce. The future of MSMEs' growth will be driven with e-commerce. This paper reported the result of longitudinal study to improve MSMEs readiness to adopt e-commerce in Tourism Area. As e-commerce will improve overall business which may also promote tourism in the future, our experiment was a great success. A number of 200 MSMEs were participated in this study. The MSMEs were collected from four main area of tourism, the lake, mountain, coastal and city tour. A paired t-test were used to evaluate the change within MSMEs. The result indicate that it is better to help MSMEs with training and advocating rather than waiting for a pro-active approach from MSMEs to take action.

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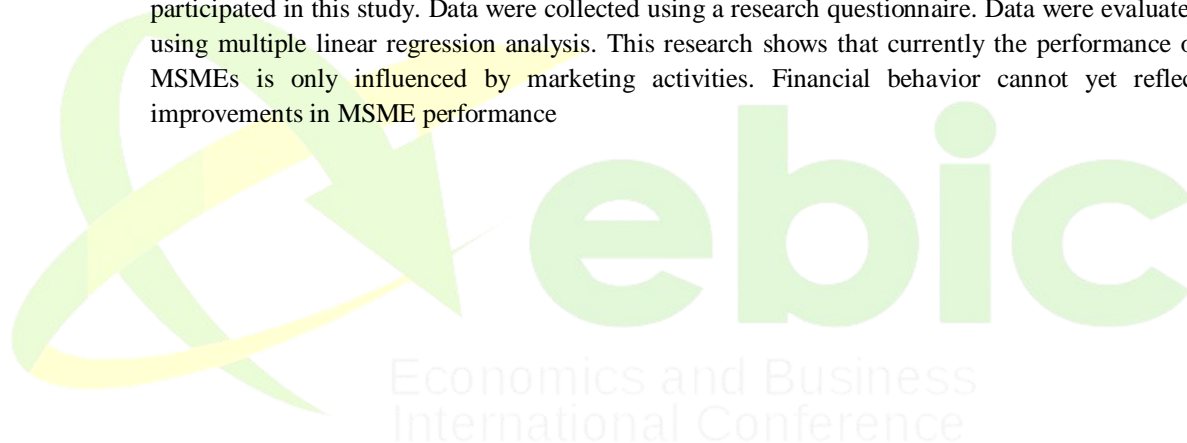
Paper ID : 11181

What Makes Entrepreneur Use Social Media Marketing

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Keywords : Social Media Marketing, Human Factor, Market Attractiveness, Organic Referral, Entrepreneur

Abstract : Micro, small and medium enterprises have become the main development wheels of a country. Unfortunately many of these businesses do not last long with relatively low performance. Low performance makes the business's attractiveness decrease. The main problems that often occur are problems in the scope of marketing and financial behavior. This study aims to evaluate the influence of financial and marketing behavior in driving the performance of MSMEs. A total of 300 SMEs participated in this study. Data were collected using a research questionnaire. Data were evaluated using multiple linear regression analysis. This research shows that currently the performance of MSMEs is only influenced by marketing activities. Financial behavior cannot yet reflect improvements in MSME performance





Paper ID : 8991

Can E-Money Increase Seigniorage Income?

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Keywords : E-money, Optimum Money Growth, Seigniorage Income, Seigniorage Loss, Partial Adjustment Model.

Abstract : The existence of e-money that was being promoted by Bank Indonesia was allegedly able to result in a fairly wide displacing of currency and demand deposits, thus leading to a decrease in seigniorage income. This study aims to determine the effect of e-money on money demand, as well as analyzing the role of e-money in optimizing the seigniorage income of central bank. Based on the results of the Partial Adjustment Model analysis, the volume of e-money transactions turned out to have a positive and significant effect on real money demand in Indonesia. The estimation results show the average national money growth rate of 1.06 percent which results in seigniorage income of Rp. 193 billion per month. In fact, if the money growth rate is at its optimum position of 0.349 percent, it will produce an optimum seigniorage income of Rp1.7 trillion. That is, Indonesia's position is on the decreasing side of Laffer Curve, thus experiencing a seigniorage loss of Rp1.6 trillion per month. Therefore, policy implications that can be considered to optimize seigniorage income are reducing the level of money growth or substituting currency and demand deposits into the form of float e-money to reduce the level of money growth.

Paper ID : 9096

The Study of Organizational, Production, and Marketing Management in Mangampu Tua and Tambunan Brass Band Ensemble Groups at Medan

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Keywords : Organization, production, marketing, brass band

Abstract : The theme this paper is the brass band ensemble management. The main question in this research are, how management application, in (a) organization, (b) production, and (c) marketing in two brass band group at Medan, Mangampu Tua and Tambunan, by qualitative method, and researchers as participant observer. The fieldwork data analyzed by management and ethnomusicology science. We use three main theory: organization, production, and marketing management. The finding this research are: (A) the organization management based on Batak Toba tradition management, they adopted the musicians based on patrilineal kinship and friendly system, meeting with verbal media, very focused the role of the leader, the musicians majority as freelance player. (B) The production management based on repertoires Toba Batak musical tradition, plus North Sumatran another ethnic musics, Indonesian's popular musics, and world popular musics. There are variations the group of musicians accordingly to market demand, as simple in sulim and keyboard, the trio vocalist plus keyboard, and the full ensemble. (C) The marketing management two brass band groups use the oral media, the group card name, plank, quality of performance, discount the money of performance, varied the performances to equilibrium the economic power of demander, etc.

Paper ID : 9195

ANALYSIS OF DETERMINATION OF EXOGENOUS VARIABLES ON THE NUMBER OF TOURISM VISITS AND REGIONAL REVENUES ON COASTAL DESTINATIONS IN DELI SERDANG AND SERDANG BEDAGAI DISTRICTS IN NORTH SUMATRA

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Keywords : Tourism Visits, Regional Revenue, Attraction, Culinary.

Abstract : The research objective of Variable Exogenous Determinant Analysis of the Number of Tourism Visits and Regional Revenues, on Coastal Destinations in Deli Serdang and Serdang Bedagai Regency of North Sumatra Province "for the short term obtain statistical characteristics of exogenous variables value added economic value. In the long term, it can design development policies for coastal tourism destinations. This research approach is explanatory exogenous variables. The data used are primary data and collection techniques with interviews. Data analysis using path analysis. The results of the study showed that the attraction of tourist objects, the quality of tourism objects and the nature of culinary services had a significant effect on the number of tourist visits at a 95% confidence level. Variable attraction of tourist attraction, quality of tourist attraction, nature of culinary services and number of tourist visits have a significant effect on regional income at a 95% confidence level. The number of tourist visits is a positive moderation variable on regional income.

Paper ID : 9270

The Impact of Internet Access on Household Expenditure Using The Matching Method

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Keywords : Propensity Score Matching, Impact, Internet Access, Household Expenditure.

Abstract : Consumer education magazine published by OJK OJK (2017) informed that InterMedia in its report stated that 40% of the population in the very poor category have the mobile phone and even 0.1% of them have mobile money accounts. Moreover, it also reported that Indonesia was ranked first as the fastest growth in internet connection in the world. This study aims to evaluate the impact of internet access on household expenditure in Indonesia by using cross-section data sourced from the 5th wave of the Indonesian family life survey (IFLS). This study uses a Propensity Score Matching method. Estimated by using STATA 15, the result confirms that internet access has a significant impact in determining household expenditure in Indonesia. Households having internet access have about 29% higher expenditure than other households.

Paper ID : 9310

Interaction Of Trade In North Sumatra (A Gravity Model Approach)

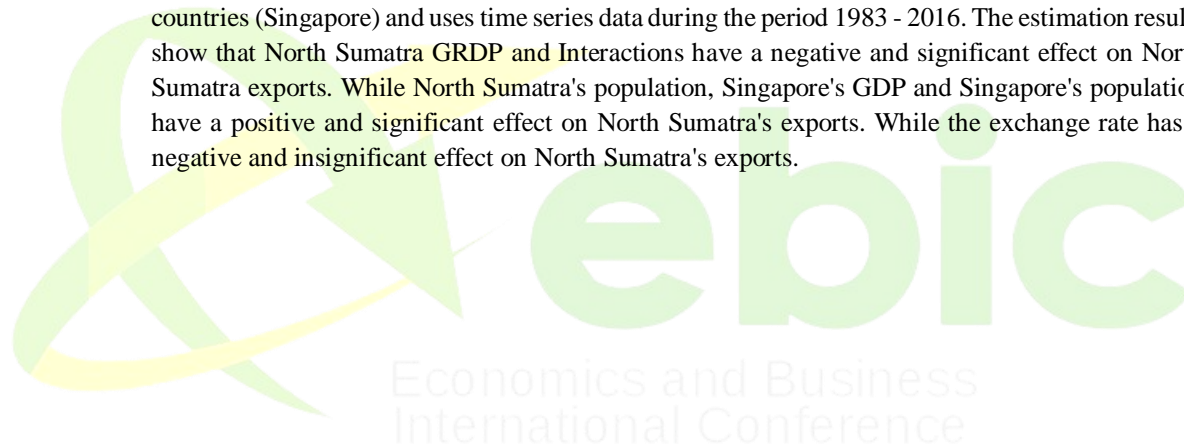
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Keywords : Gravity model, export, interaction, population, income and exchange rate.

Abstract : The purpose of this study is to analyze the factors that influence the export of North Sumatra Province. The analytical model used in this study is the Gravity Model with export destination countries (Singapore) and uses time series data during the period 1983 - 2016. The estimation results show that North Sumatra GRDP and Interactions have a negative and significant effect on North Sumatra exports. While North Sumatra's population, Singapore's GDP and Singapore's population have a positive and significant effect on North Sumatra's exports. While the exchange rate has a negative and insignificant effect on North Sumatra's exports.



Paper ID : 9547

DETERMINANTS OF AWARENESS AGAINST TAXPAYERS TAX COMPLIANCE, MICRO, SMALL AND MEDIUM ENTERPRISES IN MEDAN

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Keywords : tax awareness, taxpayer attitudes, tax knowledge, subjective norms, tax amnesty, tax compliance

Abstract : This study aims to analyze the effect of taxpayer attitudes, taxpayer knowledge, subjective norms and tax amnesty on tax awareness of Micro, Small and Medium Enterprises in Medan. Analyzing the effect of taxpayer attitudes, taxpayer knowledge, subjective norms and tax amnesty on the compliance of taxpayers for Small and Medium Enterprises in Medan. Analyzing the effect of taxpayer attitudes, taxpayer knowledge, subjective norms and tax amnesty on tax awareness and tax compliance of Micro, Small and Medium Enterprises in Medan. The sample in this study were 344 respondents from small and medium micro enterprises in Medan. Data analysis uses the Structural Equation Modeling (SEM) model. The results of the study are that There is a significant influence of the Taxpayer's Attitude towards tax awareness of Micro, Small and Medium Enterprises in Medan. There is no significant influence of Taxpayers' Knowledge on the tax awareness of Micro, Small and Medium Enterprises in Medan. There is significant effect of Tax Amnesty on the tax awareness of Micro, Small and Medium Enterprises in Medan. There is no significant influence of Subjective Norms on the tax awareness of Micro, Small and Medium Enterprises in Medan. There is no significant influence of Subjective Norms on the tax compliance of Micro, Small and Medium Enterprises in Medan. There is significant effect of Taxpayers' Knowledge on the tax compliance of Micro, Small and Medium Enterprises in Medan. There is significant effect of Tax Amnesty on the tax compliance of Micro, Small and Medium Enterprises in Medan. There is no significant effect of Taxpayer's Attitude on the tax compliance of Micro, Small and Medium Enterprises in Medan. There is no significant effect of taxpayer awareness on the tax compliance of Micro, Small and Medium Enterprises in Medan.

Paper ID : 9631

The Effects of Social, Cultural, and Internet Access on Labor Productivity

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Keywords : Labor, Productivity, Internet Access, Crime

Abstract : Human resource development is a part of the focus of Sustainable Development Goals (SDGs). Indonesia relates most targets and indicators SDGs into Indonesia's development plans. Productivity is one of the problems of human resource development that needs to be resolved by the government. This paper aims to analyze the effects of education and health (social factors), crime (cultural factor), and internet access on labor productivity in Indonesia. This paper uses panel data which is estimated using the Fixed Effect Model (FEM). This research can prove that to increase Indonesian labor productivity can be achieved by improving health, reducing crime, and increasing internet access. Meanwhile, this paper has not been able to prove that education affects Indonesian labor productivity.

Economics and Business
International Conference

Paper ID : 9636

Simultaneity Analysis Between Portfolio Investment and Macroeconomic Variables in Indonesia

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Keywords : Portfolio Investment, ER, IR, Growth, Inflation.

Abstract : Macroeconomic variables play an important role in determining portfolio investment inflows in a country. If one macroeconomic variable changes, investors will react positively or negatively depending on whether the changes in the macroeconomic variables are positive or negative in the eyes of investors. This study analyzes the effect of macroeconomic variables on portfolio investment in Indonesia. Suspected economic variables are influential, namely the exchange rate (ER), interest rate (IR), inflation, and economic growth (growth) sourced from the World Bank. With a 30-year observation period from 1989 to 2018 and the method used simultaneous regression analysis, the findings show that ER, IR, and growth have a positive effect on demand for portfolio investment in Indonesia. While inflation and portfolio investment have a significant negative effect on growth.

Economics and Business
International Conference

Paper ID : 9683

THE EFFECT OF TRADITIONAL MARKET REVITALIZATION IN MEDAN CITY ON COMPETITIVENESS, TRADER SATISFACTION AND INCREASES IN SALES OF TRADERS WITH PERCEIVED VALUE AS A MEDIATION VARIABLE

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Keywords : Traditional Market Revitalization, Competitiveness, Satisfaction of Traders, Perceived Value, Increase in Sales.

Abstract : The market revitalization program is a form of commitment of the Ministry of Trade of the Indonesia Republic to improve the competitiveness of the public market in improving the welfare of traders through increasing turnover, supporting the smooth logistics and distributing of community needs and encouraging domestic markets in the era of global competition which is increasingly wide open. In revitalizing the market, the quality of service must also be improved well, because good quality of service will be able to provide satisfaction to consumers. The purpose of this study is to analyze the effect of traditional market revitalization on competitiveness, trader satisfaction, and improvement of trader sales with perceived value as a mediating variable. The respondents in this study are 370 traders. The population of this research is the traders in the traditional market of Medan City who have been revitalized because theoretically and empirically have various characteristics that are appropriate with the topics and objectives of the study. Data analysis is conducted using Structural Equation Modeling (SEM). The results showed that the revitalization of traditional markets in Medan city had a significant effect on competitiveness, satisfaction of traders, and the increasing sales of traders in Medan city. Competitiveness has a significant effect on the increase in sales of traders in the traditional market of Medan city. The satisfaction of traders has a significant effect on perceived value in the traditional market of Medan city, and perceived value has a significant effect on the increases sales of traders in the traditional market of Medan city. Competitiveness partially mediated the mediation of the effect of traditional market revitalization on increasing sales, the satisfaction of traders mediates partially the effect of traditional market revitalization in Medan city on perceived value, and perceived value partially mediated the effect of customer satisfaction on the increase in sales of traders.

Paper ID : 9902

Economic Impact of Tourism Development in Samosir Regency, North Sumatera, Indonesia

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Keywords : Tourism, Samosir, Economy, Development

Abstract : Samosir Regency's small contribution of the tourism industry to regional revenue shows that the development of tourism is still not optimal, both in terms of tourism objects, government and community role. This research aims to identify and evaluate the economic impact of tourism development in Samosir Regency, North Sumatera, Indonesia. The method used in this research was the interval score with a median division of 100 respondents in Samosir Regency related to tourism. The primary data derived from questionnaires and interview results, while secondary data were from study-related local government offices. Using Spearman correlation, data analysis was conducted. The findings showed that simultaneously tourism products and tourism visits had a positive and significant impact on the economy. The relationship between tourism products and tourism visits on the economy is very significant and able to explain the economy by 67.70%.

Economics and Business
International Conference

Paper ID : 10234

The Analysis of the Effect of Government Expenditure and Balance of Payment on Indonesian Economic Growth

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Keywords : Government Expenditure, Balance of Payment, Economic Growth.

Abstract : This research is aimed to analyze the effect of government expenditure and balance of payment on economic growth in Indonesia. The data used in this research is secondary time series data on government expenditure, balance of payment, and economic growth in Indonesia during the period of 1990 until 2017. Model of analysis used in this research is Auto regressive Distributed Lag (ARDL). This model is regression model that includes not only the value of variable explain current situation but also the value of the previous years. The research results show the government expenditure for the current year and one year before affects GDP with the probability of alpha 1 percent. Meanwhile balance of payment for current year affect GDP only at probability of alpha 10 percent, but the balance of payment for one year before has the effect on GDP at 5 percent of alpha. Based on the Long run test it is found that both government expenditure and balance of payment variables do not significantly affect GDP. Meanwhile for the Short run test it is found that government expenditure has a negative and significant effect on GDP at 5 percent of alpha. So far, the variable of balance of payment also has negative and significant effect on GDP at 1 percent of alpha. It is hoped that this research can contribute and give policy recommendation to the Government of Indonesia in the effort to increase economic growth and welfare of the people.

Paper ID : 10273

The effectiveness of zakat in alleviating poverty and inequalities in Indonesia: A measurement using a newly developed technique

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Keywords : Zakat, ZEIN, Oman, Indonesia, Government

Abstract : Zakat is one of important tools in eradicating poverty in Indonesia. Zakat will be collected from fortunate people and delivered to unfortunate people. This is obligation for Muslim people to contribute a certain amount of their wealth for unfortunate people as written in the Holy Al-Qurán. The concept of zakat is concentrate on social and economic justice in Muslim countries with the purpose to reduce the gap between rich and poor. As far as we know that poverty is still big matters in Indonesia. Thus, the role of zakat is very crucial in helping the Indonesia government in reducing poverty level in Indonesia. Furthermore, half of the Indonesian population remained within the national poverty line which is capped at Rp 292,951/month or USD 24.4 (World Bank, 2015). This situation is quite consistent with the Gini coefficient for Indonesia that was reported to have increased from 0.36 in 2005 to 0.42 in 2015, implying that the gap between the rich and the poor families had broadened. This study aims to compare the effectiveness of zakat institution in Indonesia and Oman by applying new technique measurement called Zein (Zakat Effectiveness Index). Oman is one of Gulf countries. They also ave zakat instution in Oman. This study also aims to investigate whether Zakat institution play crucial role in assisting the Government to alleaviate poverty in Indonesia and Oman. This study is expected to provide solution for policy maker, especially for zakat Institution and Government in Indonesia and Oman.

Paper ID : 10274

Proposing the Conceptual Framework of Halal Supply Chain Integrity for Indonesia: Issues and Challenges

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Keywords : Halal, halal supply chain, job opportunity, unemployment, Indonesia

Abstract : The demand for halal food consumption is increasing annually as a result of the rising number of Muslim population globally, which is approximately 1.8 billion. In 2010, the halal market constituted about 16 per cent of the world food trade in which the trade value around RM 1,628,60 billion (US\$ 547 billion) for global halal market. The trend of global halal market creating attention for all of countries in the world whether Muslim or non-Muslim countries to generate more halal producers. The global halal market is growing. The halal food market is currently worth 16% of the total global food industry and could report for 20% of world trade in food products in the future. Asia, Africa, and Europe report for respectively 63%, 24%, and 10% of the international market. An increased number of consumers ask for food products that meet the terms with Islamic law, like food products that do not contain pork or that hold ritually slaughtered meat. Account for the total number of Muslim worldwide at 1.62 billion heads, representing 23.4% of an anticipated 2010 world population of 6.9 billion. Europe has a Muslim populace of approximately 44.1 million Muslims, which consist about 2.7% of its total population (Grim & Karim, 2011). The aim of this study is to propose the conceptual framework of halal supply chain integrity for Indonesia by focusing issues and challenges. As we know that the trend of demand for halal products increases from year to year. Halal supply chain is part of halal system and it is expected that halal supply chain can provide job opportunity for unemployment in Indonesia. Thus, it will reduce poverty and boosting economic growth in Indonesia.

Paper ID : 10289

Democracy and Financial Governance of Regional Economic Growth

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Keywords : Economic Growth, Democracy, Financial Management, Regional.

Abstract : The research focused on how the influence of democratic variables and regional financial governance on economic growth in Indonesia. The scope of the study uses data and information at the provincial level in Indonesia. A total of 34 provinces were selected as study locations with observational periods ranging from 2010 to 2018. The results of panel data regression using the fixed effect method after going through the chow and haussman tests show that the variables of democracy and regional financial governance show a significant influence on the economic growth of provinces in Indonesia. where all variables (including control variables) have a positive influence on economic growth. looking at individual impacts in a cross section shows that there are 13 provinces experiencing significant economic growth and 21 provinces experiencing slowing economic growth.

Paper ID : 10726

The Financial Inclusion and Its Impact on Society Welfare in Indonesia

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Keywords : Financial Inclusion, Welfare, Generalized Least Squares

Abstract : This study aims to analyze the level of financial inclusion and its impact on the welfare of society in Indonesia using provincial data for 2015-2018. The method used is based on the dimensions of accessibility, availability, and use of financial services developed by Sarma (2012) to calculate the Index of Financial Inclusion (IFI) and the generalized least square (GLS) method for estimating panel data. The analysis shows that financial inclusion in Indonesia is determined by the dimensions of the use and availability of financial services, while the dimensions of accessibility have a relatively small proportion. Based on the financial inclusion index, there are 25 provinces included in the category of low financial inclusion, 8 provinces included in the medium category, and only DKI Jakarta Province included in the category of high financial inclusion. Meanwhile, the panel data estimation results show that the financial inclusion index has a positive and significant effect on the welfare of the Indonesian people, which is proxied by the human development index.

Economics and Business
International Conference

Paper ID : 10812

Causality between Financial Inclusion and Economic Development: Lesson from The Emerging Indonesia Economy

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Keywords : Financial Inclusion, Economic Development, Panel Granger Causality

Abstract : Our study aims to determine the causality between financial inclusion and economic development in Indonesia. This research uses the panel data set for 33 provinces from Indonesia for a period of 2013 to 2017. To estimate panel Granger Causality test, this study implements Pedroni's cointegration test, and Panel Vector Auto Regression Model. This study finds that there is no significant causality relationship between the financial inclusion and economic development indicators. The results show that some indicators of economic developments such as income percapita and poverty have significant correlation to financial inclusion in Indonesia. Nevertheless, financial inclusion does not have an impact to economic development in Indonesia.

Paper ID : 11080

Contribution Sector of Agriculture, Mining, Manufacturing, Construction, Retail Trade and Professional/Technical to the Formation of Indonesia's Gross Domestic Product

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Keywords : Agriculture, Forestry and Fishing, Mining and Quarrying, Construction.

Abstract : The purpose of this research aims to know the contribution of sector of Agriculture, Mining, Manufacturing, Construction, Retail Trade and Professional/Technical to the Formation of Indonesia's Gross Domestic Product. The type of this research is quantitative methods with secondary data from Economic of Indonesia Period 2000 until 2017 from Asia Development Bank. The statistical tool of this research use Time Series analysis with WarpPLS 6.0 software. The results show that Agriculture influence to the formation of Indonesia's Gross Domestic Product. The Mining, Manufacturing, Construction, Retail Trade and Professional/Technical are not influence.



Paralel Session Schedule: Economics and Business Room

Session	Schedule	ID Paper	Author(s)	Title
		Moderator: Dr. Weni Hawariyuni, M.Ec.		
First Session	11:50 - 12:00	9636	Lia Nazliana Nasution, Tiur Malasari Siregar, Isfenti Sadalia	Simultaneity Analysis Between Portfolio Investment And Macroeconomic Variables In Indonesia
	12:00 - 12:10	10289	Wahyu Sugeng Imam Soeparno, Wahyu Ario Pratomo	Democracy And Financial Governance Of Regional Economic Growth
	12:10 - 12:20	9096	Muhammad Takari, Elisabeth Purba	The Study Of Organizational, Production, And Marketing Management In Mangampu Tua And Tambunan Brass Band Ensemble Groups At Medan
	12:20 - 12:30	10812	Asmalidar, Wahyu Ario Pratomo	Causality Between Financial Inclusion And Economic Development: Lesson From The Emerging Indonesia Economy
	12:30 - 12:40	9547	Herman P., H.B. Tarmizi, Murni Daulay, Rahmanta	Determinants Of Awareness Against Taxpayers Tax Compliance, Micro, Small And Medium Enterprises In Medan
	12:40 - 12:50	9902	Johnson Pasaribu, Badaruddin, Heru Santosa, Agus Purwoko	Economic Impact Of Tourism Development In Samosir Regency, North Sumatera, Indonesia
	12:50 - 13:00	9631	Raina Linda Sari, Sirojuzilam Hasyim, Sya'ad Afifuddin, Dede Ruslan, Inggrita Gusti Sari Nasution, Herfita Rizki Hasanah Gurning	The Effects Of Social, Cultural, And Internet Access On Labor Productivity
		Moderator: Dr. Weni Hawariyuni, M.Ec.		
Second Session	14:00 - 14:10	9310	Rudi Gunawan, Sya'ad Afifuddin, Sirojuzilam Hasyim, Rahmanta	Interaction Of Trade In North Sumatera (A Gravity Model Approach)
	14:10 - 14:20	9683	Nuzuliati, Prihatin Lumbanraja, Parapat Gultom, Endang Sulistya Rini	Traditional Market In Medan City Revitalization Effect On Competitiveness, Satisfaction And Improvement Of Merchant Sales With Value Perception As Intervening Variables
	14:20 - 14:30	10234	Muhammad Nasir, Eddy Gunawan	The Analysis Of The Effect Of Government Expenditure And Balance Of Payment On Indonesian Economic Growth
	14:30 - 14:40	10274	Weni Hawariyuni,	Proposing The Conceptual Framework Of Halal Supply Chain Integrity For Indonesia: Issues And Challenges

Session	Schedule	ID Paper	Author(s)	Title
	14:40 - 14:50	10726	Paidi Hidayat, Raina Linda Sari, Herfita Rizki Hasanah Gurning	The Financial Inclusion And Its Impact On Society Welfare In Indonesia
	14:50 - 15:00	10273	Weni Hawariyuni, Prof. Naziruddin Abdullah, Weni Hawariyuni, Ph.D	The Comparison Of The Effectiveness Of Zakat In Reducing Poverty Between Oman And Indonesia: A Measurement Using New Technique
	15:00 - 15:10	9505	Anggia Sari Lubis, Prihatin Lumbanraja, Yeni Absah, Amlys Syahputra Silalahi	A Propositions And Implications In Conceptualization Of Human Resource Competencies 4.0
	15:10 - 15:20	9270	Herfita Rizki Hasanah Gurning, Muhammad Khaliqi	The Impact of Internet Access on Household Expenditure Using The Matching Method
	15:20 - 15:30	9120	Aisyah Putri, Arif Qaaedi Hutagalung, Sya'ad Afifuddin	IMPROVEMENT OF PRINTING SMES PERFORMANCE WITH MAINTAINING ENTREPRENEURIAL INTELLECTUAL CAPITAL MANAGEMENT
	15:30 - 15:40	9068	Muhammmad Umar Maya Putra, Windy Aginta	Business Clinic Program Analysis On Increasing The Income Of Small Entrepreneurs In Tebing Tinggi
Moderator: Bode Haryanto, ST., MT., Ph.D				
Third Session	16:00 - 16:10	9205	Rina Br. Bukit, Sri Mulyani, Fahmi N. Nasution, Phou Sambath	Firm Value In A Situation Of Free Cash Flow And Investment Sensitivity, External Finance Constraint And Information Asymmetry
	16:10 - 16:20	9206	Rina Br. Bukit, Fahmi N. Nasution, Sri Mulyani, Richard Chinomona	Free Cash Flow, Investment, Capital Structure And Firm Value
	16:20 - 16:30	11175	Arlina Nurbaity Lubis, Prihatin Lumbanraja, and Beby Kendida Hasibuan	Building Effective Product Awareness Of Indogenous Product Through Marketing Communication Technologies
	16:30 - 16:40	11176	Beby Kendida Hasibuan, Prihatin Lumbanraja, Arlina Nurbaity Lubis, and Fekri Ali Shawtari	Financial And Marketing Behaviour To Improve Msmes Performance
	16:40 - 16:50	11177	Arlina Nurbaity Lubis, Marhayanie, and Beby Kendida Hasibuan	Relevance Of Segmenting, Targetting, And Positioning To Stimulate Product Performance Of Traditional Woven Industry In North Sumatera
	16:50 - 17:00	11178	Prihatin Lumbanraja, Ritha F Dalimunthe, and Elisabet Siahaan	Developing Business Strategies For Featured Smes In North Sumatera: A SWOT Analysis Approach

Session	Schedule	ID Paper	Author(s)	Title
	17:00 - 17:10	11180	Arlina Nurbaity Lubis, Prihatin Lumbaraja, and Beby Kendida Hasibuan	Developing E-Commerce Adaptation In Creative Industry: A Practical Approach
	17:10 - 17:20	11181	Prihatin Lumbaraja, Arlina Nurbaity Lubis and Beby Kendida Hasibuan	What Makes Entrepreneur Use Social Media Marketing
	17:20 - 17:30	9209	Elisabet Siahaan,	How To Make Your Temporary Employees Give A Better Work In The Age Of Industrial Revolution 4.0: A Triggering Factor
	17:30 - 17:40	11099	Elisabet Siahaan, Khaira Amalia Fachrudin, Hilma Tamiami Fachrudin	Building An Attractive Renting Of A Simple Flat House In The City Of Medan And Binjai



Paralel Session Schedule: Accounting Room

Session	Schedule	ID Paper	Author(s)	Title
Moderator: Drs. Firman Syarif, M.Si., Ak.				
First Session	11:50 - 12:00	11080	Iskandar Muda, Abikusno Dharsuky	Contribution Sector Of Agriculture, Mining, Manufacturing, Construction, Retail Trade And Professional/Technical To The Formation Of Indonesia's Gross Domestic Product
	12:00 - 12:10	9720	Rahima Br. Purba, Erlina, Haryono Umar, Iskandar Muda	Audit Quality Shows The Capability Of Auditors In Detecting Corruption : A Study Of BPK Auditors Of The Republic Of Indonesia
	12:10 - 12:20	10857	Zuriyati Ahmad, Tuan Nadiah Tuan Razilah	Gauging Stock Price Volatility During The Financial Crisis Using A Multivariate Cointegration Analysis
	12:20 - 12:30	9058	Dimita Hemalli Premasari Purba, Christina Verawaty Situmorang	The Influence Of Corporate Social Responsibility And Return On Assets Against Tax Aggressiveness In Mining Companies Listed On The Indonesia Stock Exchange For The 2014-2017 Period
	12:30 - 12:40	9040	Edwin Hendra, Theresia Lesmana, Sasya Sabrina, Sasya Sabrina	Market Reaction On Reverse Stock Split Announcement: Empirical Evidence In Indonesian Stock Market
	12:40 - 12:50	10897	Juli Meliza, Dian Faqih Sumarli	Influence Of Financial Literacy On Performance And Business Sustainability (Case Study On Cake Business Group Typical Malayu Deli)
	12:50 - 13:00	12000	Zuraini Jusoh, Nur Athirah Amizan, Zainuddin Zakaria, Hayati Adilin Mohd Abd Majid, Wan maziah wan ab razak kartini mat rashid, Noorazlin ramli	Physical Discomfort Caused by the Computer Workstation Accessories
Moderator: Drs. Firman Syarif, M.Si., Ak.				
Second Session	14:00 - 14:10	9048	Rita Meutia, Erlina Roesli, Rina Bukit, Khaira Amalia Fachrudin	The Effect Of Investment, Financing, Dividend Decisions; Firm Growth; And Agency Costs On Firm Value
	14:10 - 14:20	11081	Arifin Lubis, Rustam, Iskandar Muda	Enterprise Resource Planning (ERP) User Acceptance Model With Easy To Use As Intervening Variable
	14:20 - 14:30	11173	Idhar Yahya, M.Zainul Bahri Torong	Financial Budgeting, Financial Governance, And Conflict Of Interest A Critical Challenge To Good Financial Reporting
	14:30 - 14:40	9046	Arthur Simanjuntak, Mitha Christina	The Influence Of Local Tax, Levies, General Allocation Fund, And Special Allocation Funds On Capital Expenditure (Case Studies

			Ginting, Duma Rahel Situmorang	In North Sumatra Province Period 2013-2017)
	14:40 - 14:50	10903	Nurlinda	Quality Of OPD Financial Reports From Internal Auditor's Perspective
	14:50 - 15:00	9069	Ivo Maelina Silitonga, Arthur Simanjuntak	The Influence Of Corporate Governance, And Financial Leverage On Disclosure Of Corporate Social Responsibility And Corporate Financial Performance As Intervening Variable In Manufacturing Company In Indonesian Stock Exchange
	15:00 - 15:10			
	15:10 - 15:20	10722	Ani Wilujeng Suryani,	Financial Literacy In Indonesia: A Review
	15:20 - 15:30	10872	Minda Muliana Sebayang, Azhar Maksum, Khaira Amalia Fachrudin, Rina Bukit	Integrated Reporting, Is It Really Matters?
	15:30 - 15:40	11078	Rini Indahwati, Nurlinda	The Intention Of Accounting Software's Adoption For Village-Owned Enterprises Financial Reporting In Indonesia
	Moderator: Drs. Firman Syarif, M.Si., Ak.			
Third Sessionf	16:00 - 16:10	8991	Jhonatan Ade S. Mendrofa, Muhammad Iqbal Nasution	Can E-Money Improve Indonesia Seigniorage Income ?
	16:10 - 16:20	9768	Eddy Winarso, Francis M. Hutabarat	Analysis Of Factor Affecting Profitability Of State Owned Banks In Indonesia And Notable Bank In Singapore As Basis For Bank Management Decision Making To Its Stakeholder
	16:20 - 16:30	9495	Thomas Sumarsan Goh, Melanthon Rumapea	The Influence Of Capital Structure, Profitability And Company Size On The Value Of The Manufacturing Company Listed On Indonesian Stock Exchange
	16:30 - 16:40	9629	Rahima Br. Purba, Handriyani Dwilita, UlfaNadra, FaridAulia	The Analysis Of Inhibitors At Developing Bumdes Lubuk Kertang Based On Mangrove Ecotourism In Increasing Independency Of Village's Economic
	16:40 - 16:50	10914	Firman Syarif, Nurzaimah	Some Factors Influencing IPO Underpricing: Evidence From Indonesian Firm
	16:50 - 17:00	11149	Muhammad Rifky Santoso, Azhar Maksum, Ramli, Rina Br. Bukit	Shareholders, Tax Amnesty And Tax Planning For Manufacture Industry In Indonesia
	17:00 - 17:10	9684	Duma Megaria Elisabeth, Rintan br Saragih, Rike Yolanda Panjaiatan	The Influence of Financial Distress, Audit Quality, and Corporate Governance has an effect on the Going-Concern Audit Opinion
	17:10 - 17:20	9207	Nurlinda, Erlina, Azhar Maksum, Rina Bukit	The Effect Of Implementation Of Internal Control Systems, Application Of Accounting Standards, Management Commitments To The Quality Of Financial Statement

	17:20 - 17:30	
	17:30 - 17:40	

Paralel Session Schedule: Business and Management I

SESSION	SCHEDULE	ID PAPER	AUTHOR(S)	TITLE
		Moderator: Dr. Khaira Amalia Fachrudin, SE., M.B.A		
First Session	11:50 - 12:00	9072	Indarto Pamoengkas, Sulaeman Rahman Nidar	The Effect Of Market Attractiveness And Value Creation On Performance Of Fertilizer Companies In Indonesia
	12:00 - 12:10	10855	Robetmi Jumpakita Pinem,	Technology Acceptance Toward The Continuance Use Market Place Application To Increase Sales In Indonesian Smes
	12:10 - 12:20	9193	Inneke Qamariah, Yasmin Chairunisa Muchtar, Fadli	Swot Analysis Of The Quality Of Hotel Service In Medan In Mice Industry
	12:20 - 12:30	10775	Fadli, Yasmin Chairunisa Muchtar, Inneke Qamariah	The Influencing Factors For Business Start-Up Intention In Social Media By Utaut Perspective
	12:30 - 12:40	10913	Nurzaimah, Firman Syarif	Model Of Leadership Style On Job Satisfaction In Internal Audit Team At Regional Inspectorates With Locus Of Control And Cognitive Style As Moderated Variable
	12:40 - 12:50	9303	Bode Haryanto Tarigan, Hendrik Khosman, Asmiah Hasibuan, Fenny Wijaya, Putri Herfayati, Tubagus Rayyan F. Sinuhaji	Energy Productivity Ratio (Epr) In Producing Aren Sugar From Nira Aren Tree: Traditional Processing
	12:50 - 13:00	9063	Bayu Wiratama, Wahyono, Ida Maftukhah, Angga Pandu Wijaya	What Driving Someone To Be An Impulse Buyer? Examining The Consumption Behavior Of Indonesian Consumer
		Moderator: Dr. Khaira Amalia Fachrudin, SE., M.B.A		
Second Session	14:00 - 14:10	8837	Arcadius Benawa, Henricus Bambang Triantono, Jamson Siallagan	The Effect Of Leadership And Trust On The Commitment Of The Teachers
	14:10 - 14:20	9033	Yeni Absah, Rismayani, Ramadhan Hamdani Harahap	The Effect Of Marketing Capabilities On Financial Performance Through Innovation Capabilities In Small And Medium Enterprise Fashion In Medan City
	14:20 - 14:30	9220	Maretta Ginting, Hasan Basri Tarmizi, Endang Sulistya Rini, Yeni Absah	Linking Social Capital, Business Environment, Product Innovation, And Sustainable Competitive Advantage: Empirical Evidence

				From Farmers In Karo Regency, North Sumatra, Indonesia
	14:30 - 14:40	11148	Khaira Amalia Fachrudin,	Financial Healthassessment Model For Listed Companies In Indonesia
	14:40 - 14:50	9062	Siti Ridloah, Vini Wiratno Putri, Anindya Ardiansari	Concept Mapping For Strategic Priority Of State Universities In The Disruption Era
	14:50 - 15:00	9083	Ami Dilham, Yulinda, Beby Karina Fawzeea Sembiring	Model Of Service Development For The Performance Of The Percut Sei Tuan Village Apparatus With E-Computing
	15:00 - 15:10	9309	Amlys Syahputra Silalahi, Doli Muhammad Jafar Dalimunthe, Aryanti Sariartha	Content Analysis Of Corporate Social Responsibility (CSR) Activities Of Companies Listed In Indonesia Stock Exchange
	15:10 - 15:20			
	15:20 - 15:30			
	15:30 - 15:40			
		Moderator: Dr. Khaira Amalia Fachrudin, SE., M.B.A		
Third Session	16:00 - 16:10	11102	Riza Fanny Meutia, Sukaria Sinulingga, Beby Karina Fawzeea, Isfenti Sadalia	The Influence Of Consumers' Perception And Brand Image On Buying Interest Of The Millennial Generation In Killiney Coffee Shop In Medan
	16:10 - 16:20	9082	Fivi Rahmatus Sofiyah, Yulinda, Yetti Meliani	Actors' Readiness Level In Industrial Revolution Towards Competitiveness Using Canonical Analysis
	16:20 - 16:30	9433	Eliot Simangunsong, Ivan Evander Subagyo	Investigation And Analysis Of Omni-Channel Logistics Models: Study In The Retail Industry In Indonesia
	16:30 - 16:40	9544	Miska Irani Tarigan, Miska Irani Tarigan, Alina Nurbaity Lubis, Endang Sulistya Rini, Beby Karina Sembiring	Destination Brand Experience And Authanticity
	16:40 - 16:50	11097	Lisa Marlina, Nisrul Irawati, Suri Mutia Siregar	Financial Literacy, Childhood Experiences On Financial, And Investment Decision In Millennial Housewives
	16:50 - 17:00	9195	Ramli	Analysis Of Determination Of Exogenous Variables On The Number Of Tourism Visits And Regional Revenues On Coastal Destinations In Deli Serdang And Serdang Bedagai Districts In North Sumatra
	17:00 - 17:10	9049	Zuraidah, Emmi Suryani Nasution	Impact Of Financial Literacy Toward Student Financial Behavior (Comparative Study Between Students Of Economic Faculty And Faculty Of

			Engineering, University Muhammadiyah Aceh)
	17:10 - 17:20		
	17:20 - 17:30		
	17:30 - 17:40		



Paralel Session Schedule: Business and Management II

Session	Schedule	ID Paper	Author(s)	Title
		Moderator: Dr. Elisabet Siahaan, SE., M.Ec.		
First Session	11:50 - 12:00	10899	Wan Maziah Wan Ab. Razak, Syahrul Nadwani Abdul Rahman, Zalinawati Abdullah, Ahmad Ismail Mohd Anuar, Najah Lukman	Relationship Between Methods Of Training, Trainer And Management Support Towards Effective Training
	12:00 - 12:10	10516	Zainuddin Bin Zakaria, Zalinawati Binti Abdullah, Wan Maziah Binti Wan Ab Razak, Nurul Ulfa Binti Abdul Aziz, Abdul Kadir Bin Othman, Muna Aimuni Binti Zainal Abidin	Determinants Of Competitive Advantage: A Case Of Malaysian Bumiputera Contractors
	12:10 - 12:20	8819	Bebby Karina Fawzee, Ilyda Sudardjat, Ami Dilham	Small Industrial Awareness Against Halal Certification And The Quality Of By-Food Products North Sumatera Against Interest To Buy Through Consumer Buying Experiental
	12:20 - 12:30	11153	Nurul Ulfa Abdul Aziz, Siti Nurul Hanifah Che Mohammad, Zainuddin Zakaria, Nik Noor Afizah Azlan, Zalinawati Abdullah	Determining Trustworthiness Of Health Information Shared In Social Networking Sites (SNS)
	12:30 - 12:40	11152	Nik Noor Afizah Azlan, Nur Ainina Ab Latif, Nurul Ulfa Abdul Aziz, Najah Lukman	Implementation Of 3r Among Staff At The Petroleum Management Company
	12:40 - 12:50	10827	Roslina Hj Mohamad Shafi, Mohamad Shafi, Faridah Najuna Misman	The Perceived Benefit And Risk Framework Of E-Wallet Adoption Among The Early Adopters In Malaysia
	12:50 - 13:00	9927	Juli Meliza,	Improving Family Welfare, Through The Participation Of Local Communities Towards The Development Of Sustainable Local Ukm Business
		Moderator: Dr. Elisabet Siahaan, SE., M.Ec.		
Second Session	14:00 - 14:10	11100	Muhammad Ananda Fakhri, Isfenti Sadalia, Amlys Syahputra Silalahi	Analysis Performance Of Stock Price Of Spin Off Companies On The Indonesian Stock Exchange
	14:10 - 14:20	9028	Arief Yulianto, Rini Setyo Witiastuti, Siti Ridloah, Siti Khotimah, Heny Hendrayati, Murwatiningsih	Firm Characteristics And Propensity To Pay Dividend
	14:20 - 14:30	9314	Batara Maju Simatupang, Kevin Bastian Sirait	The Future And The Challenges Of The Indonesian Banking Industry In The Digital Era
	14:30 - 14:40	9029	Dorojatun Prihandono, Wahyono, Andhi Wijayanto, Corry Yohana, Made Virma Permana	Smes And Hei Collaboration: Improving Smes' Performance And Knowledge

				Management Capability To Cope With Economic Disruption
	14:40 - 14:50	10229	Ronnie Togar Mulia Sirait, Paham Ginting, Arlina Nurbaity Lubis, Yenni Absah	The Effect Of Destination Image And Pull Factors On Tourist Satisfaction And Its Implications On The Intention To Return To The Lake Toba Area Of North Sumatra
	14:50 - 15:00	9051	Dian Ariyani, Andhi Wijayanto, Ascariena Rafinda	Underpricing Phenomenon And Stock Return After Ipo
	15:00 - 15:10	9032	Akhmad Nuranyanto, Andhi Wijayanto, Krisbrantas Abiprayu	Source Of Information And Trading Frequency: Examining The Investor Behavior
	15:10 - 15:20	11098	Maya Rizki Sari, Jono M. Munandar, Eko Ruddy Cahyadi, Michałborowy	Determinants Of Entrepreneurial Intention Among University Students: A Comparative Study Between Ipb University (Indonesia) And Wulss-Sggw (Poland)
	15:20 - 15:30			
	15:30 - 15:40			
		Moderator: Dr. Elisabet Siahaan, SE., M.Ec.		
Third Session	16:00 - 16:10	11122	Doli Muhammad Ja'far Dalimunthe, Yeni Absah, Tetty Yuliaty	Social Economic Perception And Status Towards The Behavior Of Customers Of Islamic Banking Financial Services Users
	16:10 - 16:20	9030	Rini Setyo Witiasuti, Krisbrantas Abiprayu, Ascariena Rafinda	Does High Risk Will Always High Return? Empirical Testing Of Prospect Theory In Indonesia
	16:20 - 16:30	11101	Raras Risia Yogasnumurti, Isfenti Sadalia, Nisrul Irawati	The Effect Of Financial Attitude And Financialknowledge On The Personal Financial Management Of College Students
	16:30 - 16:40	9034	Endang Sulistya Rini, Beby Karina Fawzee Sembiring	The Influence Of Social Media On Interest In Visiting Toba Lake
	16:40 - 16:50	11123	Anggun Tiur Ida Sinaga, Prihatin Lumbanraja, Isfenti Sadalia, Amlys Syahputra Silalahi	The Influence Of Affective Commitment On The Employees Innovative Work Behavior
	16:50 - 17:00	9202	Syafrizal Helmi Situmorang, Endang Sulistya Rini, Sirojuzilam Hasyim, Arlina Nurbaity Lubis	Measuring Emotional Value In The Digital Brand
	17:00 - 17:10			
	17:10 - 17:20			
	17:20 - 17:30			
	17:30 - 17:40			