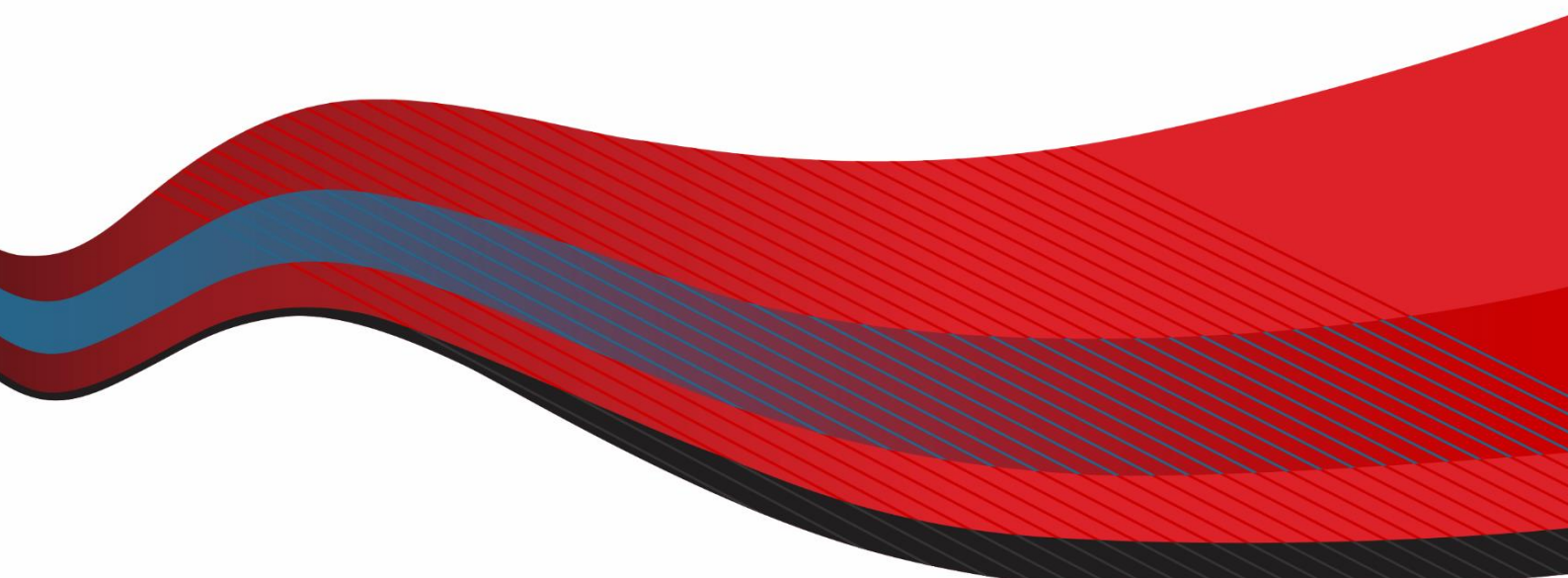


# Book of Abstracts

The 7<sup>th</sup> International Conference

ENHANCING ORGANIZATION'S COMPETITIVE ADVANTAGES THROUGH KNOWLEDGE  
SHARING AND LEARNING CULTURE IN THE ERA 4.0 TECHNOLOGY



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**[MT-022]**  
**Designing an Effective Corporate University for Distance Learning**  
**Higher Education**

**Agus Joko Purwanto,**  
Universitas Terbuka,  
**E-mail:** ajoko@ecampus.ut.ac.id

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***Abstract***

*Universitas Terbuka has more than 320,000 students with around 1800 employees. Universitas Terbuka operates throughout Indonesia and abroad and intensively uses IT as its operational backbone. Universitas Terbuka business process is like an industry. Therefore, UT must continually innovate its services so that it is still able to provide excellent service to all stakeholders. Human resources are needed which continuously update their competence. Traditional training and education conducted in single modes have not made it possible to pursue the need to rapidly improve competencies. One of the HR development strategies considered suitable is a corporate university. A corporate university is a university-style campus set up by a company to provide tailored learning, training and development activities for its staff. The purpose of this paper is to seek an effective design of a corporate university for distance learning universities. The study was conducted by studying the corporate university and the corporate university models both at the conceptual and practical level. Universitas Terbuka employees are spread throughout Indonesia so that the corporate university model that will be developed is a corporate university model with a blended learning mode. The methods to be developed are face-to-face method, online, video conference, tutorial web, and on the job training. The types of competencies to be developed include managerial competencies, technical competencies, and academic competencies and talent management. Universitas Terbuka has more than 320,000 students with around 1800 employees. Universitas Terbuka operates throughout Indonesia and abroad and intensively uses IT as its operational backbone. Universitas Terbuka business process is like an industry. Therefore, UT must continually innovate its services so that it is still able to provide excellent service to all stakeholders. Human resources are needed which continuously update their competence. Traditional training and education conducted in single modes have not made it possible to pursue the need to rapidly improve competencies. One of the HR development strategies considered suitable is a corporate university. A corporate university is a university-style campus set up by a company to provide tailored learning, training and development activities for its staff. The purpose of this paper is to seek an effective design of a corporate university for distance learning universities. The study was conducted by studying the corporate university and the corporate university models both at the conceptual and practical level. Universitas Terbuka employees are spread throughout Indonesia so that the corporate university model that will be developed is a corporate university model with a blended learning mode. The methods to be developed are face-to-face method, online, video conference, tutorial web, and on the job training. The types of competencies to be developed include managerial competencies, technical competencies, and academic competencies and talent management.*

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[MT-024]

## Kotlin Programming Language in Android Development: A Review

**Nyimas Marissa Gita Fitri,**

Telkom University,

**E-mail:** yimasmarissa16@gmail.com

**Rachmadita Andreswari,**

Telkom University,

**E-mail:** andreswari@telkomuniversity.ac.id

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### ***Abstract***

*Kotlin was first developed by JetBrains programmers based in Russia in 2010 for personal use until in 2011, Kotlin was published as open source with an Apache license. Since its first launches, Kotlin has seen a large increase in popularity and adoption. The aim of this paper is to explore the Kotlin programming language by conducting an extensive literature review of research conducted in the past. In this paper, we attempt to make a better understanding of Kotlin programming language in Android development including Kotlin features, advantages, and disadvantages in Android projects.*

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[MT-026]

**Addition of Lifestyle Compatibility and Trust in Modified UTAUT2 Model  
to Analyze Continuance Intention of Customers in Using Mobile  
Payment**

**Hadi Permana,**  
Telkom University,  
**E-mail:** hadper17@gmail.com

**Indrawati,**  
Telkom University,  
**E-mail:** indrawati@telkomuniversity.ac.id

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**Abstract**

*Data obtained from Fintech Indonesia Report 2018 shows that fintech companies have increased significantly since 2016 with 50 fintech and 2018 companies reaching 167 fintech companies in Indonesia. The changes that have occurred with increasing internet usage in Indonesia are one of them in the financial sector, especially in terms of transactions. The fintech company launch timeline in Indonesia shows that m-payment XYZ appeared at the end of 2016 but it has the second level of users from several finteches that established. The results of the preliminary data gathering conducted by in-depth interviews show that lifestyle is one of the factors users have in adopting m-payment XYZ. In addition, it is necessary to analyze the factors that influence the use of m-payment XYZ to be able to improve and retain users in various services. This study aims to find the factors that influence the intention to continue the use of m-payment XYZ in Indonesia by using the modified UTAUT2 model. Several previous studies have shown that Trust is one of the factors that influence a technology adoption. Therefore, this research adds variables, namely Lifestyle Compatibility based on the results of preliminary data gathering and Trust. This study uses a questionnaire in data collection and uses 30 respondents for validity and reliability related to questionnaire items. The questionnaire items in this study contained 40 items from 10 variables. Data collection was from 400 respondents in metropolitan city and megapolitan areas in Indonesia. The results showed that factors that had the highest influence on continuance intention on users of m-payment XYZ were Habit. The added variables in the research model shows the results that Lifestyle Compatibility and Trust are strong and significant factors that influence after Habit sequentially, followed by Performance Expectancy and Hedonic Motivation which influence continuance intention significantly. Age only moderates the influence of lifestyle compatibility on continuance intention. The R<sup>2</sup> in this study was 70.2% so it was in the "Good" category to predict the intention to continue using m-payment XYZ. Habit was the strongest factor that influencing the intention of users to continue using m-payment XYZ. The company can provide more attractive offers to make users increasingly use m-payment XYZ repeatedly. The company needs to add various types of services with payment through M-payment XYZ in order to fulfill the user's daily transactions and fulfill the user's lifestyle. In addition, m-payment XYZ needs to further improve service security updates to increase user's trust. This study has a strong predictive level since R<sup>2</sup> in this research is 70.2% so that further research can be carried out on another technology, especially different electronic payments.*

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**[MT-031]**  
**Marketing Strategy at Pt. Eka Polysindo Perkasa Karawang**

**Banuara Nadeak,**  
Economic and business Faculty of Universitas Singaperbangsa,  
**E-mail:** banuanadeak@gmail.com

**Adinda Syifa Azhari,**  
Universitas Padjadjaran,  
**E-mail:** syifaazhari07@gmail.com

**Anne Herlindawati,**  
Universitas Padjadjaran,  
**E-mail:** anneherlin88@gmail.com

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***Abstract***

*In leading the market PT. Polysindo Eka Perkasa always ensuring quality, competitive prices, excellent service and reliability. This can be shown by production results in 1996 amounted to 137,956,343.6 kg and Compared with 2001 amounted to 140,964,592.1 kg. Knives results by SWOT analysis, use the Internal Factors Analysis Summary (IFAS), that the total value of strength factor of 1.90 and a total weakness value of 1.70. With the base of this analysis, the value of IFAS matrix 0.20. While External Factors Analysis Summary (EFAS) shown the total value of opportunity and threat factor factor 1.65 2.10. So by analysis the value of EFAS matrix -0.45 therefore by SWOT analysis diagram at quadrant 2 using by diservikasi develop strategy with quality and competitive price with the competition with the long-term and do corporates (MOU) with the long-term by transport fleet in order to distribute on time. The results of the distribution made fiber production safety triangle with associated components is the Marketing Manager, Production Planning and Control Components Control Quality of the distribution of the goods on target.*

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**[MT-032]**  
**Increasing Number of Active Data User In Telkomsel Using Predictive Analytics**

**Slamet Kurniawan,**  
Master Student at Telkom University,  
**E-mail:** slametkur@gmail.com

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***Abstract***

*This research is based on the condition of the number of PT Telkomsel internet data customers who move to non-data customers. This is partly due to the desire of customers to continue to look for products or services that they really need and provide better benefits. In addition, competition between telecommunication operators is also one of the causes associated with offering more competitive prices and more favorable benefits. With this research, the author wants to provide insight to Telkomsel in predicting data customers who change to non-data user accurately using predictive analytics. Then segmentation is made against the results of predictions based on customer behavior, in order to classify those customers that have the potential to change into non user data with appropriate service offerings. The data sources used are derived from Telkomsel data relating to customer behavior including total bills, data usage, SMS, lapse information data conversations, in the period January to March 2019. Data processing is done through data playing with modeling logistic regression using SPSS data modeler. Logistic regression model is used to predict customers who will lapse from user data becomes non data users by using 14 input variables with numeric types. The based table analysis is taken from customer data that was reported in April 2019 amounting to 40,991 subscribers that will move become lapse and took customer samples which remained data customers for the month of 12,297 customers out of a total of 390,567 customers. The Analytics based table is divided into 2 data sets, namely 70% training data set and 30% testing data sets for both lapse and non-lapse customers from user data. So, from the total training & testing data set of 53,288 customers, it was predicted that 44,818 customers would lapse into non data users with model accuracy reaching 86% and resulting in a top 6 significant variable namely, Day of Broadband Average, Total Recharge Average, Length of Stay Average, Volume quota chat Average, Video Average Volume quota, and Payload Average. The results of segmentation using k-means, obtained the number of clusters as much as 5 with silhouette index 0.43, which means the validity of segmentation is in the fair category. The results of this study are expected to provide an overview of the model and prediction results of migration and also the characteristics of prepaid customer segmentation that will lapse into non-user data, and can also be used by telecommunications operators in providing special offers and marketing programs that are appropriate to the characteristics of the segment.*

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**[MT-033]**  
**Analysis of Factors That Influence the Behavior of Viewers Online Video  
Advertising Through Youtube Media in Indonesia**

**Indrawati,**  
Telkom University,  
**E-mail:** indrawati02@yahoo.com

**Frandika Herbawan,**  
Telkom University,  
**E-mail:** fherbawan@gmail.com

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***Abstract***

*Using marketing media, company needs to choose which media is suitable for the target market of the product offered. Youtube is one of the video communication media which is currently the most effective media for communicating brand and product. Youtube application is the most popular media application in Indonesia. More than a third of internet users in Indonesia actively use Youtube. In one day, the average Indonesian uses Youtube 42.4 minutes. The advertisement of a product or company makes its own attractiveness and perspective for every consumer. Therefore, every company must properly communicate and advertise a product or brand to consumers in the right way, so that the company's goals in communicating products and brands are right on target, so each company must know what content and ad models are in demand by prospective consumers. The main purpose of this study is to test new modified research models, whether they can be used further or not. In addition, this study wants to test the model on the object of online video ads that are on Youtube media with the type of skippable video ads. This model is felt to be used to assess the influence of entertainment, informativeness, irritation, credibility, novelty, personalization, and perceived social usefulness to the behavior of the audience. So the company can determine which important factors can make added value for the advertisements made. The reference framework used in this study comes from a study entitled Consumer Attitudes Toward Online Video Advertisement: Youtube as a Platform, The main framework then modified by doing prior research and adding variables that are felt to be necessary to examine, namely novelty, personalization, and perceived social usefulness. This research was conducted to test the feasibility of the model with a total of 30 respondents, there are Indonesian people who had been watch of online video advertisements through Youtube media (skippable video ads). Total questions asked were 55 questions which included two screening questions, seven questions on respondents' profiles, and 46 questions representing each measurement variable in this study. Stacked data is then processed and tested for validity and reliability by using IBM SPSS Statistic Version 24 for Windows 64 bit applications. The results of validity show there are three items that are invalid questions including one item on the intention variable and two items on the behavior variable. All variables are declared reliable, but only nine of the eleven variables have reliability that is considered good. The remaining three variables are informativeness, personalization, and flow. This study shows that this model can be used in further research, modifications made are sufficient to meet the need for research. But there are many new variables that can be added with deeper identification.*

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[MT-034]

**The Influence of Corporate Social Responsibility (CSR) Initiatives  
Toward Consumer Attitude, Satisfaction, And Loyalty PT. BNI Tbk.**

**Indrawati,**  
Telkom University,  
**E-mail:** indrawati02@yahoo.com

**Rikky Rundu Padang,**  
Telkom University,  
**E-mail:** rundupadangrikkyy@gmail.com

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**Abstract**

*Basically the application of the form of corporate social responsibility is increasingly active and widely used to offset its business operations. This is done and applied as a form of corporate social responsibility for the effects of business activities. More companies are increasingly applying CSR both in the form of charity and empowerment. One of those companies is PT. BNI Tbk. This must be done so that Bank BNI will be able to map consumer behavior patterns for the future in terms of attitudes, satisfaction, and consumer loyalty. To increase and maintain customers, it is necessary to understand consumer perspectives related to CSR. Consumer behavior is very important to pay attention because consumers, in this case customers are the most important part of supporting the sustainability of a company. Consumer awareness of the company's CSR activities is the main prerequisite for their positive reaction to this activity. This study aims to determine how consumer perceptions on each variable in the model framework are used. In addition to knowing whether all the variables in this study are feasible to use. The framework used is an adaptation of previous research entitled "Influence of bank's corporate social responsibility (CSR) initivity on consumer attitude and satisfaction in India" which was subsequently developed by adding new variables namely loyalty as the dependent variable by changing the satisfaction variable into an intervening variable previously a dependent variable. This addition was carried out with the support of information and justification from literature studies or previous research used by researchers in this study as a reference. This study tested the validity and reliability of using IBM SPSS Statistic Version 23 for Windows 64 bit applications on 29 questionnaire items on 30 respondents who have been customers for at least three months, know CSR carried out by BNI Bank, and are in one of the cities in Indonesia ( Medan, Jakarta, Bandung, Surabaya, Denpasar, or Makassar). The results showed that all questionnaire items that have gone through the measurement results are declared valid and reliable. This indicates that all variables in this study can be used. This study shows that all variables in the model framework developed can be continued on further research with different objects and the addition of variables according to the needs of future researchers.*

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[MT-036]

**Effect of Celebrity Endorsement, Ewom and Brand Image On Purchase  
Decision of Nature Republic Products in Indonesia**

Natasha Cindy Lubis,  
Telkom University,  
E-mail: natasha.cindy02@gmail.com

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**Abstract**

*The population of Indonesia, which is around 250 million people, makes Indonesia a promising market for cosmetic companies. The most favored skin care products (cosmetics) in Indonesia are not domestic products, but products from South Korea. Competition has arisen over Korean brands that have expanded in Indonesia. They come and target Indonesia because of the many demands and promising market potential. One of the company's brands is Nature Republic, which has a higher enthusiasm from the Indonesian people and is the number one search on the Google Trends compared to other Korean skin care products. This research was conducted to analyze the consumer behavior of Nature Republic in Indonesia. What's interesting is that Nature Republic has collaborated for 6 years with EXO as their celebrity endorser. Nature Republic Indonesia also has a large number of e-commerce accounts and has an official Instagram account that has been followed by almost half a million followers. Nature Republic claims that its products are made from natural ingredients and are safe for the skin, this can also be seen from the company's logos and slogans. This research was conducted as a reference for companies to be able to make the right marketing strategy so that consumers are not hesitant to take decisions in the selection of skin care products provided by Nature Republic. The population in this study were people in Indonesia who had bought Nature Republic products, found out about EXO as their celebrity endorser and had been exposed to comments and reviews on the internet related to Nature Republic products. The sample used in this study was 384 consumer respondents of Nature Republic. The results revealed that there were three factors in the consumer behavior model that significantly affected the purchase decision of Nature Republic products, namely celebrity endorsement, electronic word of mouth and brand image and the three factors had an influence on purchasing decisions. This model can predict consumer purchasing decisions for Nature Republic products in Indonesia because it produces an R<sup>2</sup> value of 52%. This study has found that the most significant factor of consumer behavior that influences consumer purchasing decisions on Nature Republic products is the brand image variable with the largest path coefficient (0.50) and second place there are electronic word of mouth variables with path coefficient numbers of (0,34), in the last position is the variable celebrity endorsement (-0.07). For further research, it is expected to examine brand awareness, brand identity, and brand loyalty with a more specific age segmentation.*

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[MT-046]

**Analyze Factors That Affecting the Use of Marketplace by Micro, Small and Medium Sized Enterprises Using Modified Unified Theory of Acceptance and Use of Technology 2 Model in Bandung City**

**Rafli Dzulfikar,**  
Telkom University,  
**E-mail:** raflidzulfiqar@gmail.com

**Maya Ariyanti,**  
Telkom University,  
**E-mail:** ariyanti@telkomuniversity.ac.id

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**Abstract**

*Indonesian micro small and medium enterprises (MSMEs) have an important role for Indonesia economy. Indonesia has a population of more than 250 million people and has about 117.68 million workforce. As much as 96.87 percent of Indonesian people work in the sectors of micro, small and medium enterprises (MSMEs). Based on the data from the Ministry of cooperatives and small and Medium Enterprises (SME Kemenkop), donations of micro small and medium enterprises to the gross domestic product (GDP) in the year 2017 was up to 60.34 percent. Aware of the importance the role micro small and medium enterprises in Indonesia's economy, the application of information technology for micro small and medium sector need to be fully supported to form a conducive in Indonesia economy. Therefore, it is very important to know the factors that affect the sectors of micro small and medium enterprises in using technology. This research will analyze factors that related adoption of the technology especially marketplace by MSME in Bandung City. This research aims to predict the factors that affect the use of marketplace by micro small and medium enterprises using model of Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) adapted from Venkatesh et al. (2012). The framework of this research is about adoption technology marketplace by micro small and medium enterprises that existing in one of the cities in Indonesia, and city of Bandung as the object of this research. In this study, the author doing modifications against the variable by adding the variable Trust and also eliminates the moderation in the form of variable gender and experience, and individual age variable will be replace it with the age of the firm. This research using questionnaires in data collection and the use of 30 respondents to be tested for validity and reliability. Variables in the proposed model was tested using IBM SPSS Statistics version 23. Benefits on pilot test of this research is to know the validity and reliability of the questionnaire items, there are 35 item from 10 variables used in this study. The results on the test validity and reliability in the pilot test proof that 10 variable with 35 item questionnaires are reliable and valid. Therefore this research questionnaires item can be used for further research and to collect main data.*

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**[MT-048]**  
**The Effect of Online Native Advertising Towards Attitude of Tokopedia  
Consumers in Bandung City**

**Ardya Pramodhana,**  
Telkom University,  
**E-mail:** ardyapramodhana@gmail.com

**Maya Ariyanti,**  
Telkom University,  
**E-mail:** ariyanti@telkomuniversity.ac.id

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**Abstract**

*The growth of internet users in Indonesia is increasing every year. As for the behavior of the people began to change from shopping at the shopping center is now starting to switch online or to e-commerce. The development of e-commerce in Indonesia is believed to continue to increase where the number of users has reached 147.1 million users until the beginning of the quarter of 2019. To offset the increasingly fierce competition, several marketing strategies are carried out by every e-commerce company, especially the marketplace to attract consumers use their services. One of them is through a digital ad format that is still fairly new, namely Online Native Advertising. The ad format is designed to blend with the page content and display format according to the layout of the media placement. One of the biggest Indonesian marketplace that implements it is Tokopedia which has an average application visitor per month of 168 million visitors. However, there is a perception that the majority of online advertisements delivered on the internet tend to be annoying or spam. Indonesia occupies the fourth position that downloads online ad blocking applications with a total of 35 million adblock software which reinforces the fact that people have a bad attitude towards digital advertisements offered on the internet. This study aims to analyze the attitude of Tokopedia consumers in the city of Bandung to the new digital advertising format, namely Online Native Advertising Tokopedia which is expected to give a better impression than previous digital advertisements. The population in this study is the domicile of Bandung city who use Tokopedia applications and services. The sample used in this study was 450 respondents using the Tokopedia application. This study has 7 independent variables (Entertainment, Information, Irritation, Personalization, Activity, Timing, Location), 2 intervening variables (Online Native Advertisement Value, Context Awareness Value), and 1 dependent variable (Online Native Advertising Attitude). The method of data collection is done through the distribution of questionnaires through online media such as GoogleDocs on various social media to 450 respondents Tokopedia users who live in Bandung city. From the questionnaire distributed, data processing was carried out using Smart PLS 3.0. The result of the study adapted from previous research by Bang Lee et al. (2017) has shown that there are four factors that significantly influence the Online Native Advertisement Value, namely Entertainment, Information, Irritation (negative), and Personalization. There are three factors that significantly influence the Context Awareness Value, namely Personalization, Timing, and Location. Online Native Advertisement Value and Context Awareness Value have a significant effect toward Online Native Advertising Attitude. The model in this study is proven to be able to predict Online Native Advertisement Value, Context Awareness Value, and Online Native Advertising Attitude of consumers to Online Native advertisements delivered by Tokopedia because it shows good R<sup>2</sup> values of 48%, 44.2%, and 56%. This research has found that the most influential factor in the research model that influences the value of advertisements on Tokopedia consumer attitudes is Location. This can be a reference that Tokopedia Online Native Advertising can provide information or offer products offered based on the location of consumers with merchants who sell products in Tokopedia with the closest distance between locations.*

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[MT-049]

**The Influence of Service Quality Against Repurchase Intention with Customer Satisfaction as Intervening On the Product Telkomcel in Timor-Leste**

**Caecilia Soares,**  
Telkom University,  
**E-mail:** caeciliasoares@gmail.com

**Maya Ariyanti,**  
Telkom University,  
**E-mail:** ariyanti@telkomuniversity.ac.id

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**Abstract**

*This study aims to determine the effect of service quality dimensions such as tangible, empathy, assurance, responsiveness and reliability both partially and simultaneously on customer satisfaction and its impact on repurchase intention on Telkomcel products in Timor Leste. This research was conducted using quantitative methods, with nonprobability sampling techniques. Respondents in this study were Timor Leste Telkomcel customers of 400 respondents, data obtained using the help of Google forms to distribute questionnaires, and the results of the questionnaire were statistically analyzed using the SEMPLS method and partial t-test formula. The results of the SEM-PLS analysis found that dimensions of service quality had a significant positive effect simultaneously on customer satisfaction by 63.9%, customer satisfaction with repurchase intention by 74.8% and service quality had a significant positive effect on repurchase intention through customer satisfaction as intervening. And partially with the t test found that all dimensions of service quality significantly positive effect on customer satisfaction. Furthermore, this study also found that the dimension of service quality that has the highest effect on customer satisfaction is reliability and the lowest is tangible.*

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**[MT-050]**  
**Tools for Measuring Variables Influencing Customers' Adoption Toward  
On Line Tax Services**

**Indrawati,**  
Telkom University,  
**E-mail:** indrawati@telkomuniversity.ac.id

**Dina Grenny,**  
Telkom University,  
**E-mail:** dinna\_grenny@telkomsel.co.id

**Husni Amani,**  
Telkom University,  
**E-mail:** husni@telkomuniversity.ac.id

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***Abstract***

*PT Finnet Indonesia was established on October 31, 2005 to provide IT infrastructure, applications and content. PT Finnet has also aimed to serve the needs of information and transaction systems for financial institutions and government in Indonesia through the business of electronic payment and Information and Communication Technologies. PT. Finnet Indonesia has collaborated with the City of Surakarta in implementing the Online Tax Service for Indonesian Hotel and Restaurant Association (IHRA) starting from 2017 until now. PT. Finnet Indonesia has distributed the Online Tax services along with the application of Smart City in Surakarta. The implementation of this Online Tax Services is part of Smart Governance services to make the payment of IHRA taxes becomes transparent. This study aims to provide the measurement of variables that influence the Intention of users especially IHRA employees in using the Online Tax Service using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model which are modified. There are 4 steps that have been done to develop and confirm the measurement tool of the modified UTAUT model. Starting from content validity process until pilot study. The pilot study has been done by using data from 30 respondents. The result shows that the measurement tools which consists of 41 indicators of 7 variables are valid and reliable to be used for further study, namely measuring variables that influence the behavioral intention and used behavior of IHRA employee in using Online Tax Services.*

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[MT-051]

## Measuring Smart Office Index A Case Study From Telkom Smart Office

**Indrawati,**

Telkom University,

**E-mail:** indrawati@telkomuniversity.ac.id

**Aristya Ayu Sekarini,**

Telkom University,

**E-mail:** aristya.ayu88@gmail.com

**Husni Amani,**

Telkom University,

**E-mail:** husni@telkomuniversity.ac.id

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### **Abstract**

*In realizing a sustainable smart city, a smart building concept is needed that can support energy efficiency and maintain the security and comfort level of residents/employee. One of the buildings forms that uses the large of energy is office buildings, therefore office buildings must be managed intelligently or become smart offices. Previous research on smart building has been done and found variables and indicators, also formed a model to measure smart building. However, this model has not been tested to measure a building as a smart office. This study aims to confirm the variables and indicators used to measure smart office obtained from existing literature and opinions from respondents who came from expertise, building management and also users of the smart office building. The method used is the sequential exploratory mix method. This study found 7 variables and 24 indicators to measure a smart building. The variables are the Office Building Automation System, Office Building Control System, Energy Management System, Safety & Security Management System, Enterprise Management System, IT Network Connectivity and Green Building Construction. These variables and indicators are used to measure Telkom Smart Office building and the index is 85.92 which is in the good category. Even though it was considered good, the authors suggested that building owner can improve the smart elevator system and HVAC system on the building since the two indicators received poor scores.*

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**[HRIBKMT-056]**  
**Measuring The Entropy of Organizational Culture Using Agent-Based  
Simulation**

**Arief Rahman,**  
Institut Teknologi Sepuluh Nopember (ITS),  
**E-mail:** arief@ie.its.ac.id

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***Abstract***

*Organizational culture became one of the main fundamental aspects stated in the strategy of the organization. The organizational culture presented the core values of the organization, and its values designed follows the future strategy of the organization. Implementing the core values to be the individual behavior need a systematic change management program. Unfortunately, most of the culture manager, still fuzzy while measuring the gap of culture implementation and often unable to identify the culture's entropy as well. Measuring the organization culture must be very challenging and close to a subjective tendency of the result. The indicator of each value depends on the intangible responses of the employee; the differences in individual behavior will also drive to the variation of action among the employee. This research applies the human-organization interaction analysis in order to simulate the personal responses while facing some probability action or responses related to some specific indicators of integrity. Integrity is the values to be studied by identifying several behavior actions which will present the agent's behavior in simulation. Eight behavior aspects of integrity were built in agent-based modeling; those are honest, openness and transparency, sense of responsibility for/toward others, abides by rules and regulations, consistency, strong personal moral, word-action behavior, fair and just. 578 employee of ITS has involved in culture survey where 17% of them is the active leader on the organization. Agent leader and agent employee created with several action behavior of integrity were developed on each agent. Several scenarios applied in order to get the pattern of integrity implementation and to propose some opportunities for improvement. Based on the year simulation, it is shown that ITS has a moderate order of entropy for Integrity value implementation.*

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**[HRIBKMT-059]**

**Disruption of The Workforce in The Digital Era: Case Study Smart Store**

**Adis Imam Munandar,**  
University of Indonesia,  
**E-mail:** adis.imam@ui.ac.id

**Bintara Albab,**  
University of Indonesia,  
**E-mail:** bintara.albab@ui.ac.id

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***Abstract***

*The digital development has been destroying the workforce in the retail sector. This research aims to analyze the cause-effects of labor disruption in the retail sector. The research employed a qualitative method by observing and interviewing retail smart stores. The framework of the Fishbone analysis technique was conducted to describe the era's digital cause-effects on the workforce. The results showed a labor disruption in the fields of administration, security, and payment. The labor disruption occurred including a number of disappearing professions, termination of employment, and the necessity for digital skills. Employees need to do reskill, upskill and improve IT skills.*

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**[ITOMT-060]**  
**Assurance Business Process Design to Improve Mean Time To  
Recovery (MTTR) Radio Ip Services Telkom Regional Iii West Java**

**Putri Nurina Ayuningtias,**  
Magister Management, Faculty of Economics and Bussiness,  
Telkom University,  
**E-mail:** putrinurinaayuningtias@gmail.com

**Palti Marulitua Sitorus,**  
Magister Management, Faculty of Economics and Bussiness,  
Telkom University,  
**E-mail:** paltisitorus@telkomuniversity.ac.id

**Yogi Yogaswara,**  
Magister Industrial Engineering, Faculty of Engineering,  
Pasundan University  
**E-mail:** yogiyoga@unpas.ac.id

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***Abstract***

*Telkom Regional III West Java (TR3) has a product portfolio based on customer segments, one of which is Digital Business for the wholesale segment with Telkomsel as its main customer. The service offered is IP Radio for Node B Telkomsel transmission. TR3 has an IP Radio assurance process business that manages the processes related to handling IP Radio interference. TR3 sets the target time to resolve of IP Radio interference / mean time to recovery (MTTR), which is 3 hours. However, the realization of the MTTR average in 2018 exceeds the target, which is above 5 hours. This is due to the IP Radio assurance business process that is less efficient and effective in coordinating the fulfillment of IP Radio replacement component. This study aims to analyze the factors needed for the design of the simulation of the Radio IP assurance business process and evaluate business process recommendations that can meet the MTTR target of IP Radio with simulation design. To achieve this goal, this study uses a theoretical approach to business process engineering and business process simulation. This research uses mixed method of quantitative and qualitative to carry out the design simulation of the IP Radio assurance business process. Process modeling includes the As Is model (current real system) and the To Be model (new system recommendations). Simulation of business process models using Arena simulator software. Verification and validation of existing models and data (real systems) with data used in simulations to produce a level of representation of research models that behave like real systems. The expected results of this study are to understand the factors needed for the design of the simulation of the Radio IP assurance business process and recommendations of the IP Radio assurance process business model that can meet the MTTR target.*

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**[EFAT-075]**  
**Analysis of Bank Stability, Competition, Family Ownership and Multiple  
Large Shareholders In Indonesia**

**Riko Kensha Koeswiyono,**  
University of Indonesia,  
**E-mail:** rikokenshas@gmail.com

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***Abstract***

*This paper aims to analyze the relationship of organizational structure and competition to banking stability in Indonesia in the period 2007 to 2017. The bank samples are obtained from listed bank in Stock Exchange. The findings support the Competition – Fragility theory, also family ownership has positive relation with bank stability. As for the multiple large shareholders (MLS), the results show that MLS is increasing the relation between family ownership to banking stability.*

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**[HRIBKMT-078]**  
**Management of Fighting Goat (Domba Adu) Tourism in Rancabango**  
**Village Tarogong Kaler Garut (Case Study Of Bumdes Or Village**  
**Foundation)**

**Desi Qoriah,**  
Universitas Garut,  
**E-mail:** desiq@uniga.ac.id

**Marti Dewi Ungkari,**  
Universitas Garut,  
**E-mail:** martidewi@uniga.ac.id

**Husni Muharam,**  
Universitas Garut,  
**E-mail:** husnimuharam@uniga.ac.id

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***Abstract***

*Tourism potential in the village Rancabango, Tarogong sub-district, Garut regency is very fascinating, includes the breeding and maintenance of Garut sheep, paraglide hills, Gunung Putri camping ground, and the sheep fighting competition. The large tourism potential is accompanied by problems that have not been resolved optimally. These problems include: (1. Tourism management that has not been well managed; 2. The involvement of village foundation and local communities has not been organized; 3. The youth and housewives' participation in the village is still very minimal to manage their own village. The purpose of this study is to find out how its management is applied to fighting Sheep (Domba Adu) tourism. The research method used in this research is descriptive qualitative research, to analyze, explain and describe it in more depth. The technique of collecting data is obtained through field research and library research.*

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**[HRIBKMT-085]**  
**The Influence of Training and Compensation of Employee Engagement**  
**(Study On The Production Division Of The Concrete Product Factory**  
**Karawang Pt. Wijaya Karya Beton Tbk.)**

**Wikantika Rizkiani,**  
Telkom University,  
**E-mail:** wikantikarizkiani@yahoo.com

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***Abstract***

*Training is a short-term education process that uses systematic and organized procedures where non-managerial employees learn knowledge and technical skills in limited objectives. Compensation is a form of awarding of services given to an employee for the achievement of work performed, both financial and non-financial. (Fahmi, 2016:57). Employee Engagement is an individual's involvement, satisfaction and enthusiasm with the work they do (Robbins, 2009:103). This research was conducted to know the influence of training and compensation against Employee Engagement employees PPB Karawang PT. WIKA Beton TBK. Aims of this research to know how much training and compensation influence in influencing employee engagement employees PPB Karawang PT. WIKA Beton TBK. In order for management to implement effective training and see how effectively the compensation has been given so far so as to optimize the sense of engagement within employees of the company so that Produce quality concrete. This research uses quantitative research methods through a descriptive analysis approach. Data collection techniques using questionnaires and literature studies with a total of 257 respondents, sampling techniques using saturated sampling and using multiple linear regression analysis techniques using SPSS ver 21 software As its supporting software. From the results of data processing, it is known that the training variables have a positive and significant the against employee engagement ppb Karawang PT. Wika Beton TBK. It is evidenced by the variable value training (X1) known T count (10.147) > T table (1.970) or Sig. (0.000) < 0.05. This means that training has a significant effect on employee engagement. While in variable compensation (X2) known T count (5.083) > T table (1.970) or Sig. (0.000) < 0.05. This means that compensation has significant effect on employee engagement. Overall the training and compensation influence on employee engagement amounted to 59.6% and the remaining 40.4% is influenced by other variables outside of this study.*

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**[EFAT-087]**

**Analysis of The Effect Return On Asset, Return On Equity, Non Performing Loan and Loan To Deposit Ratio On Capital Adequacy Ratio In Indonesian Banks Listed On Indonesia Stock Exchange 2013-2017**

**Irni Yunita,**

Telkom University,

**E-mail:** irniyunita@telkomuniversity.ac.id

**Fithian Hilmi,**

Telkom University,

**E-mail:** fithianhilmi@student.telkomuniversity.ac.id

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***Abstract***

*The purpose of this study is to analyse the effect of Return on Asset, Return on Equity, NonPerforming loan, and Loan to Deposit Ratio on Capital Adequacy Ratio. Samples are determined based on the purposive sampling method, as many as five companies. Secondary data taken in the form of bank financial reports starting from 2013 to 2017. Data analysis techniques in this study using panel data regression. CAR as a dependent variable, ROA, ROE, NPL, and LDR as independent variables. Processing data using EViews. The results provide evidence that ROA, ROE, NPL and LDR have a simultaneous significant effect on CAR on banking companies registered in IDX for the period 2013-2017. NPL has a significant positive effect on CAR. ROA, ROE, and LDR have no significant negative effect on CAR.*

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**[MT-094]**  
**E-Money Non-User Segmentation Based On Consumer Resistance of  
Innovation In Indonesia**

**Refi Rifaldi Windya Giri,**  
University of Twente,  
**E-mail:** r.r.windyagiri@utwente.nl

**Muhammad Rizky Rianto,**  
Telkom University,  
**E-mail:** rizky.trr@gmail.com

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***Abstract***

*The purpose of this study was to reveal the customer group that aware but have not use internet banking using a theoretical approach of consumer resistance to innovation in Indonesia as well as create a profile of each group formed. A twostep cluster analysis with variable of demographic segmentation, consumer behavior and consumer resistance to innovation which this analysis are use to develop clustering among the resistance customer . Data processing was performed with SPSS 17 software and data collection is done through questionnaires distributed online to reach out to customers across Indonesia. The results of this study revealed that bank customers are non-users of internet banking in Indonesia consists of three groups: the first group are customers who know the technology of internet banking, but still have not used it the group are called Postponer, then the second group of customers who want to use internet banking and still not know when to use them because they weigh the risks of the use, this group called opponent, and the third group of customers who have a negative view towards internet banking because they were less able to adapt to new technology called Rejector.*

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**[ITOMT-104]**  
**Measurement Tool for Analyzing Adoption of Online Tax Services in  
Jayapura Indonesia**

**Indrawati,**  
Telkom University,  
**E-mail:** indrawati@telkomuniversity.ac.id

**Biginta Putradi Tuwankota,**  
Telkom University,  
**E-mail:** biginta.tuwankotta@gmail.com

**Syarifuddin,**  
Telkom University,  
**E-mail:** syarifuddin1960@gmail.com

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***Abstract***

*PT Finnet Indonesia established on October 31, 2005 and the Government of Jayapura have made collaboration in implementing the Online Tax Service to collect tax payment for Indonesian Hotel and Restaurant Association (IHRA) in Jayapura. The implementation of this Online Tax Services is part of Governance services to make the payment of IHRA taxes becomes transparent. This study aims to provide the measurement tool for analyzing the adoption of the Online Tax Services in Jayapura Indonesia by exploring and testing the variables that may influence the Intention and used behavior of users especially IHRA employees in using the Online Tax Service using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model which are modified. The method that used to explore and test the tool are 1. Content validity, 2. Face Validity, 3. Readability and 4. Pilot Test. The data used in this study were collected from 30 respondents. The result shows that the tool for analyzing adoption of online tax services in Jayapura Indonesia consists of 33 indicators of 9 variables are valid and reliable to be used for further study. The next study should be done is analyzing adoption of online tax services in Jayapura Indonesia by using this founded tool.*

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**[HRIBKMT-105]**  
**Leadership Type in Youth Organization: Case Study in Islamic**  
**Association of University Students Organization (Hmi)**

**Kurniana,**  
University of indonesia,  
**E-mail:** kurniana59@gmail.com

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***Abstract***

*Leadership style is the main factor determining the success of an organization. A series of vision and mission of organizations can be realized if the leadership style is applied in accordance with the needs of members and organizational situations. This research used interview and field observation. The findings showed that the transformational leadership style is the dominant leadership style that applied in HMI than transactional leadership. Islamic value also support the transformation in HMI.*

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**[HRIBKMT-106]**  
**The Strategic Roles of Indonesian Diaspora Scientists for Domestic  
Technology Development**

**Tanty Riyani,**  
University of Indonesia,  
**E-mail:** tanty.riyani@ui.ac.id

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***Abstract***

*The demands of the industrial revolution according to Klaus Schwab have entered stage 4.0 since 2010. The development of technology that is currently developing in Indonesia cannot be separated from the role of existing scientists. The scientist who has roles in helping to develop the industrial revolution 4.0 in Indonesia is the Indonesian diaspora scientists. Indonesian diaspora scientists gather annually and produce outcomes and outputs for technological progress in Indonesia. This research used qualitative research method and case study of Indonesian diaspora scientists' meeting result for the past four years. The purpose of this research is to analyze the role of Indonesian diaspora scientists in domestic technology development. The results found that the existence of Indonesian diaspora scientists in technological development in Indonesia provides three strategic roles: technological equity in Indonesia remote areas, transfer of knowledge between scientists at home and abroad, and an increase in national resilience indexes in the defense and security sector.*

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**[MT-109]**  
**Measuring Smart Office Index as Part of Smart Buildings A Case From**  
**Telkom Landmark Tower**

**Indrawati,**  
Telkom University,  
**E-mail:** indrawati@telkomuniversity.ac.id

**Muhamad Ramadhan Mardiana Siahaan,**  
Telkom University,  
**E-mail:** muhamad.ramadhan.ms@gmail.com

**Husni Amani,**  
Telkom University,  
**E-mail:** husni@telkomuniversity.ac.id

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***Abstract***

*Telkom Landmark Tower (TLT) building is a building used for offices. The TLT building was designed to be a smart office. If smart office is implemented, it will help the Jakarta city government in structuring cities and buildings in the city of Jakarta so that it is comfortable and safe, as well as making costs more efficient, more energy efficient. Therefore, this research will discuss the building that is used for offices, namely TLT. This study tries to explore the variables and indicators used for measuring smart offices indexes, namely the smart building approach obtained from the literature and also from 37 resource people consisting of Building Management, Expert Office Building Operations, and Users. This study found 7 variables, namely Building Automation System, Building Control System, Energy Management System, Safety & Security Management System, Enterprise Management System, IT Network Connectivity, Green Building Construction with 23 indicators to measure the index of Telkom Landmark Tower as a smart office. The result shows that the index of TLT is 86.68 which is in the good category or satisfying, in line with expectations.*

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**[HRIBKMT-111]**  
**Development Of The Youth,S Leadership Character In The Digital Era (A  
Case Study In The Rumah Kepemimpinan Scholarship)**

Aan Suryatman,  
University of Indonesia,  
**E-mail:** aansuryatwan10@gmail.com

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***Abstract***

*The access of information in the digital era has impact to characters building of the millennials generation. This study aimed to analyze the Youth's Leadership characters building in the digital era. This study used qualitative methods with indept-interview and observation of a case study in Rumah Kepemimpinan Scholarship. The result of this study showed that the program of scholarship pushes character building of leadership. The Prophetic of Leadership concept is applied in developing the values of humbleness, open mindness, objectiveness, moderate, achievement-contribute (Room-PK). This Digital era causes a behavior changing of generations, therefore it is expected to have an innovation in coaching techniques and its supervision.*

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**[ESMT-115]**  
**The Role Of Youth In Managing Village-Owned Enterprises (BUMDES)**  
**Through Digital Marketing**

**Biantara Albab,**  
Sekolah Kajian Strategik dan Global,  
Universitas Indonesia,  
**E-mail:** biantaraalbab95@gmail.com

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***Abstract***

*Youth has a role in carrying out national development, besides that entrepreneurship is an inherent role that exists in youth, based on statistical data released by the Central Agency on Statistics (BPS) in 2018 there were 87, 44 percent of youth who owned cell phones, 34, 01 percent of computer users and 73.37 internet users. Based on the Ministry of Villages, the Development of Disadvantaged Regions and Transmigration states that the village-owned enterprises (BUMDES) as of November reached 41 thousand units spread over 74,957 villages, besides that the government is supporting digital marketing programs through the BUMDES Go Digital program. The purpose of this study is to find out the extent of the role of youth in managing BUMDES through Digital Marketing. This research using a qualitative method, which consists of an analysis of the role of rural youth entrepreneurship in the management of BUMDES through digital marketing by taking a sample in the Garut Regency of Indonesia. Steps taken in general are to ask questions according to research, collect data from related parties, analyze data inductively from specific discussions for general discussions and interpret the meaning of the data that has been obtained. The results of this study indicate that youth have begun to be involved in the management of BUMDES but their competence in management is still lacking, the use of technology and marketing using digital marketing systems is still not optimal, there is no specific assistance from the central government in managing BUMDES using the Digital Marketing system. This study recommends the government to provide training to young people to improve their competence in managing BUMDES and provide training and guidance in the use of technology in running digital marketing system.*

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**[EFAT-116]**  
**Sharia Micro Insurance Model for Small Fishermen**

**Tuti Kurnia,**  
Djuanda University,  
**E-mail:** tuti.kurnia@unida.ac.id

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***Abstract***

*Insurance is very important for fishermen because of the high level of risk in this profession. However, on the other hand, fishermen are also professions with an uncertain amount of income, making it difficult for insurance companies to determine premium payments for fishermen. This study aims to determine the micro Islamic insurance model that is suitable for fishermen, especially small fishermen. Model suitability is based on the ability of small fishermen without neglecting Islamic insurance institutions. The data collection method was carried out using the Focus Group Discussion (FGD) method of 20 fishermen in Palabuhan Ratu and Pangandaran as well as 2 practitioners of Islamic insurance institutions, and 2 LKMS practitioners. The data analysis method uses Miles and Huberman. The results showed that the sharia insurance model that was suitable for small fishermen was the sharia micro insurance model through IMFs (ASML). The ASML model involves four parties namely small fishermen, IMFs, Sharia Insurance Institutions and the Government. The ASML model makes it easier for fishermen to make premium payments according to the trend of small fishermen's income. The ASML model also regulates the reduction of costs incurred by insurance institutions because it shares with LKMS and the government.*

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**[EFAT-120]**  
**The Influence of Financial Attitudes, Financial Literacy, And Parental  
Income To Personal Financial Management Behavior (Case Study  
Students Of Bandung)**

**Umara Dewi Salwani,**  
Telkom University,  
**E-mail:** umaradewis@gmail.com

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***Abstract***

*This study aims to determine the effect and relationship between financial attitudes, financial literacy, and parental income on student's financial management behavior in Bandung. The research method were used quantitative methods by using Croanbach's Alpha for reliability test, and Pearson's correlation for validity test. Data collection was carried out by distributing questionnaires to four hundred students in Bandung. The sampling technique that used in this study is a non-probability sampling technique. In line with previous studies, the result shows that financial attitudes impact financial management behavior, financial literacy impacts financial management behavior, and parental income doesn't impact financial management behavior.*

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**[EFAT-121]**  
**The Role of Social Capital as Mediator Financial Literacy and Financial  
Inclusion in Productive Age in DKI Jakarta**

**Andrieta Shintia Dewi,**  
Telkom University,  
**E-mail:** andrieta@telkomuniversity.ac.id

**Arina Ilmalhaq,**  
Telkom University,  
**E-mail:** arinailmalhaq@student.telkomuniversity.ac.id

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***Abstract***

*The high level of financial literacy and financial inclusion in DKI Jakarta compared to other provinces, has not proven that the people already have sufficient knowledge about the financial products and the high use of financial service institutions. The existence of social capital is expected to be a mediator in increasing literacy and financial inclusion. This study aims to examine the role of social capital as a mediator between financial literacy and financial inclusion in productive age in DKI Jakarta. The research method uses a survey method with a quantitative approach. Data collection techniques by distributing questionnaires to samples taken using non-probability sampling techniques, with a total sample of 400 productive age respondents in DKI Jakarta. This research adopts and uses the Sobel test in testing the role of social capital as a mediator of financial literacy and financial inclusion in productive age DKI Jakarta. In line with previous studies, the results show that social capital is a significant mediator in the relationship between financial literacy and financial inclusion of productive age in DKI Jakarta. Without social capital as a mediator, financial literacy did not have a direct effect on financial inclusion. Through full mediation of social capital can be a relationship boosts between financial literacy and financial inclusion.*

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**[HRIBKMT-122]**  
**Training Needs Analysis Implementation: Dilemmas and Paradoxes**

**Usdia Sujatmaka,**  
ASEAN Institute of Applied Learning,  
**E-mail:** usdia62@gmail.com

**Adam Voak,**  
Deakin University,  
**E-mail:** adam.voak@deakin.edu.au

**Brian Fairman,**  
Deakin University,  
**E-mail:** brian.fairman@deakin.edu.au

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***Abstract***

*We acknowledge that many organisations across Asia use training needs assessments (TNAs) to determine their human resource requirements in conjunction with training schemes in their workforce. However, it is observed that this activity occurs with mixed results. It will be argued in this paper that these needs assessments, which are conducted in a diverse array of organisational environments in Indonesia, are often employed to further individual rather than institutional goals. In this article, TNAs are examined for their potential toward making contributions which provide real directions in training interventions in Indonesian organisations.*

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**[MT-123]**  
**Perceived Risk and Perceived Trust In Using E-Money In Indonesia A**  
**Modified UTAUT 2 Model**

**Refi Rifaldi Windya Giri,**  
University of Twente,  
**E-mail:** usdia62@gmail.com

**Ratna Dzulhaida,**  
Telkom University  
**E-mail:** ratnadzulhaida@gmail.com

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***Abstract***

*This research is to determine what factors are affecting the behavioral intention of peoples to use e-money in Indonesia. Modified model Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) are used in this research, it is consisting variables like Behavioral Intention including Performance Expectancy, Effort expectancy, Social Influence, Perceived Risk, Perceived Trust and three moderator variables are Age, Gender and Educational level. Respondents in this research are not using e0moneyas many as 277 respondents spread across five major cities in Indonesia (Jakarta, Bandung, Surabaya, Medan and Makassar). Data analysis techniques in this research used Structural Equation Modeling (SEM) with WarpPLS software version 4.0. The results showed that Performance Expectancy, Effort expectancy, Social Influence, Perceived Trust have a significant relationship with Behavioral Intention, except Perceived Risk. Educational level is only moderator which have a significant effect to the Behavioural Intention to use e-money..*

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[MT-124]

**E-Money Perception Analysis On Mandiri E-Money, Flazz BCA, Rekening Ponsel, And Tapcash BNI Using Multidimensional Scalling**

**Refi Rifaldi Windya Giri,**  
University of Twente,  
**E-mail:** usdia62@gmail.com

**Nisa Salsabila,**  
Telkom University  
**E-mail:** nisalsabilaa@gmail.com

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***Abstract***

*This research motivated by appearance of electronic money developing which is begin to replace cash transaction to non-cash transaction. Currently there are 20 licensed electronic money issuer in Indonesia, consist of telecommunication company and banking company with massive amount of money distribution year of year. The purpose of this research is to know the perception about major brand in e-money (Mandiri e-money, Flazz BCA, Rekening Ponsel, and TapCash BNI) using multidimensional scaling method. A non probability sampling is used to conduct the survey through questionnaire which have collected 400 respondent all around Indonesia. The first perception is a similarity based which showed that Flazz BCA, Mandiri e-money, BRIZZI, and Tapcash BNI was alike, but not for rekening ponsel. The second perception is based on attribute, which mandiri e-money has the ideal perception based on several attribute followed by Flazz BCA, BRIZZI, Tapcash BNI and RekeningPonsel. The recommendation based on result of this research is need a collaboration between electronic money operator company and the goverment for make an electronic money in Indonesia with benefit and easy to use. So, needed a special concern by electronic money operators to gain product superiority which can be felt by its users.*

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**[HRIBKMT-127]**  
**The Influence Of Information Systems Of Human Resource Management  
(SIMSDM) Toward Employee Performance In Ministry Of Foreign Affairs  
Of The Republic Of Indonesia**

**Alfan Ahmad Atharik,**  
Telkom University,  
**E-mail:** alfanatharik@gmail.com

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***Abstract***

*Bureaucratic reform As one of the vision "Indonesia Maju" began to be implemented in ministries in the Joko Widodo era, one of them is the Ministry of Foreign Affairs. Bureaucratic Reform of the Ministry of Foreign Affairs is one of the main performance indicators in their strategy map. The use of the Personnel Management System (SIMPEG) is an example of e-government implementation. In the middle of 2019 the Ministry of Foreign Affairs Human Resources Bureau plans to launch a Human Resource Management Information System (SIMSDM) to replace SIMPEG. The purpose of this study was to determine SIMSDM and Employee Performance in the Ministry of Foreign Affairs and find out how much influence SIMSDM has on employee performance in the Ministry of Foreign Affairs. The research method used was a survey. The sample in this study were 50 employees. The results of this study indicate that the use of SIMSDM affects employee performance. The conclusion of this research is to improve employee performance, the development of information systems needs to be done, the ease in employee performance reporting systems will further accelerate the flow the information as a base for a decision making.*

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**[HRIBKMT-129]**  
**A Literature Review Of Performance Appraisal Reactions: Predictors And  
Measurement**

**Yunissa Nur Widiani,**  
Magister Management Program,  
Telkom University,  
**E-mail:** alfanatharik@gmail.com

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***Abstract***

*Performance appraisal is one of the most important aspect in human resource management (HRM). Lack of evaluation in various organizational dimensions can lead to losses for the organization. Regardless of technical readiness levels of the performance appraisal system, the employee's reaction to the performance appraisal itself needs to be a concern. As suggested by Drenth (1984), evaluation is a sensitive matter, often eliciting negative psychological responses such as resistance and denial. Thus employee's reaction to performance appraisal has become one of contributing factors to evaluate the effectiveness of appraisals which has been at the heart of much of the research literature in performance appraisal. Employee satisfaction with performance appraisal as one of the form of employee's reaction to performance appraisal, has a pivotal role for the long-term effectiveness of any performance appraisal implementation, but unfortunately this topic received relatively little empirical attention. In this paper a systematic literature review is used to critically and profoundly review previous research from various available sources regarding reactions to performance appraisals. The aim of this study is to deliver a meticulous summary of all the available primary research. This research contributes theoretically by highlighting latent factors in employee performance appraisal satisfaction, such as fairness perception and perceived accuracy. Some suggestions for the design of appraisal system, appraisal effectiveness, and future research are discussed.*

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**[HRIBKMT-130]**  
**Contributing Factors Of Organizational Justice: A Literature Review**

**Anindithia Dwi Putri,**  
School Of Business and Economics,  
Telkom University,  
**E-mail:** anindithiadwiputri@gmail.com

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***Abstract***

*Human resources is one of the most important aspects that will spin the wheels of the company continuously because it will indirectly affect the company's performance. The company has an important role in managing employees in order to provide maximum results and have a high level of loyalty to the company. One aspect that companies need to pay attention to is managing employees fairly. Managing employees fairly in principle is balancing the rights and obligations of management and its employees. The concept of organizational justice has many perceptions so that in its implementation it faces quite severe obstacles. So the concept of organizational justice and its consequences needs to be understood and considered by human resource managers in every company. In addition, people's views on justice continue to change so companies need to adjust to these changes. Organizational justice have a strong influence on an organization. If an organization cannot treat its employees fairly then it can have a negative impact on the organization including reducing employee productivity at work, decreasing the level of employee loyalty and creating an unhealthy work environment. This study examines the literature on organizational justice which consists of three main aspects including distributive justice, procedural justice and interactional justice. The first thing to do is to survey the dimensions of the construct and develop the factors that have an influence on organizational justice. Next, review the results and impact of each aspect. Finally, identify problems that can later be used for further research. In addition, in this paper a systematic literature review is used to review the literature from various available sources regarding organizational justice. This research contributes theoretically by highlighting latent factors in organizational justice.*

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**[HRIBKMT-131]**  
**Will Hajj Pilgrims Use Mobile Wallets In Their Payments? A Case Of**  
**Jakarta Hajj Pilgrims**

**Muhammad Amin,**  
University of Indonesia,  
**E-mail:** muhammad.amin684@gmail.com

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***Abstract***

*This study is intended to understand the readiness of Jakarta pilgrims' adoption of mobile wallet as an alternative method of making payments in pilgrimage which became the Saudi Arabian government program in 2020. Before actual system be implemented, this research attempts to find out whether or not pilgrims would be ready to adopt the concept of cashless payment system. The research framework based on Unified Theory of Acceptance and Use of Technology. It measures the pilgrim acceptance based on these constructs; performance expectancy, effort expectancy, social influence, and facilitating conditions. In addition, anxiety, perceived credibility, and attitude toward using are added as three new constructs. A survey of over 324 Jakarta pilgrims based on a questionnaire was made. The hypothesized relationships were analysed via structural equation modelling. From descriptive analysis results, it is discovered that most of the respondents participated in this survey generally agree with the idea of using mobile wallets. The findings of this paper would be useful for mobile wallet service providers, hajj and umrah agents, and Indonesian government involved in the facilitation and regulation of such services to develop suitable strategic frameworks to encourage the using of mobile wallets.*

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**[HRIBKMT-133]**  
**Influence Of Work Life Balance On Organizational Commitment Through  
Job Satisfaction At Working Mothers As Preschool's Teacher In Cimahi  
Indonesia**

**Vina Silviani Marinda,**  
Widyatama University,  
**E-mail:** vina.silviani@widyatama.ac.id

**Nabilah Ramadhan,**  
Widyatama University,  
**E-mail:** nabilah.ramadhan@widyatama.ac.id

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***Abstract***

*The aim of this study was to investigate the influence of work life balance on organizational commitment through job satisfaction at working mothers as preschool's teacher. Descriptive research method was used to get information how the quality of work life balance, organizational commitment and job satisfaction. Verificative research method was used to know the influence of work life balance on organizational commitment through job satisfaction. Survey questionnaire was used to collect the data from working mothers as preschool's teacher, by taking a sample of 100 preschool's teachers who are also mother in Cimahi Indonesia. By using path analysis, the result revealed that work life balance at working mothers as preschool's teacher in Cimahi Indonesia has significant positive influence on organizational commitment through job satisfaction. The result suggest to improve work life balance and also job satisfaction that can cause high organizational commitment.*

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**[HRIBKMT-139]**  
**Overseas Indonesian Students Organization Strategic Roles In**  
**Promoting Brain Circulation**

**Uma Wahdiyanti Ruhmana,**  
Universitas Indonesia,  
**E-mail:** umaruhmana@gmail.com

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***Abstract***

*Continuing study abroad is increasingly becoming popular among Indonesian students. It is a strongly necessity thing of Indonesia to pursue the international competitiveness related with the Fourth Industrial Revolution (4IR). Overseas Indonesian students organization takes an important role to support the country for achieving this agenda. The purpose of this research is to analyze the role of Overseas Indonesian Students Association Alliance (OISAA) in creating and maintaining the brain circulation mindset of the organization member to their homeland. The qualitative research is used as the research method and case study of OISAA programs as the result of the annual symposium for the past ten years. The results found that the existence of OISAA has contributed to promote the case of brain drain into brain circulation both Indonesian domestic students and Indonesian diaspora students. It provides three strategic roles: increase willingness to study abroad then come back to homeland, create community knowledge both in OISAA and in homeland, and an increase in national resilience indexes in the ideological sector and human resources.*

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**[EFAT-140]**  
**Effective Good University Governance: Improving The Quality Of Higher Education Institution To Realize The World Class Institution (Empirical Study On Accredited Private University In Higher Education Service Institutions Region III 2019)**

**Ignatius Edward Riantono,**  
Universitas Bina Nusantara,  
**E-mail:** iriantono@binus.edu

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***Abstract***

*The purpose of this study is to determine the factors that influence the quality improvement of higher education institutions. This research would be able to contribute to the field of accounting science studies related to management control, internal quality, and good university governance in an institution, especially private university (PTS) which became the object of this study. This research is quantitative research that uses primary data in the form of questionnaires distributed to research objects, namely employees with work areas related to quality assurance, internal audit, academic, and operational. Quality at this time is a phenomenon that requires special attention for a university, especially private universities. This means that private universities, especially private universities, are under the guidance / coordination of Higher Education Service Institutions Region III (LLDIKTI III) to always be directed at quality improvement activities. Because otherwise the private university (PTS) lacked a place in the hearts of the people which ultimately threatened its existence. Thus the focus of this research is the quality management of higher education related to the study of the influence of visionary leadership and lecturer performance on the quality of private universities under the guidance / coordination of Higher Education Service Institutions Region III (LLDIKTI III). Selected private universities are universities that have very good value and can be a benchmark. It is hoped that the selected private universities can provide a complete perspective on matters that must be considered in order to achieve good university performance. Assessment is carried out or chosen based on the provisions or regulations set by the Indonesian government through the ministries of research, technology and higher education.*

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**[HRIBKMT-142]**  
**PMII's Strategy In Addressing Utterances Of Hatred In The 2019**  
**Presidensial Election**

**Harsih Setiawandari,**  
University of Indonesia,  
**E-mail:** harsihsetiawandari93@gmail.com

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***Abstract***

*During the presidential recovery, the spread of hate speech on social media very high frequency. So that the PMII organization considers it necessary to tackle the spread of hate speech. The method used in this research is survey and interview. The results of this study indicate the many utterances of hatred among University studinya.*

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**[HRIBKMT-147]**  
**The Effect Motivation And Job Satisfaction On Organizational  
Citizenship Behavior (OCB)**

**Kartono K,**  
Prodi Manajemen Fakultas Ekonomi,  
Universitas Swadaya Gunung Jati Cirebon,  
**E-mail:** kartono05@gmail.com

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***Abstract***

*This research is intended to study the influence of; motivation on organizational citizenship; job satisfaction on organizational citizenship behavior; and motivation and job satisfaction (simultaneously) on organizational citizenship behavior of the employees. The method used in this research is associative research aiming to identify the causal relationship between the independent and dependent variable. Data collection techniques used in this research are field study using questionnaire and literature study. The population in this research consists of 58 employees, and the sample was determined using a saturated sample technique. The result of this research shows that motivation has a significant effect on organizational citizenship behavior with a significance value of  $0.000 < 0.05$ . Job satisfaction significantly affects organizational citizenship behavior with a significance value of  $0.000 < 0.05$ . Motivation and job satisfaction simultaneously have a significant effect on organizational citizenship behavior with a significance value of  $0.000 < 0.05$ . The extent of the influence of motivation and job satisfaction on organizational citizenship behavior is 45.8%. It indicates that the rest (44.2%) is influenced by other variables not examined in this research.*

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**[ITOMT-148]**  
**Laboratory Assistant Assignment Problem Using Python Programming**

**Rio Aurachman,**  
Telkom University,  
**E-mail:** rio\_aurachman@yahoo.com

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***Abstract***

*Assignment problem is the type of problem that helps the process of decision on resource allocation. Every resource, if allocated to each job, has a certain cost or payoff. Assignment problems help to optimize assignments that will optimize pay off or minimize costs. This paper presents an example of applying assignment problems using python programming to solve the problem of assigning laboratory assistant to the class. This paper presents programming examples of assignment problems in python that will be useful for another implementation.*

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**[HRIBKMT-149]**  
**The Effect Of Knowledge Sharing On Affective Commitment : Mediating  
Roles Of Competency Development And Job Satisfaction(A Case Study  
Of Gen Y's Employee In Indonesia)**

**Anggi Soraya Murat,**  
University of Indonesia,  
**E-mail:** anggisorayam@gmail.com

**Elok Savitri Pusparini,**  
University of Indonesia,  
**E-mail:** eloksavitripusparini@gmail.com

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***Abstract***

*The purpose of this study is to identify the effect of knowledge sharing on affective commitment with the mediating role of competency development and job satisfaction among generation Y employee in Indonesia. As a dominant generation in today's workforce, they show tendency to change job quickly, and show low affective commitment to the organization. Therefore, this study suggests, there is a positive relation between knowledge sharing on affective commitment to the organization. 302 respondents from gen Y employees were analyzed in this study, 4 questionnaires were chosen to gather data, and structural equation modelling analysis supported model fitting with the data collected. The findings of this study are knowledge sharing has a positive impact on affective commitment through the mediating role of competency development and job satisfaction. Knowledge sharing in the workplace can increase employee's competency, and in the same time gain satisfaction, and finally evoke commitment to the organization.*

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**[EFAT-151]**  
**Self Assessment System, Tax Audit And Tax Evation**

**Erik Kartiko,**  
University of Garut,  
**E-mail:** erikkartiko@uniga.ac.id

**Lina Nurlaela,**  
University of Garut,  
**E-mail:** linanurlaela@uniga.ac.id

**Hani Siti Hanifah,**  
University of Garut,  
**E-mail:** hanisiti1965@uniga.ac.id

**Mochamad Romdhon,**  
University of Garut,  
**E-mail:** mromdhon@uniga.ac.id

**Salwa Yantika,**  
University of Garut,  
**E-mail:** salwayantika@uniga.ac.id

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***Abstract***

*This research is a quantitative study with a descriptive and verification approach which aimsto determine the effect of: (1) Self Assessment system on tax evasion (2) Tax audit on taxevasion.The population of this study was 34,577 Non-employee taxpayers who were registered at theGarut Tax Office. The sample used in this study was 100 respondents. The respondents aretaxpayers who do business or UMKM with techniques convenience sampling.Method of collecting data with a questionnaire. The instrument trials were analyzed usingvalidity and reliability testing. The data analysis technique used in the study is to use multiplelinear regression analysis.The results showed that: (1) Self-assessment system and the tax audit affect tax evasion (2) Selfassessment system has a negative effect on tax evasion (3) Tax audit has a positive effect on taxevasion.*

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**[MT-152]**  
**Theory Of Planned Behavior On Millenial Woman**

**Halimah Rachma Armein,**  
Universitas Indonesia,  
**E-mail:** halimahrachma@gmail.com

**Nurdin Sobari,**  
Universitas Indonesia,  
**E-mail:** nurdin.sobari@ui.ac.id

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***Abstract***

*Investigate consumer intentions in purchasing herbal cosmetic products for non-halal certified manufacturers. This study is broadened with the connection of religious knowledge factor which is related to herbal cosmetics. The theory used in this article is theory planned behavior theory by including the dimensions of perceived value (health, safety, and environmental) and religious knowledge, attitude towards purchase intentions, subjective norms, and perceived behavioral control. This empirical study aims to develop and examine structural models to investigate purchase intentions using a combination of planned behavior theory and perceived value (health, safety, and environmental) and halal knowledge. The context of this research will be unique because it helps in predicting the behavior of Muslim communities in Muslim-majority countries, towards cosmetic products that have herbal associations but are not certified, in the context of cosmetic products between millennials. It shows an intention to purchase products with herbal associations that comply with sharia.*

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**[HRIBKMT-165]**  
**The Phenomenon Of Self-Actualization Of Young Teachers In The  
Indonesian Movement Teaching And Its Implications For Individual  
Resilience**

**Muhammad Zuchri Nasuha Lubis,**  
Universitas Indonesia,  
**E-mail:** [zuchrinasuha@gmail.com](mailto:zuchrinasuha@gmail.com)

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***Abstract***

*This study discusses the phenomenon of self-actualization of young teachers who have joined the Indonesian Teaching Movement in the period of 2017-2019 and their implications for personal endurance. This study aims to determine the relationship between the personal characteristics of young teachers in the Indonesian Teaching Movement and the phenomenon of self-actualization of young teachers. Then from the process of self-actualization will have implications for the resilience of individual young teachers. The method used is qualitative which is processed based on observations of social phenomena and symptoms experienced by young teachers and describes the words and attitudes and behavior of several people who are used as research objects. The data sources of this study were divided into primary data sources and secondary data sources. Primary data sources consist of in-depth interviews with informants and direct observation in the field. While secondary data sources come from literature and documentation studies. In analyzing the data, this study uses the theory of self-actualization by Abraham Maslow, which was preceded by the fulfillment of basic needs in life while serving as teaching staff in the 3T area (lagging, outermost and outermost). The results of this study show that young teachers have been able to meet the basic needs of life while serving in their respective regions so that the process of self-actualization that occurs goes well. However, there are several factors that can hinder the process of self-actualization, although not very influential. Forms of self-actualization such as learning the culture of the local community, making activities with the community, mixing themselves, and others. The phenomenon of self-actualization implemented by young teachers during their service years has implications for their personal endurance. Furthermore, these implications can be analyzed through the application of the values of personal endurance that are obtained after the end of the service period.*

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**[HRIBKMT-166]**  
**The Role Of Indonesian Youth Diaspora In Malaysia To Maintaining  
National Defence**

**Aldina Syafitri Siregar,**  
Magister Student From  
Universitas Indonesia,  
**E-mail:** siregarmahlil1@gmail.com

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***Abstract***

*At first the word Diaspora was more associated with the existence of the Greeks who were driven from their countries and lived scattered in various parts of the earth. Gradually the meaning of the word Diaspora extends, not only to the existence of the Greeks. The word Diaspora can be used for natives brought to their colonies, such as Indonesians who were sent to the Netherlands during the colonial period. Globalization facilitates the mobility of diaspora, for example by studying and working abroad or marrying foreign citizens. Based on data from the Indonesian Embassy in London in 2011, Malaysia was ranked third with the largest number of Indonesian students with a total of 13627. How did the Indonesian diaspora in Malaysia play a role in maintaining national defence?*

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**[HRIBKMT-169]**

**The Effect Employee's Psychological Capital And Social Capital On Job Satisfaction, Organizational Commitment And Turnover Intention**

**Vin Ilmi Dwanti,**  
Universitas Indonesia,  
**E-mail:** vinilmi30@gmail.com

**Dudi Hendrakusuma Syahlani,**  
Universitas Indonesia,  
**E-mail:** dudi.hendrakusuma@gmail.com

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***Abstract***

*The change of workers in the industry is very fast in recent years. The employee willingness to work longer in the company, especially in Jakarta, becomes a particular challenge for the company. Moreover, individual qualities matters as an employee become a concern, such as psychological capital and social capital that every employee must have to compete. This study aims to analyze the effects of employee's psychological capital and social capital on job satisfaction, organizational commitment and turnover intention. Participants in four positions level who work in Jakarta were asked to complete online questionnaires that describe five variables of this study. 218 questionnaires were collected and data were analyzed using path analysis Structural Equation Model. The results show that psychological capital has positive effect on job satisfaction and organizational commitment but psychological and social capital have no an effect on turnover intention directly. Also social capital has no an effect on job satisfaction. In addition, the finding shows that psychological capital through job satisfaction and organizational commitment can cause turnover intention.*

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**[EFAT-170]**  
**Branchless Banking Strategy And Financial Inclusion In Indonesia**

**Chairilisa Azzahra,**  
Faculty of Economics and Business,  
University of Indonesia,  
**E-mail:** ica.azzahra@yahoo.com

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***Abstract***

*Financial inclusion has become an interested issue and an important public policy priority following the recent global financial crisis. In Indonesia, government, banking sector and other related parties have focus to achieve higher rate of financial inclusion through various ways i.e. branchless banking. Branchless banking causing a shift from conventional financial services in the form of bank-based services to non-bank-based. Branchless banking have grown in various forms in many countries including in Indonesia and one of this services namely Laku Pandai. Expanding branchless banking through Laku Pandai can be an alternative channel to give individual or household better access to formal financial services and directly contribute to financial inclusion index. This paper measure the index of financial inclusion in Indonesia covering three dimensions; accessibility, availability and the usage of banking services and attempts to identify the factors: banking variables and social economic factors that are significantly associated with financial inclusion in Indonesia. Using classical regression, the results suggest that banks implementing branchless banking 'Laku Pandai' have an effect to financial inclusion in Indonesia while among social economic factors, as expected, income proxy by GDP per capita is positively associated with the level of financial inclusion.*

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**[EFAT-171]**  
**The Effect Of Corporate Social Responsibility Disclosure On Earnings  
Per Share On Listed Mining Firm In Indonesia**

**Dwi Harni,**  
Telkom University,  
**E-mail:** dwi.harni36@gmail.com

**Astrie Krisnawati,**  
Telkom University,  
**E-mail:** astriekrisnawati@telkomuniversity.ac.id

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***Abstract***

*The role of business in emerging countries has changed from the classic approach "profit maximization" to a socially responsible approach. The company's efforts in carrying out CSR activities can be linked to company performance, bearing in mind there are costs incurred in carrying out these activities. The performance of a company can be measured through financial aspects where one of them is Earning per Share (EPS). The average EPS in mining during 2013-2017 has been increasing and decreasing every year. However, the mining sector is one of the industries that have the largest contribution to the Indonesian economy, supported by perfect geological conditions making Indonesia rich in natural and mineral resources. This study aims to find out the results of the effect of Corporate Social Responsibility Disclosure (CSR) on EPS by adding control variables, leverage and company size. This research was conducted on companies engaged in the mining sector during the 2013-2017 period. The number of research samples is 29 companies listed on the Indonesia Stock Exchange (IDX) obtained by purposive sampling method. In this research for measuring CSR disclosure used the fourth-generation Global Reporting Initiative (GRI G.4) guidelines. Calculation of EPS, projected leverage with Debt to Equity Ratio (DER) and company size Proxied by total assets are seen through the company's financial statements. Then the data analysis technique used a panel data model with an estimation model using random effects and the Generalized Least Square (GLS) method. The result of this study indicates that CSR has no significant effect on EPS. Furthermore, CSR with leverage control variables and company size together does not significantly influence EPS. The result of this study gives suggestions for companies to keep committing CSR and increase CSR disclosure because CSR disclosure is one of a communication tool for companies with their stakeholders. Further research can extend the period of data and the number of sectors used as research samples. Furthermore, due to various results, further result can add control variables such as volume of capital, interests and independent variables such as Return on Assets (ROA), Return on Equity (ROE) and Net Income Margin (NPM).*

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**[ESMT-188]**  
**Comparative Study Of Street Vendors Management In Indonesia With  
Thailand**

**Rostiena Pasciana,**  
Garut University,  
**E-mail:** rostiena\_pasciana@yahoo.co.id

**Pupung Pundenswari,**  
Garut University,  
**E-mail:** pupundens@gmail.com

**Gina Sadrina,**  
Garut University,  
**E-mail:** ginasad@gmail.com

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***Abstract***

*The role of business in emerging countries has changed from the classic approach "profit Street Vendors (PKL) is an urban global phenomenon that exists in almost all over the world. The strategic city center environment and being the center of the crowd makes the city center becomes a magnet for the development of the informal sector which is called as street vendors. In the ASEAN region, the informal sector is quite dominant. It includes Indonesia and Thailand. Both countries have a large number of street vendors. Although the informal sector is part of the source of people's economy, its existence is considered as one of problems sources for some regions in ASEAN. The problem is the interference of city's neatness, beauty and convenience. This study aims to analyze the comparison of street vendors' management in Indonesia with Thailand. The research method is qualitative through bibliometrix analysis. Data collection techniques are carried out by using a literature review derived from published journals compilation related with street vendors management in Indonesia and Thailand. The data collected is described, compared and analyzed. The results of this study indicate that there are some differences related to the management of street vendors in Indonesia and Thailand. They are the community culture and policies of each government.*

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**[ESMT-189]**  
**The Effect Of University Support On Entrepreneurial Intention.**  
**Case Study : Widyatama Graduates Student**

**Ni Putu Nurwita Pratami Wijaya,**  
Widyatama University,  
**E-mail:** putu.nurwita@widyatama.ac.id

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***Abstract***

*The profile of graduates is something that is important for universities. This can be a selling point for the tertiary institution. Currently the average college has a target for the waiting period of students to get a job. The main problem can be overcome if many graduates become entrepreneurs. This study aims to see the effect of university support on entrepreneurial interest. By looking at it from the perspective of graduates, the tertiary institution becomes aware of what are its priorities in shaping entrepreneurial interest in its students. The sample in this study was 100 respondents, who were alumni of the Widyatama University School of Business and Management. The results of this study indicate a significant influence between university support for entrepreneurial interest.*

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[MT-191]

## Customer Engagement On Cellular Operator Brand Pages In Indonesia

**Erni Martini,**  
Telkom University,  
**E-mail:** erni.martini@gmail.com

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### **Abstract**

*Social media has become more popular in recent years because its interactivity that lead direct engagement from users. Engagement is the first step in building loyalty on social media marketing. Cellular operator in Indonesia faced a fierced competition to retain their customer from shifting, since Indonesian customer are very priced sensitive but yet expect maximum benefit from their product. This research aims to study how cellular operator in Indonesia used their social media and investigate the affordance experience dimension of perceptual, social, epistemic, and embodied that affected customer engagement. Since cellular operator have their own social media brand page, they don't have a knnowledge from their post on social media that affected engagement from their customer to the brand. This study uses data collection method by retrieving data from Facebook brand page of five cellular operators with the highest number of users in Indonesia. Total of 923 brand post from are collected from July – September 2019. Four dimention of affordance experience are used to categorized each brand post. Quantitative Content Analysis and Poisson Regression are used to test the proposed model. The result and discussion from this research are further discussed in this paper.*

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**[HRIBKMT-196]**  
**Pre-Departure Training Analysis For Indonesian Migrant Workers (The  
Case Of Indonesian Workers Placement To South Korea Through G To G  
Scheme)**

**Dina Sartika,**

Faculty of Economics and Business,  
University of Padjadjaran,  
**E-mail:** dina.sartika@unpad.ac.id

**Sri Djatnika,**

Faculty of Economics and Business,  
University of Padjadjaran,  
**E-mail:** sri.djatnika@unpad.ac.id

**Mery Citra Sondari,**

Faculty of Economics and Business,  
University of Padjadjaran,  
**E-mail:** mery.sondari@unpad.ac.id

**Cattleya Rejito,**

Faculty of Economics and Business,  
University of Padjadjaran,  
**E-mail:** cattleyarejito@gmail.com

**Moch Chairul Ihsan,**

Faculty of Economics and Business,  
University of Padjadjaran,  
**E-mail:** chairulihسان93@gmail.com

**Wendy Anjasmara,**

Faculty of Economics and Business,  
University of Padjadjaran,  
**E-mail:** wendyanjasmara13@gmail.com

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***Abstract***

*To raise the rate of sustainable growth and achieve rising prosperity through creating economic opportunities for all of the citizen, Government of Indonesia has a placement program for Indonesian Workers in South Korea through the government to government (G to G) scheme. The field of work offered includes the manufacturing sector and the fisheries sector. To be placed in South Korea, the Ministry of Manpower and Transmigration requires prospective Indonesian migrant workers to take Pre-Departure Training (PDT) with the aim of improving communication skills, physical, mental, and skills related to the field of work. However, it is necessary to further evaluate the implementation of the training that has been carried out by analyzing the effectiveness of training from various aspects such as training objectives, training materials, training methods, as well as medium and training facilities. PDT for Indonesian Workers usually held by Indonesian Manpower Legal Placement and Protection Services Agency (BP3TKI) to make sure that prospectus workers are eligible and ready to work in South Korea. Using data from 179 respondents of prospective Indonesian Workers for the placement of South Korea, this research is creating descriptive study to see the effectiveness of PDT that has been held by BP3TKI. The result of the study suggests the need to improve several aspects such as giving detail information regarding the facilities that workers will receive in South Korea. In the end, this research contributes to the development of training program that can be beneficial for those prospective workers and prepare them to face a new environment in the country of destination.*

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**[MT-197]**  
**Understanding Consumer Behavior With Celebrity Endorser And E-  
Wom On E-Commerce In Indonesia**

**Marheni Eka Saputri,**  
Telkom University School of Communication and Business,  
**E-mail:** marhenieka@gmail.com

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***Abstract***

*The development of the internet that has penetrated all aspects of human life, including economic matters, has led to the birth of e-business or e-commerce. This e-business or e-commerce was created for business transactions that utilize the internet and web, an ease for people to conduct business transactions due to less energy and shorter time required to search for items they need. These online transactions have allowed the buying and selling process to not be obstructed by distance and time. One of the factors that can affect the company's income and profits is Celebrity Endorser and Electronic Word of Mouth. Companies that have good Celebrity Endorser and Electronic Word of Mouth will increase consumers' Purchase Decision of a product. This study aims to determine the effect of Celebrity Endorser and Electronic Word of Mouth on Purchase Decision on Tokopedia customers. This research uses both quantitative and descriptive analytic methods. The data analysis technique used is multiple linear regression. The results of the study have indicated that the responses from respondents towards the Celebrity Endorser variable belong to the excellent category, the Electronic Word of Mouth variable to good category, and the variable purchase decision process to the excellent category. The conclusion of this study is that Celebrity Endorser and Electronic Word of Mouth affect the purchase decision on Tokopedia customers with a percentage of 52.6%, while the remaining 47.4% is influenced by other variables not examined in this study. Thus, it is deemed that the better the celebrity endorser and electronic word of mouth of Tokopedia, the better the purchase decision of consumers of Tokopedia.*

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**[MT-198]**  
**Purchase Intention of Non-Food Halal Products**

**Rihlah Farhati,**  
Universitas Indonesia,  
**E-mail:** rihfarhati@gmail.com

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***Abstract***

*Halal lifestyle is a new massive phenomenon in Indonesia, not only in the food sector but also for the non-food sector. There are some non-food products that being the first mover and branding themselves as 'first halal-certified product' in their category. This research aims to investigate purchase intention towards halal branding in non-food products by using the theory of reasoned action. This study was empirically tested on millennial women by using an online survey to see the effects of variable religiosity, knowledge, subjective norm, and product quality on attitude; and the effect of attitude on purchase intention. The result contributes to encouraging marketers to adopt halal branding for non-food products because it shows a significant effect on attitude towards purchase intention. Other results also indicate significant effect for relationships between religiosity, subjective norm, and product quality towards attitude.*

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**[MT-199]**  
**Analysis of Customer Satisfaction As An Intervening Variable On The  
Effect Of Retail Service Quality On Customer Loyalty At Uniqlo  
Indonesia**

**Trisha Gilang Saraswati,**  
Telkom University,  
**E-mail:** trishasaraswati@gmail.com

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***Abstract***

*This study aims to analyze customer satisfaction as an intervening variable on the relationship between the influence of retail service quality on customer satisfaction at Uniqlo Indonesia. Consumer loyalty in the clothing retail business is an important aspect to consider, this is because consumer loyalty will directly influence the business continuity. this is a major concern for uniqlo, a clothing business from Japan, which is reaching Indonesian market share. Uniqlo consumers show a great deal of loyalty, and it could be influenced by retail service quality offered by Uniqlo that needs further testing. This research is included in a descriptive study with an associative method using Path Analysis involving each of the 100 consumers who have shopped at Uniqlo Indonesia as respondents, with a sampling method using purposive sampling techniques. The results of the study stated that retail service quality has an influence on customer loyalty at Uniqlo. Likewise, when tested using customer satisfaction as an intervening variable, shows that retail service quality has a greater effect on customer loyalty. For that reason, Uniqlo Indonesia can pay attention to the retail service quality and customer satisfaction in Uniqlo business, to gain more customer loyalty.*

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**[HRIBKMT-206]**  
**The Linking of Employee Career Development Program and Promotion**  
**In PT. XL Axiata Tbk Bandung Indonesia**

**Anita Silvianita,**  
Telkom University,  
**E-mail:** astrue.nita@gmail.com

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***Abstract***

*Human resources is a determining factor for a company, because through qualified human resources, the company will be able to compete with other's in business. To improve the quality of its workforce, every company must be able to provide strategies that can improve the employee's ability in work. Career development become one of the strategy that must be considered by a company continuously. The aim of this research was to determine whether career development programs affect the promotion on employees of PT. XL Axiata Tbk Bandung branch. This research used quantitative methods and descriptive research. To get a complete result, this study analyzed the questionnaire through 30 employees that act as respondents as a sample. By a simple regression analysis as a statistical tool, known that career development variable in this research has an effect on the promotion on employees for 50.9%. While 49.1% is influenced by another factors that not examined in this study. As a suggestion, in the future PT. XL Axiata Tbk Bandung branch is expected to consider the employee's educational background, time of work, and educational background which can be appropriate with jobs in the promotion. Moreover, the company is also expected to provide equal opportunities for employees to develop their careers.*

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