



UNIVERSITAS PENDIDIKAN INDONESIA



ICEBEF

19TH SEPTEMBER 2018

**The 1st UPI International Conference
on Economics, Business, Entrepreneurship, and Finance**

"Digital Economy Society : Opportunities and Challenges"

Venue and Activities

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Keynote Speakers :



Dr. Karolos Papadas
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Assoc. Prof. Noor Azman Ali, Ph.D
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Prof. Dr. Sunaryo Kartadinata
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Advances in **Economics, Business and Management Research**

Proceedings of the 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)

The 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018) is an international conference that brings together academics, professionals, entrepreneurs, researchers, learners, and other related groups from all around the world who have special interest in the theories, practices as well as praxis in the field of economics, business, entrepreneurship, finance, as well as education related to these particular fields, to present and share their works. This conference provides opportunities for both the presenters and participants to exchange new ideas and experiences, establish research relations, and find global partners for future collaboration.

Nowadays, the use of internet has gained more popularity as the medium for doing business, such as in Indonesia as the fifth highest number of internet users in the world where number of people who are literate about internet and doing online businesses are increasing. This Internet-based business phenomenon in so many ways brings changes on economic orders, behaviors, and culture as it brings with it opportunities and challenges. Considering this phenomenon, this 1st ICEBEF chooses "Digital Economy Society: Opportunity and Challenges" as its theme.

Please click [here](#) for the conference website.

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Andi Primafira Bumandava Eka, Nugraha Nugraha

The implementation of regional autonomy brought changes to the management of Regional Finance in general and the management of the Regional Budget in particular which was fully handed over to the regional government. One of the objectives of implementing regional autonomy and fiscal decentralization...

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[Increase Interest in Entrepreneurship Seen from Financial Literature, Self Efficiency and E-Commerce](#)

Indra Mulia Pratama, Nugraha Nugraha

This study aims to Obtain evidence on the influence of financial literacy on increasing interest for entrepreneurship, the effect of self-efficacy on the Increase of entrepreneurial interest and e-commerce influence on increasing interest for entrepreneurship. Theory of Planned Behavior states that one's...

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[Teacher Skills Using Learning Media and Teaching Style to Teacher Competency](#)

Rizkiana Zahra, Kurjono Kurjono

The lack of competencies possessed by teachers is still an unresolved problem. Teachers are one of the motivators to achieve the goals of national education. Law No. 14 Year 2005 on Teachers and Lecturers and Government Regulation no. 74 Year 2008, the competence of teachers includes pedagogic competence,...

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[The Effects of Ownership Structure on Bank Profitability](#)

Dewi Asri Rosalina, Nugraha Nugraha

This study aims to examine the effects of ownership structure on the profitability of banks in Indonesia. The structure of bank ownership is divided into three categories, namely government, private domestic, and foreign ownership. Bank profitability is measured by Return on Assets (ROA) and Return on...

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[Community-based MSMEs \(Micro, Small, Medium Enterprises\) Financing Model to Increase Bussiness Independence](#)

Heni Mulyani, Ajang Mulyadi

This research aims to develop MSMEs financing community-based model to increase business independence. The goal to be achieved in this research is a model of MSMEs financing that can be implemented by small and medium entrepreneurs to improve business independence. The method used in this research is...

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Testing of Dividend Signaling Theory

Imas Purnamasari, Heraenitanuatmodjo Heraenitanuatmodjo

This research aims to test whether dividend policy gives positive signal or negative signal to change of company value. The research was conducted at basic industry and chemical company which listed in Indonesia Stoc Exchange period 2006-2015. Variable used in this research is dividend policy in proxy...

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Revenue Concentration and Debt Usage: As they affect fiscal distress in district government

Ida Farida Adi Prawira, Silvi Aulia Darus

This paper investigates revenue concentration and debt usage with fiscal distress in district government with adopting Trussed and Patrick Fiscal Distress Model. We hypothesize that fiscal distress is positively correlation with revenue concentration and debt usage. This study uses descriptive method...

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Member Perception of Baitul Maal Wa Tamwil

Elis Mediawati, Arim Arim, Silviana Agustami, Andi Irwansyah Mattupuang, Siska Yulia Solihati, Wina Sholehah, Ida Indriani, Galih Tresna Perdana

This study aims to analyze the opinions of members towards BMT. Research subjects are individual members who use BMT services. Data analysis method is descriptive statistics. The results of the analysis conclude that members prefer to propose murabahah financing to develop their business. Most members...

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The Role of Intellectual Capital and Management Ownership on Financial Performance

Indah Fitriani, M. Rasyid Ridho

This study aims to analyze the effect of intellectual capital and managerial ownership on financial performance. The research was conducted in the information technology sector that was listed on the Indonesia Stock Exchange in 2010-2015. This research uses quantitative verification method and regression...

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[Corporate Social Responsibility Disclosure, Ownership Structure and Tax Aggressiveness](#)

Toni Heryana, Arizal Zul Lathif

This study aims to empirically examine the effect of corporate social responsibility disclosure and ownership structure on tax aggressiveness, especially in mining companies operating in Indonesia. The results of testing hypotheses using panel data regression obtained results that disclosure of corporate...

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[Behavioral Intention Analysis on E-Money Services in Indonesia: Using the modified UTAUT model](#)

Refi Rifaldi Windya Giri, Dinny Apriliani, Alfira Sofia

The level of use of e-money services in Indonesia is still relatively low. Low in trust and high risk are thought to be determinants of the level of community behavioral intention. On the other hand, other factors of age, gender and level of education also affect the relationship of behavioral intention...

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[Analysis of Investment Policy of Local Government in the Era of Industrial Revolution 4.0](#)

Budi Supriatono Purnomo, Alfira Sofia

Local governments as public service providers have an important responsibility in an effort to improve the welfare of the community within the local government. One of the efforts that can promote the improvement of people's welfare in the financial perspective is to improve the investment climate. West...

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[Strategic Effort to Improve Tax Compliance](#)

Memen Kustiawan, Hanifa Zulhaimi, Ikin Solikin

This study is directed to identify any strategy that can be done to improve tax compliance. With the spirit of the state apparatus, especially the Civil Servant, in reporting the taxes, it is expected to become a continuously growing and infectious snowball to the taxpayers to report their taxes correctly,...

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[Comparison Analysis of Sharia Banking Financial Performance Using Income Statement Approach and Value Added Statement Approach](#)

Arim Nasim, Siska Yulia Solihati

This Study aims to analyze the difference between the income statement approach and the value added statement approach used to measure the financial performance of Islamic banking in Indonesia. Research subjects are Islamic Banks listed in Indonesia. Data analysis method is descriptive statistics. The...

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[The Influence of Good Corporate Governance and Profitability into the Disclosure of Sustainability Report in Banking](#)

Silviana Agustami, Yunis Listiani

This research aimed to know the effect of good corporate governance and profitability on sustainability report disclosure in banking in Indonesia in 2013-2015. The research method applied in this study was descriptive and verificative methods. The technique for the data collection was trough examining...

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[Analysis of the Effectiveness of Promoted Listings Using the Method of EPIC Model](#)

Wensley Reyes, Nikolee Marie Serafico, Heny Hendrayati, Agus Ramdhan

In the world of advertising, various types of advertisements continue to be developed in accordance with time, technological advances, and current patterns of consumer behavior. However, the most common problem nowadays is that most people do not like advertisements while browsing on the internet. Presently,...

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[Quality Function Deployment Analysis on Transportation Services](#)

Chairul Furqon, Mokh. Adib Sultan, Solehatin Ika Putri

Transportation is one of the factors supporting the economic activity of the society. However, the safety factor and the timeliness of transportation services are still a major

problem, especially in West Java, Indonesia. The growing number of people and implications for congestion, making transportation...

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[Distinctive Capabilities: Can it be a source of competitive advantage?](#)

Annisa Ciptagustia, Kusnendi Kusnendi

The aim of this research was to explore the effect of distinctive capabilities to competitive advantage rattan furniture industry. The samples of this verificative research are 70 companies member of ASMINDO Cirebon, East Java, Indonesia. In this research we use stratified proportional random sampling...

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[The Implementation of Role-Playing in Understanding Ponzi Scheme Investment](#)

Maya Sari, Nugraha Nugraha

The practice of Ponzi schemes is still widely found today. This study aims to implement and develop role-playing method on learning Ponzi scheme investment for undergraduate students. In this semi-experimental study, there were 27 students involved and treated as sample who were selected randomly. A...

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[Fashion SMEs: Strengthening a brand image through social media](#)

Arief Budiman, Heny Hendrayati, Mochamad Achyarsyah

It can be said that social media is a new media, a powerful media for the future. It's a media where every brand has a chance to have its own media. Its ability to encourage consumers to participate or so-called consumer generated content will make communication to be efficient, fast, and timely. The...

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[Geoproduct Development as Part of Geotourism at Geopark Belitong](#)

Ayu Krishna Yuliawati, Rofi Rofaida, Budhi Pamungkas Gautama, Mohamad Sapari Dwi Hadian

Geopark in Indonesia has SMEs which are engaged in geoproduct development. Geoproduct are products and services created by the community living in the surrounding geopark areas. Geopark has become a targeted destination for geotourism in Belitong, Indonesia. These geopark have unique geoproduct development....

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[Market Potential of PDAM Infrastructure Financing with Trade Credit](#)

Didin Saepudin, Nenny Handajani, Tata Zaenal Mutaqin

The achievement of the target of fulfilling drinking water needs in Indonesia is not easily met. One of the main problems is the financing of PDAM infrastructure development. Many infrastructure financing models have offered, but not necessarily in accordance with the conditions of the company. The developed...

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[Analysis of Typology of Womenpreneur in Fashion](#)

Heny Hendrayati, Vanessa Gaffar, Arief Budiman, Oce Ridwanudin

There are only limited number of studies that examine the development of women entrepreneurs in Indonesia. There are at least two main reasons why the development of women entrepreneurs in Indonesia needs to be examined. First, national and West Java data on the number of women entrepreneurs and their...

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[Factors Influencing Restaurant Selection in Bandung Culinary City](#)

Vanessa Gaffar, Heny Hendrayati, Vemi Purwadi Bahtiar

The development of tourism Indonesia shows a significance result from time to time. This can be seen by the increase number of tourists travelling in Indonesia. One of the famous tourist destinations in Indonesia is Bandung City. Bandung is not only well known for its beauty of the nature, but also for...

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[Higher Education Management Revitalization in Indonesia in Efforts to Increase Global Competitiveness](#)

Nanang Fattah, Budhi Pamungkas Gautama

This study aims to obtain a model in managing PT that is globally competitive. This paper is based on a view that Globalization as a general phenomenon has implications for the dynamics of college life. An indication that can be observed is the existence of Global Student Mobility. For example at UPI...

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[Value Chain Model in Dairy Industry to Improve Business Competitiveness](#)

Rofi Rofaida

Ministry of Agriculture and the Ministry of Industry said that the dairy industry is one industry that occupies a strategic position based on the potential development and strategic role in the national economy. Nevertheless, the results of scooping study conducted by the Agency for Agricultural Research...

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[The Effect of Coaching on Employee Performance](#)

B Lena Nuryanti, Masharyono Masharyono, Hanani Fauziatunisa

The study aims to determine the effect of coaching on employee performance at PT. Sari Ater Hotel and Resort Subang. The research uses descriptive analysis technique and verification. It adopted an explanatory survey method involving 62 respondents that are selected using saturation sampling with population...

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[Management Commitment and Partner Relationship Program toward Export Performance of Handicraft Industry](#)

Fansuri Munawar, Agus Rahayu, Disman Disman, Lili Adi Wibowo

This paper aims to develop a model relationship between management commitment and partner relationship program to handicraft export performance. This paper uses a conceptual study by conducting a review of related literature from various journal article sources thoroughly before developing propositions...

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Learning Activeness through Learning Media and Class Management

Indri Nuryasintia, Lili Adi Wibowo

This research was conducted with the aim to test the influence of learning media classroom and class management on student learning activeness learning XII MIA 3 SMA Negeri 1 Lembang. Activity of students in learning is an important and fundamental problem that must be understood, and developed every...

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Smart Tourism Strategy in Increasing the Number of Tourist in Indonesia

Dimas Yudistira Nugraha, Lili Adi Wibowo, Disman Disman, Ratih Hurriyati

The number of tourists in Indonesia are increasing rapidly. Tourism programs from Indonesian government plays an important role in numerous parts of tourism. One of Indonesian government tourism program is by implementing smart tourism. Smart tourism program is potentially increasing experience of the...

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Determinants of Factor That Affect Liquidity Risk of Islamic Banks in Indonesia and Malaysia

Yessi Sasmita Anggun, Ikaputera Waspada

This study aims to analyze the factors that influence liquidity risk in Islamic banks in Indonesia and Malaysia. Research uses descriptive methods and quantitative methods. The indicator used in analyzing liquidity risk is Size of Firm, Return On Assets, Return On Equity, and Capital Asset Ratio. The...

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Self Regulated Learning Effect on Learning Outcomes in Moderated Student Learning Motivation

Novita Sri Ariyanti, Dadang Dahlan

Learning outcomes is one benchmark achievement of teaching and learning activities in schools. Many factors can affect the learning outcomes used by students in school, one of the factors that influence self regulated learning. Self regulated learning is the process by which a learner activates and sustains...

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[Analysis on the Effectiveness of Curriculum 2013 Implementation \(Survey to economics teacher in the greater Bandung\)](#)

Ilhamsyah Maulana, Neti Budiwati, Ani Pinayani

This study aimed to determine the effectiveness of Curriculum 2013 implementation by Economics Teachers in the Greater Bandung, and know the influence of teachers' competencies on the effectiveness of Curriculum 2013 Implementation. The study used survey method by questionnaire. The results showed that...

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[The Influence of the Effectiveness of Leadership Style on Performance of Employees](#)

Nova Rahmawati Chaidir, Eeng Ahman

The effectiveness of leadership style is an important factor in influencing the performance of employees. This research aims to know the influence of the effectiveness of leadership style on performance of employees in the Directorate of human resources of PT Bio Farma (Persero). The population of the...

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[Influences of Problem Posing Method and Conventional Method on Problem-Solving Ability in High-School Student](#)

Dewi Daryati, Nugraha Nugraha, Nani Sutarni

This research is in the background by base of flexible level of student during a process of learning, which is still happening in the field. Base responsive level of student can be seen as the result of economic test value class XII IPS Year lesson 2017/2018. The purpose of this research is to know the...

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[Influence of Learning Model through Problem-Based Learning Method to Improve Student Learning Outcomes](#)

Rosalina Puspa Tirta, Suwatno Suwatno, Rasto Rasto

This research is about the influence of the use of learning model through Problem-Based Learning (PBL) method to improve student learning outcomes. Problem in this study is the low learning outcomes of students on correspondence lesson's material and information class eleven Office Management programs...

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[Prospective Workers' Self Responsibility and Confidence: A post-industrial work practice reflective study](#)

Rini Intansari Meilani, Rita Rosmawati

Self-responsibility and confidence have been believed as two of many soft skills significant for workforce success and human capital development. Considered as important qualities of professionals, demands for these intangible personal attributes have increased significantly around the world and, thus,...

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[The Influence of Work Life Balance on the Organizational Commitment of Female Employees](#)

Tigin Lugiani, Tjutju Yuniarsih

This study aims to determine the effect of work life balance on organizational commitment to female employees of PT Kwanglim YH Indah. The research method used is quantitative method using the SPSS 21 program. The data used in this study are primary data obtained from interviews and questionnaires. The...

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[Influence of Industrial Work Practices and Learning Achievements on Students Work Readiness](#)

Lia Yuliani, Tjutju Yuniarsih

This study aims to examine the influence of industrial work practices and student achievement on the readiness of students of class XI Accounting 1 Baleendah 3 Vocational High School, a research method used survey with quantitative approach. Data analysis technique used is Multiple Linear Regression...

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[Job Involvement as Determinant of Teacher Job Satisfaction](#)

Rubi'ah Sugiarti, Rasto Rasto

This study aimed to determine the influence of job involvement on teacher job satisfaction of Vocational High School in Bandung. The research used behavioral theory. The research method used explanatory survey method. This method is considered appropriate for this study to gather factual information...

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[Recruitment Effectiveness of Employees to Support Performance](#)

Riza Budi Abdul Barry, Adman Adman, Endang Supardi, Alit Sarino, Durotul Yatimah, Ridwan Purnama

The research raises the issue about the declining agency staffing employees performance in the areas of education and training. The aspects which studied in this research are the recruitment effective of performance employee. This research uses survey description method. The data is collected by distributing...

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[Model of Employee Empowerment and Organizational Performance at National Strategic Manufacturing Companies in West Java](#)

Djoko Pitoyo, Tjutju Yuniarsih, Eeng Ahman, Suparno Suparno

The role of national manufacturing companies is very strategic because of its great contribution to GDP. However, these developments and growth are very volatile towards a drastic decline in 2016. The purpose of this study is to know and analyze the influence of employee empowerment on organizational...

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[The Effect of Educational Entrepreneurship and Creativity to Entrepreneurial Intermediation](#)

Inten Noor Imania, Suwatno Suwatno

This study aims to examine the influence of entrepreneurship education on entrepreneurship interest in accounting skill program students at SMK Al Hikmah Garut. The research method used is quantitative method. The subject of this study is the students of class XI accounting expertise program at SMK Al...

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Improving Learners' Oral Communication Skills through Storytelling Learning Method and Learning Facilities

Mia Aulia, Suwatno Suwatno, Budi Santoso

This paper aims to analyze effort to improve learners' oral communication skills through storytelling learning method with variation in learner learning facilities. The research method used is Quasi Experiment. Data collection techniques used are check list and questionnaires. While the data analysis...

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Teaching Skills and Learning Discipline as Factors Affecting Students' Learning Outcomes

Ade Sobandi, Novi Nurlatifah

Teacher teaching skills and student learning discipline as external and internal factors empirically have a significant effect on student learning outcomes. This article discusses the results of research on the effect of two independent variables on one dependent variable. By using explanation survey...

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Effectiveness of Transformational Leadership and OCB at Vocational High School in Bandung

Hady Siti Hadijah, Hendri Winata, Real Alvika Fachrezy

In some Vocational Schools in the city of Bandung, there is a phenomenon that teachers lack the organizational citizenship behavior or OCB, namely behavior prepared to carry out tasks outside their duties. There are still many teachers who are reluctant to help serve unintentional external requests....

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Contribution of Teacher's Pedagogic Competence and Learning Facilities in School to Build a Quality Learning Process

Ayu Sekari, Tjutju Yuniarsih

This study aimed at analyzing the quality of learning process affected by the teachers' pedagogic competence level and the school's learning facilities. The method used was survey, with questionnaire as the instrument for data collection. The results showed that the teachers' pedagogic competence and...

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[Women Entrepreneurship Intensions in Indonesia](#)

Marwan Effendi, Suryana Suryana

Entrepreneurial intentions are formed from a series of variable causes such as the personal attractiveness of entrepreneurs, formed by entrepreneurship skills, the attitude of entrepreneurs formed by tradition, comfort, security, virtue values and self-entrepreneurial concepts. In this study will examine...

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[Effect of Application Cooperative Learning Model Student Team Achievement Divisions Method of Improving Students Critical Thinking Ability](#)

Iin Khairunnisa, Ari Riswanto

This research is about the influence of the use of Cooperative Learning model through Student Team Achievement Divisions (STAD) method towards the improvement of students' critical thinking. The problem in this research is the low of students' critical thinking about the subject of economics class eleven...

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[The Phenomenon of Tax Planning in Indonesia: Effect of aggressive tax planning and audit quality on tax shelter](#)

R. Nelly Nur Apandi

The increasing number of taxpayers who are set to do tax shelters is due to a planned aggressive action to report a lower amount of tax payable. The release of the International Standard on Auditing (ISA) has a major impact on the audit process in Indonesia. ISA No. 240 states that an auditor has a duty...

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[The Influence of Profitability, Liquidity, and Investment Opportunitiy to Dividend Policy on Companies Listed in the LQ-45 Index](#)

Netti Siska Nurhayati

The purpose of this research is to know the impact of profitability, liquidity, and investment opportunity to dividend policy. In this research, proxy of profitability is ROE, liquidity is CR, and investment opportunity is Market to Book Asset Ratio. Sampling method which is used is purposive sampling...

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[Strategy for The Development of Academic Power Capacity \(PKTA\) to Improve Productivity and Competitiveness PT](#)

Budhi Pamungkas Gautama, Nanang Fattah

This study aims to identify and analyze the main supporting and inhibiting factors faced by academic and institutional personnel in the effort of developing the capacity of lecturers, especially to achieve professorship. Key issues to be researched and studied are related to (1) supporting and inhibiting...

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[Tourists' Intention to Revisit Tourism of Heritage Buildings in Bandung](#)

Mokh Adib Sultan, Tulus Haryono, Budhi Haryanto

This study examines the influence on perceived quality, perceived value, on revisit intention. Sample consists of 150 tourists who have intention to revisit heritage tourisms in Bandung, taken by Convenience sampling. Structural equation modelling (SEM) technique is the statistical method selected in...

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[The Effect of Job Satisfaction and Organizational Commitment to Performance of Employees Dinas Pendidikan Kota Bandung](#)

Askolani Askolani, Dibias Lazuardi Maulid

The purpose of this research is to know the influence of job satisfaction and organizational commitment of employees against the performance of employees. This research has the object i.e., the employees of Dinas Pendidikan Kota Bandung. The object of the research is under the governance of the city...

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Factor Analysis on Purchasing Decision of Islamic Insurance (A survey on an Islamic insurance participants in Bandung)

Fauziyyah Nur Afina, Agus Rahayu, Hilda Monoarfa, Rida Rosida, Juliana Juliana

This research is motivated by the phenomenon of the lack of public purchasing decisions on Islamic insurance services. This can be seen from the low number of assets and market share of Islamic insurance services. The purpose of this research is to determine the reasons for purchasing decisions of insurance...

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Organizational Culture and Organizational Effectiveness at Public Universities of Educational Institution of Education Personnel

M Arief Ramdhany, Arvian Triantoro, Hari Mulyadi, R Dian Hardiana

This study analyzes the organizational culture and organizational effectiveness at public universities that operate the Educational Institution of Education Personnel (EIEP) in Indonesia. A carefully developed organizational culture can be part of a strategy to harmonize the cultural expressions of members...

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Corporate Governance Quality Assessment Based on Internet: Study of state-owned enterprises and regional owned enterprises in Indonesia

Ulil Hartono, Musdholifah Musdholifah

This study aims to provide the corporate governance quality of State-owned enterprises and regional owned enterprises in Indonesia. Internet based corporate governance (IBCG) rating modified is used as a measure of the corporate governance quality which include five components, namely shareholders, transparency,...

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Determination of Islamic Investment Behaviour: Study of Shariapreneur Community

Hanifah H.K.S., Aas Nurasyiah, Kusnendi

This study aims to determine the influence of religiosity, income, and education on Islamic investment behavior. The method used is explanatory survey with multiple linear regression test. Research respondents are shariapreneur Community in Bandung City. The sampling technique used is random sampling....

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[How Does Student's Engagement Build Consumer Green Behavior ?](#)

Susanti Kurniawati, Agus Rahayu, Disman Disman, Nana Supriatna

This research is based on the high environmental damage because of environmentally unfriendly behavior. So that it needs serious and crucial effort to solve these problems, especially through learning. The purpose of this study is to know how the quality of student engagement in learning contributes...

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[DER ROE, Percentage Offering of Shares and their Influences to Initial Return in its Companies Doing IPO \(Empirical study on non-financial companies listed on BEI\)](#)

Lorina Siregar Sudjiman, Disman Disman, Rosmita Dewi

This research aims to find out the influence of return on equity, debt to equity ratio, and percentage of stock offering to initial return on nonfinancial companies. The study used data analysis using t test, F test, R 2 test, and two linear regression equations. Using the partial test (t test), the...

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[Factors that Influence Tax Revenue and Government Expenditure in the Asia Pacific Region](#)

Feny Yusnika, Aristanti Widyaningsih

This research aims to determine how the effect of economic growth, inflation, tax rate and good government governance on tax revenue and government expenditure on countries in the Asia Pacific region. The method of research analysis used is descriptive and verification analysis method of quantitative...

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[The Influence of Assessment System of Employee Achievement towards Apparatus State Performance \(Case study towards government employee in Universitas Pendidikan Indonesia\) Universitas Pendidikan Indonesia\)](#)

Budi Santoso, Nani Imaniyati, Ikaputera Waspada

Assessment system of employee achievement policy is done to produce professional, responsible, honest, and equitable government employee through training which is held based on the job achievement system and carrier system focused on job achievement system. It is also to guarantee the objectivity in...

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[Influence of Carbon Management Accounting on Firm Value](#)

Andreas Guntara, Mimin Widaningsih

The main objective of this research was to investigate the influence of carbon management accounting on firm value between companies in Indonesia listed on the Indonesia Stock Exchange (BEI) and Thai companies listed on the Stock Exchange of Thailand (SET) in 2012-2016. This study used verification and...

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[Quadrant Model of Change Management at Vocational High School in West Java](#)

Nani Sutarni, M Arief Ramdhany, Achmad Hufad

The various challenges facing schools from society in general and the demands from policy and education stakeholders require schools to adapt a management with a focus on changes in key components of the school. All components of education in schools need to be managed efficiently and effectively so...

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[Student Motivation and School Facilities as Determinants towards Student Learning Outcome](#)

Janah Sojanah, Trianda Ferlinda

Student learning outcome is affected by many factors namely student motivation and school facilities. This article discusses findings regarding the influence of student motivation and school facilities towards student learning outcome in Archival Subject in Bina Wisata Lembang Vocational High School....

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[Organizational Commitment and Teachers Jobs Performance with Employment Status](#)

Sylmi Hasanah Hadi, Sambas Ali Muhidin, Budi Santoso

This research paper aims to analyze the influence of organizational commitment on teacher's performance with control variable of employment status. This research used explanatory survey method. The data was collected by using questionnaires. The respondents were 30 teachers of State Vocational School...

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[The Effect of Marketing Mix Quality on Customer Perceived Values to the Images of Well-Known Recreational Destinations in Sukabumi Region](#)

Joko Joko

The aim of the research was to find out how marketing mix efforts in promoting thematic of recreation destinations in Sukabumi region (affected values of the customer on the images of the destinations). Furthermore, it is interested to evaluate the influence of marketing image and mix applied on the...

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[The Internal Factors Determining Rate of Return on Mudharaba Deposits in Sharia Commercial Banks in Indonesia](#)

Leni Yulyani, Jajang W Mahri, Suci Aprilliani Utami, Aneu Cakhyaneu

This study aims to determine and analyze the internal factors that affect the rate of return on mudharaba deposits at Sharia Commercial Banks in Indonesia. The populations in this study are 13 Sharia Commercial Banks. The sample used amounted to eight Commercial Banks in the first quarter of 2014- fourth...

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[Capacity Building in Improving the Performance of Village-Owned Enterprises in Sumedang Regency](#)

Akadun Akadun, Lalas Sulastri, Hidayat Hidayat

The study aims to analyze the building capacity in improving the performance of Village-Owned Enterprises in Sumedang Regency. The product of this study was the Manual for Capacity Building in Improving the Performance of Village-Owned Enterprises in Sumedang Regency. Based on tools and criteria of measurements...

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[The Influence of Entertainment Tax and Advertising Tax toward Local Original Income in Bandung](#)

Reza Kurniawan, Nonon Dherian Rizki

This study aims to find out the influence of tax entertainment and advertising tax toward local original income in Bandung, using quantitative and descriptive methods and using hypothesis in determining the results. Partially there is influence while advertising tax has no influence. Simultaneously there...

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[Creative Industry, Creative City and Creativity Spillover in Indonesia: Preliminary research](#)

Horas Djulius, Juanim Juanim, Choi Wongyu, Raeni Dwi Santy

The aim of this study is to analyze the preliminary evidence of knowledge spillover occurrence in the creative industry in Indonesia. This paper begins with a literature review of knowledge spillover occurrence together with the empirical phenomena of which channels causing spillover. In line with the...

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[Micro, Small, and Medium Scale Industry as Means of Poverty Reduction](#)

Endang Rostiana, Horas Djulius

The development of micro, small, and medium scale enterprises (SMEs) expectantly contributes to the reduction of poverty, particularly in the developing countries like Indonesia. This paper presents the theoretical phenomena of how the relationship between the two of them. The aims of this study are...

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[Micro and Small Business Development by Using Digital Economy](#)

Ellen Rusliati, Mulyaningrum Mulyaningrum

The purpose of this study was to exploit the local potential owned by entrepreneurs in Majalengka District with the opportunity of the establishment of West Java International Airport. The research method used was a descriptive qualitative method with an analysis unit is Majalengka Youth Entrepreneur...

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[Factors that Influence the Financial Performance of PT Pos Indonesia \(Persero\)](#)

Euis Eka Pramiasih, Ani Yunaningsih

PT Pos Indonesia (Persero) is a state-owned company established in 1906 with initial objective to provide mail and goods delivery service. PT Pos Indonesia (Persero) dominated the industry until 1995 but underwent decline because the emergence of competitors whom adapted to advancement of information...

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[Market Reaction on the First Reshuffle of “Kabinet Kerja” at LQ 45](#)

Soritaon Siregar, Nita Kanya

The purpose of this study was to know the difference of average abnormal return at LQ 45 between before and after announcement reshuffle of “Kabinet Kerja”. This study used explanatory survey method. The total population of 45 companies. Daily data for 6 days’ observation each 3 days before announcement...

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[Activity Based Costing to Determine Tuition Fee in University: A case study](#)

Dwi Indah Lestari, Rika Mardiani

Since the competition between universities become more competitive thus it raises the urge to the universities to increase their quality, service and facilities. As an impact, universities need more fund to improve their quality. Even though universities are nonprofit organization, universities need...

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[The Influence of Company Size and Audit Fee on Audit Quality](#)

Pythaloka Diah Ayu, Rosnidah Ida, Sulistyowati Wiwit Apit

The need for transparent and accountable financial report makes a number of rules require companies to present audited financial report. Audit quality is measured by Kasznik's discretionary accrual model. This approach was adopted by Siregar who found that in Indonesia the Kasznik model had the highest...

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[Could Economic Growth and Inflation Affect the Acceptance of Value Added Taxes?](#)

Moh Yudi Mahadianto, Nelia Fariani Siregar, Dewi Budi Rahayu, Arinal Muna, Ayatulloh Michael Musyaffi

In Indonesia, the acceptance of the value added tax is the second largest source of acceptance upon receipt of income tax. This certainly indicates that the value added tax revenues should continue to be maintained in order to achieve the optimal tax revenue target. This research aims to know and analyze...

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[The Private Return on Education and How to Solve the Endogeneity Problem: Case Indonesia](#)

Nenny Hendajany

This paper discusses the return on education using the Mincer model. The Mincer equation is a log natural income associated with years of school completion and work experience. One of the problems arising from the Mincer equation using the OLS (Ordinary Least Square) method is biased estimation result....

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[Balanced Scorecard Approach: Can the Performance of Sharia Banks be Measured? \(Registered at the financial services authority\)](#)

Aryanti Ratnawati, Saepudin Saepudin, Siti Asri Hardiyanti

Banking as the main pillar in the economic traffic as well as people who are increasingly aware of the harmful effects of riba (usury) cause sharia banks have been chosen by many people. However, the slowing growth of sharia banks, especially sharia commercial banks in the last 5 years, has become a...

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[Myth of Financial Statement in Indonesian College From Barthesian's Semiology](#)

Sri Pujiningsih, Sawitri Dwi Prastiti, Ika Putri Larasati

This research was aimed at identifying connotative meanings and myths of college financial statement in Indonesia. Data of the research were two college financial statements and notes to financial statements of state colleges in the form of public service agencies. A content analysis based on Roland...

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[Understanding the Determinants of Financial Literacy: A quantitative study on students](#)

Atang Hermawan, Ardi Gunardi, Winna Maula Intan Agustine

Financial literacy has proven to be more and more important for everyone, because it is affecting towards their lifestyle and financial well-being. This study aims to find out the relationship between Financial wellness, Financial Satisfaction, and Financial Behavior on Financial Literacy among students...

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[The Influence of Accounting Module Usage with Scientific Approach Based Towards Students' Critical Thinking Ability](#)

Aan Anisah, Nurul Senja Wiraningfuri

The purpose of this study was to determine the ability of students to think critically about the subject of Adjusting Journal Entry after following the learning using the Accounting Module with a scientific approach and to determine the effect of using the Accounting Module with a scientific approach...

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[Building Competitive Advantages and Its Implications on Sales](#)

Dodi Sukmayana

The purpose of this study is to determine (1) Influence Diversity of products, brands and packaging to competitive advantage in MSE of Opak in Sumedang regency. (2) Influence of product, brand and packaging Diversity on sales result at MSE of Opak in Sumedang Regency. (3) The Influence of Competitive...

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Analysis of Company's Financial Condition, Growth, Size and Reputation of the Public Accountant Firms on Going Concern Opinion

Endang Susilawati

The purpose of the research was to analyze the company's financial condition, growth, size and reputation of the public accountant firms on going concern opinion, both partially and simultaneously. The data were collected from Indonesian Stock Exchange in a period of 2012 -2016. This research used purposive...

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The Critical Roles of Celebrity Endorsement in Telecommunication Device Industries

Yadi Ernawadi, Elis Dwiana Ratnamurni, Nuke Paramitha

The purpose of this study was to examine the relationship between celebrity endorsement and purchase intention in telecommunication device industries. A structured and self-administered survey was used to get responses from the students as the sample target. The authors delivered 154 questionnaires to...

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Change Management Development in Effort to Increase Effectiveness of Enterprise Resource Planning (ERP) Implementation (Case study in PT ABC)

Faisal Ikhram

Enterprise Resource Planning (ERP) is an integrated information system technology. It is a large and complex information system because it relates to the entire business process of the company. But there are many companies that have failed in implementing the ERP. Upgrading software may lead to the resistance...

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The Effects of Transformational Leadership and Job Satisfaction on Organizational Commitment

Albert Kurniawan Purnomo, Nidya Novalia

The aim of this research was to determine the variables of organizational commitment. The results of this study aim to analyze PT X is engaged in the field of airlines in Indonesia serving the eastern part of Indonesia. From the temporary observation it is seen that the employees of PT. X indicate attendance;...

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[Factors that Affect Management Accounting Information Systems and its Implication to the Quality of Management Accounting Information \(Cooperative industries at Kuningan Indonesia\)](#)

Irwan Sutirman Wahdiat, Ahmad Syifaudin, Mardi Mardi, Siti Nurhadiyati, Tri Neliana

The research aims to analyze the implementation of management accounting information systems, internal and external factors and information of management accounting in cooperative business entity in Kuningan (a district in Cirebon Region, West Java Province, Indonesia). The development of small business...

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[Comparison of Various Liquidity Measures in LQ45 Stocks](#)

Erna Garnia, Ae Suaesih, Hadi Ahmad Sukardi

The liquidity of stock is the decisive factor that must be considered for investment in capital market. Though various liquidity measures were proposed, no works have shown what is the best one. This paper compares the various liquidity measures in predicting the expected return of LQ45 stocks. LQ45...

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[Problematic of Secondhand Car Products in Palembang: Analysis of marketing mix towards purchase decision](#)

Cut Irna Setiawati, Salaz Protopan, Ai Lili Yuliati

Involving in the increasingly fierce competition, Kompas Motor Showroom needs to expand its business. Based on the interview results, there are problems associated with the marketing mix and the indication of the fluctuations tends to decrease in sales so that companies need to develop appropriate marketing...

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[Employee Turnover Intention: The role of perceived organizational support and stress](#)

Irni Yunita, Arif Partono Prasetyo, Soeparwoto Dharmoputra, Samrotu Sa'adah

Managing turnover is quite difficult these days. Organizations competing with each other to hire the best available employees. They also need to keep their best performers from leaving. That is why organizations should identify their employee intention to leave. This study examines the relationships...

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[The Role of Online Community indorunnersbdg in Building the Brand Equity](#)

Dini Salmiyah Fithrah Ali, Itca Istia Wahyuni

The advancement of internet, mobile and networking technologies has transformed the world into an area that is no longer geographically insulated. People can connect to each other directly and constantly form a community. The community is formed because of our willingness to interact with people who...

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[How the Green Human Resources Management \(GHRM\) Process Can Be Adopted for the Organization Business?](#)

Lenny Christina Nawangsari, Achmad Hidayat Sutawidjaya

Nowadays, Green Human Resource Management (GHRM) has become important issue to discuss further in organization and become one of the strategies in increasing competition in the business world. The purpose of this paper is to explore and explain the process of green management practice adoption in small...

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[Leadership Style and Work Stress as Antecedents of Job Satisfaction](#)

Bachruddin Saleh Luturlean, Romat Saragih, Arif Partono Prasetio, Rizkya Putri Kartikasari

The present study investigates the relationship between leadership style, work stress, and job satisfaction in Indonesia Police Force Propam Division. This research analysis the direct effect of leadership style on job satisfaction and its indirect effect through work stress. The study can provide empirical...

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Competency and Objectivity of Internal Auditor on Audit Quality at Banking Companies

Erly Mulyani, Muthia Roza Linda, Suriati Nasra

This study aims to analyze the competency of internal auditors affect the quality of audits and objectivity of internal auditors affect the quality of audits in banking companies in Padang. Type of research is causative research to test hypothesis by using survey method. Population in this research is...

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Analysis of Factor Affecting User Interest Towards Use of Tcash QR Code

Imam Yulijanto, Maya Ariyanti

This study aims to analyze the factors that influence intention to use T-Cash QR Code from perception ease of use, perception usefulness, subjective norm, perception behavior control, and attitude. This research uses quantitative approach. The population is T-Cash user with QR Code which is in DKI Jakarta...

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Understanding the Mediating Roles of Satisfaction and Switching Barriers on User Experience and Loyalty Chain in Indonesia GSM Operators

Indira Rachmawati, Zurina Mohaidin

At the moment, the number of Indonesia GSM operators has gradually increased since the issuance of the government regulation regarding the change of business cellular telecommunication competition from monopoly become oligopoly. This situation also give an impact on the decreasing in user loyalty which...

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The Digital Marketing of Re-branding Bandung become a Smart City

Itca Istia Wahyuni, Dini Salmiyah Fithrah Ali

The problem behind this research is the low critical thinking ability of high school students in Kuningan, West Java. It is shown by there are still students who are still difficult in conducting the activities of asking and expressing opinions during discussion, besides there are still students who...

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[Furniture Business Opportunities in The University](#)

Nathanael Sitanggang, Putri Lynna A. Luthan, Choms Gary Ganda Tua Sibarani

This article aims to provide an overview of the furniture business opportunities at universities as well as some aspects that must be understood to start a furniture business. The existing furniture business at University of Medan is managed by the Furniture Business Unit located in the FT UNIMED Wood...

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[Perceived Organizational Support and Work Life Balance on Employee Turnover Intention](#)

Yuki Fitria, Muthia Roza Linda

This research aims to investigate; 1) How perceived organizational support (POS) will influence the work life balance of employees in banking companies in Padang? 2) How perceived organizational support (POS) will influenced employee turnover intention in banking companies in Padang? 3) How work-life...

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[Implementation of Service Culture for Hospitality Industry](#)

Rian Andriani, Yuliana Pinaringsih Kristiutami, Sopa Martina, Lukmanul Hakim

The research was conducted with the aim of analyzing the cultural factors of service and its implementation in the level of human capital performance in the hotel. Service culture is very important for service companies, the implementation has an impact on improving work efficiency and quality, satisfaction...

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[Improving Students' Critical Thinking Skills through Multimedia Based Economic Learning \(Research and development on Ten Grade Students of Senior High Schools in Kuningan, West Java\)](#)

Agie Hanggara, Yuli Suhaeti

The problem behind this research is the low critical thinking ability of high school students in Kuningan, West Java. It is shown by there are still students who are still difficult in conducting the activities of asking and expressing opinions during discussion, besides there are still students who...

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[Growing Competitiveness of Fashion Cluster](#)

Leo Aldianto, Vania Nur Rizqi Rhommadhonni, Grisna Anggadwita, Christina Wirawan

This paper aims to explore factors enhancing and factors hindering competitiveness of fashion cluster in Bandung. What are supporting factor to increase competitiveness of fashion cluster? And what are hindering factors to increase competitiveness of fashion cluster? Literature review study will be conducted...

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[The Analysis of Shoes Marketing Mix in Style Successful Benefits SMEs of Shoes Product in Bogor](#)

Yulia Nurendah, Bambang Hengky Rainanto

Problems in SMEs in the shoe industry are so complex, marketing is one of them. The general objectives of this study are: 1) To find out how the marketing mix of SME shoe products in Bogor. 2) To find out the shoe development model can be improved so that SMEs have a competitive advantage, and 3) To...

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[Factors Affecting Return on Assets](#)

Arif Rakhman, Heikal Muhammad Zakaria, Gusganda Suria Manda

The objective of this research is to examine factors affecting return on assets such as cash turnover and account receivable turnover of food and beverage firm listed in Indonesia Stock Exchange. Source of data used in this study is financial statements as secondary data based on purposive sampling technique....

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[The Effect of Competence and Emotional Intelligence on Employee Performance in XXX Bank](#)

Puspita Wulansari, Riani Mulyani Alfian, Yuvaraj Ganesan

Organizational goals can be achieved maximally because of the human resources that have good performance. Factors that affect employee performance one of them competence and emotional intelligence. The purpose of this study is to determine the level of competence, emotional intelligence, and employee...

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[Why do Some Apples Fall Far from the Tree? The Study on Indofood's Brand Extension](#)

Dini Turipanam Alamanda, Abdullah Ramdhani, Pupung Pundenswari, Grisna Anggadwita

Brand extension strategy emerged as an alternative strategy that must be understood along with the increasing number of companies that use it as the main strategy in marketing new products. This research is intended to explore the factors influencing the success of brand extension, where the success...

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[The Influence of Independent Commissioner on the Indonesian Rural Bank's Credit Performance](#)

Nung Harjanto, Rahmawati Rahmawati

One of the main problems with BPRs with core capital below Rp6 billion is that the credit performances of those rural banks tend to deteriorate. From OJK's investigation, that worsening was caused by the lack of capital, the lack of management, the lack of governance, and the lack of IT system. This...

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[Bengkuang Agricultural Business Analysis](#)

Yasri Yasri, Erni Masdupi, Yunita Engriani

This study aims to determine the factors that affect the production or income of farmers' bengkuang in Padang city. This research was conducted in Padang City, population and sample of this research is farmer of bengkuang. The sample size is 39 farmers. Data collection techniques with documentation and...

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Website Atmosphere, Perceived Flow and Its Impact on Purchase Intention

Ganjar Moh. Disastra, Bethani Suryawardani, Widya Sastika

The online retail industry in Indonesia is growing rapidly and creating increasingly fierce competition. In online retailing, the website is the main media that should always be considered. Website must be developed in such a way as to create attraction, convenience and easiness for consumers, so as...

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Quick Response Pay Analysis with Electronic Service Quality and Importance Performance Analysis

Hendra Winata, Ade Maharini Adiandari

In current banking digitalization era, bank could meet this challenge by launching a payment technology using QR code scan, that use devices owned by their customer by scanning QR code attached to the merchant. Customer satisfaction should be prioritized which is determined by the quality of goods or...

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The Study of Creative Industry Fashion Condition, Based on Issues It Faces

Armianti Armianti, Rose Rahmidani, Dessi Susanti

This study aim to identify the problems that facing by fashion creative industries, especially Sulam, Embroidery and Weaving in West Sumatra. Based on the issues revealed, which used as prior data to provide input and advice to the authorities to make this creative industry be more advanced. This research...

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Factors Analysis of Service Quality at Clinic Telkom University

Leni Cahyani, Rahmat Hidayat

A large number of tertiary institutions in Indonesia has made the conditions of competition tight for universities, especially private universities. The improvement of facilities and the quality of services provided are parameters in seeing the performance of an organization. This study aims to describe...

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[The Effect of Fraud Risk Factor, Good Government Governance, Organizational Citizenship Behaviour and Employee Empowerment to Organizational Performance Based on Value for Money Approach \(Study at Regional Work Unit/SKPD in Subang District\)](#)

Icih Icih

The study intended to determine how the effects of fraud risk factors, good government governance, organizational citizenship behavior and employee empowerment toward performance based on value for money approach. The population used in this research is 60 Regional Work Units (SKPD) in Subang District....

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[Investment Feasibility Analysis of a Coal Project Related to Improvement Production Capacity](#)

Odus Natan, Erman Arif Sumirat

Indonesia is currently becoming one of the strongest emerging market in terms of economic growth. This achievement requires supporting facility such as transportation infrastructure, manufacture, etc. Such rapid growth will not last long if not sustained by an adequate supply of electricity. In order...

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[The Entrepreneurial Attitudes of Higher Education Students](#)

Dina Patrisia, Abror Abror, Shinta Doriza, Ernita Maulida

An increasing of the number of entrepreneurs in Indonesia is required to support economic growth. Therefore, universities in Indonesia have concerned with their important roles in creating entrepreneur trough several ways, for example, they design the entrepreneurship as a compulsory subject in the curriculum....

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[Impact of Industrial Work Practices on Student Readiness](#)

Sri Lestari, Haepa Mahbubah

This study aims to determine the influence of Industrial Work Practice on the readiness of student work. This research uses survey method of quantitative approach of data

analysis using correlational analysis. The result of the research shows: (1) The implementation of the Job Training Industry is very...

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[Quality Analysis of Shopee Website by Using Importance Performance Analysis Approach](#)

Ai Lili Yulianti, Cut Irna Setiawati

This study aims to determine the quality of Shopee websites based on user ratings of perceived quality and expected ideal quality. The method uses quantitative with descriptive type. Data types are primary and secondary data. Non-probability sampling technique with incidental sampling, the number of...

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[The Effect of Service Marketing Mix in Low Cost Airlines: A study of Scoot Airlines Indonesia](#)

Marheni Eka Saputri, Devilia Sari

Scoot Tigerair Pte Ltd (operating as Scoot) is one of new player that enter Indonesian market. Scoot claim as airlines for young people, those who are young at heart and looking for real value. For those who hold that a journey is filled with things never before seen, and new experiences. Scoot offers...

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[#MeTourism: How selfies affect re-visit intention in narcissistic age](#)

Okki Trinanda, Astri Yuza Sari

This study aims to analyze the influence of "Selfie Tourism" towards "Re-Visit Intention" moderated by "Age". This research was motivated by the changes in tourist behavior when they visit a tourist destination, where selfie has become one of the main activities to do. To answer the research questions,...

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[Analyzing Conflict Resolution between Online and Conventional Transportation Using Graph Model for Conflict Resolution](#)

Devilia Sari, Marheni Eka Saputri

The purpose of this paper is to analyze the conflict between online transportation companies and conventional transportation in Indonesia. This conflict arose after the opening of several online transportation service companies (Uber, Grab and Go-Jek) in Indonesia. Parties involved in this conflict are...

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[Good Corporate Governance Mechanism and Bank's Financial Performance: Evidence In Indonesia](#)

Abel Tasman, Fifka Amelia Susanti

The purpose of this study is to analyze the impact of GCG mechanism on the financial performance of going public banks in Indonesia. 235 observations were conducted based on purposive sampling in the period of 2005-2014. This research uses data analysis technique of Structural Equation Modeling (SEM). The...

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[The Mediation of Job Satisfaction in the Relation of Work Stress and Turnover Intention in Hotel Industry](#)

Prasetio Prasetio, Arif Partono, Puspita Wulansari, Suci Trisno Putri, Ramdhani Ramdhani, Abdullah Abdullah

The study explain the effect of work stress on turnover intention through the mediation of job satisfaction in private-owned hotel in Karawang, West Java. Explanatory causal method was used to analyze the relation between variables through hypothesis testing. Nonprobability sampling method with accidental...

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[Sustainability Report: Women directors, competencies of commissioners and corporate characteristics](#)

Majidah Majidah, Muhamad Muslih

The number of companies in Indonesia that publish sustainability report has increased, although it has not been encouraging. Sustainability report indicates the company's attention to long-term performance oriented in economic, social and environmental aspects. This study aims to examine the determinant...

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[What Factors Influence the Behaviour Intention of the Internet Banking](#)

Refi Rifaldi Windya Giri, Ramdhasari Widya Yosfi, Ratih Hendayani

Internet banking is one prove of the increasing technology development and become the innovation in technology that should follow and adopt by the user. The purpose of this study is to investigate what factors that can influence the behavior intention of the internet banking user in the big city in...

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[The Relationship between Supply Chain Collaboration of Value Innovation in Small Medium Enterprises and Supply Chain Capability as Mediator to Achieve Competitive Advantages](#)

Ratih Hendayani, Bitmar Alviyan

To survive in competition with big companies, the Small Medium Enterprises (SMEs) should have a capability to recognize their own supply chain, and start to explore the innovation of their products through supply chain collaboration. The objective of this research is to examine the relationship between...

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[Telecom Customer's Segmentation Using Decision Tree to Increase Active Electronic Money Subscribers](#)

I Gede Wiyana Ananta Noor, Maya Ariyanti, Andry Alamsyah

The ABC telecommunication company as one of electronic money providers has more than 100 million customers. If it is compared to the number of electronic money customers which have growing potential. In December 2017, the number of electronic customers owned by ABC was on the third rank of electronic...

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[Financial Performance Analysis of Food Subsector Company in Indonesia Stock Exchange Using EVA Model](#)

Halkadri Fitra

This study aims to determine the financial performance of food crops sub-sector in the agricultural sector listed on the Indonesia Stock Exchange based on the analysis of EVA (Economic Value Added). The research is a descriptive research with quantitative approach. The data used are secondary data, obtained...

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[The Effect of Fashion Orientation, Money Attitude, Self Esteem, and Conformity on Compulsive Buying: A study on youth customer in Bandung](#)

Sri Widaningsih, Ati Mustikasari

Compulsive Buying is known as an abnormal activity in shopping. It can be categorized a negative behavior, but from the marketer point of view this is a behavior that can be utilized to increase sales. The purpose of this study is to determine the factors that related and can affect compulsive buying,...

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[The Effect of Local Value on Financial Performance in Digital Society Era](#)

Yavida Nurim

The digital era reduces the boundaries obstacles between societies. However, the local value still has role because the value encourages the management to behave ethically. The aim of this study is to provide empirical evidence about the important role of local wisdom value to encourage the optimal financial...

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[The Influence of Viral Marketing toward Brand Awareness and Purchase Decision](#)

Ati Mustikasari, Sri Widaningsih

Social media has become part of daily life of society in Indonesia, so it is used by business actors to promote their products, with the purpose of advertising messages delivered can be disseminated to others and become viral so as to increase awareness of the product and purchase decision. So the purpose...

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[Influence of Customer's Relation to Customer Value and Implication on Image University and Word of Mouth Student](#)

Angga Sucitra Hendrayana

According to the regulation of the minister of education and culture of republic of Indonesia number 109 in 2013 about the provision of distance education, make UT should be ready to compete with other Universities which are most likely organize distance learning system. In connection with that matter,...

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[Accounting Certifications: Are students aware?](#)

Kiky Srirejeki, Agus Faturahman, Saras Supeno

Compared to other ASEAN countries, Indonesia has the most significant number of accounting students and accounting graduates. However, this number is not in line with the number of professional accountants. Indonesia is in number five below Thailand, Malaysia, Singapore and Philippines. The purpose of...

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[The Influence of Relationship Marketing and Customer Retention](#)

Arlin Ferlina Mochamad Trenggana, Leni Cahyani

Business competition makes the important presence of strategies to keep customers. Understanding customer retention not only from the company's perspective, but also from the side of the consumer. One brand of diaper in Indonesia is Sweety, who has been implementing various marketing strategies to build...

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Anton Budi Santoso, Shinta Oktafien

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Traditional market in Indonesia is in poor condition in terms of store image and market governance. One of the most crowded traditional market in Indonesia, Kiaracondong Market, is certainly not an exception. One common problem that has caused prolonged conflicts in Kiaracondong Market is the behavior...

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Sulaeman Rahman Nidarr, Helda Fitri Febrianty, Mokhamad Anwar, Layyinaturrobaniah Layyinaturrobaniah

Microfinance institutions (MFIs) are financial entities with their activities are as fund-raising and lending agents on micro-businesses. This study aims to examine the quality of performance of MFIs that have provided microcredit services to micro-scale borrowers and to evaluate the conditions of those...

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Agung Anggoro Seto

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Armida Silvia, Yulna Dewita, Elsa Oktaviani

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Qinthara Aghnia

PT. Tayang Visi Aplikasi Digital (TVAD) is an agency company that provides advertising services in Bandung. PT. TVAD had decreasing in terms of gross profit due 2013 to 2017, compared to others company. This research focuses on finding the alternative improvement strategies for PT. TVAD's performance...

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Ardika Sulaeman, Ernie Tisnawatisule, Hilmiana Hilmiana, Martha Fani Cahyandito

Background of this research is the low of business sustainability in Indonesia especially on soybean based SMEs. In the SMEs, the role of human resources, especially leaders (entrepreneur) and employees play an important role for business sustainability. Thus, this study aims to determine the effect...

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Trisha Gilang Saraswati

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Iwan Sugianto, Asep Saeful Falah

This study aims to determine: 1) Financial performance in manufacturing companies' cosmetics and household sub-sector listed on BEI by using Economic Value Added (EVA). 2) Financial performance in manufacturing companies' cosmetics and household sub-sector listed in Indonesian Stock Exchange by using...

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Rahmiati Rahmiati, Imam Fahrul Rozi, Whyosi Septrizola, Rini Sarianti, Dina Patrisia

The purpose of this research was to determine the influence of perceived usefulness, perceived ease of use and attitude toward using digital libraries. Data analyzed by structural equation modeling (SEM) with partial least square (PLS) to explain the actual digital libraries usage among university student....

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Odunayo Magret Olarewaju

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Mustika Rahmi

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M. Arifin, Hesi Eka Puteri

This study investigates whether personality and grit affect the Organizational Citizenship Behavior and if so, whether the effect is mediated by job involvement or not. Using a sample of 132 lecturers of Higher Education of The Ministry of Industry in Indonesia in 2018, this research revealed that personality...

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Melinda Devyna Listyorini, Ade Irma Susanty

Employee performance is influenced by several factors, one of them is internal communication. The phenomenon occurring in this digital era is that corporate internal communications have developed significantly, one of them is through the use of instant messaging applications. This research was conducted...

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Why do Some Apples Fall Far from the Tree? The Study on Indofood's Brand Extension

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Abstract—Brand extension strategy emerged as an alternative strategy that must be understood along with the increasing number of companies that use it as the main strategy in marketing new products. This research is intended to explore the factors influencing the success of brand extension, where the success of brand extension strategy is measured from consumer attitudes toward the expanded brand. The study was conducted in Indofood's fast moving consumer goods. The result shows that the model built has score of RMSEA 0.019 and GFI 0.906 as the criteria of conformity. The overall test shows that the perceived quality, advertising, similarity, and corporate image significantly affects the success of the brand extension strategy. While testing individually, only corporate image variable that do not significantly affect the success of brand extension.

Keywords—brand extension; perceived quality; similarity; corporate image

I. INTRODUCTION

Product development requires the company to determine what benefits will be provided by the products. It is additionally called new product management, a progression of steps that incorporates the conceptualization, design, improvement and promoting of recently made or recently rebranded goods. The goal of product development is to develop, maintain and increment a company's market share by satisfying a consumer request [1].

A product can be classified as tangible or intangible. An intangible product is a product that must be seen perceived indirectly. Among the intangible aspects, brand is the most important aspect for the company. Most marketing strategies tend to focus on the brand name (including all the elements it adds, such as type, logo or tagline) as compared to the product being sold [1].

Davis states that a strong company in the world can be successful because of its brand strength [2]. They and other organizations tend to manage brands as key business assets and

make the brand a very important foundation for the company's long-term strategy. As one of the important assets, according to Keller cited by Sattler et al., mentioned that the typical association, the ability to attract new customers, customer loyalty, ease of entering new markets and the barriers to entry of new competitors is the belief of the brand value [3].

The launch of new products using established brand names is known as brand extension. This brand extension is part of an increasingly popular brand strategy. The reason for many companies using this alternative strategy because it requires a cheaper cost of launching new products than the costs required to introduce a new brand [4]. The lower cost of brand launch using brand extension strategy comes from promotional costs when introducing the new product [4,5].

The explanation of Keller [6] about the benefits of brand visibility is similar to Viot who believe that it will provide a source of energy for a brand and defensive strategy [7]. Furthermore, Keller said that brand extension is able to prevent competitors to exploit the market owned by the company [6]. Although it has many benefits, brand extension also has risks [8].

Viot emphasizes that the existence of brand extension can benefit the company even very large, but can also be a threat because the brand image of the parent brand is diluted [7]. However, it could be a new brand that appears to make existing brands in the market become eroded [6] or other possibilities, the new brand is rejected retailers because it can damage the brand image of the main brand [4].

PT Indofood has been a leading company in food manufacturing for over 20 years [9]. Indofood received several awards such as Top 3 Most Powerful Consumer F&B Brand in Indonesia in 2016, Best Managed Companies (ranked 6th) in 2016, in the same year, Indofood receive award as Top 50 Companies, Indonesia Best Brand Award 2016 for Indomie and Pop Mie, etc. The list of success and failed brand extension of Indofood brands are shown at table 1.

TABLE I. SUCCESS AND FAILED BRAND EXTENSION OF INDOFOOD BRANDS

| No | Brands of Indofood | Category | Ranking | Top Brand Index | Success/ failed |
|----|----------------------|-----------------|--------------|-----------------|-----------------|
| 1 | Bumbu Racik Indofood | Food Seasonings | Top of Brand | 45.5% | Success |
| 2 | Indomie | Noodles | Top of Brand | 78.7% | Success |
| 3 | Pop Mie | Noodles | Top of Brand | 46.5% | Success |
| 4 | Chitato | Snack foods | Top of Brand | 55.0% | Success |
| 5 | Tepung Ayam Indofood | Flour | Not in rank | 5.4% | Failed |
| 6 | Indofood | Food Seasonings | Not in rank | 2.4% | Failed |

The success of brand extension is greatly determined by how consumers figure out extension [3]. Over the last few decades there has been much research on extensions and their impact on core brands. In many categories of consumer products, the failure rate of brand extension is about 80% [3]. This suggests that although brand extensions are well known in general, but in practice does not guarantee success. Therefore, understanding the factors consumers use in evaluating brand extension strategies is crucial to consider. Based on information above, this research aims to see the effectiveness of consumer steps in evaluating the effect variables of the parent brand, such as perceived quality, advertising, corporate image, and similarity of product toward the success of brand extension.

II. METHOD

A. Model and Hypotheses

There are one main hypothesis and six hypotheses tested in this research. The main hypothesis in this paper is "Consumer evaluation factors have an influence on the success of brand extension." Further, sub hypothesis of each consumer evaluation factor on the success of brand extension depicted by attitudes to brand extension are as follows.

1) *Image is reality, therefore image development and improvement program must be based on reality:* If the image is negative, one of them may be due to a problem with regard to quality, both technical and functional [10,11]. The impression of quality can be defined as a customer's perception of the overall quality or superiority of a product or service regarding the intended purpose [6,12]. Further, Perceived quality affects corporate reputation [13] and brand image. Therefore, the hypothesis formulated in this research is:

H₁: Perceived quality has an influence on the formation of corporate image

2) *When the consumer has a good experience with a company, then the consumer will have a positive image of the company:* Corporate image is also a concern of consumers in evaluating new products [10,14,15]. Thus the formulated hypothesis is:

H₂: Corporate Image will affect the success of brand extension

3) *The quality of parent brand is a variable that has been widely considered in various studies on brand extension:* The underlying assumption is that quality impressions can be exploited by introducing brand extensions, by using a particular brand to enter the new product category [6]. A strong brand in terms of quality impression will be able to expand further, and will have greater likelihood of success than a weak brand.

H₃: perceived quality has an influence on the success of brand extension

4) *In the development of a product, the company determines what benefits will be provided by the product:* These benefits are communicated and should be met by product attributes based on the product level [1]. The determination of product attributes varies greatly, depending on the level of product characteristics. In the context of brand extension, these attributes are very important factors to be communicated to consumers when the company does brand extension [16,12]. Advertising as marketing communication mix can help consumers identify common attributes between the initial brand and its extension [17].

Research conducted by Boush shows that can strengthen or weaken the brand extension, among others, is the advertising slogan [18]. The slogan can attract the attention of the brand extension as a new brand as well as the same brand. To understand the effect of advertisement in relation to brand extension, the crucial factors must be considered, so that the brand perception in accordance with its brand extension [16]. Klink and Smith reveal that in the context of brand extension, the frequency of exposure will lead to high levels of perceived fit [17]. Therefore, the hypothesis proposed in this study are:

H₄: Advertising has an influence on the success of brand extension

H₅: Advertising has an influence on the fit/ similarity between the parent brand and its extension.

5) *The result of research on brand extension emphasize the fit or similarity between two classes of products involved in the form of evaluation of brand extension [17,18]:* A key element in forecasting successful brand development is when the attribute is consistent with the parent brand based on customer's perspective. Various studies have found that the greater the perceptual fit between the initial brand and the expanding brand is, the greater the impact of initial brand toward its extension brand. Therefore, the level of fitness is very important to the development of the brand. One reason is because that the transfer of brand quality will be high if two classes of products are compatible [16].

H₆: The similarity between the parent brand and its extension affect the successful of extension brand

Based on the theoretical study and hypothesis, the model of structural equation is illustrated on figure 1.

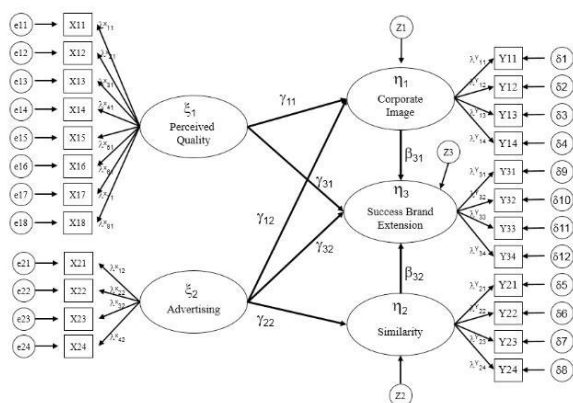


Fig. 1. Structural equation model of factors influencing the success of brand extension strategy.

B. Data

By adopting survey method, the questionnaires were distributing toward 201 respondents. The number of respondents was determined through iteration. And by using simple random sampling method the questionnaires spread through the target of population which is the respondents who shop in mini market and department store in Garut City area. The list of questions is listed on table 2. The type of questionnaire was closed questionnaire and Liked scale was chosen as measuring instrument.

TABLE II. VARIABLES OF RESEARCH

| No. | Variable | Item | Symbol |
|-----|---------------------------------------|---|--------|
| 1 | Perceived Quality | Confidence in product quality | X11 |
| | | Confidence in product performance | X12 |
| | | Product Durability | X13 |
| | | Product Reliability | X14 |
| | | Consistent in product quality | X15 |
| | | Product packaging | X16 |
| | | Product Impression | X17 |
| | | Satisfaction toward overall product | X18 |
| 2 | Advertising | Confidence toward ad slogan | X21 |
| | | Frequency of ad is served | X22 |
| | | Interest after seeing the ad | X23 |
| | | Assessment toward overall advertising information | X24 |
| 3 | Corporate Image | Confidence in corporate quality | Y11 |
| | | Trust on the corporate success | Y12 |
| | | Corporate Social Responsibility | Y13 |
| | | Corporate competency | Y14 |
| 4 | Similarity | Alignment between Parent brand with extension brand | Y21 |
| | | Consumer awareness level | Y22 |
| | | Trust on brand extension | Y23 |
| | | Trust in company resources | Y24 |
| 5 | Attitude (success of brand extension) | Satisfaction in consuming | Y31 |
| | | Confidence in brand | Y32 |
| | | Assessment of the brand | Y33 |
| | | The consumer's tendency in taking action | Y34 |

III. RESULTS AND DISCUSSION

The result shows that the data is normally distributed. This is indicated by the critical value ratio between -2.58 to 2.58 ($-2.58 \leq CR \leq 2.58$). Likewise, multicollinearity testing is done by determining the covariance matrix. The determinant value is very small or close to zero, indicating the existence of multicollinearity problem, so it cannot be used for continuing research. The determinant value of sample covariance matrix is 3,864, the value is relatively far from zero so it can be said that there is no multicollinearity problem.

Outlier testing is shown at the Mahalanobis distance or Mahalanobis d-squared value. Mahalanobis value greater than Chi Square table or p value <0.001 is said to observe the outlier. In the research, there is no outlier observation data, where the value of p1 and p2 > 0.001. Stages of model testing on SEM analysis tools are used to see the reliability of the research thinking framework for further could be adopted or need to be modified. The result of model conformance testing is summarized in table 3 below:

TABLE III. GOODNESS OF FIT TEST

| Criteria | Cut-Off Value | Model | Note |
|--------------------------|----------------|---------|----------|
| Chi-Square (CMIN) | Expected Small | 263,976 | Not Fit |
| Significance Probability | $\geq 0,05$ | 0,206 | Fit |
| RMSEA | $\leq 0,08$ | 0,019 | Fit |
| GFI | $\geq 0,90$ | 0,906 | Fit |
| AGFI | $\geq 0,90$ | 0,886 | Relative |
| CMIN/DF | $\leq 2,00$ | 1,073 | Fit |
| CFI | $\geq 0,95$ | 0,787 | Relative |

Based on the table 3, the model is fit since the value of Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), and the minimum sample discrepancy function (CMIN/DF) is greater than cut off score. The score pf Chi Square is great, but still in accepted value, considering Chi Square is greatly impacted by the size of samples, where the greater the sample size the greater the score of Chi Square produced.

To tighten the testing of goodness of fit test results, standardized residual matrix value was tested. If a residual value > 2.58 or a statistical z score at a significance level of 1%, it can be interpreting that the model needs to be modified. Test result shows that there is no standardized residual matrix > 2.58. Thus, the model is acceptable and no modifications are required.

The next step after testing the research model is to examine the causality relationship that has been developed in the research model. Test results can be interpreted each path coefficient. To answer which factors are the most dominant use in assessing brand extension by the consumer, individual testing is done. The table 4 summarizes the results of individual tests.

TABLE IV. THE RESULT OF CAUSALITY TEST BETWEEN VARIABLES

| Variable | Coef | T _{calculation} | t _{table} | Note |
|--|--------|--------------------------|--------------------|-----------------|
| Perceived Quality (PQ)→Corporate Image (CI) | 0,838 | 21,692 | 1,972 | Significant |
| Corporate Image (CI)→Success Brand Extension (SBE) | -0,047 | -0,667 | 1,972 | Not Significant |
| Perceived Quality (PQ)→Success Brand Extension (SBE) | 0,182 | 2,593 | 1,972 | Significant |
| Advertising (ADV)→Similarity (SM) | -0,059 | -0,834 | 1,972 | Not Significant |
| Advertising (ADV)→Success Brand Extension (SBE) | 0,212 | 3,052 | 1,972 | Significant |
| Similarity (SM)→Success Brand Extension (SBE) | 0,207 | 2,977 | 1,972 | Significant |

Based on the table 4 above, it can be seen that Corporate Image does not give a significant effect on the success of brand extension strategy. The success of the brand extension strategy is more dominated by perceived quality toward parent brand, advertising and similarity. Although perceived quality has a great effect in shaping corporate image, however, corporate image is not a factor that consumers consider in expanding the brand of Indofood products. This may be due to the observed product characteristics that has low involvement product with consumer purchase decision. Thus, in terms of the purchasing decision process, consumers do not need to search for deeper information. Consumers tend to use their past experiences.

The effect of advertising toward similarity shows insignificant results. In this case, consumers perceive that advertising between each product does not reflect adaptability in terms of ad orientation, although each product is produced in the same company, Indofood. The influence model hierarchy shows that consumers tend to believe in advertising statements and imagine that the performance of a product will be the same as that advertised. Therefore, when consumers are often exposed to an advertisement, it will build not only high brand awareness and association, but also facilitate the expanded brand to be known by consumers.

The direct effect based on the greatest value rating on the success of the Brand Extension Strategy (SBE) is advertising with value of 0.212, similarity of 0.202, and perceived quality of 0.182. Based on calculation of the coefficient of structural equation, the simultaneous influence of these variables is 0.342. This means that simultaneously / total of direct and indirect influence of research variables (Perceived Quality, Advertising, Corporate Image, and Similarity) to the success of brand extension is 0.342.

The success of Indofood's brand extension strategy based on consumer perceptions and attitudes depends on the credibility and popularity of the brand itself, so marketers must strive to implement various programs/ strategies in order to maintain the core brand's credibility with its brand extension through advertising planning that further illustrates the similarity of characteristics beside the similarity of brand name/ logo in promotional activities.

Jaulent et al. argue that brand extension is a method created by companies where companies need to create a more modern brand and can be known by its customers [19]. Kotler and Armstrong illustrates that the best-selling product can add its market by using brand extension [20]. Research of Yoo provides information stating that brand loyalty, perceive quality and brand equity have a positive relationship to brand extension [21].

Related to research on fast moving consumer goods, the low contribution of corporate image variables directly to the success of brand extension requires adjustment of research variables related to brands, such as brand image. While the advertising variables that have a low indirect effect need to pay attention to the concept of advertising in delivering message/ slogan and time of ad serving. Considering that consumption products that have low involvement in the purchasing process of consumers, it should be done by using the same model for durable goods products to see the similarity and different research results obtained in consumption products.

IV. CONCLUSION

The success of brand extension strategies is influenced by perceived quality, advertising, corporate image, similarity, and success of brand extension strategy. In addition, the success of the brand extension strategy is measured by how the consumer's attitude toward the brand of extension. Individual test results show that corporate image does not significantly affect the success of brand extension strategies. Likewise, with advertising to similarity. Variables that significantly affect the success of brand extension strategies are perceived quality, advertising and similarity.

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