



Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)

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[Analysis of Microlearning-Based Learning Media Needs: A Retrospective Study at Vocational High School](#)

Tjutju Yuniarsih, A. Sobandi, Rini Intansari Meilani, Endang Supardi, Resti Indriarti, Riske Faldesiani

The goal of this study is to determine the Office Management Vocational Program's needs for microlearning-based learning media. Data for this study were acquired using a retrospective method from teachers of Office Automation and Governance programs at vocational schools in West Java. The findings of...

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[The Effect of Locus of Control and Tolerance of Ambiguity on Entrepreneurial Intention](#)

Kurjono Kurjono, Faqih Samlawi, Badria Muntashofi, Nandu Saprudin

The present research aimed at determining the effect of locus of control and tolerance of ambiguity on entrepreneurial intention. To analyze the data, the explanatory survey method was used. The research sample was taken from UPI (Indonesia University of Education) students as the population. The research...

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[Tax Policy Analysis for a Business Model Recycle](#)

Endang Mahpudin, Reminta Lumban Batu, Vera Pangni Fahriani, Zulfa Aulia Nurul Putri

The waste problem is a very complicated problem to solve. In Indonesia itself, the waste problem is very worrying. Based on data from ScienceMag, it is stated that Indonesia is the second-largest contributor to plastic waste to the sea after China, followed by the Philippines, Vietnam, and Sri Lanka....

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[Does the Information System Audit Syllabus Fit the Industry's Needs?](#)

Practitioners and Academic Perceptions

R. Nelly Nur Apandi, Alfira Sofia, Hanifa Zulhaimi

The successful absorption of graduates in practical work will depend on the curriculum design offered by the study program. Developing a course syllabus that suits industry needs is an important aspect that must be considered. This study aimed at seeing differences in perceptions regarding the level...

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[Less Cash Society Movement: The Impact of Using E-Money on Social Changes](#)

Eldi Mulyana, Tetep Tetep, Nizar Alam Hamdani, Indra Cahya Uno

This study aims to examine the phenomenon of electronic money and its impact on social change in urban areas described by Virilio's acceleration theory. Data collection techniques through interviews with informants using electronic money applications in Garut Regency. The results showed that the impact...

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[Analysis of Mudharabah, Musyarakah and Ijarah Partially to Return on Assets \(ROA\) in Islamic Banks](#)

Tetep Tetep, Hermansyah Hermansyah, Dodi Supriyanto, Nizar Alam Hamdani

The purpose of this study is to analyze the effect of partial mudharabah, musharaka, and ijarah on Return on Assets (ROA) in Islamic banks. This study used the explanatory research method which means that the research seeks to explain and highlight the relationship between the variables...

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[Poverty and Socio-Economic Inequality from Socio-Cultural Perspective](#)

Tetep Tetep, Ade Suherman, Yuyun Susanti, Aulia Nisa

In this study will describe the causes of poverty and social from the socio-cultural perspective of the community. Poverty and social inequality are the main problems in regional development, including in Garut Regency. Equitable development in Garut Regency still needs more improvements. There were...

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[Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic](#)

Ade Suherman, Tetep Tetep, Nizar Alam Hamdani, Galih Abdul Fatah, Yuyun Susanti

This study aims to determine Social Entrepreneurship as an Effort for Economic Recovery During the Covid-19 Pandemic. This survey study collected data using questionnaires involving Indonesian society in Ciamis, West Java. The results showed that Social entrepreneurship can minimize economic difficulties...

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[Development of a Local Wisdom-Based Creative Economy](#)

Triani Widyanti, Tetep Tetep, Asep Supriatna, Syifa Nurgania

This study is aimed at describing the development of a local wisdom-based creative economy. Recently in Indonesia, the creative economy has been increasingly popular and touted as a national program. A creative economy is characterized by the use of intellectual property to generate income, provide employment,...

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[Juridical Review of Trade Secrets of the Traditional Food *Burayot*](#)

Hermansyah Hermansyah, Tetep Tetep, Nizar Alam Hamdani, Hilmy Nurfaizan

This research intends to protect the protection of trade secrets for protection and home industry businesses such as traditional Burayot food in Garut Regency so that this will maintain the protection of Burayot as a local Garut product that can help maintain local and national and international economic...

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[E-Commerce Knowledge in the Digital Era on Students' Entrepreneurial Interest](#)

Tetep Tetep, Ade Suherman, Yuyun Susanti, Aulia Nisa, Galih Abdul Fatah

This study aims to investigate the entrepreneurial interest of the Social Sciences students from Institut Pendidikan Indonesia after studying the concept of E-Commerce in the digital

era during the Entrepreneurship course. To achieve the objective, the study utilized descriptive quantitative approach...

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Does Liquidity or Profitability Influence Firm Financial Distress Most? Empirical Study on Manufacturing Companies Listed in Indonesia Stock Exchange (2015-2019)

Boby Sagita, Nugraha Nugraha

This study aims to see how liquidity ratios and profitability ratios can predict the likelihood of financial distress and which ones have the most influence. This study took 7 (seven) ratios included in the category of liquidity ratios and profitability ratios. The object of this research was carried...

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Financial Literacy on Funding Access of Micro Small Medium Enterprise in Bandung - Indonesia

Candra Wijayangka, Tieka Trikartika Gustyana, Maya Sari, Ikaputera Waspada

The purpose of this research is to determine and analyze the impact of financial literacy on funding access of Micro Small Medium Enterprise (MSME) members of Small Medium Enterprise Association Member in Bandung, West Java Province, Indonesia. This research used a quantitative method with descriptive...

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The Role of Financial Attitude in Entrepreneurship Student Investing Behavior

Dian Kurnianingrum, Ikaputera Waspada, Maya Sari

Entrepreneurs save cash as savings to use it as reserve funds and business investment funds in the future. To generate additional income from cash, entrepreneurs can invest these assets in other liquid assets such as shares. Currently, the awareness to invest in shares in Indonesia is increasing. This...

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Investment Decision Judging from Personal Income, Financial Literacy and Demographic Factors

Rita Tri Yusnita, Ikaputera Waspada, Maya Sari

This study aims to determine the behavior of individuals in making family investment decisions in terms of personal income and financial literacy as well as demographic factors in the Tasikmalaya community. Primary data were collected through the distribution of questionnaires with snowball sampling...

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Good Audit Planning Practices in the Digital Era

R. Nelly Nur Apandi, Alfira Sofia, Hanifa Zulhaimi

The purpose of this study is to identify important considerations that must be carried out by junior auditors in the planning phase in the current digitalization era. This research uses a qualitative study approach by conducting in-depth interviews with experts in auditing, information technology, and...

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Analysis of Minimum Capital, Risk, and Knowledge in Affecting Students' Interest in Investing with Moderated Income in Indonesian Capital Market

Abdul Rozak, Ikaputera Waspada, Maya Sari

Preferences on capital, risk perception, knowledge, and rate of return are part of the factors that are analyzed for testing in making investments. This study aimed at analyzing the impact of minimum capital, risk perception, and knowledge on student interest in investing moderated by income factors....

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The Effect of Liquidity, Leverage, and Profitability on Firm Value with Firm Size as Moderating Variable

Leni Yuliyanti, Ikaputera Waspada, Maya Sari, Nugraha Nugraha

The purpose of this study was to determine the effect of liquidity, leverage, and profitability on firm value, with firm size as the moderating variable. This research used the descriptive verification method. The population in this study was the mining sector companies listed on the Indonesia Stock...

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The Analysis Hedging and Derivative Instrument on Firm Value

Risa R Gumilang, Nugraha Nugraha, Ikaputera Waspada, Maya Sari

This literature review aims to explore and evaluate previous research that focuses on hedging and derivative instruments on firm value. Several frameworks are explored and discussed. In this article, there is some evidence showing that hedging and derivative instruments play a role in firm value, aiming...

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Analysis of Taxpayer Awareness in West Java MSME Tax Payment Compliance on E-Commerce Platform Users

Suhono Suhono, Adhi Rizal, Reminta Lumban Batu, Denisa Rizky Sukrianingrum

This research needs to be done to find out how much influence taxpayer awareness has on MSME tax payment compliance on e-commerce platform users. The purpose of the study was to find out how much awareness of taxpayers toward MSME tax payment compliance among e-commerce platform users. The research...

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The Potential of Bank Venture Debt Financing for SMEs/Startups in Indonesia

Shi Yunzi, Dony Abdul Chalid

Venture Debt brings a new financing direction for SME/Startup. This paper aims to analyze the potential of Bank Venture Debt in Indonesia and the expected impact on the performance of SMEs/startups, exploring the risk and the risk countermeasure for banks. Through qualitative research method with literature...

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Never-Ending the Application of Double Tax Treaties to Foreign Direct Investment

Ida Farida Adi Prawira, Memen Kustiawan, Jaqolina Anggraeni Vigim

Foreign Direct Investment (FDI) plays an important role in avoiding double taxation of income in the two countries. Double Tax Treaties (DTT) is the main instrument to coordinate international taxation directly or can also be called a bilateral agreement between countries. In many developing countries,...

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[The Investor Sentiment and Market Reaction Before and During The Covid-19 Pandemic on Indonesia Stock Exchange](#)

Ernawati Ernawati, Nugraha Nugraha, Ikaputera Waspada, Maya Sari

This research was conducted to analyze investor sentiment on market reactions over two different periods. The analysis was conducted before and during the covid-19 pandemic on the Indonesia Stock Exchange. Investor sentiment uses trading volume proxies and consumer confidence indexes while market reactions...

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[The Effect of Profitability and Liquidity on Firms Value](#)

Ratu Dintha IZFS, Eded Tarmedi, Yusuf Murtadlo Hidayat, Ahim Surachim, Christy Debora

This study aims to determine the description of Profitability as measured by Return on Equity (ROE), Liquidity as measured by the Current Ratio (CR) and Firm Value as measured by Price to Book Value (PBV) and the influence between these variables. This research uses descriptive and verification research...

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[Operational Performance of Small and Medium Enterprises in Pandemic Era](#)

Suci Putri Lestari, Arga Sutrisna

This study aims to examine the effect of implementing Supply Chain Management (SCM) on the operational performance of Embroidery SMEs in Tasikmalaya. A total of 45 participants were sampled for this study using a purposive sampling approach. This study employed a survey research design, with data collected...

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[Successful Digital Payment Information System Services Using Delon and McLean Models](#)

Ismi Kaniawulan, Heny Hendrayani, Munir Munir, C Furqon

Online payment is becoming a practical alternative payment option in the Covid-19 pandemic because it reduces physical contact and the risk of coronavirus transmission. This research aims at analyzing the success of digital payment services using the Delone & McLean model with a Go-pay as a case...

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Excellent Service and Utilization of Information Technology on Stakeholder Satisfaction and Organizational Performance

Deny Hidayatullah, Munir Munir, Wawan Setiawan, Chairul Furqon, Puspo Dewi Dirgantari

The purpose of this study was to analyze the influence of excellent service by utilizing information technology on the satisfaction of stakeholders, which has an impact on organizational performance. This study was descriptive with a quantitative approach. There were two types of variables in this study:...

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The Analysis and Design of E-CRM Information Systems to Maintain Consumer Loyalty

Arie Gunawan, Munir Munir, Wawan Setiawan, Chairul Furqon, Puspo D Dirgantari

As companies grow, the understanding of the importance of consumer data and the opportunities for its use is becoming more diverse. The marketing strategy also developed, which initially used conventional methods to attract and retain consumers, turned into a systemized using E-CRM information system....

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Recruitment Application Revamp Using Agile Development Methodology

Damon Prasetyo Arso, Wawan Dhewanto

To speed up the recruitment process of Maxtekno, a robust and reliable application platform needs to be developed. The agile development methodology is being used in this research along with qualitative research for the supporting data. The result of this development is a prototype that can be evaluated...

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Digital Marketing Impact on Consumer Decision-Making Process

Nizar Alam Hamdani, Rio Muladi, Galih Abdul Fatah Maulani

Digital business is a business trend that currently has an impact on changing people's behavior in doing business. This study aims to discuss the impact of digital marketing on

consumer decision-making on the Aerostreet shoe brand. Methods This research uses a quantitative approach involving 58 respondents....

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Does Creativity Determine Business Success?

(A Survey study on Marketplace Users in Indonesia)

Nizar Alam Hamdani, Miswan Roges Naibaho, Anggun Oktavia

This study discusses how creativity can lead to business success. We used a quantitative research design and 58 respondents were selected to take part in this study. The data were statistically analyzed with multiple regression using the SPSS application. Creativity can determine the success of a business....

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The Effect of Endorser's Credibility and Advertising Creativity on Attitude towards Brands through Advertising Effectiveness

Sucia Fajriati Sab'ah, Ratih Hurriyati, Hilda Monoarfa

This study aims to determine and analyze factors that influence advertising effectiveness to create an attitude towards the brand. This research used quantitative methods with a causality type. The result of this research showed that the attitude towards the brand could be increased through advertisement...

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The Effect of Electronic Word of Mouth on E-Purchase Decision at Marketplace

Citra Savitri, Ratih Hurriyati, Lili Adi Wibowo, Heny Hendrayati

This study discusses the effect of eWOM information quality, eWOM information credibility, eWOM information usefulness on e-purchase decisions with 390 women respondents who use marketplace applications in Indonesia. This study employed Amos SEM data analysis techniques to test the hypotheses. The results...

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Analysis Effectiveness and Efficiency of the Product Delivery System at PT Multiglass Safety Glass Division

Angga Dewi Anggraeni

Information technology is the main thing that is used as a support for work activities so that it can produce fast, precise and accurate information. To achieve this, other supporting resources are needed such as reliable software and human resources who must master the capabilities of information technology...

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Analysis of Brand Loyalty Level at T.O Benhil Rice Store in Tasikmalaya

Widi Prayoga, Ratih Hurriyati, Hilda Monoarfa, Heny Hendrayati

This study aims to measure the level of brand loyalty at T.O Benhil rice shop in Tasikmalaya. The level of brand loyalty is measured based on five indicators, namely (1) Switcher Buyer, (2) Habitual Buyer, (3) Satisfied Buyer, (4) Liking of The Brand Buyer, and (5) Committed Buyer. This study used a...

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Mutual Business Relationship Development Efforts

Rahmi Asih Lestari, Ratih Hurriyati, Hilda Monoarfa

Maintaining the relationship between the company and customers and partners (suppliers) is an important thing that must be done in developing and maintaining long-term relationships to create a sustainable competitive advantage. Lack of knowledge about banking transactions of business actors in traditional...

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Building Competitive Positional Advantages in the Hotel Industry in Tasikmalaya

Depy Muhamad Pauzy, Agus Rahayu, Vanessa Gaffar

This study discusses relationship marketing which is oriented to the creation of long-term harmonious relationships with all stakeholders. This study integrated the variables of relational exchange behavior, outcomes from relationship marketing (relationship outcomes) with strategic marketing outcomes...

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[The Impact of Technology Application on Service Marketing—Taking TikTok as an Example](#)

Li Zhixin, Ratih Hurriyati, Heny Hendrayati

This paper aims to study the impact of the application of IT technology on service marketing by taking TikTok as an example. It mainly studies the technologies used by TikTok in platform operations and how these technologies affect marketing services. This article mainly adopted qualitative research...

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[Electronic Word of Mouth Analysis of Brand Attachment on MSME Products](#)

Faishal Aulia Zahran, Ratih Hurriyati, Heny Hendrayati

This study aims to determine the effect of electronic word of mouth (eWOM) on brand attachment on MSME products. The technique used in this research was non-probability sampling with the purposive sampling method. The data collection technique in this research was a questionnaire distributed to 197 respondents...

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[The Role of Information Communication and Technology in Supporting E-Marketing Strategy to Improve Marketing Performance Culinary SMEs](#)

Indri Ferdiani Suarna, Henny Hendrayati, Ratih Hurriyati

The purpose of this study is to determine and analyze the effect of information technology and communication on marketing performance through e-marketing strategies. The focus of this research is on the culinary SMEs sector after the COVID-19 pandemic. The research method used a quantitative approach...

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[The Effect of Electronic Customer Relationship Management \(eCRM\) on Customer Satisfaction](#)

Dhelvianti Azni Savira, Heny Hendrayati, Ratih Hurriyati

The development of technology in this digital era cannot be avoided in people's lives, including in Indonesia, because internet-based technology is a solution and can simplify every activity carried out. The internet will make it easier for people to connect with each other and provide internet-based...

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The Effect of Delivery Service Innovation on Customer Satisfaction

Kania Siti Sarah, Heny Hendrayati, Ratih Hurriyati

This study aims to determine the effect of delivery service innovation on customer satisfaction at PT. Pos Indonesia. The population in this study was all customers of PT. Pos Indonesia in Bandung using delivery services through the QPosinAja application. The sampling technique used a purposive sampling...

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Creating Tourism Experience- Orchestra Model Approach

Titing Kartika, Ratih Hurriyati, Heny Hendrayati

Creating the tourism experience is an important part of a series of tourism activities. A good experience will create a good memory in the mind of tourists. To produce a tourist experience, the tourism destination manager should pay attention to what components can shape the experience itself. Thus,...

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The Impact of Social Media Marketing on Consumer Purchase Decisions

Dibias Lazuardi Maulid, Ratih Hurriyati, Heny Hendrayati

The purpose of this study is to determine the impact of social media marketing on consumer purchasing decisions for Indonesian rail transportation service users who operate in a monopoly market. Explanatory research with a quantitative approach was used in this study. This study utilized five variables:...

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Marketing Communication for Fintech – Mobile Payment

Abdul Yusuf, Ratih Hurriyati, Heny Hendrayati, Puspo Dewi Dirgantari

The research aimed at observing and identifying the difference between female and male perspectives on Indonesian two most popular fintech platforms' Marketing Communication, and identifying the effectiveness of events and experiences marketing, public relations, and personal selling carried out. The...

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The Analysis of the Cinema Industry in Facing Demand and Capacity Problem During the COVID 19 Pandemic

Rahmi Qurrota Aynie, Ratih Hurriyati, Heny Hendrayati

This study aims at describing the implementation of demand and production capacity in the cinema industry during the COVID-19 pandemic. Recently, Indonesia has been experiencing an economic crisis due to the COVID-19 pandemic, which has caused businesses in Indonesia to weaken and even fall. With uncertainty...

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Ed-tech as Cyber Brand: Winning in Service Market

Evi Yuliani Hertiana, Ratih Hurriyati, Heny Hendrayati

The purpose of this study is to analyze the branding activities carried out by Ruangguru as a cyber brand and the challenges of managing people for service advantage in winning e-course in the service market so that they can face the digital industrial revolution 4.0 in Indonesia. A qualitative method...

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Online Food Delivery Service: The Role of e-Service Quality and Food Quality on Customer Loyalty

Gundur Leo, Ratih Hurriyati, Heny Hendrayati

Nowadays, the online food delivery service industry is vast and prospective. In this highly competitive business environment, having and developing loyal customers is essential. Unfortunately, research to examine customer loyalty modeling in this industry is not many. This study was designed to examine...

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Surviving Without a Brand Ambassador: Apple After Steve Jobs

Munawaroh Junaedi Misbak, Heny Hendrayati

This study aims to determine how Apple Without a Brand Ambassador on Sales Level and its impact on Apple stock sales. With a quantitative descriptive method, the questionnaire was

spread as a tool to collect data using PLS software. The respondents of this study were from all levels of society who have...

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The Integration of Perceived Usefulness, Ease of Use and Perceived Risk in Increasing Customer Usage Intention to Access E-channel during Covid-19: Evidence from Indonesia

Afdol Muftiasa, Sugesco Sugesco, M.A. Sultan, R. Hurriyati

This research aimed at investigating and analyzing how the integration of perceived usefulness, ease of use, and perceived risk increases the usage intention of Indihome e-channel customers during Covid-19 in the Jakarta Area. The research method used was quantitative research using Partial Least Square...

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The Effect of Experiential Marketing on Customer Satisfaction (Tokopedia)

Achmad Rizal Sumarwoko, Heny Hendrayati, Ratih Hurriyati

This study aims to analyze the effect of Experiential Marketing on Tokopedia consumer satisfaction. The technique used in this research is non-probability sampling with the purposive sampling method. The data collection technique used in this study was a questionnaire distributed to 104 respondents....

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Millennial Customer Inertia In Indonesia's Online Transportation Services

Ari Arisman, Ratih Hurriyati

This study aims at determining the factors that form customer inertia in the online transportation service industry in Indonesia. The research method used was a survey with data collection techniques through questionnaires to 174 online transportation customers in Indonesia, especially in the City of...

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The Effect of Post-usage on Customer Loyalty: The Mediating Role of Satisfaction

Intan Permana, Ratih Hurriyati, Henny Hendrayati

The purpose of this paper was to investigate how post-usage effects customer loyalty in the context of mobile banking, as well as the function of satisfaction as a moderating factor. For these goals, research hypotheses based on content analysis of prior studies were established and tested among 100...

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The Influence of Complaint Handling and Service Recovery on Customer Satisfaction, Customer Loyalty and Customer Retention

Zhibek Adzhigalieva, Ratih Hurriyati, Heny Hendrayati

This research aimed at defining the concepts of “complaint handling” and “service recovery” and finding out their influence on customer satisfaction, loyalty, and retention. A systematic literature review was used as a research methodology to reach these goals. Based on the literature review, a model...

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Courier Service Application: Courier Service Quality and Customer Loyalty Mediated by Customer Experience and Customer Satisfaction

Dini Hamidin, Henny Hendrayati

Technology in digital platforms of courier service companies developments have improved. This certainly increases the level of competition among courier service providers. The research aimed at evaluating the construct of the Courier Service Loyalty (CSL) model as described by indicators measured from...

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IndiHome Customer Loyalty in Bandung: Service Quality and Price

Senny H Suarsa, Angga D Anggraeni, Ruth F Aritonang

This study aimed to determine the loyalty of IndiHome customers in the city of Bandung in terms of service quality and price. This research can be categorized as explanatory research using survey research designs. The data were collected by survey method on 400 IndiHome customers in Bandung. In measuring...

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Does Nostalgic Emotion Affect The Memorable Tourism Experience?

Rahyuniati Setiawan, Ratih Hurriyati, Lili Adi Wibowo, Vanessa Gaffar

This study aimed to determine the effect of City Image on Nostalgic Emotion and its impact on Memorable Tourism Experience. The problem studied in this research was the decline in tourist visits to natural hot spring tourist destinations in West Java Province. City Image plays a vital role in influencing...

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[Analysis of Online Insurance Purchase Decisions for Gen X and Millennial Consumers in Indonesia](#)

Sugesko Sugesko, Rahmat Hidayat, Bambang Widjajanta, Ratih Hurriyati

The trend of selling insurance online is currently increasing quite rapidly. Almost all insurance companies focus on developing insurance marketing and sales through internet/digital media. This study analyzes the factors related to online insurance purchasing decisions made by gen X and millennials...

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[The Impact of Covid-19 Pandemic on Consumer Behavior in Tourism Sector](#)

Budhi W Fitriadi, Ratih Hurriyati, Bambang Widjajanta

This research aimed to at providing an exploratory description of changes in tourist behavior in at-risk communities and how they affect the marketing strategy undertaken by the tourism industry as a tourism service provider. The research method is carried out with a qualitative approach with an observation...

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[Repurchase Intention: The Role of Trust, Perceived Usefulness, and Satisfaction](#)

Arlin F M Trenggana, Ratih Hurriyati, Bambang Widjajanta

This study aimed at obtaining an overview and analyzing repurchase intention in e-commerce based on trust, perceived usefulness, and customer satisfaction. The existence of e-commerce changes customer behavior in purchasing travel or transportation tickets and provides the option to repurchase or switch...

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[The Impact of Brand Experience on Consumer Engagement](#)

Erni Martini, M. Naufal Shidqi, R. Hurriyati, Bambang Widjajanta

The purpose of this study is to examine the effect of brand experience (with the dimensions of perceptual, social, epistemic, and embodied experiences) on consumer engagement. One hundred followers of the Facebook page acted as the survey sample chosen using convenience sampling. Descriptive and multiple...

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[The Role of Brand Experience in Willingness to Pay: An Online Transportation Case](#)

Rahmat Hidayat, Leni Cahyani, Ratih Hurriyati, Bambang Widjajanta

The government's involvement in regulating online transportation fares triggered by complaints from conventional transportation makes it important for a company to make an appropriate strategy so that consumer willingness is maintained. This study aimed at examining the efforts made by companies to maintain...

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[Technology Acceptance Model \(TAM\): An Analysis on User of Digital Statistic Platform \(Lapangbola.com\)](#)

Adam Hermawan, Ratih Hurriyati, Heny Hendrayati

Lapangbola is a start-up application that provides tournament management, including live core, team, and player statistics, for early childhood, amateur, and professional soccer. The Lapangbola application is influenced by several factors to produce accurate statistics and follow user needs. Currently,...

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[The Influence of Electronic Service Quality \(M-BANKING\) on Customer Satisfaction](#)

(Case Study: PT. Bank Negara Indonesia)

Della I S Putri, Heny Hendrayati, Ratih Hurriyati

This study aims to analyze the effect of electronic service quality of BNI's m-banking or E-SERVQUAL (Efficiency, Fulfilment, Reliability, Privacy) on customer satisfaction. The research data was obtained through a survey method with a questionnaire technique. Analysis of research data using multiple...

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B. Widjajanta, Lisnawati Lisnawati, Agus Rahayu, Lili Adi Wibowo, Cindy Maharani Hartono

Online shopping is one of the alternatives that people do during the COVID-19 pandemic. Food and health equipment are products that are experiencing an increase in online transactions. Willingness to buy when consumers have confidence in the product, and when they want to shop online, consumers usually...

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Puspo Dewi Dirgantari, Ratih Hurriyati, Indira Siti Ashyfa, Ridwan Purnama

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Measuring Lecturer Motivation Scales: A Second-Order Confirmatory Factor Analysis (CFA)

Lutfi Nur, Disman Disman, Eeng Ahman, Heny Hendrayati, Arief Budiman

This study explained further about the scale as the solution by using confirmatory factor analysis in testing the lecturer motivation at the Indonesia University of Education (UPI) Regional Campus Tasikmalaya. Quantitative analysis methods were used for data collection and they were analyzed using AMOS....

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Dellia Mila Vernia, Syamsul Hadi Senen

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Barin Barlian, Yana Setiawan, Ratih Hurriyati

The purpose of this study was to find out and analyze the effect of work-family conflict, workload, and burnout on employee performance both partially and simultaneously in Tasikmalaya. The object studied was the female civil servants in Tasikmalaya. The research method used was path analysis. Data collection...

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Arga Sutrisna, Eeng Ahman, Dian Muhammad Wildan

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Mugi Puspita, Tjutju Yuniarsih, Lili Adi Wibowo

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Raisa Hillia Aini Syifa, Eeng Ahman

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Budi Harto, Lili Adi Wibowo, Tjutju Yuniarsih

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Riza A Yamin, E.S. Pusparini

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Donald Crestofel Lantu, Mia Rosmiati, Sri Herliana, Rendra Chaerudin, Nur Lawiyah

This research focused on the conditions of the craft as a creative industry in the global market by looking at aspects of its competition. This study aimed at analyzing strategies that can be

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Ira Murwenie, Nanang Fattah, Kusenendi Kusenendi, M. Adib Sultan

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Arlin F M Trenggana, Lili A Wibowo, Agus Rahayu, Oktaviani Lestari

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Sulastri Sulastri, Hari Mulyadi, Nurhidayah Nurhidayah

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Juridical Review of Trade Secrets of the Traditional Food *Burayot*

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ABSTRACT

This research intends to protect the protection of trade secrets for protection and home industry businesses such as traditional Burayot food in Garut Regency so that this will maintain the protection of Burayot as a local Garut product that can help maintain local and national and international economic progress. Based on the provisions in Article 3 Verse 1 of Law of Republic of Indonesia No. 30 of 2000, it takes three conditions for a trade secret to obtain legal protection; namely, the information is secret in nature, it is of commercial value, and its secrecy is strictly safeguarded through appropriate measures. Thus, looking at the criteria above, traditional local food burayot is entitled to legal protection for trade secrets.

Keywords: *Legal Protection, Trade Secrets, Burayot.*

1. INTRODUCTION

As a developing country, Indonesia needs to strive for tough competition in the business world. This is in line with global conditions in trade and investment. Such competitiveness has long been recognized in the Intellectual Property Rights system, one of which is trade secrets. In Indonesia, the issue of confidentiality is regulated in several separate rules that do not yet constitute a unified system of rules.

The need for legal protection of trade secrets is also in accordance with one of the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs Agreement) which is an appendix to for the Establishment of the World Trade Organization, as ratified by Indonesia with Law of Republic of Indonesia Number 7 of 1994 [1]. Such protection will encourage the birth of new findings or inventions which, even though they are treated as confidential, still receive legal protection, both in terms of ownership, control, and utilization by the inventors.

The discovery of trade secrets can be passed down from generation to generation, as is the case with business products in the traditional food sector such as

burayot in Garut, West Java. The production of burayot is claimed to have been going on since the era of saribu tilu sen sajiwa, during the independence era where President Soekarno at that time distributed the money to the people of Indonesia. At that time burayot was always there to serve at celebratory occasions such as weddings or circumcisions. The competition in marketing burayot is the same as marketing other food products because it is sold in public places such as in food shops around Garut. The question is if this Garutian local food is entitled to legal protection when associated with trade secrets regulation stated in Law of Republic of Indonesia No. 30 of 2000. The taste is different and the presentation is sure to attract tourists [2]. With the invasion of super modern foods and the proliferation of franchise business systems such as McDonald's, Turkish kebabs, and so on, the competition is increasingly fierce between traditional local foods.

Home industry companies producing traditional foods such as burayot need a strategy to win the competition. Burayot is a traditional Sundanese food originating from Garut, West Java. This traditional food can be found in several sub-districts in Garut, such as

Leles, Kadungora, and Wanajara. The word "burayot" itself is taken from the Sundanese language which in Indonesian means "hanging" [3]. Many things can be done to win the competition. Business competition has both positive and negative sides. On the positive side, companies and/or entrepreneurs will improve the quality of their products, but on the negative side, there are not a few who use unhealthy methods and even break the law to win the competition.

Based on the above description, some questions arise: can local food like burayot obtain legal protection for trade secrets? Does it violate the trade secret provisions when one uses the same formula or trade recipe for the same products with different names?

2. METHODS

This study was conducted using a normative juridical approach, aiming to discover the principles of positive law and positive legal doctrines, usually called dogmatic legal research. The procedures begin with premises in the form of existing positive law and end with the discovery of legal principles [2] by connecting the existing statutory rules as positive legal norms. Data collection techniques included documentary study (library research), interviews, and surveys.

3. RESULTS AND DISCUSSION

a. Understanding Trade Secrets

According to Law of Republic of Indonesia No. 30 of 2000 on Trade Secrets Article 1 Verse 1, trade secret shall be the information that is not identified by the public on technology and/or business which has economic value, because it is useful for business activities and whose secrecy is safeguarded by the owner of the trade secret.

The elements of a trade secret consist of [3]:

1) Information secrecy.

The information is considered secret if it is a concept, idea, or information that is identified by certain parties only and it is not identified by the general public [4].

2) The information is not identified by the general public.

Law of Republic of Indonesia No. 30 of 2000 provides delimitations regarding the notion of not being identified by the public in Article 3 Verse 2 as follows: The information is considered if it is a concept, idea, or information that is identified by certain parties only and it is not identified by the general public. The secrecy is permanent and covers the process including system, procedures, formula, and processing tools, but not the product per se.

3) The information is within the scope of technology or business

Law of Republic of Indonesia No. 30 of 2000 Article 2 mentions:

The scope of the trade secret covers methods of production, processing, sale, or other information in the area of technology and/or business that have economic value and are not identified by the general public.

Technology in this context refers to product processing, and business refers to processing methods, sales, distributions, goods, or other information considered unique and of economic value.

4) The information is of economic value

Law of Republic of Indonesia No. 30 of 2000 Article 3 Verse 2 mentions:

The information is deemed of economic value if the nature of secrecy of the information can be used to carry out commercial activities or business or can economically increase profits

What can be inferred from this is that commercial activities can be useful and beneficial if the information is widely disseminated, not restricted. It is said to have economic value if the profits obtained from the trade secret are higher than production costs and other related costs. Any information about commercial production impropriety may also be of economic value to the owner and therefore can also be categorized as a trade secret [4].

5) The information secrecy is strictly safeguarded by the owner.

Article 3 Verse 4 of Law of Republic of Indonesia No. 30 of 2000 defines that the secrecy of the information is considered having been safeguarded if the owner or the parties who control it have taken proper and reasonable steps, both internally and externally in order for the information cannot easily be accessed by unauthorized parties. The trade secret holders are fully responsible for the secrecy of the information. This means that the trade secret holders are responsible for proving whether there are efforts to safeguard trade. According to the encyclopedia [5], a trade secret is a piece of information that is not identified by the public in the area of technology and/or business that has economic value because it is useful in business activities, and is kept confidential by the owner of the trade secret.

b. Legal Protection of Trade Secret

The rationale for trade secret information under the TRIPs agreement is to guarantee the party making the investment to develop concepts, ideas, and information of commercial value and to benefit from the investment by obtaining the exclusive right to use the concept of

information, as well as to prevent other parties from using or disclosing the information without permission [6].

Intellectual property rights (IPR) protection was originally a form of protection provided by the state for the ideas or works of its citizens and therefore intellectual property rights are basically state territory [7]. Without the protection of IPR, business communities in developed countries feel insecure in carrying out their activities, especially when dealing with people from developing countries. The Omnibus Act Special 301 imposed by the United States is a classic example frequently mentioned. Furthermore, because the existence of WIPO is considered unsuccessful in disseminating and imposing a uniform law or regulation on IPR for countries in the world, assuming that WTO-GATT will succeed, TRIPs are included in the WTO-GATT.

By taking part in the Agreement for the Establishment of the World Trade Organization as part of the agreement to participate in the WTO-GATT-TRIPs, by adopting and enacting Law no. 7 of 1994 concerning Ratification of the Agreement for the Establishment of the World Trade Organization, Indonesia is obliged to make and enforce legal provisions regarding intellectual property rights that are in line with the provisions stipulated in the WTO-GATT-TRIPs. Protection of trade secrets is then regulated in Trade-Related Aspects of Intellectual Property Rights or abbreviated as TRIPS [8]. The scope of the trade secret covers methods of production, processing, sale, or other information in the area of technology and/or business that have economic value and are not identified by the general public [6].

The subject matter object that is in the legal spotlight regarding this confidence is information, be it technical, commercial, personal information, or other information that is closely related to the owner, whether personal, individual, or corporate [5]. Based on the provisions in Article 3 Verse 1 of Law of Republic of Indonesia No. 30 of 2000, it takes three conditions for a trade secret to obtain legal protection; namely [9]:

- 1) The information is secret in nature.
- 2) The information is of commercial value, used to develop business activities or to increase economic profits.
- 3) The information secrecy is strictly safeguarded by the owner through appropriate measures.

Article 39 Verse (1) TRIPs regulates the aim of ensuring the effectiveness of the implementation of legal protection against unfair business competition, which is regulated in Article 10 bis of the Paris Convention (1967). To ensure the implementation of protection against unfair business competition, WTO

members are required to provide protection for such confidential information and for data submitted to the government or government agencies [10]. Gunawan Widjaya [8] explained that Article 39 Verse (2) of TRIPs regulates the rights for individuals and entities to the protection of information that is in themselves, which is not disclosed by them which is obtained or used by other parties illegally or dishonestly without their consent according to the law. in a manner that is contrary to honest business practices as long as:

- 1) The information is secret in nature, meaning that the information cannot be easily identified or obtained by public
- 2) The information has commercial value for its secrecy.
- 3) Proper measures have been taken to protect the information from disclosure.

Law of the Republic of Indonesia No. 30 of 2000 does not regulate the relationship between employees and employers or business owners who are also the holder of the right to trade secrets regarding the obligation to maintain the trade secrets of the company where they work, nor do labor laws and regulations, Law of the Republic of Indonesia no. 5 of 1999 concerning the Prohibition of Monopolistic Practices and Unfair Business Competition (Anti-monopoly Law) and the Civil Code (KUHPperdata) and the Criminal Code (KUHP).

A work agreement is an agreement to perform work as referred to in Article 1601 of the Civil Code. One important part of this employment agreement is if there is an agreement between the worker and the employer to maintain the confidentiality of company information. Agreements between employers and workers that create an obligation for workers to maintain the confidentiality of the company information where they work (trade secrets of the company) do not conflict with applicable laws and regulations and can be carried out by employers in order to protect valuable information.

The problem with burayot's trade secrets is that there is no work agreement between employees and the owner of the trade secret. Because everything is done on the basis of mutual trust from both parties, where employees believe in what they will receive in the form of wages from the owner. Meanwhile, the owner trusts his employees with no prejudice or presumption whatsoever for the leakage of his trade secrets. The element of confidentiality in this trade secret causes the trade secret to have no time limit for protection. The most important thing is that as long as the owner of the trade secret continues to make efforts to maintain the confidentiality of the information, this information is still under the protection of the trade secret [11].

Law of the Republic of Indonesia No. 30 of 2000 mentions that the scope of the Trade Secret covers methods of production, processing, sale, or other information in the area of technology and/or business that have economic value and are not identified by the general public. Information in trade secrets is divided into information in the area of technology and information in the area of business. What is included in information technology are:

- a. Information about research and development of a technology
- b. Information about production or process
- c. Information on quality control

And what is included in the information in the area of business are:

- a. Information about product sale and marketing
- b. Information about customers
- c. Information about finance
- d. Information about administration

Information contained in advertisements, brochures, operating manuals, provided to the public is no longer categorized as information regulated in trade secrets [12].

c. Trade Secret Rights and Trade Secret Transfer

The owner of the trade secret is free to use and exploit the trade secret or prevent other parties from using it. However, as with other types of intellectual property rights, the owner may also grant a license to another party to use the trade secret for a certain period of time through a license agreement. The license agreement creates an obligation for the licensee to maintain confidentiality. Article 4 of the Law of the Republic of Indonesia No. 30 of 2000 mentions that the owner of the trade secret has the right to prohibit other parties from using the trade secret or revealing the trade secret to any third party for commercial interests.

Trade secret rights may be transferred to other parties as regulated in Article 5 Verse (1) of the Law of the Republic of Indonesia No. 30 of 2000; namely, through:

- 1) inheritance,
- 2) grant,
- 3) testament,
- 4) a written agreement, or
- 5) other causes which are justified by laws.

The owner of a trade secret is the inventor or originator of the confidential information, which is called a trade secret. The holder of the trade secret is the owner of the trade secret and the parties who obtain

further rights from the owner of the trade secret. In practice, the obligation to maintain confidentiality exists because of the legal relationship between one party and another, one of which is the relationship between employers and employees. Most cases of trade secret breaches involve an employee who has used information obtained from his employer's workplace during or after the end of the employment period.

Legal protection of trade secrets by the state is due to a civil relationship between the owner of the trade secret and further recipients of trade secret rights in the form of a trade secret license with third parties who are not entitled to take (legal) actions that commercially utilize the trade secret, including those who provide trade secret information incorrectly and who obtain it illegally. Law of the Republic of Indonesia No. 30 of 2000 Article 13 reads that a trade secret violation also occurs if a person purposely discloses a trade secret, disavows the agreement, or disavows written or unwritten obligations to safeguard the relevant trade secret. Further Article 14 mentions that a person is considered to have violated the trade secret of another party if the person in question obtains or controls the trade secret in a way that is contrary to the applicable laws and regulations.

Although it is not expressly stated that the misuse of a trade secret must result in harm to the owner, it is implied that if the trade secret has a commercial value, losses will be experienced if the trade secret is misused.

Basically, the trade secret law is not violated if the disclosure or use of the trade secret is in the interest of security, health, or public safety. In accordance with the provisions of Article 11 of the Law of the Republic of Indonesia No. 30 of 2000, if someone violates the rights of the owner of a trade secret as referred to in Article 4 of the Law of the Republic of Indonesia no. 30 of 2000, the owner of a trade secret can file a lawsuit to the Public Court in the form of:

- 1) lawsuit on compensation and
- 2) stopping all acts

Article 17 Verse (2) of the Law of the Republic of Indonesia No. 30 of 2000 states that the criminal act of violating trade secrets is a complaint offense. This means that the process of a new criminal case warrants a complaint from the aggrieved party. This still reflects the civil nature of the interests of the aggrieved party, which in this case is the trade owner or trade secret holder. This provision is clearly different from those stipulated in the Economic Espionage Act-USA, where the government plays an important role in the protection of intellectual property rights [13].

Article 3 Verse (2) of the Law of the Republic of Indonesia No. 30 of 2000 says that what is secret is permanent. Therefore, this trade secret can only cover

system, procedure, formula, and processing tools, not a product. If someone, either a former employee or another party, uses the same system, procedure, and formula as the process of making burayot, but the processing tools and the resulting products are different, for example in the case of making ali agrem, it is considered an act of violating trade secrets.

4. CONCLUSIONS

Legal protection for trade secrets can only be done if it meets the conditions specified in Article 3 Paragraph (1) of the Law of the Republic of Indonesia No. 30 of 2000 concerning Trade Secrets, namely; first, the information must be confidential, cannot be identified by the general public. Second, the information shall be of commercial value; i.e., its secrecy can be used to develop business activities or to increase economic profits. Third, the owner of the information must have taken appropriate measures to protect the confidential nature of the information.

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