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Leading Organization Based on Technology, Knowledge, and Innovation

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CONTENTS

PREFACE .................................................................................................................. ii
HISTORY OF INTERNATIONAL SEMINAR AND CONFERENCE ON LEARNING ORGANIZATION (ISCLO) . iii
ORGANIZING COMMITTEE ....................................................................................... v
CONTENTS ................................................................................................................... vi

LIST OF PAPER

1. A DELIBERATIVE APPROACH TO PARTICIPATIVE BUDGETING ........................................ 1
2. THE THEORY OF RESOURCE MOBILIZATION: INVESTING RESOURCES IN ORGANIZATIONAL LIFE ...................................................................................................................... 24
3. IMPORTANCE-PERFORMANCE ANALYSIS OF TELECOMMUNICATION INDUSTRY ......... 29
4. EMPLOYEE WELLBEING AND EMOTIONAL EXHAUSTION: HOW MIGHT THE SOCIO-MORAL CLIMATE BUFFER JOB INSECURITY STRESSOR? A MULTILEVEL STUDY IN SPAIN AND AUSTRIA .................................................................................................................. 44
5. THE IMPACT OF GREAT LEADERSHIP ON EMPLOYEE PERFORMANCE AT PT TELKOM AKSES BANDUNG .............................................................................................................. 60
6. THE INFLUENCE OF THE ORGANIZATIONAL CULTURE FACTORS ON IMPLEMENTATION OF KNOWLEDGE SHARING AT WILAYAH TELEKOMUNIKASI BАLKIPАN PТ. TЕLКOM IНDОNESIА ........................................................................................................ 69
7. EFFECT OF FINANCIAL LITERACY ON FINANCIAL INCLUSION WITH SOCIAL CAPITAL AS MEDIATOR (Survey on society of productive age in Regency Bandung) ......................... 79
8. DECISIONS ANALYSIS OF CONTRACTOR SELECTION PT.ERICSSON INDONESIA USING ANALYTICAL HIERARCHY PROCESS METHOD ........................................................................ 96
9. DETERMINANTS OF DIVIDEND PAYOUT RATIO: A STUDY OF LISTED COMPANIES IN INDONESIA STOCK EXCHANGE ......................................................................................... 108
10. INFLUENCE OF DOLLAR EXCHANGE RATE, INTEREST RATE, INFLATION, DIVIDEND, OWNERSHIP AND FIRM SIZE TO RETURN SHARES (Study in Sub Sector Company Telecommunications Listing on Bursa Efek Indonesia Period 2010-2016) .......................................................... 129
11. INVESTOR REACTION TO ANOMALY & RECOVERY SERVICE OF TELKOM-1 SATELLITE YEAR 2017 ................................................................................................................................. 148
12. THE EFFECT OF THE CONTROL ENVIRONMENT TO EFFECTIVENESS INTERNAL CONTROL SYSTEM (Research in PT XXX, Tbk) ......................................................................................... 161
13. THE INFLUENCE OF PERCEPTION ON CUSTOMER BEHAVIOR OF PRODUCT ADVERTISING THROUGH USEETV (CASE STUDY IN BALIKPAPAN CITY OF INDONESIA) ........................................ 172
14. FACTORS AFFECTING ORGANIZATIONAL COMMITMENT IN PHARMACY INDUSTRY: THE ROLE OF COMPENSATION AND LEARNING CULTURE AS PREDICTORS. ..................................... 188
15. KNOWLEDGE MANAGEMENT IMPLEMENTATION: A COMPARATIVE STUDY BASED ON EMPLOYEES' CHARACTERISTICS IN MARINE GEOLOGICAL INSTITUTE ................................................. 201
16. THE ROLE OF KNOWLEDGE MANAGEMENT PRACTICES ON INNOVATION PERFORMANCE IN PUBLIC TELECOMMUNICATION COMPANY ........................................... 215
17. IMPROVING TEACHERS' PEDAGOGICAL KNOWLEDGE THROUGH ACTION LEARNING .......... 227
18. THE INFLUENCE OF OVERTIME TO WORK-FAMILY CONFLICT AND JOB PERFORMANCE IN WITEL BOGOR OF PT TELKOM INDONESIA .................................................. 235
19. FRAMEWORK FOR COMMUNITY OF PRACTICE FOR BLOOD CENTER .................................. 244
20. RISK-MANAGEMENT BASED GOVERNMENT INFORMATION SYSTEM SECURITY USING OCTAVE ALLEGRO FRAMEWORK .......................................................... 253
21. AN ANALYSIS OF IMPLEMENTATION OF BUSINESS DEVELOPMENT STRATEGY BY USING BLUE OCEAN STRATEGY AT BIKERS LEATHER SHOP GARUT ........................................... 263
22. INCREASING AUDIT QUALITY IN INDONESIA ........................................................................ 282
23. RISK MANAGEMENT EVALUATION IN LIBRARIES BASED ON COBIT 5 ................................ 294
24. THE INFLUENCE OF INFORMATION SHARING AND INFORMATION QUALITY TOWARD SUPPLY CHAIN MANAGEMENT PERFORMANCE IN SMALL AND MEDIUM INDUSTRY .................................................. 305
25. IMPORTANCE- PERFORMANCE ANALYSIS OF TELECOMMUNICATION INDUSTRY .................. 318
26. FACTORS AFFECTING ENTREPRENEUR CHARACTERISTICS: A STUDY OF SMALL MEDIUM ENTERPRISE IN GARUT ................................................................ 332
27. DOES RAPIDLY GROWING REVENUES ALWAYS PRODUCE AN EXCELLENT COMPANY'S VALUE? DCF & P/E VALUATION ASSESSMENT ON HOSPITAL INDUSTRY ......................... 339
28. ANALYSIS DETERMINED AUDIT DELAY (AN EMPIRICAL STUDY ON MINING COMPANIES LISTED IN INDONESIAN STOCK EXCHANGE DURING 2012-2016) ...................... 354
29. SINGLE INDEX MODEL IN DETERMINING OPTIMAL PORTFOLIO COMPOSITION OF JAKARTA ISLAMIC INDEX (JII) ........................................................................... 364
30. INDONESIA COOPERATIVE MEMBER WELFARE: DETERMINANT ANALYSIS OF BUSINESS PROFIT ON INDONESIA COOPERATION ................................................................ 375
31. RELATIONSHIP AUTHENTIC LEADERSHIP TO COACHING EFFICACY ANALYSIS ............... 389
32. COMPARATIVE PERFORMANCE ANALYSIS OF TELECOMMUNICATION COMPANY IN INDONESIA USING ECONOMIC VALUE ADDED (EVA) AND VALUE ADDED (VWA) METHOD IN CASE STUDY AT PT. TELKOM, PT. INDOMAT AND PT. XL FOR THE YEAR 2011 - 2016 ........................................... 407
33. THE EFFECT OF PRICE, PRODUCT QUALITY, PROMOTION, SOCIAL FACTOR, BRAND IMAGE ON PURCHASE DECISION PROCESS OF LOOP PRODUCT ON YOUTH SEGMENT (CASE STUDY OF PT TELEKOMUNIKASI SELULAR) ............................................................... 420
34. EFFECT OF TAX SERVICE QUALITY AND TAX SANCTIONS AGAINSTS VEHICLE TAXPAYER COMPLIANCE AT THE SAMSAT OFFICE OF GARUT DISTRICT ........................................ 436
35. THE INFLUENCES OF GREEN MARKETING IN BUILDING CORPORATE IMAGE OF STARBUCKS INDONESIA ................................................................................................. 444
THE INFLUENCE OF INFORMATION SHARING AND INFORMATION QUALITY TOWARD SUPPLY CHAIN MANAGEMENT PERFORMANCE IN SMALL AND MEDIUM INDUSTRY

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ABSTRACT

This research aims to find out the influence of information sharing and information quality toward supply chain management performance in tannery industry in Garut. Three dimensions, namely connectivity, willingness, and information content, measure the information sharing variable. Four dimensions, namely intrinsic, contextual, representational, and accessibility measure information quality variable. Meanwhile, the supply chain management performance is measured by using Supply Chain Operations Reference (SCOR) approach consisted of dimensions of reliability, responsiveness, agility, cost, and management asset. The research method used in this research is descriptive and verification method with survey approach. 100 units of tannery industries belong to Small and Medium Enterprises in Garut are used as the samples of the research. The technique of data collecting uses questionnaire and interview to the business owners. To process the data, the researchers use partial least square (PLS) application. Based on statistics and hypothesis testing, the result shows that information sharing and information quality simultaneously influence on supply chain management performance positively. Afterward, partially information sharing and information quality influence positively towards supply chain management performance.

Key Words: Information sharing, information quality, supply chain management performance, small and medium industry