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Proceedings

The 1st International Conference on
Business, Accounting, Supply Chain,
and Logistics

November 21-22, 2019.
Surakarta, Indonesia

Organized by : _____
Accounting Study Program



Co Host



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PREFERENCE

Thanks to God, with the almighty grace.

We are really grateful that the 1st International Conference on Business, Accounting, Supply Chain, and Logistics being held successfully on November 21-22, 2019 by Accounting Study Program, Faculty of Economics and Business, Universitas Sebelas Maret at the Harris Hotel, Surakarta.

We have to render our greatest appreciation to all parties who have helped organized and carried out this event with the best quality, comfort, and precision. To our participants, please accept our warmest greetings, since it is our great pleasure and honor to have all of you to participate in the conference. We are delighted to have all of the distinguished scientists and researchers for contributing their research and encouraging us all to learn more with the presentation and discussion session.

We also would like to extend an especially warm welcome to our distinguished speakers; Prof. Hooy Chee Wooi from Universiti Sains Malaysia, Prof Ruhul Salim from Curtin University, Prof. Corina Joseph from Universiti Teknologi Mara Malaysia, Prof. Juliana Sutanto from Lancaster University and Prof. Habib Mahama from Qatar University, who have travelled far to share their knowledge in this conference. We feel thankful for their willingness in taking the time to contribute and share their expertise and experience to this conference that have enriched our knowledge in this field.

The International Conference on Business, Accounting, Supply Chain, and Logistics with the theme "The New Paradigm of Link and Match between Government, University, and Industry" has an important meaning because it is in line with the development of the business world that needs to be studied. As we know, the logistics network and payment system are supporting components that have a very vital role in increasing the penetration of Indonesia's e-commerce market which is currently booming. The complexity of the distribution problem makes logistics a theme that still needs to be studied both practically and academically. The study from both perspectives is expected to help the government in developing a better economic world.

This proceeding contains a collection of abstracts containing the essence of the researchers' thoughts which are expected to contribute to the scientific field. The topic of this conference is Accounting, Supply Chain and Logistic, and all the subtext of those three main topics. These topics are manifested in the presented papers by the scholarly work from all of the researchers from the education, practice, and government field.

We have 238 papers that will be presented in this academic event with 2 best papers. Participants came from various universities throughout Indonesia and covered a variety of topics related to the main theme of this event. We sincerely hope that these proceedings and the conference, in particular, will grant benefits to all of the participants and also the readers. Especially as a reference for further economics and business development in Indonesia and all over the world. We welcome and will receive any suggestions and constructive feedback to improve the organizing strategy for the betterment and development of our conference.

Surakarta, 21 November 2019

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THE EFFECT OF PERCEIVED BENEFIT, BRAND PRIDE, ATTITUDE TOWARD BRAND, AND PURCHASE BRAND INTENTION ON XIAOMI SMARTPHONE IN INDONESIA

Asep Saepuloh, Hilman Rismanto, Deri Alan Kurnia, Hedi Cupiadi
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Abstract. Current market conditions see that many emerging brands offered to become choices for consumers as the identity of a product. The brand has great power to attract consumers so that alternative evaluation processes emerge as the basis of interest in purchasing goods and services. The purpose of this study was to analyze the effect of perceived brand benefits and pride on brand attitudes further brand attitudes toward brand purchase interest. The research method used is a quantitative method with the type of survey. The author collected data through making instruments in the form of a questionnaire distributed to 125 respondents as a sample of all members of the population. The instruments made were tested through validity and reliability testing. The data analysis technique used in this study is the structure of the equation model to test and prove hypotheses. The results showed that partial perception of the benefits and pride of the brand had a significant effect on brand attitude then brand attitude significantly influenced brand purchase interest in the Xiaomi brand smartphone.

Keywords: Perceived Benefit, brand pride, attitude toward brand, and Purchase brand intention

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