

PROCEEDINGS

International Conference on Management, Hospitality & Tourism, and Accounting (IMHA) 2012

Governance Enterprising towards Accountable and Sustainable Future Business in Digitally
Free Trade Era

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Foreword from Chairman

Warmest Greeting!

Welcome to the International Conference on Management, Hospitality & Tourism, and Accounting (IMHA) – 2012 as a program of Asian Academy of Management (AAM) Indonesian Chapter and BINUS University.

Recently Governance Enterprise is applied to describe the framework of company's good governance and business management. Entering the era of free trade and digital business worlds where competition is increasing, the organization should not only innovate products/services but also necessary to run a responsible, growing and sustainable governance. That's why the theme for this event: "Governance Enterprising towards Accountable and Sustainable Future Business in Digitally Free Trade Era".

In this event, we would like to express our appreciation to AAM Headquarter – Malaysia, Universiti Sains Malaysia (USM) and Universitas Teknologi Yogyakarta (UTY) for their support and cooperation in this conference, also deep gratitude and thanks to the reviewers for their dedication and time.

Participants, researchers and speakers from around the world have joined on this favorable event. This gathering is meant to provide a leading break for sharing ideas, practices and research discoveries for the improvement of business and management.

Lastly, I would like to congratulate to all members of the committee for their hard work, support and effort in making the event successful. To all participants of IMHA 2012, we would like to congratulate for presenting the paper and sharing the knowledge. Hopefully you will enjoy the event and make networking with other participants.

Best Regards,

Chairman of IMHA 2012

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INFORMATION SYSTEM PROCESS PRODUCTION ON ASM CORPORATE

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ABSTRACT

The research objective of this research is to analyze and find weaknesses in information systems production process on the ASM Corporate, and then the proposed information system is a new production process, in order to assist management in making decisions. The search methodology used in the writing of this research is a biography covers research methodology, research methodology of observation and interviews, analysis methodology, and system design methodologies. The results obtained are expected to provide facilities for companies in calculating production costs and the cost of production. The conclusion that can be taken is to help ASM to produce data processing in reports required by management.

Keywords: Analysis, Design, Production Process Information Systems.

**ENTREPRENEURSHIP FOR GREEN INDUSTRY ORIENTATION - AN
INNOVATION PRODUCT: VEGETABLES SLICES SNACK (ABON NABATI)
INSPIRED SELF-SUSTAINING ECONOMIC RURAL PEOPLE AT GAJAH WONG
RIVERBANK WITH THE GREEN INDUSTRY ORIENTATION**

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ABSTRACT

The effect of human living to the environment certainly must be first thought based on every business decision taking especially to anticipate global warming which tend to be common in the latest development with so many hi-tech industries. These would causes an increasing natural resources consumption and decreasing environment supporting capability to withstand industrial dump and environment pollution. Increasing industrial sector not merely causes to the economic development but also to the natural balance. Based to the above problems some treatments to avoid pollution moreover to the industrial and scientific sciences. Therefore, the problem tried to be solving by knowing the biggest pollutant contributor to the nature and try to avoid the industry pollutant by concept green industry.

Keyword : Entrepreneurship, green industry, sustaining economic rural.

SUSTAINABLE COMPETITIVE ADVANTAGES OR COMPETITIVE TEMPORARY ADVANTAGES TO FACING THE COMPETITION IN ENVIRONMENTAL CHANGE

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ABSTRACT

This paper is aim to put forward the concepts of sustainable competitive advantage, competitive disadvantage, and temporary competitive advantage, periodically in building propositions that describe the relationship between strategic environmental uncertainty, the availability of corporate resources, and competing factors of excellence, to achieve optimal performance of the company. Knowledge of the company's strategic environment, the material information in order to develop a sustainable competitive strategy, because in fact many industries experiencing a temporary competitive advantage. Temporary competitive advantage occurs because of the influence of the competitive environment continues to change drastically, intense competition between the industry and the uncertainty of the market environment for domestic and global markets.

Keywords: Sustainable competitive advantages, competitive temporary advantages, environmental change

IS EMPLOYEE'S JOB COMMITMENT DETERMINED COMPENSATION SATISFACTION?(A CASE STUDY ON BANK SULSELBAR CABANG UTAMA BONE)

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ABSTRACT

This study aims to analyze the influence of compensation on the job commitment. Compensation is a way to improve the employee's performance. Intended satisfaction compensation in this study is the satisfaction of the compensation received by employees of the company as remuneration for their work; consist of compensation of material, social and activity. And, intended employee commitment in this study is the desire of employees to be willing to do business as a high-achieving corporate goals, includes: willingness, loyalty, and pride on the organization. This study uses only one measurement, ie the willingness of employees. The samples in this study were all employee of Bank Sulselbar Utama Bone, a number of 35 employees. We used multiple linear regression analysis. The results indicate that material and social compensation significantly influence the job commitment. Meanwhile, activity compensation is not significantly affecting the job commitment. F test showed that the regression model with independent variables material, social, and activity compensation significantly influence the job commitment. Coefficient of determination value of 0.478 means that the contribution of material, social, and activity compensation of job commitment amounted to 47.8%.

Keywords: satisfaction compensation, job commitment

ANALYSIS OF FACTORS THAT INFLUENCE IN PURCHASING DECISION AUTOMOTIVE INDUSTRY

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ABSTRACT

Competition in oligopolistic markets, particularly the automotive industry forced the company to pay more attention to the needs and tastes of consumers that changing all the time. Changing needs, desires of consumers is of course influenced by the globalization of the world. Conducted a survey with a questionnaire to several car exhibition in Jakarta, acquired a number of factors and product attributes of dealer service for consumer consideration in the decision to buy a car. This research method is descriptive associative, and data collection done through questionnaires to the respondents as many as 100 people who were visiting the exhibition / auto dealer and finally agreed to buy. Analysis of data correlation and multiple regression premises. The results showed that the Product Attributes provide a powerful positive impact and significant impact on purchase decisions, Service Quality provides a strong positive impact and significant impact on purchase decisions, and also product attribute and service quality jointly affect and contribute to the Purchasing Decision.

Keywords: The purchase decision process, product attributes, service quality.

ENHANCING NETIZEN AS A DIGITAL MARKETING ACTIVITY TOWARD STRATEGIC BRANDING - A CASE STUDY: “XYZ” BRAND

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ABSTRACT

This study is focused on the role of netizen in digital marketing activities to attempt the development of strategic brand of “XYZ”. The purpose of this study to identify whether netizen as users have recognize the “XYZ” brand as product of internet mobile, through four variables of brand performances ; delivery message, creative advertisement, understanding the product, brand association. It is also to measure level of awareness of the users to the website of “murahitu “XYZ””. The research methodology applied in this study is descriptive quantitative study using Likert scale. The result shows that highest level of brand performance is notonly from delivery message, but indicating that netizen have recognized the “XYZ” as internet mobile under the activity of digital marketing. And users are not aware yet to website of “murahitu “XYZ””. The content of the mobile advertising should be increased in the near future.

Keywords: digital marketing, netizen

CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY IN BANYAN TREE RESORT BINTAN

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ABSTRACT

Corporate Social Responsibility or CSR has been one of the major issues in global enterprise. As many Hotel industry have taken a lot of benefits from globalization and gain over much of the world's resources. They are expected to serve the surrounding society from which they making profit, and to play a greater role in the overall welfare of society, has driven many Hotels to subscribe to codes of ethics and engage in social issues that benefit various groups in society in order to balance between responsibilities to the environment, society and the economy. In this research, the authors are using a descriptive research to take a closer look at Banyan Tree Resort Bintan as one of the Company that implementing the CSR and how they succeed in creating the green and healthy environment internally and within society.

Keywords: CSR, Corporate Social Responsibility, Hotel, Banyan Tree

TV PROGRAM SELECTION IDENTIFIED BY LIFESTYLE, AGE-SUBCULTURE & GENDER

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ABSTRACT

On May 1st until June 15th 2010, based on the census data from BPS (Badan Pusat Statistik), the human population in Indonesia reached 237,556,363 people where 119,507,580 of them are males and 118,048,783 of them are females, and it was stated that Indonesia was placed on the 4th ranked in terms of the densest populated country in the world. This fact gives Indonesia's marketing strategies a lot of opportunities to grow. In this globalization era, television is a powerful tool that can be used to deliver information to the dense society. However television is also used to entertain the audience and most of the time information like TV commercials can be easily slipped out of the audiences' minds (McGrath and Mahood, 2004). People's choice in television programs are affected by their behavior, lifestyle, and their cognition which is based on differences of age subculture and gender. A computerized crosstab and correlation method will help to unravel the relationship between age subculture and gender to people's choice in television program and their lifestyle. The accurate selection of TV program, based on the audiences' lifestyles, age-subculture, and gender, will help TV producers to allocate the TV commercials in the right segmented audiences hence the commercials will be more effective.

Keywords: Television Program, Lifestyle, Age Subculture, Gender

E-WASTE: THE NEXT GREEN COMPUTING CHALLENGE

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ABSTRACT

As the use of technology increase a new kind waste also increase; Electronic Waste (E-Waste). Computers, cell phones, mp3 players, and even DVDs are all considered E-Waste. The problem with recycling electronic waste is how to do so properly without causing more waste in both domestic and foreign landfills. Disposal and toxicity are growing concerns that most of the E-Waste generated in developed countries is ending up in developing countries that are economically challenged and lack the infrastructure for environmentally sound management of E-Waste. This results in adverse socio-economic, public health and environmental impact of toxins in E-Waste. The concept of recycling E-Waste is getting very popular because of two main reasons: (1) It saves the planet, and (2) It is also a good way of earning some extra cash. Therefore every business is must legally responsible for ensuring its E-Waste is properly handled and disposed of under control. E-Waste is next the green computing challenge in the future.

Keywords: Electronic Waste, E-Waste, E-Waste Management, Disposal, Recycle, Reuse, Electrical and Electronic Equipment, EEE

INDONESIA-JAPAN TRADE ANALYSIS

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ABSTRACT

The concept of world trade in general is built based on the notion of comparative advantage and competitiveness are different between countries. If countries produce and trade with reference to comparative advantage and competition, is believed to increase the efficient use of scarce resources in order to reach the level of welfare of a better world. Comparative advantage is a concept that has been 250 years old but was not deterred by this time. This paper aims to show the dark side of the concept of comparative advantage and competitiveness, and introduce the concept of cooperative excellence. In the paper the analysis of the concept of cooperative excellence in international relations will have an impact far more promising than the concept of comparative advantage and competitiveness. Mathematically shown that the cooperative attitude in relation to the countries would provide more benefits, especially in creating a world of efficiency, income distribution, higher welfare and peace of the world. While the promise given by the concept of comparative advantage in competitive market is just an illusion.

Keywords: Analysis, Export, Import and Trade International

**HOW IS INDONESIA GOVERNANCE STRUCTURE GIVE IMPACT TO THE
ROLES OF BOARD OF COMMISSIONERS IN IMPLEMENTING GOOD
CORPORATE GOVERNANCE? (CASE STUDY OF INDONESIAN STATE-OWNED
ENTERPRISES)**

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ABSTRACT

This paper examines how is Indonesia governance structure give impact to the roles of Board of Commissioners (BoC). It focuses on the corporate governance issues of Indonesian state-owned enterprises (SOEs) that have been partially privatized and fully controlled by the government. While the SOEs had been unsatisfied in terms of its contribution to industrial output and bad governance, its dominance in strategic industries and in employment continues. The SOEs indicates in many ways the future path in implementing good corporate governance arrangements for all enterprises in Indonesia. Based on semi-structured interviews of SOE executives, BoC members of listed and non-listed SOEs, and SOEs' officials, this paper show that the governance model that now exist in Indonesia is not support the functions of BoC on implementing GCG in Indonesian SOEs. Considering SOEs' historical and cultural contexts, the SOEs should have their own governance model which in light of Indonesia's current political, economic and social conditions.

Keywords: corporate governance, Indonesian state-owned enterprises

AN ANALYSIS OF ENTREPRENEURIAL STRATEGY IN FRANCHISE SYSTEMS IN INDONESIA

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ABSTRACT

The evolution and development of the economy create new opportunities, so additional academic and professional contributions are necessary for guiding business practices. This is the case of the franchise system as a mode of expansion. The inter-organizational collaboration needed in franchise networks requires innovate managerial formulas improving the achievement of synergy and the resource sharing in an optimal way. The purpose of this paper, therefore, is to provide a conceptual model of behavior in the franchise network from the perspective of entrepreneurial strategy. The article begins with a review of franchise networks, explaining its advantages and disadvantages, as well as the main reason for implementing entrepreneurial strategy in the franchise research. Finally, the paper concludes with some reflections on the implication of this study and directions for future research.

Keywords: Franchise, Entrepreneur, Strategy

ALIGNING THE MARKET POSITIONING WITH BCG MATRIX - CASE STUDY: PERSONAL ACCIDENT AND HEALTH INSURANCE PORTFOLIO OF GENERAL INSURANCE COMPANIES IN INDONESIA

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ABSTRACT

The purpose of portfolio measurement in health insurance business of general insurance industry in Indonesia is to make a competition mapping and give a strategic information to industry. There were 87 companies in 2010 and 90 companies in 2009-2008; whereas the companies those run the personal accident and health insurance business were 48 companies in 2010, 49 companies in 2009 and 53 companies in 2008. The analysis uses BCG (Boston Consulting Group) Matrix to identify market share and market growth of each company by dividing into 4 strategic mapping quadrants: Star, Question Mark, Cash Cow, and Dog. The result of this research is supposed to be a useful information and input to all health insurance players especially to plan their product life cycle management – aligning to market positioning of health insurance portfolio for the future.

Keywords: BCG Matrix, Market Share, Market Growth, Strategic Mapping.

ANALYSIS OF MOBILETELECOMMUNICATIONSINDUSTRYCOMPETITION ININDONESIAYEAR2011

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ABSTRACT

Competition in the mobile telecommunications industry is currently more likely to fare wars, in which consumers are very sensitive to the magnitude of the rates given by the operator. The lower rates are given, the higher the interest of consumers to switch to the operator. So it is not found consumer who are loyal to one service throughout the operator is able to provide the cheapest rates. Market structure that is usually seen from the number of players and their market share will determine the company's market conduct or behavior, which in turn can affect the performance of the company. Thereby further increasing the number of sellers will increase the competition, so that profits will decline. Meanwhile, the degree of product differentiation, knowledge of the seller and buyer of its products as well as the barriers to market entry also affects the power sellers in the market.

Keywords: Competition, Indonesia Mobile Telecommunications

THE INFLUENCE OFFINANCIAL COMPENSATION AND PHYSICAL WORK ENVIRONMENT MOTIVATION TO WORKER PERFORMANCE: IN SMALL FIRM

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ABSTRACT

Many ways for companies to make performance improvements, among which are to address the issue of compensation and a comfortable working environment. Therefore, the company expected to make a good compensation system, which system should describe the provision of fair and reasonable compensation for any type of work and the company is able to create a good working environment in order to give the impression of comfortable, pleasant, and reassuring. This research suspect that factors of financial compensation and physical work environment affect employee performance at this small firm. This studies only replication form others situation to prove the accurate of the theory. Methodology use in this research is classic regression using SPSS 16. Samples is all population in small firm (only 38 person). Constructs of three variable are valid and significant. Based on the result of this research. Financial Compensation and physical working environment contribute 44 % of worker performance. It means the construct of variables cannot describe this research well. We should make a lot empirical studies in small firm characteristic behavior especially in Indonesia culture business organization.

Keywords: motivation, financial compensation, work environment

TOURISM AND CULTURE STRATEGIC DEVELOPMENT IN NORTH SUMATERA

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ABSTRACT

This study is an attempt to explore an important variable in the management strategic of culture and tourism in North Sumatera Province by using limited information sources including literature and other relevant research. The objective is to provide inputs for the preparation plans of culture and tourism development strategy for North Sumatera province government. Tourism in Bali used as a comparator which has now entered the development aspects of quality, when compared to North Sumatera was at the stage of quantity, especially the infrastructure. Tourism development would viewed from the dimensions of economic, social, cultural, environment, political and information and communication technology in North Sumatera is still lacking, so that in future is necessary all parties (stakeholders) sit together to prepare a strategy plan for tourism and culture development in North Sumatera. Team recommended five strategic plan especially to implementing the acceleration of infrastructure development of art, culture and tourism of North Sumatera to increasing more than 10 % visitors in 2012, and tactical plan preparation guidelines for Local Government and Municipality.

Keywords: sustainable community tourism, tourism infrastructure, tourism dimension

**EFFECT OF JOB SATISFACTION AND ORGANIZATION COMMITMENT
TO ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND ITS IMPACT ON
EMPLOYEE RETENTION (CASE STUDY AT PT. KMA)**

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ABSTRACT

Current human resource potential to the needs of the company. The company always aims to maintain its potential employees to remain loyal to the company, in other words, enterprise must be able to increase their good performance employee retention rates. This is due to PT KMA has experienced a turnover rate increasing from year 2008 to year 2010. Therefore, sharing of methods are used by companies to determine the factors that lead to increased employee turnover. In research, the cause of increased employee turnover researchers looked at two factors: Job Satisfaction and Organizational Citizenship Behavior. PT KMA is a company that specializes in freight forwarding, freight, packing and trading of general goods by land and sea. The purpose of this study is to analyze of the effect of Job Satisfaction and Organization Commitment to Organizational Citizenship Behavior and its impact on Employee Retention in PT KMA. The method used in this study is the Pearson Correlation and Path Analysis. Data obtained from questionnaires to all staff PT KMA to measure the level of Job Satisfaction, Organizational Commitment, Organizational Citizenship Behavior, and Employee Retention of the perception of each employee using a Likert Scale. From the results of this study were obtained Job Satisfaction and Organizational Commitment simultaneously contributed significantly to Organizational Citizenship Behavior of 89.7%. Job Satisfaction and Organizational Citizenship Behavior simultaneously contribute significantly to the retention of employees by 80.3%.

Keywords: Job Satisfaction, Organizational Commitment, Organizational Citizenship Behavior, Employee Retention.

THE RELATIONSHIP BETWEEN BUSINESS STRATEGY, STRATEGIC CAPABILITY AND ORGANIZATIONAL PERFORMANCE: DEVELOPING A CONCEPTUAL FRAMEWORK

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ABSTRACT

Miles and Snow's strategy typology have been widely used to describe business strategies within a given industry. Previous studies have identified that there is relationships between strategic types, capabilities, environmental uncertainty and firm performance. However, few studies that incorporate organizational structure as a moderator. This paper develops a conceptual framework for an intended study which will examine the moderating effect of environment uncertainty and organizational structure in the relationship between business strategy, strategic capability and organizational performance.

Keywords: Business Strategy, Strategic Capability, Organizational Performance, Environment Uncertainty, Organizational Structure

MARKET GROWTH OF SHARIA INSURANCE IN INDONESIA, THE BIGGEST MOSLEM POPULATION COUNTRY IN THE WORLD

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ABSTRACT

Southeast Asia is expected to be a big market for sharia insurance because there are three countries with the largest Muslim population in this region, Indonesia, Malaysia and Brunei. In 2015, an estimated growth of sharia in Indonesia will be faster than Malaysia. In the same year South East Asia will lead the world sharia insurance market with contribution up to \$ 4.3 billion.

Keyword: Insurance, Life Insurance, Indonesia, Allianz, Sharia, Islamic

CHALLENGES OF NON-PROFIT ORGANIZATIONS

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ABSTRACT

Nowadays, both in Indonesia and in countries across the globe there founded various organizations which purpose is either to gain large amount of profit or to give social service without paying much attention on gaining profits. These organizations later are called non-profit organizations. What kind of mindset do people have so that they are eager to establish those organizations? How can they organize them? What are the obstacles in running those organizations? Everything will be discussed in this paper. We conducted qualitative approach of research by interviewing representatives from non-profit organizations, which are located in Indonesia. From this paper, we will know the purpose of establishing those organizations, how those organizations are coordinated, what obstacles are the threats, and how they overcome those problems.

Keyword: non-profit organizations

INTEGRATED PERFORMANCE MEASUREMENT SYSTEM FOR SME AND MANAGEMENT CONTROL SYSTEM

Teguh Sriwidadi

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ABSTRACT

Along with the rapid advances in information technology and communications, Small and Medium Enterprises (SMEs), and companies around the world have competition in the global marketplace that aims to maintain its sustainable competitive advantage. This leads to the importance of performance measurement system (PMS). The existing system is designed primarily for use in the context of medium and large companies. SMEs have different characteristics than the big companies, so it is need to develop a performance measurement system which is relevant to SMEs. Therefore, this study discusses a framework that combines the performance measurement system (PMS) for SMEs and management control system (MCS), thereby increasing the efficiency of SMEs which ultimately aim to improve the performance of SMEs.

Keywords: Small and medium enterprises, integrated performance measurement system, and management control system

QUALITY FUNCTION DEVELOPMENT FOR IMPROVEMENT ANALYSIS OF WEBSITE

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ABSTRACT

Internet is one of the medium of dissemination of global information, which provides an easy way to do business and enable the user to communicate and obtain the information needed quickly and accurately. D Restaurant is a restaurant managed by C.V. DIndonesia; this restaurant has created a web site that can be accessed by customers who need information about their products, but still having problems in the utilization of the website. To view the competition in the industry the writer used Porter's five forces analysis, while to compare the restaurant's website and competitor's, the writer analyzed with Quality Function Deployment (QFD). The analysis' result shows that the development of website adjusted with the wishes and needs of customers of D Restaurant is a perfect solution. The development will be focused on the consistency of language used, contents to attract attention of the reader, company and product information on the website, FAQ pages, as well as the delivery order through the website.

Keywords: e-marketing, QFD, Porter Five Forces Analysis

THE INFLUENCE OF BIG FIVE PERSONALITY, JOB SATISFACTION, AND ORGANIZATIONAL COMMITMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR ANALYSIS AND ITS IMPACT TOWARDS ORGANIZATIONAL EFFECTIVENESS ON PT HARAPAN SURYA LESTARI

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ABSTRACT

In order to achieve organizational effectiveness, every company not only needs qualified human resources, but also employees who perform Organizational Citizenship Behavior (OCB), which is influenced by individual internal factor i.e. Big Five Personality and its external factor i.e. job satisfaction and organizational commitment. As a company that has not been of long standing, PT Harapan Surya Lestari needs employees with high OCB level so that the sustainability of the company can be maintained. The purpose of this research is to analyse the effects of Big Five Personality, Job Satisfaction, and Organizational Commitment of the employees to Organizational Citizenship Behavior and its impact towards Organizational Effectiveness on PT Harapan Surya Lestari (HSL). The method used in the research is Path Analysis. The data is obtained from questionnaire disseminated to all the employees of PT HSL in order to measure the level of Big Five Personality, Job Satisfaction, and Organizational Commitment of the employees and Organizational Effectiveness from the perception of each employee, by using likert scale. Results from the data analysis, obtained structural equations $Y = 0,240 X_1 + 0,166 X_2 + 0,502 X_3 + 0,6671 \varepsilon_1$ where simultaneously Big Five Personality, Job Satisfaction, and Organizational Commitment contribute significantly to Organizational Citizenship Behavior of 55,5% and $Z = 0,461 X_2 + 0,374 Y + 0,6921 \varepsilon_2$ where simultaneously Job Satisfaction and Organizational Commitment contribute significantly to Organizational Effectiveness of 52,1%.

Keywords: *Big Five Personality, Job Satisfaction, Organizational Commitment, Organizational Citizenship Behavior, Organizational Effectiveness*

UNDERSTANDING THE RELATIONSHIP COMMITMENT OF THE SUBSCRIBERS OF A LEADING WIMAX INTERNET SERVICE PROVIDER IN BANGLADESH

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ABSTRACT

This study intends to investigate the relationships of communication effectiveness, trust, technical quality, functional quality, and relationship commitment in the context of the prepaid and post-post subscribers of a major private telecommunication company of Bangladesh. It presents a critical appraisal of few important antecedents of subscribers' relationship commitment to the respective mobile service provider. Data were collected from 172 subscribers and 107 post-paid by using self-administered questionnaires. For prepaid subscribers stepwise regression has showed that technical quality, communication effectiveness, and functional quality have statistically significant relationship with relationship commitment. However, stepwise regression for post-paid subscribers has showed that trust and technical quality have statistically significant relationship with relationship commitment. A clear understanding of important precursors of subscribers' relationship commitment might induce the service provider(s) to germinate and strengthen subscribers' relationship commitment to create a loyal customer base.

Keywords: Service Quality-Technical quality and Functional quality, Communication Effectiveness, Trust, and Relationship Commitment

THE IMPACT OF PROFILE COMPONENTS TO GROWTH OF FRANCHISE COMPANIES IN INDONESIA

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ABSTRACT

This study provides evidence on the determinants of the franchise growth. There are six variables indicating the factors which affect the franchise company growth: the period of company was begin franchised, initial investment, franchise fee, and royalty fee. The franchise life-cycle theory and agency theory are used in order to support the evidence and understand the behavior on the analyses of franchise companies' growth. This research uses multiple regressions analyses as statistical tools to test the hypothesis. Surveys in Jakarta in 2007 representing Indonesia franchise companies. As the result, it is found that there are variables which give significant impact: the period of company was established, the period of company was franchised, the initial investment, the duration of contract agreement and the royalty fee. This research also found two pairs of variable that are highly correlated: the period of company was established-the period of company was franchised and the initial investment-the franchise fee. There are 4 variables which give significant impact: the period of company was established, the initial investment, the duration of contract agreement and the royalty fee. There are two pairs highly correlated: the period of company was established-the period of company was franchised and the franchise fee-the royalty fee. Other important thing that is discussed in this researched is the franchise life-cycle. It's found that the Indonesia franchise companies are in the introduction stage. The stage in life-cycles shows its reputation. The more mature the industry is, the better the reputation is.

Keywords: Franchise company profile, franchise growth, franchise life-cycle.

SOCIAL MEDIA MARKETING MODEL

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ABSTRACT

Social Media Marketing is a form of marketing by using social media as a channel . The purposes of this paper are: (1) to analyze the definitions, concepts, and the dimensions of social media as a means of marketing (2) to analyze models of research involving social media variables with other variables which are not examined, (3) to examine the thinking of social media experts from various points of view. The issues to be raised are based on the reference journals that are reviewed, they are: (1) How is the development of definitions, concepts, and dimensions of social media as a marketing tool, (2) How is the development of research models that involve variables of social media with other variables which are not examined; (3) What is the thinking of social media experts from various point of view. Paper writing model approach that will be used is a dimensional approach, it reviews the literature by analyzing the variable dimensions of social media from different experts' points of view. By writing this paper, hopefully it can enrich science, especially social media marketing model development (academic implications) and it is also useful for decision makers in selecting and using social media in accordance with the objectives and scope of the organization (practical). The conceptual focus of marketing model that will be developed is the effectiveness analysis of using social media as a promotional medium.

Keywords: Social Media, Social Networking, Marketing Model, Dimensional Approach

THE LITERATURE REVIEW OF THE PRACTICE OF COST ACCOUNTING SYSTEMS IN SERVICE SECTOR

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ABSTRACT

In this world intense competition, need for customer satisfaction, increase productivity, looking for continuous improvement, increase the profit and use the scarce resources in an appropriate way, all these factors and to be able to survive with the competitors (Mostaque, Gunasekaran, & Erkki, 1998; Hill, 2000), cost accounting systems have been emerged to assist decision makers to make suitable decisions. Cost accounting systems provide managers with cost information to facilitate making several managerial decisions. For instance, make or buy decisions, delete useless activities and setting selling prices (Innes, Mitchell, & Sinclair, 2000; Majid and Sulaiman, 2008). Therefore, these systems are important to all organizations. In this paper the researcher reviewed the literature related to practice of cost accounting systems in the service sector such as banking, transportation and hospitals.

Keywords: cost accounting systems, service sector, traditional costing, and activity based costing.

PRODUCT DIFFERENTIATION IN INTRA-INDUSTRY TRADE INDONESIA-ASEAN3 FOR WOOD AND RUBBER-BASED PRODUCTS

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ABSTRACT

Intra-Industry Trade (IIT) is the most important solution for Indonesian trade with ASEAN members. Trade liberalization in ASEAN region through ASEAN Free Trade Area that was fully implemented in 2010, causes IIT to become an important phenomena for the measurement of trade integration intensity of ASEAN. This is a form of trade cooperation aiming to develop ASEAN Economic Community in 2015. Eleven industry priority sectors are developed to speed up integration. Among them are the Wood Based Product coordinated by Indonesia and the Rubber Based Product coordinated by Malaysia. World Trade in monopolistic competition markets shows IIT was developed by specialization through product differentiation and economics of scale. This research uses a panel data regression (fixed effect model) to estimate the cross-sectional unit product in 4 digits ISIC for seven years period. The result indicates that IIT Indonesia-ASEAN3 for the above products is predominantly determined by product differentiation variable. Hence, Indonesian output can still be increased through product differentiation and this in-turn increases the IIT. Field observations support the research findings, producers are in strong need for knowledge and ideas to design new product.

Keywords: Intra-industry trade, product differentiation, trade integration.

ANALYSIS OF INVESTMENT DEVELOPMENT IN THE LAND AND WATER FOR CATTLE IN SUMBA ISLAND

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ABSTRACT

This research was conducted aiming to land and water investment development in the area of beef cattle on the island of Sumba, which is one of the islands in the East Nusa Tenggara province. While the scope of the study, among others, will include an in-depth study of particular aspects related to the area and conditions land and water, technical aspects, social, economic, institutional structuring of the activities of land and water infrastructure to support the improvement and development of the regions, especially in the area of beef cattle farms. Research methodologies used were 1) the synergy approach and spatial policy, 2) technical approach to land and Water Resources, 3) approach to production and productivity of livestock and 4) socio-economic approach. The results of this study is the multiplier effect of the development of irrigated farm area also includes the promotion of employment opportunities can be approached from the employment opportunities generated through business development and construction of the irrigation farm itself.

Keywords: Infrastructure, land, water, investment and beef cattle

ANALYSIS OF THE IMPACT OF HUMAN RESOURCE PRACTICES AND LEADERSHIP ON EMPLOYEE ENGAGEMENT IN EDSIN LESTARI EXPRESS

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ABSTRACT

Research was conducted in Edsin Lestari Express, llc. which engaged in the expedition (shipping and transporting goods or services). The purpose of this study was to determine the impact of human resource practices and leadership on employee engagement. This research data obtained through interviews and questionnaires to 36 respondents who are employed at Edsin Lestari Express, llc. using the method of correlation and regression. The results indicate that human resource practices and leadership are partially and simultaneously contribute in a positive and significant impact on employee engagement.

Keywords: Human Resource Practices, Leadership, Employee Engagement, Human Resource Management

ANALYSIS OF EFFECT OF TRAINING AND MOTIVATION IN THE PERFORMANCE OF HOSPITAL NURSES JAKARTA

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ABSTRACT

Jakarta Hospital is one private hospital located in the modern business and strategic General Road, Sudirman Jakarta. In the face of competition of the business needed a good performance for the nurse to increase the competitive of enterprises. The purpose of this study was to analyze the influence of training and motivation on the performance of hospital nurses in Jakarta. This study uses regression analysis method is simple an multiple regressions. Data obtained from questionnaires distributed to the nurses Hospital Jakarta. The results have shown that training has a strong and significant effect on the performance of nurses by 34.1%. Motivation also has a strong and significant effect of 36.6%. Simultaneous training and motivations have a strong and significant effect on the performance of nurses in Jakarta Hospital by 49.2%.

Keywords: Training, Motivation, Performance Nurses.

ANALYSIS AND DESIGN OF ACCOUNTING INFORMATION SYSTEM IN PT. SME'S PRODUCTION PROCESS

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ABSTRACT

SEM Company is a manufacturing company which deals in producing medicine herb. The company is facing problem in their production system process : couldn't determine how much production cost which incurred in each department, production cost report can't be produce automatically, the lack of supervision on stock of finished goods and raw material, no journal entries, and double jobs that took place in the company. The methods used are data collection method by using literature study, company's survey and conducting direct interviews. For the analysis and design is done with OOAD which will be drawn using UML notation and for the cost calculation will be done with each department calculation method and cost of inventory method will be done with weighted average method. There is a high expectation that with this production process accounting information system can help the company to do every activity of the production process.

Keyword: analysis, design, system, information, accounting

A STUDY OF ACCOUNTANTS REQUIRED SKILLS TO HAVE EFFICIENT PARTICIPATION IN THE IMPLEMENTATION OF XBRL

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ABSTRACT

The role of the accountants in a business environment has been evolving over the years. Accountants need to have the implementation and maintenance skills of XBRL (extensible business reporting language) which is revolutionizing business reporting around the world, in the organization. The present study encompasses two aspects. First, it addresses the role of the accountant during the implementation and maintenance phase. Second, it finds the characteristics and skills of accountants that can help them in a successful implementation and maintenance of XBRL. In order to collect the data a questionnaire has been used. To analyze data 2 statistical methods, Regression and Pearson correlation have been used .the results of the study confirm that there is a significant relationship between the participation of accountants and successful implementation of XBRL.

Keywords: XBRL, Accountant, participation and implementation.

REPURCHASE INTENTION TOWARDS GREEN PRODUCTS AND ITS IMPACT ON THE SUSTAINABILITY OF GREEN BUSINESS

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ABSTRACT

As the world's consumption increase dramatically, unfortunately, the environment become threatening as the use of natural resources unwisely by human. Regarding to this fact, green companies now have a greater responsibility to satisfy customer and to contribute on environment conservation. Though it is not an easy task for green business to fulfill these requirements, they should stay on track in order to sustain in a fierce competition. Green companies then should learn the customers repurchase intention on green products due to the reason that this behavior may determine the sustainability of green business. This qualitative study aims to find the motives of green buying and to identify both the drivers and barriers of repurchase intention toward green products. This study enriches literatures in green marketing and other relevant areas. It also provides green business an insight of factors to consider.

Keywords: green business, green product, green consumer, repurchase intention, sustainability

PECKING ORDER THEORY AND TRADE-OFF THEORY OF CAPITAL STRUCTURE: EVIDENCE FROM INDONESIAN STOCK EXCHANGE

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ABSTRACT

Numerous empirical studies in the finance field have tested many theories for firms' capital structure. The pecking order theory and the trade-off theory of capital structure is among the most influential theories of firms' capital structure. The trade-off theory predicts optimal capital structure, while the pecking order theory does not predict an optimal capital structure. Base on pecking order theory, the order of financial sources used was the source of internal funds from profits, short-term securities, debt, preferred stock and common stock last. The main objective of this study is to econometrically test whether the listed companies in Indonesian Stock Exchange follow the pecking order theory or the trade-off theory. Samples in this study are public companies listed during 2009-2010. The research questions are tested by running regression models. The empirical result of this study shows that the pecking order theory is not supported, while the trade-off theory is supported. This suggests that the capital structure of listed companies in Indonesian Stock Exchange financed base on optimal capital structure, not by the order financial resources.

Key words: Capital Structure, Pecking Order Theory, Trade-Off Theory

THE EFFECT OF COMPETENCY AND INDEPENDENCY OF AUDITOR ON QUALITY OF AUDIT

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ABSTRACT

This study verifies the influence of auditor competency and independency on the quality of audits generated. Auditor competency refers to the capability of an auditor to discover and report the violence of any financial report. Meanwhile auditor independency constitutes the strong auditor position against company. This research involved auditors working for Public Accountants Office in DIY and Central Java. The result shows that auditor competency and independency influence the quality of audits generated.

Keywords: quality of audit, competency, auditor, public accountant

FINANCIAL AND NON FINANCIAL FACTORS ON GOING-CONCERN OPINION

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ABSTRACT

Company's ability to continue the survival, is a fundamental uncertainty faced in the preparation, and auditing financial statements. Provision of going-concern opinion on these financial statements the company is still being debated. Public Accountant Professional Standards in section 341 states that the auditor is responsible for evaluating whether there is a major doubt on the ability of entities in the continued survival of the appropriate period of time, not more than one year from the date of the financial statements being audited. This research will analyze the financial and non financial factors that affect the provision of going-concern opinion. This research used samples of 63 companies with 315 observations, years 2005-2009. Based on logistic regression analysis showed that the company's financial condition variables, mitigating evidence, and disclosure significantly influence the acceptance of going-concern opinion. Enterprise risk is not significant at propensity of companies going-concern opinion.

Keywords: financial, disclosure, mitigating evidence, risk.

KNOWLEDGE MANAGEMENT AND INFORMATION TECHNOLOGY AS A DRIVER OF COMPETITIVE ADVANTAGE IN THE KNOWLEDGE-BASED COMPETITION ERA

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ABSTRACT

Knowledge management became a focus organization's value added to have a competitive advantage. The main issue of competitiveness of knowledge management is not easily imitated, unique, and not easily changed. Potential human knowledge as the company's intellectual capital will become an essential in a company that eventually IQ can determine the success of the organization's strategy. In addition, information technology as well as a driver of efficiency and effectiveness organizations, because the perceived benefits for it, so that attempts to maximize information technology continues to evolve. Information technology has become an integral part and an important infrastructure for organizations in providing value added or competitive advantage.

Keywords: Knowledge management, Information Technology, Competitive advantage

ETHICAL ORIENTATION AND PERSONAL BENEFIT IN INSIDER TRADING

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ABSTRACT

Most of people think insider trading is an unfair activity because the parties that involved have unequal information. In a certain condition, used unequal information in a transaction is a fraud. The BAPEPAM's act have regulated that insider trading is illegal. Nevertheless it is not easy to bring perpetrators to the court because a difficulties to prove that. Insider trading is motivated by self-interest or personal benefit. But ethical orientation can mitigate of insider trading because it can mediate personal benefit. By survey administrated to the students, this study want to examine how ethical orientation can prevent insider trading. Using multiple regressions this study found that ethical orientation could not mediate the effect of personal benefit to insider trader trading behavior. So we concluded that it is important to give ethical education as soon as possible to all the people to prevent an unethical behavior like insider trading.

Keywords: Insider trading, personal benefit, ethical orientation

THE INFLUENCE OF FINANCIAL PERFORMANCE TO THE CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE

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ABSTRACT

Every Company have responsibility to maximize stakeholders welfare not only stockholder welfare. Stakeholders consist people who are related to the company directly or indirectly. One of them is Society. Company has to involve in achieving society welfare. Corporate Social Responsibility (CSR) is the program to implement it. CSR is not only charity activities, but there are four benefits according to the implantation of CSR, first the existence and sustainability of the company will continue because of the good image from society, second the company will get capital easily, third, company can retain human resources are qualified. Fourth company can improve decision making on critical matters and simplify the managing of risk.

Keyword : financial performance, corporate social responsibility, disclosure

MANAGEMENT INVENTORY JUST IN TIME AS PROCESS IMPROVEMENT: CASE STUDY IN PT LIMA TEKNO INDONESIA

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ABSTRACT

Business is under pressure today for creating a high quality product, sending products to customers faster, cutting costs, increasing flexibility to changes and improving its labor through trainings and hand-on experience workshops. The objectives for this research are evaluating and analyzing inventories JIT in PT Lima Tekno Indonesia. Evaluate and analyze production process and quality control JIT in PT Lima Tekno Indonesia. This research was conducted in Kerawang area with the length was 1 year. The research was based on qualitative with case study approach. The result can be seen through how PT LTI can manage its production process QC, manage its inventory for cost efficiency. We will give an advice to PT LTI so PT LTI can arrange its purchases and warehouse

Keywords: Just In Time, Quality, Efficiency

SERVICE INNOVATION: IN GLOBALIZATION COMPETITION OF HOSPITALITY INDUSTRY

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ABSTRACT

Service innovation is a new or considerably changed service concept, client interaction channel, service delivery system or technological concept that individually, but most likely in combination, leads to one or more (re)new(ed) service functions that are new to the firm and do change the service/good offered on the market and do require structurally new technological, human or organizational capabilities of the service organization. (Van Ark, 2003). The definition covers the notions of technological and non-technological innovation. Non-technological innovations in services mainly arise from investment in intangible inputs. The hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. It remains a large and growing industry. It facilitates economic growth, world trade, international investment, and is therefore central to the globalization taking place in many other industries. The purpose of this research is to discuss the importance of using service innovation in order to face a globalization competition in Indonesian hospitality industry.

Keywords: Service Innovation, Globalization Competition, Hospitality Industry

THE ESTIMATION OF IMPROVING EFFICIENCY OPERATIONAL E- PROCUREMENT SYSTEM

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ABSTRACT

At present, technology development and information system have important roles in supporting the business process of a company and they have also influenced the business player to shift into an electronic based business or e-business. Procurement leads to all activities which involve the process of obtaining goods from supplier that includes purchasing, transporting, stocking, and storing in the warehouse (Turban: 2010), whereas e-procurement is an integration and electronic management of all procurement process including initiating purchase, rights allowancing, delivering, and payment between buyer and supplier (Chafey 2009, p.381). Meanwhile, according to Turbat et al (2010, p.290), e-procurement is the procurement process of goods and services for an organization electronically. E-procurement utilizes web-based technology to support the procurement process including requesting, searching, contracting, ordering, purchasing, shipping, and payment.

Keywords: e-procurement, operational, procurement, e-business

CLOTCHES AS LEADERSHIP IDENTITY; CASE STUDY OF “BATIK TULIS”

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ABSTRACT

Batik is a part of Indonesian heritage and culture. The pattern of the Batik can be used as a reflection of the identity, status and personal image. For the Javanese, “Batik” is not just a fashion, but it also contains the philosophy and beliefs that has closely related to daily life. The batik becomes identical to the greatness of the leader that considers having a power to increase his authority. By using qualitative methodology, this study proves that the cloth of the leader can support their image in coordinating the followers to achieve organization’s goals.

Keywords: clothes, leadership identity, batik tulis.

ANALYSIS OF EFFECT OF SOCIALCAPITAL, AND ENTREPRENEURSHIP ORIENTATION OF ORGANIZATIONAL RESOURCES TOMICRO ENTERPRISES PERFORMANCE IN JAKARTA

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ABSTRACT

Micro, small and medium enterprises (SMEs) are very important in a country is due to the presence of many entrepreneurs those make country's economy will become more advanced. Assessment of the success of a business can be judged from the level of performance. Subjective performance will be easier to conduct an assessment of the business. Social capital (Social Capital) to create a relationship with consumers and the environment so as to create an impact on the performance of a business. In addition, an employer must has entrepreneurial spirit in order to improve the performance of business. Business is also not free from the resources that will be used in running the business. This research was a descriptive study that looking for the influence of independent variables to the dependent variable. The data those used by giving questionnaires to the SMEs, this study uses regression methods to determine the level of influence. The results of this study will show the influence exerted by social capital, entrepreneurial orientation and organizational resources to entrepreneurial performance. The effect of those factors are significant and are made with the regression equation is $Y=0417+0.426X1 +0.249X2+0.328X3$. From the general equation is then SMEs should be able to increase social capital because it has the highest influence on the performance of entrepreneurship.

Keywords: Social Capital, Entrepreneurial Orientation, Organization's Resources, entrepreneurial performance

SILVER ENTREPRENEURSHIP AGENDA IN MALAYSIA: A PROPOSED MODEL FOR PRODUCTIVE AGING

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ABSTRACT

This paper aims at proposing a framework for productive aging among those aged 45-plus or retiree via entrepreneurial initiatives, known as ‘silver entrepreneurs’. Evidence has shown that the number of Malaysians aged population is estimated to be more than 1.4 million and is projected to increase to 3.3 million in the year 2020 (Mafauzy, 2000). It is acknowledged that a group of these will comprise of professionals who are aged 45-plus retirees with relevant industry experience as well as knowledge and well-established networks built up over their working careers which will enable them to effectively identify entrepreneurial opportunities and secure resources efficiently to exploit them. However, there is little research on and understanding of what drives these ‘silver entrepreneurs’, with most of the research focused on entrepreneurial ventures started by 18-35 year-olds. This means that policy-makers are ill-equipped to develop specific measures that will assist retirees into a second or sunset career in entrepreneurship. This research aims to bridge this research gap by assessing the profile and motivations of silver entrepreneurs in Malaysia with a specific focus on understanding the internal and external factors that affect their intentions to start new ventures as well as factors that affect the success and growth of these ventures.

Keywords: silver entrepreneurs, productive aging, new venture, Malaysia

STUDENT PREFERENCES TOWARD AUTOMOBILE MULTI ATTRIBUTES: A CONJOINT ANALYSIS

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ABSTRACT

This research purposed to know what the students' preferences kinds about automobiles are. Because there are so many of car variances, which are offered by the company, and the consumers have a freedom to choose the best product according to their interest and needs. And with the government's plan to develop the National Low Cost Car Program, it can be ensured that there will be a lot more of choices for the consumer. Therefore, to adjust with this kind of situation, Suzuki which is one of the automobile manufacturer that show their interest in develop car for student as their target market, consider it necessary to know about what kind of product that can satisfy the needs of the target market so the result can be an input for Suzuki to develop the new cars. This research used Cochran Q Test and Conjoint Analysis method, which aims to find the consumers preference about car product. The result of this research shows that there are 5 attributes which student considered before buying the product. They are type, design, prices, engine capacity, and color. And the analysis result of consumer preferences on car products are sporty silver car with hatch back type, with 1000 - 1500 cc engine capacity, and most preferred price was under 100 million rupiah's.

Keywords: Product attributes, Low cost car, Cochran Q test, Conjoin analysis.

WORKING WOMEN AND INVESTMENT BEHAVIOUR

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ABSTRACT

Development of working women for the past ten years in Indonesia has increased very significantly. The working women is one of the motor of the economy of a country, their income will affected to Gross Domestic Product. With their personal income, working women can participate in financial decisions in their family. Or at least working women can make a personal financial planning and financial goal with their own decision. Working Women will usually do the allocation of funds for private investment. In the world of banking and investment, there is a wide range of products that can be accessed by investors. In accordance with the behavior of women in investment, they have a tendency to invest for family welfare and for long-term purposes. This paper will discuss about banking products and capital market that can be used as a reference for the working women who interested to do investment. As the investment world idiom "do not put your egg in one basket", portfolio diversification could be taken as consideration. Several banking products and mutual fund products could be manage as their portfolio. As well as risk profile of each investor, investment portfolio will help working women work for achieving their personal financial goal and investment objectives. This paper will give some illustration of working women's investment behavior according to their risk profile and to achieve their financial goal. Through managing their portfolio by accessing some investment products in the banking and capital markets which are suitable for working women.

Keywords: investment behavior, banking product, capital markets products, risk profile, portfolio management

IDENTIFYING THE PUSH AND PULL FACTORS FOR EXPATRIATE REPATRIATION: A CASE STUDY IN MALAYSIA

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ABSTRACT

With the advent of globalization, movement of working professionals across borders has become the norm worldwide. This has resulted in transfer of technologies, skill sets and even entire organizations across countries that are far apart, even as far as in different continents. The movement of people, in particular has seen an exponential increase in the expatriate population in most developing and developed countries which attracts them. While this movement inwards seems to be ongoing, there is also a movement in the reverse direction. This involves the expatriates returning or being repatriated to their home countries. This phenomenon has seen a substantial increase in recent years. This has resulted in loss for Malaysia because leaves a vacuum in the local resource pool. Thus, this study aims to cover some of the key factors that drive this movement of people and why it is required in the larger scheme of things in a fast moving global economy. By using the qualitative methodology, series of interviews were conducted from a variety of expatriates comprising several different nationalities residing and working in Malaysia. Later, thematic data analysis was used to extract the factors. Result indicated that there are several pull and push factors for expatriate to repatriate.

Keywords: Push Factors; Pull Factors; Expatriate; Repatriation.

TRANSFORMING MALAYSIA TOWARDS AN INNOVATION-LED ECONOMY BY LEVERAGING ON INNOVATIVE HUMAN CAPITAL

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ABSTRACT

Fostering “pioneering minds” is extremely important especially in the effort to shift Malaysia towards an innovation-led economy. The Malaysian government is confident of achieving this transformation agenda provided that the human capital is leveraged in ensuring innovation at the highest level. The primary aim of this research is to investigate the predictors that could nurture the “pioneering minds” by exploring the innovative performance of human capital from the perspective of social embeddedness and pro-innovativeness organizational architecture which could subsequently lead to excellent organizational performance. This research contributes to the existing literature on human capital and innovation by having better understanding on the specific factors that nurture the “pioneering minds” which are crucial for innovative performance.

Keywords: Innovative human capital, pioneering minds, innovation-led economy, Malaysia

ANALYSIS AND DESIGN OF DIGITAL DYNAMIC SYSTEM MODEL MANAGEMENT DASHBOARD ON THE MINISTRY OF COOPERATIVES AND UKM

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ABSTRACT

Development of cooperatives in Indonesia based on the results of research and analysis systems that are running, and then there are problems being experienced by the Ministry of cooperatives and UKM including the length of time in the decision by the Government to establish a policy that should be taken for local cooperatives across the province of Indonesia. In addition to that the decision-making process is still analyzed manually, so that sometimes the decisions taken are also less appropriate, effective and efficient. The second problem is the lack of monitoring data cooperative process per province that is too much, making it difficult for the analysis of dynamic information to be useful. Therefore the author wants to fix the system that runs by using digital dashboard management system supported by the modeling of dynamic systems. In addition, the author also did the design of a system that can support the system. Design of this system is aimed to ease the experts, head, and the government to decide (DSS - Decision Support System) accurately effectively and efficiently, because in the system are raised alternative in a description of the decision to be taken and the result from the decision. The system is expected to be designed this can ease and expedite the decision making. System design of digital dashboard management conducted by method OOAD (Objects Oriented Analysis and Design) with UML notation that includes: use case diagram, class diagram, sequence diagram, and component architecture. And design database, navigation diagram, and user interface.

Keywords: analysis, design, a dynamical system, digital dashboard management, DSS-Decision Support System.

Implementation of Corporate Zakah Calculation at Amil Zakah Institution in Indonesia

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ABSTRACT

Enactment of the Law No. 38 in 1999 about zakah management, for the first time government requires Muslim's people an obligation. This law also regulates the relationship between the individual zakah and entities owned by followers of the religion of Islam with the income tax paid to the state which is the right of the state. Paidzakah to the government-approved amilzakah agency can be deducted from remaining taxable income of the taxpayers. This problem has not been regulated in the Income Tax Law No. 7/1983, but in the law No. 17/2000, has determined that the zakah is paid to the institution Amilzakah is not part of the tax object, this has been answered and prevail in 2001. This law has great significance enhancing the role of domestic funds that can be used as a source to develop funds, or at least helping to alleviate poverty and improve the role of religious institutions. However, this Law imposed the task to Islamic Intellectuals. Because there is no common view about how to calculate zakah, particularly in companies. Even the method of its calculation difficult to adapt with conventional accounting system that has become a standard preparation of financial statements that are based on Financial Accounting Standard issued by the IAI (Indonesian Accountants Association) which is do not explain in detail about corporate zakah. Corporate zakah calculation used now consist of several version delivered by Muslim Intellectual, such as; T.E. Gambling, dan R.A.A. Karim, Yusuf Qardawi, SayedSabiq, Abu Ubaid, Hafidudin, Safaruddin, NihayatulFauziah, Bazis DKI, Syarikat Takaful Malaysia, and AAOIFI. This paper will give an example the formula from Muslim Intellectual formula and calculated with data from the Trading Company. Then the results are compared with other formulas in the same object. This study did not produce a formula which is true conclusions, but simply explained that the formula to calculate zakah has several methods. Unfortunately until now, the scientists have no agreement in form of financial statements that the company can directly calculate zakah so employers find difficulties calculating zakah in their company.

Keywords: Zakah, corporate zakah, zakah method.

MORE CLOSE, MORE PERSONAL AND MORE VALUABLE WITH CUSTOMER THROUGH *E-CRM*

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ABSTRACT

The development of information of technology enables every business has the opportunity to be able to develop the company's ability to understand more deep, more close and personal about the markets, prospects and customers in particular. E-CRM is not just a mere concept. It is an integrated system which is now become a need for every company in the industries both large and small, to better implement their goal that is based on customer-oriented. Not a few companies fail to implement e-CRM system or do not feel the benefit significantly. It is therefore, needs a basic knowledge of e-CRM system itself and the basic stages in developing the right e-CRM system. This paper will also describe the framework and the basic format and the ability of e-CRM systems currently used.

Keywords: CRM, e-CRM system.

A RESEARCH OF EMPLOYEE RETENTION WITH SPSS AND LISREL APPROACH

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ABSTRACT

This study aims to determine the effect of the demographic factor to job satisfaction and its impact to employee retention. This research use simple random sampling and the determination of the number of samples was calculated using the slovin's formula. Data is collected by questionnaire that gives to 61 employees of the companies selected as a sample and then the data were analyzed using correlation analysis and path analysis approach based on SPSS and LISREL. The results showed that the demographic factor, job satisfaction and employee retention, positively and significantly related to one another. The demographic factor gives a significant positive effect to job satisfaction and employee retention. From this research, it is known that the results of the analysis based on SPSS and LISREL approach is the same.

Keywords: Demographic factor, job satisfaction, employee retention

MARKET SHARE ANALYSIS FOR POWER CABLE BUILDING WIRE NYM 3X2.5MM² USING MARKOV CHAIN APPROACH : THE BATTLE OF ‘ DAVID’ AND ‘GOLIATH’ BRANDS

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ABSTRACT

This research is conducted to provide an overview about Building Wire Cables Market Share, specifically class NYM 3x5m² between current period and next period which influence respondent's movement to choose one from five top brands in the market available to choose. Survey Method is used in this research and is done through interview and questionnaire to the respondents of 100 store owners located in Pasar Kenari Mas, Jakarta Pusat which is the biggest electrical products (including Building Wire) wholesalers and retailers in Jakarta City. For Analysis, this research is using Markov Chain Theory which invented by Andrei Andreyevich Markov, Russian renowned Mathematician in 1907. Result for the next period research the market share of building wire “Eterna” Brand 57%, building wire “Supreme” Brand 29%, building wire “Extrana” Brand 9%, building wire “Kabelindo” Brand 3%, and building wire “KabelMetal” Brand 2%.

Keywords: Markov Chain, Market Share, Power Cable, Building Wire, Period, Movements

A META ANALYSIS OF THEORIES AND MODELS USED TO PREDICT PURCHASE INTENTION

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ABSTRACT

This study used meta-analysis to identify of factors affecting behavioral and/or purchase intention and the theoretical models used to predict intention. Data were collected from a total of 88 papers, dissertation and conference proceedings from various websites hosting them. A number of them were eliminated to suit the objective of the study. The total number of papers examined is 62. A descriptive of findings is presented. This study is based on theories within consumer behavior, marketing, advertising and communication. The theoretical framework is fundamental to give the reader a better understanding for the topic. It is found that there a number of factors, determinants or antecedents toward behavioral intention. Six most frequent factors are attitude (9 occurrences), perceived values (6 occurrences), subjective norms (6 occurrences), prior experience (4 occurrences), trust (4 occurrences) and convenience (3 occurrences). The results show that these factors are more often measured and found correlated significantly to behavioral intentions. A great variety of other factors are also found predicting behavioral intentions in different contexts of studies. The immediate implications are for researchers who wish to examine behavioral intentions. Based on the findings it would more practical to consider what factors to examine and what theoretical models to use for their research. Some of the limitations are number of papers examined, lack of a statistical conclusion as to what factors are most influencing from the papers examined.

Keywords: Behavioral Intention, Purchase Intention, TRA, TAM, TPB, UTAUT

THE EVALUATION OF ASIA ECONOMY IN TOURISM INDUSTRY

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ABSTRACT

Since the late twentieth century, tourism has been a rapid growing industry. More people take a piece of their time for at least once a year leaving the fatigue of work just for leisure, the situation also supported where people have continued to value the importance of holiday and travelling as a part of their life, and it is still continuously growing as well. Tourism is now considered to be the world's largest industry with annual revenue of more than US\$500 billion. Tourism industry is growing faster with the rising of airline arrivals from 9 million in 1945 to 88 million in 1972, and 344 million in 1994, thus 1.6 billion in 1999. It is expected to double again by 2010, as the airline technology is constantly developed and the "No Frills" (budget) airline is also steadily expanding. Accurate and up-to-date measurement of the economy is crucial in providing an objective government policies, country regulations, employment laws, and tax rules. However, to measure the relative contributions from different kind of factors for the economic grow and to measure the income by which is the most suitable technology and appropriate for various industries especially the tourism industry is by using the simplest estimate of the impact of changes in the economy and compute the contribution of high-tech goods and services to real GDP growth with the inflation as measured by the increasing importance of consumer demand in most countries. Although there are notable exceptions, consumer spending was an important boost for estimating the economy especially in East Asia and Southeast Asia, in particular PRC, Indonesia, Malaysia, Philippines, and Thailand. To sum up, the increasing importance of consumer demand in GDP growth has been supported in most countries by expansionary fiscal policies, and a low interest rate environment associated with accommodative monetary policies. An expanding urban middle class and the relatively young age structure of populations are fundamentally changing consumption behaviour throughout Asia and Europe. Overall, confidence is high in the economic outlook for both regions. In addition, intraregional trade and strong consumer demand will continue to define the outlook in 2004-2005 which show that the economic fundamentals of both regions are strong. Another important point is that the brighter economic outlook for 2004-2005 will present a timely opportunity to strengthen policies aimed at resolving macroeconomic imbalances, addressing the fragility of banking and financial systems, and implementing structural policy reforms to progressively improve the investment climate.

Keywords: Asia, Economy, Tourism, Travel, Airline

AN ANALYSIS ON THE INFLUENCE OF COMPENSATION AND EMPLOYEES TRAINING SERVICE PERFORMANCE VIS-A-VIE THE EMPLOYEES IN GRAND HOTEL PREANGER BANDUNG

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ABSTRACT

The Research was conducted to determine the influence of compensation and training employee against employee performance of the grand hotels preanger, where in the grand hotels preanger often occurs employees rotation so that employees training are needed more vigorous and granting adequate compensation to any employees in order to motivate employees increasing their performance and service. The Design research used is associative technique of multiple regression analysis and data collection via an interview and a questionnaire. Research results shows that compensation and employees' training has an impact on the performance service employee in grand hotel preanger of 0,424 ($r^2 = 42,4\%$). While the relation between compensation and training employee with service performance employees is strong and inline with the relations of 0,651 ($r_{x1x2y} = 0,651$). However, this can be misinterpreted that compensation and employees' training play important roles in granting service performance or in other words when compensation and employees' training goes up and service performance employees will definitely increase .

Keywords: compensation, employee training, service performance

REVITALIZATION OF CUSTOMER VALUE: EFFECT OF HYPERREAL ROOM EXPERIENCE IN RETAIL CONTEXT

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ABSTRACT

Science and marketing knowledge is continuously growth. It shows the dynamic nature of marketing itself and also the multidisciplinary character that is closely related to other social science disciplines. Many new concepts proposed by marketing scholars that works well by marketing practitioners. The main target of the marketing activity is how to create and manage relationships with customers and then will create an ideal mechanism for the exchange and transactions that give customers more value. Here is one of the way by developing a Hyper real room service in retail context to create the experience for consumer so as to encourage the creation of customer value that ultimately influence customer buying Intentions. This study aims to know how impact of hyper real room experience (HRE) of the creation of customer value (CV) in retail context and their impact on customer purchase intentions (CPI). Researcher using an associative design to measure the contribution of each variable comprising room experience, value customer and purchase intentions. Results showed a significant effect between HRE and CV, $r = 0782$, HRE and the CPI, $r = 0326$ and the CV of the CPI, $r = 0397$.

Keywords: Hyper real Room Experience, Customer Value, Purchase intention

EFFECT OF ENDORSER AND ADVERTISEMENT TOWARDS CONSUMER RESPONSE

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ABSTRACT

Promotion as one of marketing media is still considered as an effective tool to reach its customers in Indonesia. The right selected endorser with the aid of an effective advertisement can become a stimulus to its customers that will result in positive feedback related to their perceptions toward brand association of a certain product. The objective of this research is to measure the influence simultaneously between the effectivity of an advertisement and the endorser image towards brand associations that can result in a positive response towards its customers. The method used in this research analysis is Path Analysis. The findings to this research show that the effectivity of an advertisement together with the endorser image are able to influence towards brand associations which then give an impact to a positive response from its customers. Decision on endorser selection gives a direct impact to the creation of brand associations and through it the positive response by customers are formed. Whereas advertisements directly influence to a positive response, however advertisements have not yet successfully influenced toward the creation of brand associations partially, which causes the effectivity of advertisements these days are said that they are still unable to encourage the creation of an integrated brand association.

Key words: endorser, Advertisement, Brand, Consumer Response

STRATEGIC BUSINESS, INNOVATION AND INDUSTRIAL ENGINEERING: PERSPECTIVE ON SUSTAINABLE FUTURE BUSINESS AND DIGITAL INNOVATION

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ABSTRACT

Strategic Business and Innovation are deemed indispensable to further consider the Sustainable Future Business and Digital Innovation in Digitally Free Trade Era. This paper relates the mentioned discussion on Strategic Business and Innovation in Manufacturing Industry within Industrial Engineering. The elaboration of this paper refers to the Strategy Process toward the Strategic Business that includes the Resource Based View. From this point, the Strategy is needed to provide the Innovation that specifically refers to the Digital Innovation. Precisely, the consideration of Information Systems and its activities are as antecedents on Process Innovation using Resource-based View. This Process Innovation are viewed in holistic approach in term of Organizational Life Cycle, Technology Drive Enterprise and Venn diagram in term of Innovation Strategy Integration and Business Configuration. This Paper emphasizes the importance of Strategic Business and Innovation into the consideration of Market Orientation and Innovation Uncertainty when it relates to Future Business and Digital Technology.

Keywords: Strategy Process, Strategic Business, Resource-based View, Innovation, Digital Innovation, Manufacturing Industry

**THE IMPACT OF POWER, BENEFIT, RISK REDUCTION IN SUPPLY CHAIN
LINKAGES ON COMPETITIVE ADVANTAGE AND FINANCIAL
PERFORMANCE
AN EMPIRICAL STUDY IN INDONESIAN MANUFACTURE INDUSTRY**

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ABSTRACT

The term of supply chain comes from a picture of how organizations are linked together as viewed from a particular company. Many companies have enjoyed significant success due to unique ways in which they have organized their supply chains (Chase et al., 2004). According to Zelbst et al. (2009) the key to effective supply chain management is the ability to establish long-term, strategic relationships with supply chain partners. Therefore, practitioners should work to fully develop power, benefits, and risk reduction linkages with partners within their specific supply chains in order to maximize value to the ultimate customers of the supply chain. There are many research and studies on Supply Chain Management (SCM), however research on the impact of supply chain linkages in terms of power, benefit and risk reduction on competitive advantage and financial performance are still limited. Moreover, the newest research on supply chain linkages by Zelbst et al. (2009) is limited on the relationship between supply chain linkage in terms of power, benefit and reduction and supply chain performance (SCP). Therefore, it is still need to extend the research by investigating its impact on competitive advantage and financial performance. This research is proposed to fill the gap by extending the research of supply chain linkage in terms of power, benefit and reduction and its impact on competitive advantage and financial performance. By understanding the supply chain linkage in terms of power, benefit and reduction and its impact on competitive advantage and financial performance, the result of this research will encourage managers to improve their supply chain linkages in order to maximize value to the ultimate customers of the supply chain.

Keywords: Power, benefit, risk reduction in supply chain linkages, competitive advantage and financial performance.

ANALYSIS OF SUSTAINABLE COMPETITIVE ADVANTAGE ON HOSPITAL

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Healthcare consumer demand that is increasingly varied and expects the best value in service leads to changes in hospital services. The high level of trust of Indonesian healthcare consumers these days is in favor of overseas hospitals. Meanwhile, both private and state-owned hospitals that have been equipped with medical equipments and human resources who are ready to serve still largely depend on the level of trust and commitment of nation's healthcare consumers. This research aims to examine the mediation of patient's level of trust and commitment towards medical personnel so that it is expected to lead to the findings of sustainable competitive advantage (SCA) determining factors. Things that are tested in this research are the doctor-patient communication, trust, commitment and SCA. This research is analyzed using Path Analysis method and the result shows that communication of patient's doctor, trust and commitment become the determining factors in the SCA. A good level of communication quality can create the level of trust that encourages commitment and eventually is able to establish a sustainable competitive advantage.

Keywords: Doctor-patient communication, trust, commitment, (SCA)

RELATIONAL MARKETING EFFECT ON CUSTOMER SATISFACTION AND LOYALTY AT THE BRI BEKASI BRANCH OFFICE

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ABSTRACT

The banking sector is currently experiencing rapid growth in Indonesia, both state banks, foreign, and private. Problems in this study is the reduced number of customers at Bank BRI Bekasi branch office, and to maintain and improve the BRI customers need to look for opportunities to exploit and enhance the advantages possessed by the company. The purpose of this study was to analyze the effect of relationship marketing on customer satisfaction and customer loyalty simultaneously and partial. The data collection techniques with questionnaires to 100 customers of BRI Bekasi branch office as a sample while data analysis techniques using path analysis. And the results of path analyzes showed no significant influence of positive and simultaneous delivery of relationship marketing on customer satisfaction and no significant influence and the relationship marketing and customer satisfaction to customer loyalty.

Keywords: relationship marketing, fulfillment, customer loyalty