

PROCEEDINGS

International Conference on Management, Hospitality & Tourism, and Accounting (IMHA) BINUS 2010

Knowledge Management, Corporate Sustainability & Services In
Global Competition

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Warmest greetings!

The 2nd International Conference on Management, Hospitality & Tourism and Accounting is a significant contribution towards our commitment for quality research in Management, Hospitality & Tourism and Accounting and related areas. The theme of the conference is on Knowledge Management, Corporate Sustainability & Services in Global Competition addressed all the problems and issues that challenge the modern world of management, economics, psychology, sociology and social sciences.

Participants, researchers and speakers from across the globe joined us on this auspicious occasion. This gathering of international researchers, academicians and management practitioners provided an exclusive opportunity for sharing the innovative ideas, practices and research findings for the development of humanity. The conference is also intended to encourage international participation and contribution to not only Indonesian academes and research practitioners but as well as to our overseas colleagues.

The augmentation of Research Scholars was another destined outcome which the organizers looked forward to. I think this conference has been a vital contribution to our dedication for quality research in various field of business studies. Therefore, I hope every participant would enjoy and get the benefit from this occasion.

At last, I would like to congratulate to all members of the seminar committee for their hard work, support and effort in making the event successful.

Dr. Engkos Achmad Kuncoro SE., MM
Dean of Faculty of Economics and Business



Warm Greetings!

First and foremost, I would like to welcome the delegates, speakers and participants to this 2010 International Conference on Management, Hospitality & Tourism and Accounting (IMHA). The Asian Academy of Management (AAM) , through its Indonesian Chapter, is honored to be associated with this conference. I would like to take this opportunity to thank Binus University for their invitation to AAM to be part of this important gathering of academicians, business practitioners and policy makers.

Asian Academy of Management was established in June 1994 through the initiatives of a group of Asian academics from various institutions. AAM, which is currently based at Universiti Sains Malaysia, provides an avenue for the academicians to disseminate and share ideas on the latest business and management related areas through various activities like its organization of biennial conference and publications of journals. The Association seeks opportunities for collaboration among members to promote awareness and interest in the field of management. In 2008, AAM has established its Indonesian Chapter in order to better promote itself in Indonesia.

This 2010 IMHA conference is definitely in line with AAM's objective and aspiration to promote the management field. With the theme "Knowledge Management, Corporate Sustainability and Services in Global Competition", this Conference should provide a good opportunity to policy makers, business practitioners and academicians to come together and exchange their thoughts and views in addressing global competition. As the world has seen, globalization has brought about many changes in the way business organizations and even governments orientate their operation. Issues related to knowledge management and sustainability in the globalized world are gaining more and more importance, which are indispensable to the businesses and governments. The organization of this conference is thus very timely.

With that I sincerely wish to congratulate Binus University for organizing this conference. I hope the findings and resolutions from this event would be beneficial to all.

Thank you

Assoc. Professor Zamri Ahmad
President Asian Academy of Management,
Penang, Malaysia



Preface!

Not an easy work to string up word per word so that become beautiful sentence to be read, not also easy work to string up sentence so that become a masterpiece of competent research to be presented in international forum.

IMHA Event - 2010, this time trying to put and combine artistic and science aspect. aspect of Science can be seen from theme carried that is : *Knowledge Management, Corporate Sustainability & Services In Global Competition*, while the artistic aspect from this conference is peeping out of immeasurable source seminar speaker which invited and immeasurable paper from writer. aspect Artistic also can be seen from peeped out from immeasurable format per session, from monologue format from keynote speaker, limited discussion format in presentation paper, seminar format, and also talk show format.

From words above, committee hope all invitation, all resource person, writer, and this competitor Conference may feel existence process knowledge addition and knowledge with beautiful way.

I sincerely hope that this endeavor by IMHA – 2010 will benefit all participants by utilizing the knowledge and networking therein to address business challenges facing the world to make this world a better place to live. God bless you!

Jakarta, 12-13th November 2010

Haryadi Sarjono ST., MM., ME
Chairman of International Conference Committee

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**PRELIMINARY STUDIES USING SWOT ANALYSIS TOWARDS COLLEGE STUDENT
INTEREST AFTER GRADUATING
(Case Study of Entrepreneurship Class Student in Binus University on IT Class, Literature
Class, and Mixed Class)**

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ABSTRACT

Entrepreneurship course currently is the center of government and private attention. This is understandable considering the course become one of the mainstay to print graduated college students to become new entrepreneurs. This means that every college graduate is not dependent on the broad and narrow jobs.

The aim of this research is to find out college student Interests after graduating whether working or want to open their own business and want to know the factors to encourage them. The method used is descriptive, research population is entrepreneurship class student as much as 115 students at 3 entourage class and the sample are taken in a census. Data analysis technique using SWOT analysis and kuantitative using percentage, table and narrative chart. The results of this study showed significantly that nearly a third of the study population to said when after graduated from college want to become an entrepreneur and a strong driving factor is the family environment, especially parents. Based on the results of the study is recommended for entrepreneurship lecturer to be more motivating the student, guiding the interest and to explore their business potention on the field of business they want.

Keywords: Swot Analysis, Binus University, Entrepreneurship

BUSINESS PLAN: BATIK WIRAYUDA T-SHIRT**Lilijani**

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ABSTRACT

PT. Permata Timur Sentosa is a new company engaged in the garment industry, especially batik shirts with Wirayuda registered trademark or brand. The founders of this company have a background of experience at the same field. The company's vision is to make batik Wirayuda as the host and producer of batik which entered into top-10 highest grocery sales in Indonesia. The Company is located at Batik Central district area in Tanah Abang Jakarta. The business segmentation of Wirayuda batik shirts is for the middle class customers which, according to the report made by Warta Ekonomi in 2008 is approximately 70 million people. The target market is mainly for men between the age of 25-70 years old. The product is positioned as modern batik shirts. These Batik shirts are produced by using tailor outsourcing services commonly referred as CMT (Cut, Make and Trim). Total capital required for this business amounted for Rp.3.000.000.000. The sales revenue predicted in 3 years are as follows: for the first year Rp. 9.640.000.000, the second year Rp. 16.550.000.000 and in the third year Rp. 20.384.000.000. The company will be able to generate a nett profit of Rp. 250.035.000 in the first year, Rp. 1.124.346.000 in the second year and Rp. 2.997.931.013 in the following year. In addition, the ROE (Return On Equity) of this company for the first year amounted to 8.3%, while the ROE will shoot up to 37.4% and 99.3% for the following two years respectively. Wirayuda batik shirts business is reaching the BEP (Break Even Point) on the sale of 12.656 dozens.

Keywords: Business plan, tshirt, Batik, Wirayuda

THE INFLUENCE OF HUMAN RESOURCE MANAGEMENT PRACTICES AND JOB INSECURITY ON EMPLOYEES' TURNOVER INTENTION AT PT. PORTER'S INDONESIA

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ABSTRACT

PT. Porter's Indonesia is a distributor company of branded paint Porter. The purpose of this study is to analyze the influence of human resource management practices and job insecurity on turnover intention of employees at PT. Porter's Indonesia. The method of analysis used in this research is multiple regression. Data obtained from the assessment of employees through questionnaires and interviews. The results achieved in this research is to know that the application of human resource management practices on PT. Porter's Indonesia is not good, job insecurity is very high that the company turnover rate of employees in PT. Porter's Indonesia is quite high. Human resource management practices have a weak relationship and significant influence on turnover intention and job insecurity have a strong and significant relationship. Human resource management practices and job insecurity simultaneously have a strong and significant influence on turnover intention of employees. With this expected the company to focus on human resource management practices and job insecurity. In addition, the expected results of this study can give input to PT. Porter's Indonesia so it can reduce employee turnover rate.

Keyword : Human Resource Management Practices, Job Insecurity, Turnover Intention

CIPUTRA QUANTUM LEAP AS COOPERATIVE DRIVING ENGINE IN INDONESIA**Titus Permadi Setiawan**

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ABSTRACT

In state law (UUD 1945), the economic system that was chosen to achieve the Indonesian's economic goals is cooperative (KOPERASI). In the course of 60 years, the cooperative has not seemed to appear as a major player in the Indonesian economy in the nation's participation to answer the problem of poverty and unemployment. On the other hand, the conception of entrepreneurship as a creative and innovative solutions in running economic enterprises (businesses) are able to significantly alleviate poverty and reduce unemployment to a certain extent. This study initiated the possibility of applying the conception of entrepreneurship to encourage the acceleration of the performance of cooperative businesses in Indonesia.

Keywords: cooperative, entrepreneurship, business, poverty, unemployment

THE RELATIONSHIP BETWEEN CORPORATE GOVERNANCE AND INDONESIAN ECONOMIC CRISIS

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ABSTRACT

The crisis that erupted in Asia's financial markets in 1997/98 had dramatic effects on the countries involved (Thailand, South Korea, and Indonesia). It precipitated deep recessions in these "tiger economies" and has affected almost all the "emerging market" opens to foreign capital flows after property assets collapsed. The lack of corporate governance mechanisms in these countries highlighted the weaknesses of the institutions in their economies.

The crisis has firmly placed the issue of good governance on the national agenda of the affected countries, especially in Southeast Asia. Good governance should be on the top of the list of tasks in the recovery, reform and reinvention of Southeast Asia. Good governance is seen as a prerequisite for sound macroeconomic policies. In regard to this, the strengthening of institutions of checks and balances in the states system is found critical. Another important component of the policy is maintenance of social stability and peace. A possible explanation is that a country with a worse Corporate Governance, worse economic prospects results in more expropriation by managers and thus a larger falls in asset prices. (ASEAN- ISIS, 1998)

Keywords: Indonesian Economics Crisis, Good Corporate Governance in Public and Business Sector

SALES FORCE PERFORMANCE APPRAISAL USING BALANCED SCORECARD THE CASE STUDY AT PT MERAPI UTAMA PHARMA

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ABSTRACT

This article discusses sales force performance appraisal at PT Merapi Utama Pharma. The balanced scorecard is a strategic planning and management system that is used extensively in business and industry, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals. The balanced scorecard suggests that we view the organization from four perspectives : the learning and growth perspective, the internal business processes perspective, the customer perspective, and the financial perspective.

Keywords : performance appraisal, balanced scorecard

SELECTING STOCKS FOR PORFOLIO INVESTMENT BY USING YHE AHP METHOD**Halim Putera Siswanto****Agus Zainul Arifin**

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ABSTRACT

Diversification in stock investment is applied in order to optimize the return. The optimum portfolio will be built when the stock returns in the portfolio correlate negatively. But the fact is, that the stocks coming from the same sector tend to correlate strongly positively. Therefore, the selection of those stocks should be avoided when building a portfolio. Selecting the best stock in a particular sector is the beginning step to build a portolio investment. The problem that may arise is how to select those stocks in order to acquire the best one in the sector. *Analytical Hierarchy Process (AHP)* method is applied as a tool in selecting stocks. The assessment using *AHP* method can be accomplished in three steps. The first step is assessing the financial ratios of public companies in every semester for five semesters based on their financial reports for the year 2006-2008. The second step is comparing between the assessment result acquired from the first step and the respondents' opinion. And the third step is analyzing the assessment result acquired from the second step using *AHP* method to select the best stock. The subjects of this stock selection are stocks in the telecommunication sector listed in Jakarta Stock Exchange (JSX) for the year 2006-2008. This research concludes that *AHP* method does not provide consistent result in selecting the best stock in the telecommunication sector.

Keywords: Assets Portfolio Selection, Analytical Hierarchy Process, Financial Ratio

MANAGING THE INITIATING STRUCTURE SYSTEM IS BEST TEACHING METHODOLOGY FOR HANDLING TROUBLE MAKER EFFECTIVELY

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ABSTRACT

Learning mechanisms with a system of "CBMA" which means an active student learning environment refers to the adaptation of global education, in order to exist and transparent in objective scientific mindset rational and realistic. Accelerating the management of universities, adaptive and effective requires support integrative holistic mindset. The purpose of this paper is to coaching the troubled student. The research method used is the "experimental method" while the research site in Bina Nusantara University, 2009-2010 seisms one semester on student semester five (5) management at the faculty of economics majors. And discussion can be concluded that for students with problems can make coaching approach by giving understanding to the spa to be done, how something should be done, when and where one was made. (Tasks and obligations the student) to go in a disciplined and orderly learning mechanism.

Keywords : Learning Mechanism, CBMA

COMPARATIVE STUDY OF MURABAHAH FINANCING CONTRACT & DIMINISHING MUSYARAKAH CONTRACT FOR THE FINANCING PRODUCT OF HOUSE OWNERSHIP

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ABSTRACT

Many financing released by syariah banking is used to finance a variety of consumptive and productive sectors using assistance and service of the syariah banks. One of which is for the need of house purchase. It is no wonder that in the end, syariah banking also issues this financing by the title of house ownership financing. Majority of contract used in this financing is contract of Murabahah. Nonetheless, there is another contract applicable as well for defrayal of house ownership, namely the descending musyarakah contract. Research like this study of literature attempts to show the comparison of two (2) financing at hand, by emphasizing that house ownership conducted by that syariah bank shall not incriminate position of customer. From study conducted can be seen that diminishing musyarakah financing concept can be one alternative of financing house ownership conducted by syariah bank.

Keywords: Murabahah, margin, musyarakah, bank

A CROSS-CULTURAL WEB USABILITY ANALYSIS OF ASIAN COUNTRIES' OFFICIAL TOURISM WEBSITES

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ABSTRACT

There is a surge of demand for usable tourism websites from providers all around the globe. It is a measure of quality of the new media of advertising, information provider and tool for persuasive marketing all in one. The evaluation of website's usability illuminates the specific strengths and weaknesses of each websites studied. A selection of 39 Asian countries was studied. A criterion for selection was for the country to have an official tourism website, hosted and managed by a government agency. This is to ensure reliability of information and not commercial based. A walkthrough content analysis method was used for the evaluation. The month-long evaluation experiments the seven elements of webs' features and functions with 44 attributes. Results was varied, with highest and lowest scores were tabulated and discussed. Tourism websites that scored the highest overall and categorical sections were obviously placing tourism as their main industry of the economy. The study is limited by the availability of the websites during the evaluation period. No re-evaluation on another date was done, as to avoid biasness.

Keywords: Website Usability, Travel, Tourism, Content Analysis

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HUMAN RESOURCE OUTSOURCING: LESSON FROM MULTINATIONAL ENTERPRISES**Hasliza Abdul-Halim**School of Management,
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This paper examines the consequence of the organization internalization on the practice of human resource (HR) outsourcing among manufacturing organizations. The assumption is that HR outsourcing is perceived as an innovative practice and that multinational enterprise (MNEs) will employ this practice more than local organizations. The data was gathered from survey questionnaires of 232 manufacturing organizations. Of the sample, 113 organizations engaged with HR outsourcing, and 71 are MNEs that partially outsource their HR functions. The findings reveal that HR outsourcing among MNEs is used to a greater extent than local organizations. A significant difference is found in the extent of outsourcing payroll, benefits, training and recruitment between MNEs and in local organizations.

Keywords: Outsourcing, Human Resource Management, Multinational Corporations

CONSUMER'S PERCEPTION AND PURCHASE INTENTIONS TOWARDS ORGANIC FOOD PRODUCTS: EXPLORING ATTITUDE AMONG ACADEMICIAN.**Musdiana Mohamad Salleh**

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ABSTRACT

This study is attempted to gain knowledge about consumer attitude towards organic food products. With sample of 136 respondents consist of lecturers from Universiti Teknologi MARA (Northern Zone), the data obtained from the survey were analyzed with reliability test, correlation and regression analysis. Result from this study indicated that academicians do aware of what is happening to surroundings with regards to environmental problems or ecological concern. The findings indicated that health consciousness factor have more impact on customer purchase intention of organic food products rather than the environmental concern. Environmental concern was found to have less impact because academicians perceive that although they have knowledge towards environmental and ecological factors that can contribute to sustainable environment, however their current consumption pattern will not change their perception towards organic food product however good it is. Hence, this study is expected to provide understanding on the reasons of buying and would probably help marketers of organic food products to establish a proper communication message to different category of buyers who exhibit their interest towards organic food products. The limitation of this study is that the sample was restricted to a single geographic area in Malaysia. Future research should focus on extended scope to all states in Malaysia and further investigate the details of how consumers perceived the organic food products as a way for building sustainable consumption pattern.

Keywords: Organic food products, Health consciousness, Environmental concern, Academician

OUTSOURCING : DURATION OF INTER-FIRM RELATIONSHIPS**Jason Wai Chow Lee**

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ABSTRACT

This paper compares the responses of buyer firms which have less than 2 years of buyer-supplier relationships with those which have more than 2 years of relationship. A validated survey questionnaire was used to collect data from 199 buyer firms and t-tests were conducted to examine differences of mean on 17 variables (3 dimensions of Relationship Quality (RQ); 7 Antecedents of RQ; 5 Outcomes of RQ; 1 Moderator variable; 1 Social Desirability Index variable). Findings indicate that 3 out of 5 perceived outsourcing outcome variables and 1 out of 7 Antecedents are significantly different between the 2 groups. The means of the remaining 13 variables do not differ significantly. The findings imply that the suggested use of a 2 year duration benchmark in related literature to differentiate between long- and short-term inter-firm relationships may not necessarily be applicable to the South-eastAsian context.

Keywords: Duration of Relationships, Inter-firm Relationships, Outsourcing Performance.

GREEN IT: GREEN DATA CENTER

Argogalih

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ABSTRACT

Green Computing can be broadly defined as the problem of reducing the overall carbon footprint (emissions) of computing and communication infrastructure, such as data centers, by using energy-efficient design and operations. Green Computing means is understanding and managing the environmental impacts of IT systems, including materials and resources used to make equipment, energy and materials used in operating systems, potential health effects on humans from using equipment, and responsibility for the waste products that are created from IT systems. Data centers — facilities that primarily contain electronic equipment used for data processing, data storage, and communications networking — have become common and essential to the functioning of business, communications, academic, and governmental systems. Data centers are found in nearly every sector of the economy: financial services, media, high-tech, universities, government institutions, and many others use and operate data centers to aid business processes, information management, and communications functions.

Improving power efficiency is one of the largest challenges faced by companies today, especially in large IT data centers and/or metropolitan areas where power demand is high and the available resources are being pushed to the limit. The issue of power efficiency is not only about escalating utility bills, but also about the question of how to support growth if running out of power capacity becomes more common. It is paramount that organizations today start with a comprehensive assessment and project plan for their IT equipment. Proactive evaluation, analysis, and optimization of the workload demands and IT infrastructures is required to determine the present and future energy consumption needs.

Keywords: Green IT, Green Computing, Green Capacity Planning, Green Data Center, Green Grid

GREEN IT: A FRAMEWORK SUSTAINABILITY FOR ICT

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ABSTRACT

Global warming and the increase of toxic waste generated by electronic devices are some of the issues that are being currently addressed through the use of the so-called “green technologies”. That environmental issues are now receiving unparalleled consideration from IT professionals across the globe. As concern for global climate change escalates, and actions now ramp up, businesses of all sizes are searching for cost-effective strategies for reducing their carbon footprint while still remaining profitable.

The green-computing movement, which begin with the Energy Star program back in 1992, strives to ensure that the computer industry adopts various environmentally sustainable practices, such as creating more environmentally sound products and ensuring that those products manufacturing processes, overall design, everyday use and eventual disposal have as small an environmental impact as possible.

IT has revolutionized our possibilities for productivity, efficiency and communication – but has environmental consequences. One telling statistic about the need for Green Information and Communication Technology systems (ICT) is that the global information and communications technology industry accounts for approximately 2% of global CO₂ emissions – a figure equivalent to the aviation industry. In a typical organisation PCs and monitors account for 10% of the organization’s power consumption.

The green ICT agenda is not just about energy efficiency – ICT can also be used to generate environmental benefits elsewhere in government operations. ICT is the engine of an efficient economy; it also can drive a greener one. ICT should be a core element of any organization’s green strategy. However, ICT often not explicitly recognized or incorporated into most sustainability plans. There is significant opportunity to capture value by designing and implementing a sensible green element within the ICT realm.

Keywords: Information and Communication Technology systems (ICT), Green ICT, Green Computing, Green IT

**HYBRID METHOD OF CORRELATION
DETERMINATION SIMULTANEOUS EQUATION FOR ANALYSIS
(APPLICATION FOR THE ENTIRE FIELD OF SCIENCE)**

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ABSTRACT

Research that uses a lot of variables (multivariate) and several variables (univariate and bivariate) until this review is made is always based her analysis that the relationship is a natural relationship even though the basic theory is only a mere perceptive. The researchers never noticed that the value effect or coefficient of determination or R^2 is very important to consider other than just as an explanation of the percentage of contribution. Consideration to explain a dependent variable should be based on how big the contribution of factors that can explain the dependent variable can be generated.

So the focus should be directed if the total value of the contribution, the R^2 between independent variable is less than or equal to 1, and should not be more than one. The use of independent variables whose total value of the dependent variable contribution to more than one will cause the prediction and research becomes messier inefficient.

Hybrid Model Inter-intra-Correlation is a model that considers the contribution factor and efficiency as well as the importance of the formation of paradigm tables and the use of variable elasticity models to obtain accurate prediction results and trustworthiness.

Keywords: Hybrid Model Inter-Intra Correlation, Table Paradigm, an elastic model.

INCREASE CUSTOMER LOYALTY IN THE RETAIL BUSINESS

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ABSTRACT

Growing trend in the retail world today shows the growth of modern markets. Retail is one type of service companies that are closely linked with the quality of service. In this study, the influence of service quality to the process of purchasing decisions and customer loyalty is the basis of study. The method used is descriptive research, data collection techniques with questionnaires and interviews and observation. Data were analyzed using Structural Equation Modeling (SEM), the method used is the Maximum Likelihood with LISREL statistical tools. This study focuses on the influence of three variables, but before the final result of the influence of these three variables are interpreted, modification must be done first so that the best fit model will found.

The results of this study is the acquisition of a fit model and ultimately explain the existence of a positive influence of service quality to the process of purchasing decisions and customer loyalty. Suggestions for companies is to improve the quality of service by way of training or education and training for its employees to be more responsive in dealing with customers, give more personal attention to customers, and further increase the accuracy of the count.

Keywords: Quality of Service, Purchase Decision, Customer Loyalty

THE IMPACT OF NEW SOFTWARE IMPLEMENTATION TO BUSINESS PERFORMANCE Case Study: JXYZ, A Main Branch of Public General Insurance Company in Indonesia

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ABSTRACT

The implementation of information technology (IT), especially a new software application, needs to be evaluated for its impact to business performance in an organization, related to strategic goal.

The measurement and evaluation of a new software implementation impact in JXYZ uses Balanced Scorecard (BSC) analysis by making comparison of data year by year. In spite of this, the analysis involves 4 perspectives of BSC: (i) Financial Aspect with the growth of Gross Premium Written (GPW), Net Premium Written (NPW), Underwriting Profit; (ii) Internal Business Aspect: the Frequency of Policy Issued and the Average Production per Policy; (iii) People or Learning and Growth, consists of Human Error and System Error; and finally (iv) Customer Aspect with External Endorsement and Renewal Ratio.

As a result, this research measures and evaluates for the impact of the implementation of a new software application to the new business performance as Marginal and Fair contribution. The suggestion for JXYZ is to increase the sales activities to reach the target which is related directly to Financial Aspect and Internal Business Process Aspect.

Keywords: Balanced Scorecard, Financial Aspect, Internal Business Aspect, Learning and Growth Aspect, Customer Aspect.

APPLIED STATISTICAL PROCESS CONTROL IN MELLA YOGURT COMPANY**Lim Sanny**

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ABSTRACT

Many organizations are still learning about the implementation and use of total quality management (TQM) techniques such as statistical process control (SPC), even though they have been used widely and successfully for many years. Statistical Process Control is generally accepted and essential tools to improve the quality. Focuses on the Statistical Process Control (SPC) implementation phase in an effort to underline that SPC is not just control charts, and that many steps have to be accomplished before these charts are used. In addition, highlights the role of training and presents it as an ongoing process which involves everyone in the organization. These SPC implementation steps are not meant to be a checklist; they provide guidelines that can be modified in accordance with organizational-specific requirements. Statistical process control (SPC) is a statistical technique that is widely used to ensure that processes meet standards. Statistical process control is a statistical procedure using control charts to check a production process to see if any part of it is in some way not functioning properly which could lead to poor quality. The quality of a product can be evaluated using either an attribute of the product or a variable measure.

Control charts are one of the most commonly used tools in statistical process control. They can be used to measure any characteristic of a product, such as the weight of yogurt. The different characteristics that can be measured by control charts can be divided into two groups: variables and attributes. A quality characteristic that is measured on numerical scale is called a variable.

The biggest cause of product rejects in mella yogurt company is the contain of each packaging of yogurt which is below or above the accepted level. The second cause is packaging itself is not strong enough as it is made from plastic, which can easily be broken and leak. The other cause is the label which can easily be taken off or the unclear statement of expiry date on the packaging, and other factors. The defect product is fluctuation from each month. The average rate is about 0.477% from the total production. Average weight from the sample 175.384 ml and $S^2 = 0.00283$, $S = 0.0532$ while $UCL = 176.1896$ and $LCL = 173.8104$.

Keywords: Quality, Quality Control, Statistical Process Control

PERSUASIVE COMMUNICATION WITHIN THE ORGANIZATION: A STUDY ABOUT THE ROLE OF EXPERIENTIAL COMMUNICATION IN GAINING AUDIENCE'S TRUST

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ABSTRACT

Persuasive communication holds a vital role within an organization. By means of a good persuasive communication, audience's trust can be obtained and all elements within the organization can involve actively and productively in order to achieve the objectives of the organization. The problem is, to obtain audience's trust or the message recipient's trust is not easy. As a matter of fact, trust is the core of persuasion. Therefore, through the learning of persuasive communication within the organization, the author offers a new concept of communication model, namely *Experiential Communication Model*. Through the *Experiential Communication Model*, message recipients are not only capturing and understanding the gist of the delivered message, but are also directly experiencing the truth from the meaning of message. Consequently, communicator will not speak worthlessly, but directly proves the correctness of his words.

Keywords: Persuasive Communication, Experiential Communication, Audience's Trust

BILATERAL TRADING AND REGIONALISM MARKET INTEGRATION**Rayenda Khresna Brahmna** (Corresponding Author),**Hooy Chee Wooi**

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ABSTRACT

Market integration issue is urgent because APEC already mentioned that market integration is the key driver to crisis recovery. The correlation trading of two countries is one factor in market integration. However, market integration is also the driver to diminish the portfolio benefit. Therefore, the purpose of this paper is to examine whether the bilateral trading could diminish the regionalism portfolio benefit. This paper aims to investigate which bilateral trading in ASEAN can diminish the arbitrage gains. The paper proposed the bilateral trading correlation can diminish the regionalism portfolio benefits. Additionally, this paper also gauges the effect of market integration itself to the bilateral trading by employing Integrated Capital Asset Pricing Model (ICAPM), Engle and Granger Cointegration, and Granger Causalities to capture the dynamic relationship. We took ASEAN 5 (Indonesia, Malaysia, Singapore, Thailand, and Philippines) as the samples. The procedures of the analysis are: (1) examining the market integration time-varying coefficient by ICAPM, (2) analyzing the relationship by long run relationship in Engle and Granger Cointegration and Dynamic short run relationship by Granger Causalities. The evidence showed there is cointegration between market integration and bilateral trading. This paper also surmises that bilateral trading has caused on market integration partially. Additionally, the market integration also has unidirectional dynamic relationship.

Keywords: Bilateral Trading, Regionalism, Portfolio, ASEAN

TARGETING YOUNG FEMALE CONSUMER IN MALAYSIA: THE EFFECT OF FASHION LIFESTYLE ON BRAND LOYALTY

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ABSTRACT

The objective of study is to identify the relative important of determinants of brand loyalty among young female consumers. The five factors of fashion lifestyle and socio-demographics have been investigated to seek the relationship toward brand loyalty. The data were collected from a sample which is the students' of university in northern region of Malaysia (N=350). Based on the results, it is found that shopping enjoyment, brand consciousness, personally pursuit, medium-pocket money, and high-pocket money are associated with brand loyalty. Ethnicity of participants does not play any significant role as predictors of brand loyalty.

Keywords: Lifestyles, fashionable clothing, marketing channel, socio-demographics

HOW TO DEVELOP CREATIVITY AND INNOVATIVE TEAMS IN 21ST CENTURY

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ABSTRACT

Creativity, innovation and teams concern the process of creating and applying new knowledge. As such they are at the very heart of knowledge management. Knowledge management, however, is an emerging discipline and creativity, innovation, technological innovation system, social innovation, economic innovation, organization and teams need to be thought about in this new context. This paper creates a framework in which to discuss these concepts. It goes on to explore how our creativity is 'blocked' in a variety ways, including deep-seated beliefs about the world. It is often thought, for example, that creativity is a serious analytical task limited to certain disciplines such as R&D. This could not be further from the truth. Finally this paper takes a brief look at two tools to support knowledge management and creativity - one in the human domain and the other in the technology domain. We are also needs to boost its capacity for continuous creativity and innovation for both technology, social, economic, and organization reasons.

Keywords: creative problem solving, technological innovation system, social innovation, innovation economic, organization innovation, knowledge management

**DID INDONESIA “BALANCED” BOARD GIVE POSITIVE IMPACT TO THE
IMPLEMENTATION OF CORPORATE GOVERNANCE?
(Case Study; Indonesian State-owned Enterprises)**

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ABSTRACT

The paper focuses on the impact of Indonesia board structure to the implementation of corporate governance in Indonesia state-owned enterprises. The board structure which describes the position and responsibility line of the board will give an impact to the relationships and performance of the board of commissioners in improving good governance. Indonesia follows a two-tier model in which there is a board of commissioners and a board of directors. The functioning of the board of commissioners has reflected the history, tradition and culture of Indonesian state-owned enterprises. Agency theory is used to provide a more detailed and institutionally focused lens for understanding the issues surrounding the relationship of the boards. The study draws on case studies of specific enterprises and an analysis of the SOE sector.

The board structure has an important contribution to make in addressing the obstacles to and challenges in reforming the corporate governance of SOEs. However, the findings reported in this paper indicate that in terms of internationally accepted principles of corporate governance, the Indonesia board structure made roles, responsibility and relationships of the two boards lack clarity; and that boards are not playing significant roles in applying corporate governance to SOEs. This has important implications for the operation of state-owned enterprises and their control of major resources for the development of Indonesia.

Keywords: Corporate governance, reforming, the board structure

**ENTREPRENEURSHIP:
ENTREPRENEURS TO WIN THEIR SUSTAINABLE COMPETITIVE ADVANTAGES WITHIN
GLOBALIZATION ERA**

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ABSTRACT

The purpose of this paper is to discuss globalization's impacts on the world's financial characteristics today. Also whether globalization encourages entrepreneurship by giving positive contributions through trade liberalization and financial liberalization or it actually builds barriers for entrepreneurs on winning their business competitive advantages because of the tighter competitions it creates.

The findings inform that globalization promotes entrepreneurship because through globalization, financial markets have grown to be more efficient and flexible which can be seen through lower transaction costs, less binding financial regulations than before, less governments' intervention within private sector and national economy structures, increasing number of market participants which leads to more access to information. Thus, globalization does create a better environment for entrepreneurs in achieving their competitive advantages and further to sustain them. One of the finding also indicates that globalization through technology innovation intensifies business competition level which leads to a shorter period of time in keeping competitive advantages sustainable.

This research was done by collecting data from papers, journals, modules, and internet databases. The data was analysed and then concluded. Having applied the analytical process, it can be concluded that globalization does promotes entrepreneurship because it enables entrepreneurs to gain greater benefits at a certain degree of freedom than before in order to achieve and maintain their competitive advantages.

Keywords: globalization, entrepreneurship, market's efficiency, sustainability competitive advantage.

**BUSINESS STRATEGY FORMULATION
FREIGHT FORWARDING/LOGISTICS SERVICES COMPANY
2011-2015 THE INDONESIA PERSPECTIVE**

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ABSTRACT

Business strategy is about how a business unit will compete in the industry, therefore critical issues in the business strategy is how to achieve and maintain competitive advantage. It involves making choices about which industries to participate in, what products and services to offer, and how to allocate company resources.

Some questions that must be answered in business strategy formulation consist of how do external conditions faced by the company both the macro and industry? how is the internal condition of the company? What opportunities and threats faced and the key success factors in the business forward? What are the strengths and weaknesses of the company? What alternative strategies are suitable for companies? How strategic priorities should be drawn?

With using descriptive research against the external and internal environment of the company then opportunities, threats, strengths, and weaknesses as well as key success factors can be defined. The key success factors for freight forwarding/logistics industry in Indonesia encompasses quality of human resources (have a certification in the field of forwarding / logistics), adequate company experience, strong working capital, ownership of assets for supporting logistics activities, international quality certification, wide network, adequate information system and technology, comprehensive financial report, complete company's legal documents, and strong price competitiveness.

Based on input stage, matching stage, and decision stage in formulating business strategy, then the strategy that can be carried out by the company is grow and build strategy. In the position, intensive or integrative strategies can be most appropriate for this company, the strategies and its priorities respectively comprise market penetration, market development, product development, backward/forward integration, and horizontal integration.

Keywords : strategy, business strategy, key success factors, strategy formulation, intensive strategy, integrative strategy

CUSTOMER AWARENESS AND BEHAVIOR INTENTION TOWARDS THE USE OF HALAL LOGO IN THE RESTAURANT

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ABSTRACT

The trend of eating out has leads the food service industry to the needs of managing the customer and making sure that all their needs and preferences can be fulfilled. The Certification and recognition of an establishment also become an in-thing in the hospitality industry. This includes the certification of Halal, HACCP, ISO, grading of the restaurant by the authority and others. The establishments with the certification used it as a marketing strategy to attract more customers to their place. This paper discuss on level of awareness of the customer towards the Halal logo used in the restaurant. Due to its importance, this study was carried out to give evidence to the restaurant operators on the importance of having a genuine Halal logo in the restaurant. From the findings, it showed that customer do aware of the use of Halal logo in the restaurant and it is one of the factor been considered in choosing a restaurant. The study concluded that Halal logo is one of the main factors for a customer to choose a restaurant which in returns can be one of the main strategy used to attract and retain more customer in the future, not only for the local customer but also to foreigners.

Keywords: Halal logo, restaurant, awareness

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**STRATEGY OF STRENGTHENING CAPABILITY THROUGH EDUCATIONAL MANAGEMENT,
ORGANIZATION RESOURCES AND SYSTEM QUALITY INSURANCE TO INCREASE
COMPETITIVENESS AND HIGHER EDUCATION PERFORMANCE
(Research on Private University DKI Jakarta)**

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ABSTRACT

Education in Indonesia is set in the legislation of the National Education System (National Education Law no. 20 of 2003) in which, among others on the path of education namely formal education, non-formal, and informal and the formal education level of primary education, secondary education, and higher education.

And the research objectives is develop strategy recommendations Strengthening Capabilities through Knowledge Management, Organizational Resources and Quality Assurance System to Enhance Competitiveness and Performance of Private Higher Education Wil.

In higher education, management focuses on the 3 (three) important groups, namely the management of the process, the content (*content*), and resources (*resources*) and In accordance with research objectives to be achieved, then it is used two types / forms of research, namely descriptive and verification research.

Keywords : strategic, education management, organization resources.

EMOTIONAL INTELLIGENCE AS ANTECEDENT OF RELATIONSHIP QUALITY IN RETAIL BANKING FROM CUSTOMERS' PERSPECTIVE: A PROPOSED MODEL

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ABSTRACT

Relationship quality is argued by marketing scholars as a major indicator of relationship success consisting satisfaction, trust and commitment within banking industry. In this article, the authors proposed a relationship quality model built by using causal link among emotional intelligence, relationship quality, future interaction and positive word of mouth. It is proposed that emotional intelligence acts as an antecedent of relationship quality, while positive word of mouth and future interaction act as the outcome from the relationship. The model implies the importance for banks companies to enhance relationship quality with their customers to achieve positive behavior i.e. loyalty with the banks in addition to preventing them from switching to other competitors.

Keywords: emotional intelligence, relationship quality, positive word of mouth, future interaction, retail banking

INTERCULTURAL DIFFICULTIES: UNCERTAINTY REDUCTION BY SOJOURNERS IN ASEAN REGION**Awang-Rozaimie Awang-Shuib**Universiti Teknologi MARA, Sarawak Malaysia
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Culture is a cognitive element of collective learning knowledge that represents personal identity or a group. Culture shapes individual mindset and acts as references which influence individual's cultural behaviour. Cultural conflict occurs when two or more cognitive cultural mindsets are at conflict with each other in determining the appropriate way of doing things. A sign of losing familiar cues contributes to sojourners' intercultural difficulties when sojourning in a culturally strange place. This paper describes intercultural phenomenon that examines the role of cultural influence in order to reduce uncertainty when sojourners are abroad. Specifically, it is postulated here that cognitive aspects of individual mindset affect cultural adjustment of sojourners in intercultural environment. The implications to increase intercultural relations with host national are also explored and discussed.

Keywords: Intercultural Relations, Sojourners, Uncertainty Reduction

EXAMINING VISITORS' EVENT EXPERIENCE AT FESTIVALS AND SPECIAL EVENTS: PROPOSED FRAMEWORK

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ABSTRACT

Festivals and special event has becoming an important feature in a tourist destination's general tourism development and marketing plan. Many have realized the important benefits of staging festivals and special events. Nonetheless, events require special consideration conceptualizing and understanding the event outcome based on experiential perspective. Only from the experiential view, the event researchers and organizer are able to grab the holistic view of event outcome created by a festival or special event. Hence, this study attempts to take a step towards an improved understanding and examination on the broader picture created by the festivals and special events by considering the experiential approach. Moreover, the framework strives to not only focusing on the physical products and services but also take account of emotional and value aspects, and affects of social interactions which might be very important aspects in a celebration of a festival or special event. The primary objective of this paper is to present a conceptual framework based on experiential paradigm that able to systematically assess visitors' personal event experiences in context of festival or special event. Specifically, the framework enables examination of relationships of several important variables in event settings namely, event features, social interactions, visitor's event experience, visitor's overall satisfaction, future intentions, and level of experience.

Keywords: Experiential Concept, Festivals, Special Events

UNDERSTANDING KNOWLEDGE SHARING BEHAVIOR: AN EXAMINATION OF THE EXTENDED MODEL OF THEORY OF PLANNED BEHAVIOR

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ABSTRACT

Knowledge is recognized as one valuable asset for many organizations. Thus, knowledge-sharing is one of important activities in many organizations, including university. Knowledge sharing is defined as activities of transferring or disseminating organizationally relevant information, ideas, suggestions, and expertise with one another. This activity can enhance not only knowledge of the person who owns but also others that are given or transformed the knowledge by that person. Sharing is also one important value for Christian believers as God stated "Give and it shall be given unto you" (Luke 6:38). This research applied Christian values as a moderating variable in the framework of theory of planned behavior. The aims of this research to assess applicability of the theory of planned behavior to predict knowledge sharing and to examine the effects of Christian values in the relationship between attitude and intention to share knowledge. A self-administered questionnaire was used to collect the data for this study. Questionnaires were distributed to respondents by the drop-off/pick-up method and a total of 127 completed questionnaires were used in the analysis. The data was then analyzed using structural equation modeling. Three out of six hypotheses were supported. Those hypotheses are the relationship between attitudes toward knowledge sharing and intention to share knowledge, the relationship between perceived behavioral control and intention to share knowledge, and the relationship between intention to share knowledge and knowledge sharing behavior. This paper also provides discussion and offers directions for future research.

Key words: knowledge sharing, theory of planned behavior, Christian values, faculty

SOME EVIDENCE OF INTERNATIONALIZATION THEORIES

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ABSTRACT

This paper presents various theories, models and approaches of firm's internationalization processes. The purpose of this survey is to introduce and to discuss two internationalization theories (economic theories and behavioral theories) and their models and approaches. Method in this enquiry is based on secondary data such as articles, books, reports and internet. Scholars attempt to present some evidence suggestive of internationalization orientation based on environmental situations. The internationalization orientation of firms looks for the ways which can enter to foreign markets very fast and profitable. Nowadays, firms are internationalizing very fast than before, therefore, there is need to internationalization theories provide practical guidance much more critical than before. Although, today firms in all sizes go to the international arena in different ways than previous years. Present study has surveyed various theories of firm's internationalization such as economic theories and behavioural theories that can present guideline to firms those tend to enter to foreign markets. However, recently due to important role of behavioural theories caused researchers have focused towards these theories.

Keywords: Internationalisation theories, behavioural theories, economic theories, Knowledge.

ETHNICITY, CONSUMER ANIMOSITY AND PREFERENCES: THE CASE OF STUDENTS IN PENANG**Poh-Chuin, Teo**

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ABSTRACT

The importance of the concept of consumer animosity in the field of international research is increasingly. This study aims to test the significant differences between ethnic groups on their consumer animosity and their preferences towards different product categories-brands' countries of origin associations. Therefore, measurements that measure consumer animosity towards European countries, Singapore and USA that fit in Malaysia context were developed. The samples of this study were students in Penang and the sampling method was convenience sampling. Usable responses were 255 responses. SPSS version 17 was used to analyze data. The results of this study revealed that consumers with different ethnic groups displayed significant differences on consumer animosity and their preferences towards different product categories-brands' countries of origin. These findings brought some insights to market practitioners, where marketers of domestic and foreign brands are encouraged to take ethnicity, consumer animosity and product category in their consideration when designing marketing programmes. Research contributions, limitations and suggestions for future studies were discussed.

Keywords: Consumer animosity, Ethnicity, Brand' country of origin, Students in Penang, Preferences towards different product categories-brands' countries of origin associations

THE INFLUENCE OF VALUE ADDED SERVICE QUALITY ON LOYALTY INTENTION

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ABSTRACT

Presently, various value added services such as non-voice communication (MMS, SMS, and GPRS) and entertainment (downloading ringtone, calling melody, wallpaper, screensavers and music) have been intensively incorporated to sustain and serve customer needs. However, there have been limited studies investigating their impact on customer behaviour. Thus, this paper examines their effects on loyalty behaviour intentions namely staying intention and word of mouth intention. A theoretical framework was developed based on Gronroos' Model which comprises of four dimensions of service quality, in particular, the value added service. A total of 998 structured questionnaires were distributed to pre-paid mobile phones users in nine provinces of Thailand. Findings indicate that the incorporation of non-voice communication and entertainment applications have different impacts on loyalty intention. These results have important implications not only to the telecommunications service providers, but also to other service providers in strategizing their scarce resources to satisfy customers.

Keywords: Value added services, Service quality, Loyalty intention, Word of Mouth Intention, Mass service, Telecommunications

ACCOUNTING DEPARTEMENT ROLE AND STUDENT READINESS RELATED TO IFRS CONVERGANCE ISSUE

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ABSTRACT

Related to issue that warmness in the world of Accounting at this time, then writer feel importants conduct research to Bina Nusantara Accounting Department, beside because this major many is enthused by candidates student and already A for accreditation . Writer want to know role Accounting Departement Bina Nusantara University and readiness of students its related to IFRS (International Financial Reporting Standards) convergence issue in Indonesia pass by interview to BINUS University Head Departement of Accounting and spreading quesitioner to BINUS University Accounting student .

Accounting major of BINUS University has enough shared prepare him self in face of IFRS convergence issue is referred as, related its role as the teaching accountant, with various of steps plannings that already and will be conducted to face convergence issue this IFRS. Nevertheless, students are assessed had not yet ready for facing IFRS convergence issue at this time, that seen base value propotion that obtained in quesitioner . Lack of human resource, have not yet many available its textbook bases on IFRS and to the number of student that less active information searching and not so care with this issue, is biggest challenge for BINUS University. By form IFRS Knowledge Center Bina Nusantara University in 2011, as one of best solution, then expected will be able to improve readiness of student to face convergence IFRS in 2012 the coming.

Keywords: Convergence, IFRS, Accounting Major, Accounting Student.

DETERMINING LEVEL OF CUSTOMER SATISFACTION FOR PRIORITY REPAIR COMPANY PERFORMANCE

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ABSTRACT

The research is intended to measure how the customers satisfaction level of services PT. Firna Protechnik and to know which factors that must be major priority dealing with that satisfaction level. The main theory using in that users' satisfaction dimension, gap analysis, and cartesius diagram model. The research method which is used is analysis descriptive with questionnaire as main instrument. The data analysis uses gap analysis between performance and importance, and cartesius diagram to decide the priorities. The results obtained indicate that the customer service PT.Firna Protechnik quite satisfied. The recommendation can be give to PT. Firna Protechnik is to improve factors (major priority) which cause dissatisfaction for the user

Keywords : customer satisfaction, gap analysis, cartesius diagram.

THE ANALYSIS AND DESIGN OF WEB BASED MARKETING

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ABSTRACT

The aim of research is to produce a web based marketing system design which can assist the company in solving the problem they are facing. The research methodology is by book reviews, fact finding analysis method beginning by studying document, interviews, observation, research, question diagram design, entity relationship diagram design, screen design, process specification design, data dictionary design, Run result, and implementation design. The result achieved, the author found some problems in the current system ; that is, no media can provide fast new product information, product and marketing transaction is still performed manually, making mistakes in marketing record, It is difficult for the customers to get information about a product or to order to the firm. In conclusion, from the result of research, that with the presence of web-based marketing system, the information needed can be obtained fast and accurately by customers and support the company's operational activities, by having online marketing and ordering, the firm can provide its customers up-to-date information more completely and efficiently

Keywords : Analysis, Designing, System, Web-based , Marketing

THE COMMUNITY INVOLVEMENT AT THE TOURIST VILLAGE OF JATILUWIH TABANAN REGENCY BALI PROVANCE*

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ABSTRACT

The community involvement at the Tourist Village of Jatiluwih are expected to directly benefit the local community economically, socially, culturally, and environmentally. However in fact, the tourism development at the Tourist Village of Jatiluwih is far from what has been expected by the local community. This can be exemplified by the fact that the local community is not directly involved in the tourism development, the management of the tourist village is dominated by the administrative village, the community involvement gets hegemonized, and the conflict of interests among the stakeholders takes pace.

Based on the gap between the fact and what has been expected above, the problems investigated in this research are formulated in several research questions as follows. (1) how can the tourism development at the Tourist Village of Jatiluwih be described? (2) how can the community involvement in the tourism development at the Tourist Village of Jatiluwih be described? (3) What is the impact and meaning of the community involvement at the Tourist Village of Jatiluwih?.

This research applies qualitative method, aiming at understanding and analyzing the community involvement at Tourist Village of Jatiluwih. The problems in this research are solved by using some relevant theories such as hegemony theory, co-modification theory, deconstruction theory, discourse of power/knowledge theory, and community-based tourism development theory.

The community involvement in the tourism development at the Tourist Village of Jatiluwih can be observed in five stages, namely preparation stage, planning stage, operating stage, development stage, and supervision stage. The community involvement at the Tourist Village of Jatiluwih affected the management of the tourist village, the pictures taken by the tourist, the absorption of local workforce, the philosophy of *Trihita Karana* (*parhyangan*, *pawongan*, and *palemahan*) got despised. The tourism development and community involvement cause meaningfulness to the community welfare, meaningfulness to conservation, and meaningfulness to empowerment.

The conclusions of this research are as follows. First, the tourism development at the Tourist Village of Jatiluwih resulted in co-modification and conflict of interest. Second, the community got involved in the tourism development at the Tourist Village of Jatiluwih by participating in the preparation, planning, operating, development, and monitoring stages. Third, the tourism development and community involvement at the Tourist Village of Jatiluwih affected the management of the tourist village, the pictures taken by the tourists, the absorption of the local workforce, the philosophy of *Trihita Karana* (*parhyangan*, *pawongan*, and *palemahan*) got despised. The community involvement were meaningfulness to welfare, meaningfulness to conservation, and meaningfulness to empowerment.

Key words: tourism development, community involvement, tourist village, *Trihita Karana*.

COMMUNITY PARTICIPATION FOR SUSTAINABLE TOURISM IN HERITAGE SITE: A CASE OF ANGKOR, SIEM REAP PROVINCE, CAMBODIA

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ABSTRACT

This research investigated the community participation for sustainable tourism of local residents who live within 4 communes around Angkor heritage site. The research aimed to examine the existing circumstance of community participation in sustainable tourism at Angkor, investigate the government measures for sustainable tourism development, the influence of stakeholders that promotes the community participation for sustainable tourism development at Angkor and propose guidelines for community participation in tourism management for sustainable tourism development at Angkor, Cambodia. The results showed that the existing community participation in tourism management for sustainable tourism development at Angkor, the government should encourage community participation in all kinds of tourism activities, more especially local people should be given opportunity to get job and directly income generating businesses. The Government and private sector also give attention to support the development in terms of physical construction area, improve the dimension of management by increasing other tourist facilities, and establish a participatory and environmental friendly plan and policy for sustainable development of tourism.

Key Words: community participation, tourism management, sustainable tourism, Angkor, Cambodia.

BRAND IMAGE, BRAND TRUST AND BRAND LOYALTY

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ABSTRACT

It is well known that brand image does impact to brand trust. The positive image created onto a brand will result in brand trust. This trust, later on, will give comfort in consumer's heart as they consume goods. In the long term, this comfort will lead consumers to brand loyalty due to the quality and guarantee provided. This time, the research aims to analyze the influence/impact of brand image to brand trust and the implications resulted on brand loyalty using study case of Kartu Provider esia.

This research is using primary data by collecting data from corporate consumers via interview. Sample is taken randomly. The statistical method used to analyze the data is path analysis with prior adjustments to the requirements.

Research findings present that there is a strongly significant influence between brand image, brand trust and brand loyalty. The overall results show that the brand has successfully created positive image to brand loyalty. This fact proves that brand image significantly correlates to brand trust and brand loyalty.

Keywords : brand image, brand trust, brand loyalty

INDONESIAN TOURISTS' PREFERENCES INFLUENCE OF CONSCIOUS AND UNCONSCIOUS MOTIVES

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ABSTRACT

Motivation is the foremost variable to explain the travel preferences. It is identified that there are two motives of travelling: inner intention as the unconscious motives and outer magnet as the conscious motives. Inner intentions derive from tourists' mindset and push the actor to perform. Outer magnet is created by destination (tourism supplier, operators, hotelier etc.) to pull the customers. From 331 respondents in Jakarta (capital city) and Bandung as tourist generating regions in Indonesia showed that there are partial element of inner intention that encourage Indonesian to travel: religiousness and leisure time, and there are collective element of outer magnet that fascinate Indonesian tourist: cultural attraction and activities, outrange between domicile region and destination, and sophisticated amenities.

Keywords: Motivation, Indonesian trourist, Culcural attraction

TEST LOCATION AS PREDICTORS OF CONSUMER PREFERENCE AND ACCEPTANCE OF FRUITS CONSUMPTION

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ABSTRACT

Consumer preference and acceptance of fruits will be studied at three different test locations. Hedonic test from sensory evaluation method will be used to determine consumer preference and acceptance of fruit in home test, formal testing location and food service institution. Additional information such as consumer attitudes, motives/barriers and purchase behaviour will be collected. The aim is to evaluate if there is a relationship between testing location with consumer preference and acceptability of fruits. Furthermore, this study will evaluate the use of food service institution as a valid testing location for product. The results from the research can contribute into a new paradigm of testing location and differences in view will leads to a better decision in choosing the best test location appropriate for a different category of product. It also acts as a direction for future research.

Keywords: sensory evaluation, test location, fruit consumption

THE EFFECT OF TERRORISM TOWARD HOTEL OCCUPANCY IN JAKARTA

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ABSTRACT

The issue of terrorism nowadays are often to hear. Terrorism also, has become a major threat for the peace of the world. Indonesia, had become one of the target countries of this crime against humanity. More than that, Indonesia even accused by the United States and its allies as the country for terrorists to hide. Terrorism is also annoyed the way a nation to achieved its goals in economic aspects. Other than that, terrorism also can inhibit the income of Indonesian foreign exchange and disturbing the image of Indonesian tourism in the world community. in this case, tourism itself is very closely related to the hospitality industry, where Tourists and expatriate who work in Indonesia requires temporary accommodations such as hotels. security therefore becomes absolutely necessary for the creation of foreign exchange for our country, and also, a high occupancy for the hotels itself.

Keywords : Terrorism, tourism, hospitality, and occupancy

**TOURIST PREFERENCE FOR TOURISM DESTINATIONS INFORMATION SOURCES
(Tourist's Preference on Ratings Information Sources affected by Tourists' shared
Characteristic to Jakarta's Tourism Destinations)**

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ABSTRACT

Consumer's search for specific information related to a product or a service is critical step in their purchase decision making process, and the available information sources can stimuli and potentially affect the information search of tourist purchase decision to a tourism destination. Meanwhile the characteristics of guest's influence the manner in which they search for, rate, and use information about tourism destination related product or services. The purpose of this research is to determine information source importance ratings considering the influence of tourist characteristic to Jakarta tourism destinations.

Keywords: Tourism destinations, Information Sources,

MUSIC IN A THEME RESTAURANT A CRITICAL FUNCTION!

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ABSTRACT

Music is regarded as company for human activity from cradle to grave, including lullabies, games, dancing, work, healing, rites and ceremonies, and it has been known for centuries to have a powerful effect on human responses. Music has been used by advertiser, psychologists, marketing experts, and food service providers, in an attempt to influence people. The appropriate use and affects of music in restaurants has been established but it is not clear whether this is applicable to theme restaurants.

A semi-structured and in-depth interview was undertaken to people in the age range of 20 to 44 from various backgrounds that represent the customers group of theme restaurants to establish the significant effects of music. The result shows that music in major mode (i.e. tone) with a moderate tempo and volume is what customers felt comfortable with the most and they would have a considerably better dining experience if the atmosphere and the theme are well balanced and in harmony, and music is considered as an enhancement to an existing architecture and/or substitute the lack of architecture. Moreover, music is substantiated to have a significant role in reducing boredom, leading to the consumption of more food and beverages and a longer stay than anticipated.

Keyword : Theme restaurant, dining experience, music

**REGIONAL DEVELOPMENT STRATEGY FOR DISTRICT REVENUE SOURCE LEBAK,
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The main objective of the study is to formulate strategic plan for the utilization of local government income from Lebak District, of which Lebak, since 1925 based on the decree of Dutch Colonial Governor on August 14, 1925, has become own independent district. The methodology used for analysis is SWOT and statistical descriptive. The result of the study is to develop the new strategy, by combining the strategies of intensification, extension and diversification for local government income generation. The second strategy is to develop the new investment strategy by integrating the strategies of innovation backward, forward, and other linkages with high local potential.

Keywords : Local Government Income, SWOT, Feasibility Study

THE LEVEL OF CUSTOMER SATISFACTION TOWARD SERVICE QUALITY, FOOD AND PRICES AT TAMAN INDIE RIVER VIEW RESTO MALANG OF EAST JAVA

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ABSTRACT

Food is one of basic human needs. Therefore, the food business is a business that is growing rapidly and promises to the owner. Many factors must be considered so that this business can survive, compete, and even continues to grow, for example is customer satisfaction. The higher level of customer satisfaction is obtained, the more benefit you will get. Customer satisfaction is influenced by many factors, such as service quality, food quality, price, atmosphere, facilities, menus, etc.

This research was conducted to determine the influence of service quality, food quality, and price to the level of customer satisfaction in the Taman Indie River View Resto Malang. In addition, this research also conducted to determine the factor that gives the dominant influence to the level of customer satisfaction in Taman Indie River View Resto Malang. The analysis technique use descriptive analysis and multiple linear regression analysis, which is partial t-test and simultaneous F-test with the computer program SPSS version 15. The results show that service quality, food quality, and price influence the level of customer satisfaction simultaneously that is equal to 63,1%. The rest 36,9% indicates that the level of customer satisfaction in Taman Indie River View Resto Malang influenced by the other factors, such as store atmosphere, location, facilities, etc. Service and food quality did not affect significantly, whereas the price affect significantly to the level of customer satisfaction in the Taman Indie River View Resto Malang. The most influential factor to the level of customer satisfaction in the Taman Indie River View Resto Malang is the price.

Keyword: customer satisfaction, service quality, food quality, and price

MANAGING CUSTOMER EXPERIENCE IN EDUCATION: A CASE STUDY BINUS UNIVERSITY

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ABSTRACT

The tight business competition today has awaken company's awareness that managing and serving customers at maximum is the most profitable strategic to pursue. Educational service company is the unique one compared to those service companies in general because of its particular customers, students, have a high dependencies toward their institution, should they as customers feel a certain disappointment or dissatisfaction, what happens is they cannot easily switch their position to other competitors, instead they usually withhold and accumulate their complaints only for themselves. In effects, the customers mentioned would not recommend to their close companions to continue their study at their current institution. This, actually is far from profitable due to the fact that the most effective promotion is through "the word of mouth". One way to serve customers is by managing their experience when they are related to the company (touchpoint). Customer Experience Management (CEM) has framework that consists of 5 (five) steps. The right and proper application of CEM will certainly increase the customers' loyalty.

Keywords: Customer Experience, Customer Experience Management (CEM), CEM's Framework, Education

INFLUENCE OF PROXY INVESTMENT OPPORTUNITY SET AND REAL GROWTH USING CONFIRMATORY FACTOR ANALYSIS APPROACH

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ABSTRACT

This study develops and makes composite observed variables from individual investment opportunity set (IOS) proxies into one latent variable using structural equation models with a confirmatory factor analysis approach. Six composite investment opportunity set proxies are then created based on some individual proxies, namely price related IOS and investment related IOS. These composite IOS proxies are correlated with the real growth to prove that the model has consistency and ability to predict the real growth.

A confirmatory factor analysis results in all observed variables that make latent variables for each model show different result in every model. At model 1, the CFA result show that every price related IOS proxies at model 1 have significant measurement model fit. At model 2, the CFA result show that every price related IOS proxies at model 2 have significant measurement model fit, except for one proxies named "RACTE". At model 3, the CFA result show that every price related IOS proxies at model 2 have significant measurement model fit, except for one proxies named "BVPPEBVA". At model 4, the CFA result show that every price related IOS proxies at model 1 have significant measurement model fit. At model 5, the CFA result show that every price related IOS proxies at model 1 have significant measurement model fit. At model 6, the CFA result show that there is no significant measurement model fit for every investment related IOS proxies. Correlation test for all models show almost different result in every models. At model 1, the correlation test show that there is a weak, not significant-positive correlation between price related IOS proxies as latent variable, and real growth proxies. At model 2, the correlation test shows that there is a weak, significant negative correlation between price related IOS proxies as a latent variable, and real growth proxies. At model 3, the correlation test shows that there is weak positive significant correlation between price related IOS proxies as latent variables and real growth. At model 4, the correlation test shows that a weak negative significant correlation between prices related IOS as latent variable, and real growth. At model 5, the correlation test shows that there is a weak positive significant correlation between price related IOS proxies as latent variables, and real growth. At model 6, the correlation test shows that there is a weak-positive significant correlation between investment related IOS and real growth.

Keywords: Investment opportunity set, correlation

THE EFFECT OF QUALITY OF EDUCATION PROCESS ON IMAGE OF PRIVATE UNIVERSITY IN JAKARTA

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ABSTRACT

Empirical research on students' perception of The Effect of Quality of Educational Process on Private University's Image conducted at four popular private Universities in Jakarta Indonesia. The purposes of this research are to identify the effect of students' perception of quality of educational process (quality of teaching learning, quality of academic services, and quality of non academic services) on internal image of internal study program from resource based view approach. This research involved 626 students as respondent in fifth semester and/or above from accounting and management programs of the popular private University in Jakarta, Indonesia. The method of research is field survey with convenience sampling. The data analyzed by Structural Equation Modeling (SEM).

The findings of research are a) the quality of teaching learning process do not effect positively and significantly on internal image of program; b) the quality of academic and non academic services positively and significantly effects to internal image of study program. However, the constraints of this research are a) characterized by cross sectional and perceptual analyzes; b) the location all of the popular of private universities involved is in Jakarta. The managerial implication of this research is that they need to improve and coordinate their quality of tangibles assets, services of non academic and academic aspect more that process of academic aspects more than process of academic side where the immobile resources involved (faculty members and staff of programs) to improve/stimuli of positive students' perceptions (image) of study programs. Even the image of services can be easily imitated by competitors but effective as a competitive advantage at this time, and had positive impact to study programs in popular private university. It is mean that quality of process teaching learning as a basic products in business education, completeness academic and non facilities/services as supporting facilities at study program have primary roles for creating sustainable image of the study program of popular private university in Jakarta.

The theory implications of this research are supporting some of the existing theories. The quality of educational process at study program in private university as one of the strategy to create competitive advantage (positive image). Image is intangible assets and fragile, as a part of resource based concepts (RBV) have positive implications to existence of study programs in private university. Quality of facilities and services within study program is one of important factors in marketing concepts that can be use as tools to improve the image. Management approach to emphasize on students' orientation is effective as one of strategies to create positive image of study program private university in Indonesia in this time being.

Keywords: Resourced-based view; immobile resources, educational process, image and private university.

**ANALYSIS OF THE INFLUENCE OF *RELATIONSHIP MARKETING* AND CUSTOMER SERVICE QUALITY AND ITS IMPACT ON THE VALUE OF CUSTOMER LOYALTY OF TELKOM FLEXI USERS
(CASE STUDY: Plasa TELKOM Bintaro)**

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ABSTRACT

The purpose of this study is to analyze the influence of *Relationship Marketing* and Service Quality on Customer Value and Its Impact on Customer Loyalty. The method used in this research is descriptive while the Associative analysis technique used is the *Path Analysis*. From the results of data analysis, it is found that the *Relationship Marketing* and Service Quality effective in providing a positive influence for Customer Value and Customer Loyalty Service Quality but less influential in the formation of loyalty customers, TELKOM FLEXI should further increase the longer range of programs or activities associated with Quality of Service to the customer, for the creation of great influence for Customer Loyalty.

Keywords: Relationship marketing, service quality, customer value, customer loyalty.

CHARACTERISTICS AND KEY SUCCESS FACTORS IN CHINESE FAMILY - OWNED BUSINESS: THE CASE OF CHINESE DESCENT BUSINESS IN DKI JAKARTA AREA

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ABSTRACT

The family owned business is usual in Chinese family. From time to time Chinese family-owned business becomes one of organization business that successfully to rule the world of business. The importance of the Chinese family-owned business has been paid much attention by scholars and researchers in this field. This research is intended to examine the success factors of the Chinese family-owned business in DKI Jakarta area. The respondents were selected from professionals [not the owners] who work for the company listed in Indonesia Stock Exchange and established or managed by Chinese family-owned business. From the valid questionnaires, it was found that motivation and education are the top two success factors. The research also showed that there was a significant relationship between number of employees, family member working in the company and level of revenue growth.

Keywords: Chinese family-owned business, DKI Jakarta, Chinese Descent, Chinese Business, Success, Network, Culture, Motivation, Education

MARKETING PERFORMANCE ANALYSIS OF BUILDING PLANNER CONSULTANT**Surachman Surjaatmadja**

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ABSTRACT

Marketing Performance Analysis of Building Planner Consultants. (case study in Java). Competition in the industry is becoming very keen,. to win this competition company needs implementative and adaptive marketing program and strategy to deliver the product or service, so that the customer accepts it better than the competitors (superior). The service marketing mix program which have been selected from the market informations, coordinated and colaboration with all of function in the company will give result better. This research aims : To analyze of marketing performance of building planner consultants in Java. The service marketing mix program as marketing planning, segmenting, targeting, positioning, product/services, pricing, promotion, channel distribution, physical evidence, people and price. This research is used the Strategic Marketing Management Approach. The characters of this research is descriptive, while research method is survey explanatory, by using the sampling technique of simple random sampling to 140 of Building Planner Consultants. Results of this research indicate that about the marketing planning activities more of firm (about 90%) never do it, only 15.0% they doing the segmentation and 71.42% sometimes they do.

Keywords: Service Marketing Mix Program, Firms Performance.

THE EFFECT OF PATRIOTISM AND CONSUMER ETHNOCENTRISM ON CONSUMER ATTITUDES

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ABSTRACT

The growth of international trade and business has contributed to the availability of various ranges of products from different national origins throughout the world. This has resulted in greater interest in examining consumer attitudes towards products of different countries. The attitude of consumers in a country surely will have an impact on the purchase intention of products from foreign countries. However, most research have been conducted in large industrialized countries such as the United States of America (US), France, Germany and Japan that have large internal markets and a wide range of domestic alternatives or brands in most product categories and little attention had been given on developing and less-developed countries. Therefore, this study attempted to identify whether the negative attitudes towards foreign made products by consumers in developing country, namely Malaysia, will have an impact on their purchase willingness and actual purchase behaviour.

Keywords: Consumer attitudes, consumer ethnocentrism, patriotism

COMPARISON DEPOSIT SERVICE QUALITY OFFER BETWEEN SYARIAH BANKS AND CONVENTIONAL BANKS

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ABSTRACT

The phenomenon of competition between Islamic banking with conventional banks in the banking industry is attractive. Various security and tranquility for the user customers of Islamic banks and conventional bank facilities are very appealing people. Main objective that the research is eager to achieve, namely to compare analysis outcome of deposit profit, facilities offered, and prerequisite of keeping deposits of either syariah or conventional banks. Sample data will be taken from seven (7) conventional banks (BCA, Bank Mandiri, Bank BUKOPIN, Bank Mega, Bank Niaga, Bank Permata, and Bank BTN) and 7 Syariah banks (3 syariah banks yaitu Bank Muamalat, Bank Syariah Mandiri, and Bank Syariah Mega Indonesia, and 4 Syariah Business Units namely Bank Danamon Syariah, BNI Syariah, BTN Syariah, and Bank DKI Syariah). Based on data processing outcome by using validity test method with method of product moment pearson and reliability test using method of Cronbach's Alfa, Syariah bank deposit is more beneficial in comparison with conventional bank, either from side of interest or mutual sharing. To increase competitiveness and chase the abandoned or the left behind from conventional bank, it is better that Syariah bank shall pay attention again on provision of foreign currency option facility, and online banking.

Keywords: Syariah banks, quality, deposit

A REMARKABLE FLYING EXPERIENCE BEGAN FROM INTERNAL SERVICES QUALITY

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ABSTRACT

The purpose of this empirical paper is to investigate the relationship between IM and ISQ in a budget airline industry. Besides, several attempts have been made to validate the extension of IM and ISQ model. Data were collected from mixed method. Firstly, it is a qualitative method. Interviews were carried out with 23 managers and described a total of 163 incidents. Second, quantitative analysis was used to verify the validity and reliability of IM and ISQ constructs. Survey data measuring constructs and hypothesis testing were collected from the 209 budget airline managers in five large cities in Indonesia. Results reveals that empowerment is fit as part of IM constructs and the four factors solution appeared to be the latest dimensions of ISQ. The paper also extends the IM and ISQ model and contributes to the scarce body of empirical linked between IM and ISQ in services organizations.

Keywords: Internal marketing, budget airline, critical incident technique, mixed method

IS STRATEGIC COMPETENCY A REQUISITE FOR SME SUCCESS? A CROSS-CULTURAL PERSPECTIVE

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ABSTRACT

The present study attempts to understand the prevalence of strategic competency among entrepreneurs in small and medium sized enterprises (SMEs) in Australia and Malaysia. A sample of 20 SME entrepreneurs from Australia and Malaysia participated in this study. A series of interviews were conducted to probe into the behaviours that delineate strategic competency among these entrepreneurs. The results showed that SME entrepreneurs in both countries highlighted the importance of strategic competency in managing and running their ventures despite some minor variations in terms of the practices across country. This study provides entrepreneurs with knowledge about the way they should operate their business and encourages them to be conscious of the importance of strategic competency in managing their business and increasing the odds of success. The study also shows that entrepreneurs are capable of minimising the negative impact of business environment if they are willing to equip themselves with strategic competency.

Keywords: Strategic competency, SME entrepreneurs, Malaysia, Australia