



# The 4<sup>th</sup> Global Conference on Business, Management and Entrepreneurship (GCBME) 2019

"Transforming Sustainable Business in the Era of Society 5.0"

## INFORMATION PACK:

- CONFERENCE AGENDA
- PARALLEL SESSION
- PRESENTATIONSCHEDULE

Universitas Pendidikan Indonesia  
Bandung, August 8, 2019





# THE 4rd GLOBAL CONFERENCE ON BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP

UNIVERSITAS PENDIDIKAN INDONESIA

Jl. Dr. Setiabudi No.229 Bandung 40154, Telp 022.2007634



## CONFERENCE AGENDA

**August 8, 2019**

TIME	DETAILS	VENUES
07.30 – 08.00	Registration	Ballroom
08.00 – 08.10	Opening (Singing Indonesian National Anthem)	Ballroom
08.10 - 08.20	Opening prayer	Ballroom
08.20 – 08.40	Opening remarks from the Conference Chair <b>(Prof. Dr. Hj. Ratih Hurriyati, MP)</b>	Ballroom
08.40 – 09.10	Opening speech from the Rector of Universitas Pendidikan Indonesia <b>(Prof. Dr. H. Rd. Asep Kadarohman, M.Si.)</b>	Ballroom
09.10 – 09.25	Token of appreciation	Ballroom
09.25 – 09.30	Photo Session with Keynote Speaker and Co-Host	Ballroom
09.30 – 10.00	Coffee Break	Ballroom
10.00 – 11.30	Keynote Speeches from: 1. <b>Prof. Toru Matsumoto, M.Eng</b> 2. <b>Assoc. Prof. Ts. Dr. Razali Hassan</b> 3. <b>Prof. Dr. H. Agus Rahayu, MP</b> Moderator: <b>Dr. Vanessa Gaffar</b>	Ballroom
11.30 – 11.40	Announcement for GCBME Participants	Ballroom
11.40 – 12.30	Lunch and Prayer Break	Jing Paradise Restaurant
12.30 – 15.00	1 <sup>st</sup> Parallel Session	Refer to presentation schedule
15.00 – 15.30	Coffee Break	
15.30 – 17.00	2 <sup>nd</sup> Parallel Session	Refer to presentation schedule



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**PARAREL SESSION**

<b>ROOM</b>	<b>SESSION CHAIR</b>
<b>Mangkubumi</b>	Dr. Heny Hendrayati, SE., MM
<b>Jayagiri 1</b>	Dr. A.H Galih Kusumah, MM CHE
<b>Jayagiri 2</b>	Ismail Yusuf, ST., MBA
<b>Parahyangan 1</b>	Arief Budiman S.S., S.Sos., IMSMEs
<b>Parahyangan 2</b>	Dr. H. Mokh Adieb Sultan, MT
<b>Agrabinta</b>	Yeni Yuniawati, S.Pd., MM
<b>Wastukencana</b>	Tika Annisa Koeswandi, S.Pd.,MM
<b>Purnawarman</b>	Nida, S.Pd., M.Pd
<b>Mandalagiri 1</b>	Ery Adam Primaskara, S.Pd
<b>Mandalagiri 2</b>	Agung



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## PRESENTATION SCHEDULE

TOPIC : Financial Management and Accounting 1

ROOM : **Mangkubumi**

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-90	Rahmat,S.IP.,MH	Analysis Of Indonesian Banking Efficiency (Case Study In The Biggest Banks In Indonesia)
	12.40-12.50	ABS-149	Petrus Darmanto, Bona Christanto Siahhaan M.T.	Does Size Matter? Indonesian Banking Efficiency measurements using two-stage Network DEA (2013-2018)
	12.50-13.00	ABS-184	Rudy Irawan & Bona C. Siahhaan	Application of the Multiperiod Mean-Variance Method for Pension Fund Asset Allocation
	13.00-13.10	ABS-125	Andiasa Adesia (a), Bona Christanto Siahhaan (b)	Idiosyncratic Risk on Stock Performance in Indonesia Stock Exchange
	13.10 - 13.20	ABS-133	Ujang Suherman(a*), Ikin Solikin(b)	Analisis Laporan Keuangan Dalam Menilai Kinerja Usaha dengan Analisis Rasio (Studi Kasus Pada PT Tempo Inti Media Tbk)
	13.20 - 13.30	ABS-243	Andreas Daniel Bagus	The Disclosure of Internal Control and Corporate Governance : Empirical Research from Indonesia Mining Listed Companies
	13.30 - 13.40	ABS-126	Muhamad Iskandar (a*), Nugraha (b)	Financial Performance Of Waqf Institutions: Evidence From Indonesia
	13.40 - 13.50	ABS-187	Putu Febani Wisanta, Bona Christanto Siahhaan	Caps and Floor Limits on Premium Periodic Unit-Linked Insurance with Minimum Guarantee
	13.50 - 14.00	ABS-286	Dwi Armaya (a*), Dr Buddi Wibowo (b*)	The Size of Asset of Private Company's and it's IPO's Underpricing, A Study in Indonesia for Period 2010-2016.
	14.00 - 14.10	ABS-287	Dian Windu Pratama	Effects of Asset Under Management, Sharpe Ratio, Inflation and IHSG on the Performance of Stock Mutual Funds and Fixed-Income Funds for the Period 2012-2017
	14.10 - 14.20	ABS-153	Yosua Samuel Ramli and Dr. Ancella A. Hermawan	Top Management Diversity and Risk-Taking Behaviors
	14.20 - 14.30	ABS-300	Desnu Anggara Suwardi, Yogo Purwono	Analysis Of Motor Vehicle Insurance Claim Reserve Using Robust Chain Ladder (study case : PT. QWE)
	14.30 - 14.40	ABS-112	Putri Fariska (a*) Nugraha (b) Ikin Solikin (c)	The Impact of Financial Derivatives Markets on Economic Growth
14.40 - 14.50	ABS-256	Safira Amalia Hapsari	Theory of Planned Behavior and Financial Literacy to Analyze Intention in Mutual Fund Product Investment	



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	14.50 - 15.00	ABS-142	Aldi Akbar & Kusnendi	INCOME GROWTH, MANAGERIAL OWNERSHIP, COMPANY SIZE AND COMPANY EFFICIENCY ITS EFFECT ON COMPANY VALUE AND DIVIDEND POLICY
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-311	Dadang Agus Suryanto	BANK INCOME STRUCTURE IN INDONESIA : An Analysis Of Theory Of Structure-Conduct-Performance
	15.40 - 15.50	ABS-309	Tiar Lina Situngkir, Isroiyyatul Mubarakah	The Effect of Short Term and Long Term Macroeconomic Variable and Foreign Stock Market on Comppsite Stock Market by Using Error Correction Model within Period 2006-2016
	15.50 - 16.00	ABS-140	Gusganda Suria Manda, Dede Jajang Suyaman, Reminta Lumban Batu	how working capital management and sales against to net income?
	16.00 - 16.10	ABS-215	Adhy Pramudita	PENERAPAN ALTMAN REVISED Z-SCORE EMPAT VARIABEL DAN OHLSON O-SCORE SEBAGAI ALAT PREDIKSI KEBANGKRUTAN PADA SEGMENT USAHA KECIL DAN MENENGAH DI INDONESIA (STUDI KASUS BANK MANDIRI PERIODE 2014-2018)
	16.10 - 16.20	ABS-205	Anissa Restuti Amalia (a*), Waluyo (b)	Benefit Test Analysis for Management Services Transaction in PT Wijaya
	16.20 - 16.30	ABS-191	Taufan Bahtera, Ancella Anitawati Hermawan	The Effect of Managerial Ability on Earnings Management: Evidence from Indonesia
	16.30 - 16.40	ABS-209	Anissa Restuti Amalia (a*), Waluyo (b)	Documement Proofing for Transfer pricing at the Market Price
	16.40 - 16.50	ABS-95	Rio Aurachman (a*), Rizqa Amelia Zunaidi (b), Atik Febriani (c)	FORM AND DOCUMENT PROCESS FOR IMPLEMENTING ISO 37001:2016 ANTI BRIBE MANAGEMENT SYSTEM
	16.50 - 17.00	-	-	-



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## PRESENTATION SCHEDULE

TOPIC : Financial Management and Accounting 2

ROOM : Jayagiri 1

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-318	Azizah Fauziyah, Syti Sarah Maesaroh, S.Sulastri	The Effect Of Using The Role Playing Learning Method On Financial Literation Based On Level Of Parents' Education
	12.40-12.50	ABS-328	Mayasari; S.Sulastri	Capital Structure Policy Of Manufacturing Companies In Indonesia
	12.50-13.00	ABS-317	Kustiawan, Memen; Prawira, Ida Farida Adi	Phenomenology of Tax Incentives Through Revaluation of Fixed Assets
	13.00-13.10	ABS-307	Kasir 1), Astrin Kusumawardani 2), Devyanthi Syarief 3)	Extracting Potential Regional Original Income (PAD) Through Provision of Prepaid Vehicle Tax Incentives (PKB) and Preferred Numbers
	13.10 - 13.20	ABS-88	Hasdi Aimon(a), Sri Ulfa Sentosa(a), Mohammad Aliman Shahmi(a*)	Analysis of macroeconomic variable shocks on the equilibrium of real effective exchange rates in Malaysia
	13.20 - 13.30	ABS-200	Dewi Anggraeni(a), Agung Edi Suyono(a), Nandan Limakrisna(b*), Herlisianne Suyanto (a)	Micro Credit Agreement Between Individual Customers and Business Entities with Banking Institutions in the Legal Perspective of Business Contract Design
	13.30 - 13.40	ABS-202	Reschiwati(a), Nandan Limakrisna(b*), Fran Sayekti(c), Maria Anita Purnamasari(d)	Data Panel Regression: Effect of Company Risk, Company Size, And Tax Profitability For Tax Avoidation
	13.40 - 13.50	ABS-224	Amalina Syaharani (a*), Dony Abdul Chalid (b)	Working Capital Management Effect in Indonesia and Thailand Manufacturing Sector
	13.50 - 14.00	ABS-193	Winna Roswinna(a), Deden Komar Priatna(a*)	MODEL OF FINANCIAL REPORT QUALITY (A Empirical Study of Financial Report Statement in West java Province)
	14.00 - 14.10	ABS-198	Annisa Fitri Anggraeni (a), Maria Lusiana Yulianti (b*)	What Factors are Considered Influence the Accounting Information Systems
	14.10 - 14.20	ABS-120	Ardhivipala Gunawijaya	A Study of Target Date Fund as An Investment Instrument for Voluntary Pension Fund in Indonesia
	14.20 - 14.30	ABS-272	Suparno, Endang Mahpudin	DIVIDEND POLICY AND COMPANY VALUE ANALYSIS BASED ON DEBT POLICY AND PROFITABILITY (Empirical studies of manufacturing sector companies in the Indonesia Stock Exchange)
	14.30 - 14.40	ABS-180	Endang Mahpudin, Suhono, Nursito	Evidence from Indonesia for Spillover among Macroeconomics Variables in Emerging Markets
14.40 - 14.50	ABS-237	Aditya Ramadhana Djaja	Bankruptcy Prediction Analysis for Indonesian Oil & Gas Company using Altman Z-Score	





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	14.50 - 15.00	ABS-63	Diana Andriani (a*) Nugraha(b)	Lecturer : Rational or Irrational ?
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-110	Syarief Fauzie & Paidi Hidayat	Interaction of Liquidity Creation, Regulatory Capital, and Risk Taking at ASEAN Banks
	15.40 - 15.50	ABS-111	Fahmi Natigor Nasution & Syarief Fauzie	Effect of Bank Efficiency on Earnings Management at ASEAN Banks
	15.50 - 16.00	ABS-306	Deni Hamdani (1), Iqbal Alamsyah (2)	Trickle Down Effect Analysis on the Disclosure of Corruption Model Through Forensic Auditing and Its Impact on Potential Domestic Regional Bruto and Government Financial Efficiency
	16.00 - 16.10	ABS-327	S.Sulastri; Mayasari; Intan Barokah	Does Institutional Ownership Moderate The Effect of Capital Structure on Bond Performance?
	16.10 - 16.20	ABS-170	Eliana Wulandari, Ernah, Heki Hapsari	To what extent the support of government for agriculture? An empirical study of potato farms
	16.20 - 16.30	ABS-291	ALVINATTA SANTOSO, IGNATIUS RONI SETYAWAN	Long Term Relationship Among The Asian's Stock Market & Jakarta Composite Indices
	16.30 - 16.40	ABS-151	Tinjung Desy Nursanti (a), Kusnendi (b), Ikin Solikin (c), Nugraha (d)	The Development of Option Market and The Role of Indonesia Financial Service Authority (OJK) in Indonesia Capital Market period 2004-2019
	16.40 - 16.50	ABS-239	Baini Sulhi, Yogo Purwono	Analysis Of Dependence Structure Of Motor Vehicle Insurance Claims Using Copula Model
	16.50 - 17.00	ABS-259	Ayatulloh Michael Musyaffi, Arinal Muna	Task Technology-Fit of a Village Financial System (Siskeudes) to Increase Officers' Performance



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## PRESENTATION SCHEDULE

TOPIC : MIX

ROOM : Jayagiri 2

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-84	Manggala Kusumo Wijayanto and Anton Wachidin Widjaja	Analysis of Quality Management System Implementation in Toll Road Construction (Case Study : Bogor Ring Road Toll Road)
	12.40-12.50	ABS-100	Rudi Fitriyadi, ST (a*) Dr. Muhammad Hamsal (b)	Multi Criteria Decision Making for Supplier Selection of Blanket Engineering Services Tender in PT. ABC
	12.50-13.00	ABS-246	Zharalin Suryaputri (a*), Ari Yanuar Ridwan (b), Budi Santosa (c)	Inventory Planning Policy for Spare Part Using Classification Scheme Model Subject to Stochastic Demand and Lead Time in Aircraft Industry
	13.00-13.10	ABS-119	Hutomo Kusmarnadi Broto and Muslim Efendi Harahap	Analysis of Dominant Causative Variable for Project-Based Work Delay at PT. XYZ
	13.10 - 13.20	ABS-143	Desy Anisya Farmaciawaty*, Mursyid Hasan Basri, Ilma Nurul Rachmania, Fransisca Budyanto Widjaja	Stakeholder Analysis on National Medicine Supply System
	13.20 - 13.30	ABS-98	Patih Fathin Rizal, Desy Anisya Farmaciawaty, Mursyid Hasan Basri, Ilma Nurul Rachmania	Modelling national medicine inventory system using system dynamics
	13.30 - 13.40	ABS-131	Niche Evandani (a), Dr. Nofrisel, M.M	Analysis of Transportation Network Design with Time Window Delivery Method and Milk Run Method to Improve the Efficiency of the Delivery Process in B2B-Flavor House Companies
	13.40 - 13.50	ABS-282	Sugiarto (a), Adinoto Nursiana (b), Fongnawati Budhijono (c)	Innovation of Bank Performance Index Model Based on The Peer Group Model of Banks Operating in Indonesia
	13.50 - 14.00	ABS-87	Sarah Shahnaz Ilma (a), Dr. Nofrisel S.E, M.M (b)	Analysis of Cost Control Process in Pt. S' Project Management on a 2018's Work Package: Constructing a 100-Tonne-Capacity Integrated Cold Storage Facility in Kampar District
	14.00 - 14.10	ABS-141	Desy Anisya Farmaciawaty*, Mursyid Hasan Basri, Ilma Nurul Rachmania, Fransisca Budyanto Widjaja	Outpatient Waiting Time and Length of Stay in Hospitals at West Java
14.10 - 14.20	ABS-144	Desy Anisya Farmaciawaty (a*), Benny Tjahjono (b)	Healthcare Sustainable Supply Chain Management Framework: Literature	





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				Review
	14.20 - 14.30	ABS-216	Noneng Nurjanah, Ali Mohammad Rezza	The Consumer's satisfaction model on Online Delivery Services
	14.30 - 14.40	ABS-113	Abidzar Basaib (a*), DR. Nofrisel, M.M (b)	Causative Factor Analysis of Construction Delays on Sports Infrastructure Projects
	14.40 - 14.50	ABS-322	Adam Hermawan, S.Kom., MBA (a*), Syti Sarah Maesaroh S.P.,M.M (b), Btari Mariska Purwaamijaya, S.H., M.M (b)	Digital Marketing Strategy Based on User Experience to Increase User Growth and Engagement Start-Up in Tasikmalaya
	14.50 - 15.00	ABS-331	Mokh Adib Sultan; Chairul Furqon; Annisa Ciptagustia; Muhammad Taufik Hidayat	Supply Chain Performance Evaluation for tea commodities using the Unified Modeling Language
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-214	Anjani Maulaya (a*), Ari Yanuar Ridwan (b), Budi Santosa (c)	Spare Part Inventory Policy Planning based on FRMIC (Fuzzy-Rule-based approach for Multi-Criteria Inventory Classification) using Base-Stock Policy Method (S-1, S)
	15.40 - 15.50	ABS-28	Widyo Nugroho	Study On Determining Priority Of Base Transceiver Station Construction
	15.50 - 16.00	ABS-14	Arry Widodo(a*), Rennyta Yusiana(b)	Drivers of green product adoption: Green Perceived Quality, Green Satisfaction and Green Trust
	16.00 - 16.10	ABS-45	Yusiana, Rennyta and Widodo, Arry	DRIVERS GROWING GREEN PURCHASE BEHAVIOR; ROLE OF GREEN PERCEIVED VALUE AND GREEN TRUST
	16.10 - 16.20	ABS-122	Dr. Prima Mulyasari Agustini, Eli Jamilah Mihardja, Ph. D, Dr. Tuti Widiastuti	Village Liberica Coffee "Sukorejo" Ecotourism as a Corporate Social Responsibility Strategy of PetroChina Jabung International Ltd (Kab. Tanjung Jabung Barat, Jambi, Indonesia)
	16.20 - 16.30	ABS-201	Noor Sembiring(a), Nandan Lima Krisna (b*)	Model of Business Development Strategy For Cassava Farming Technology Services
	16.30 - 16.40	ABS-91	Diana Harding, Nandan Limakrisna, Gianti Gunawan, Anissa Lestari Kadiyono	Green Ethos Character to Improve Environmental Sustainability
	16.40 - 16.50	ABS-329	L. Lisnawati; S. Sumiyati; Bambang Widjajanta;	EMPIRICAL ANALYSIS STUDENTS HAPPINESS OF CAMPUS SERVICE SATISFACTION
	16.50 - 17.00	ABS-152	Puspo Dewi Dirgantari (a*) Fitri Asti Pratiwi (b) Rd. Dian H. Utama (b)	analysis of brand trust in increasing brand loyalty



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## PRESENTATION SCHEDULE

TOPIC : Marketing Management 1

ROOM : Parahyangan 1

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-47	Edi Supardi , Ratih Hurriyati , Mokh. Adib Sultan	Go-Jek, Indonesia Future Transportation : Impact of Customer Equity and Affective Commitment towards Purchasing Decision
	12.40-12.50	ABS-281	Andy Pramana Kusuma and Dr. Effy Zalfiana Rusfian	INFLUENCE STUDIES OF SALES PROMOTION, BRAND IMAGE, AND PRODUCT QUALITY TO MITSUBISHI TRUCK RE-PURCHASE INTENTION IN JABODETABEK
	12.50-13.00	ABS-114	Heny Herawati (a*) Heny Hendrayati (b*)	ANALYSIS OF STUDENTS' INTEREST TO REGISTER AT THE AS-SYAFI'YAH ISLAMIC UNIVERSITY IS SEEN FROM MOTIVATION, PERCEPTION, AND TRUST
	13.00-13.10	ABS-31	Dhyah Mutmainnah, Ratih Hurriyati, Mokh. Adib Sultan	Halal Tourism: Service Differentiation Challenges
	13.10 - 13.20	ABS-160	Olivia Intan, Tengku Ezni Balqiah	The Influence of Social Media on International Students Higher Education Choice
	13.20 - 13.30	ABS-56	citra savitri (a*) Prof.Ratih Hurriyati (b*) Heny Hendrayati (c*)	The Power of eWOM for Online Bussines
	13.30 - 13.40	ABS-22	Muhammad Amin, Ratih Hurriyati, M. Adib Sultan	Online Shopping Usage Behavior Analysis
	13.40 - 13.50	ABS-26	Dani Leonidas Sumarna, Ratih Hurriyati, M.Adib Sultan	Customer Based Brand Equity (CBBE) in Logistics Courier Company in Indonesia
	13.50 - 14.00	ABS-38	Angga Dewi Anggraeni (a*), Ratih Hurriyati (b), Heny Hendrayati (c)	School Fees as a Determinant in Choosing a University: A Study at Politeknik Pos in Indonesia
	14.00 - 14.10	ABS-23	N. Aziz Sugiharto, Ratih Hurriyati, Mokh. Adib Sultan	The Influence of Perceived Service Quality and Perceived Price on Students' Satisfaction and Recommendation
	14.10 - 14.20	ABS-25	Santoso, Ratih Hurriyati, Mokh.Adib Sultan	Effect of viral marketing on changes in consumer behavior and decision in smartphone use
	14.20 - 14.30	ABS-35	Dodi Permadi1, Ratih Hurriyati2, M Adib Sultan3	Technology Capability and Marketing Strategy: case studies of component industry clusters in Bandung City
14.30 - 14.40	ABS-42	Hendra, Tengku Ezni Balqiah	Analysis of Commission Reduction Effects to the Travel Agent's Sales in The Domestic Market	



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	14.40 - 14.50	ABS-8	Waseso Segoro(a), Lela Elvira(b)	The Effect Of Marketing Strategy and Service Quality On Customer Satisfaction and Its Impact On Customer Loyalty of Jawa Barat Banten Bank in Bekasi
	14.50 - 15.00	ABS-162	Pratiwi Arizona, Arga Hananto	Customer Profiling and Market Basket Analysis Using K-Means Algorithm and Association Rule Mining: Evidence from Indonesia E-commerce Company
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-72	Raden Synthia Billqis (a*), Lili Adi Wibowo (b), Heny Hendrayati (b)	Corporate Reputation And Its Impact On Customer Citizenship Behavior
	15.40 - 15.50	ABS-145	Andrew Wilson Saragih (a*), Yeshika Alversia (b)	The Effect Of Attitude Toward Instagram Ads On Brand Attitude And Engagement Behaviour
	15.50 - 16.00	ABS-129	Dilla Nauffilla Nisrina, Heny Hendrayati	Media and Advertising Message towards Purchasing Decisions
	16.00 - 16.10	ABS-92	Fariz Achmad Fauzan (a*), Heny Hendrayati (b)	The Impact of Brand Equity and Customer Satisfaction on Bank Customer Loyalty
	16.10 - 16.20	ABS-36	Iman Sidik Nusannas, Ratih Hurriyati, Mokh Adib Sultan	The Effect Of Service Quality And Promotional Pricing On Consumers Decision To Apply Mortgage Loan
	16.20 - 16.30	ABS-154	Budi Prasetyo(a*), Ratih Hurriyati (b), Heny Hendrayati (b)	The Investigation of Brand Preference towards The Purchase Intention for Female Consumer through E-Commerce
	16.30 - 16.40	ABS-75	Vera Silviana (a*), Heny Hendrayati (b), Puspo Dewi Dirgantari (c)	Customer Equity in The Telecommunication Industry
	16.40 - 16.50	ABS-86	Irma Ambarsari (a) ; Heny Hendrayati (b)	Word of Mouth Marketing in increasing the repurchase intention of Private label product in Minimarket
	16.50 - 17.00	ABS-279	Andrian Haro (a*), Akmaluddin Suangkupon (b)	Halal Lifestyle Of Consumers Muslim Fashion In Jakarta Towards Their Purchase Intention



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## PRESENTATION SCHEDULE

TOPIC : Marketing Management 2

ROOM : Parahyangan 2

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-266	Sari Lenggogeni, Ph.D and Shintya Febrianni	Exploring Halal Destination Perceived Value in Heritage Destination: Insight from Indonesia
	12.40-12.50	ABS-186	Radhi Aditya, Fandis Ekyawan	Consumer Behavior Analysis in Using the Digital Payment Application
	12.50-13.00	ABS-136	Yupi Yuliawati, Ratih Hurriyati	Effect Atmosphere On Visiting Decisions at MONPERA (Monumen Perjuangan Rakyat)
	13.00-13.10	ABS-121	Dewi Anggraeni ; Tengku Ezni Balqiah	The Effect of Instagram Ad Disclosure Position on Attitude Toward Ad, Attitude Toward Brand and Intention to Share (e-WOM)
	13.10 - 13.20	ABS-177	Cara Rodina Joyosugito	Analyzing the Influence of Firm-Generated Content on Consumer's Brand Awareness, Brand Loyalty, and Electronic Word of Mouth, and how this Influences Consumer Purchase Intention
	13.20 - 13.30	ABS-223	Dewi Noraga Lumban Batu, Yeshika Alversia	UTAUT2 Analysis on The Use of On-Demand Services Application with Perceived Privacy as Moderating Effect
	13.30 - 13.40	ABS-166	Sylvie Nurfebiaraning (a), Lulu Mutia (b)	The Impact of Divergence and Relevance as Determinants of Advertising Creativity towards Consumer Responses (Study on AirAsias Wall Billboard #BikinJadiNyata on Asia Afrika Street Bandung)
	13.40 - 13.50	ABS-17	Muji Rahayu, Ratih Hurriyati , Mokh. Adib Sultan	Purchasing Decision Analysis Of Wuling Confero ( Survey At Wuling Suci Branch Office Bandung )
	13.50 - 14.00	ABS-10	Senny Handayani Suarsa (a), Saepudin Nirwan (b)	Analysis and Design of Integrated Marketing Communication (IMC) for Small and Medium Enterprise (SME) Logistics Service Provider (LSP) form Web Based Application Perspective
	14.00 - 14.10	ABS-181	Audy Daniaguitrianda Mutiarani (a*), Rifelly Dewi Astuti (b)	The Effect of Store Attributes Toward Store Format Choice For Beauty Products on Y Generation
	14.10 - 14.20	ABS-51	Andriasan Sudarso, Lili Suryati and Icha Puja Natasyah Br Sitepu	The Effect Of Brand Image And Service Quality On Customer Loyalty With Customer Satisfaction As Intervening Variables
	14.20 - 14.30	ABS-44	Dwi Fitrizal Salim 1, Ratih Hurriyati 2, Mokh. Adib Sultan 3	Relationship Marketing for B2B Indihome Consumer Loyalty
	14.30 - 14.40	ABS-128	Dienur Muhammad Rahadian Fachrulmry (a*), Heny Hendrayati (b)	Perceived Ease of Use on Purchase Intention of Mobile Commerce Application
14.40 - 14.50	ABS-123	Hernandi Sujono (a),	Brand Image in The Selection of Refill Perfume	



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			Heny Hendrayati (b)	
	14.50 - 15.00	ABS-250	Iven Ganesja (*a), Daniel Tumpun Aruan, PhD(b)	THE EFFECT OF BRAND RELATIONSHIP QUALITY ON POST PURCHASE BRAND LOYALTY ON PREMIUM ONLINE LEARNING AND TUTORING
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-164	Abdul Yusuf, Reminta Lumban Batu	Could Brand Image affect companies facing competitiveness?
	15.40 - 15.50	ABS-165	Reminta Lumban Batu, Indah Krisnawati, Ibnu Auf Ubaidi, Hanif Rais	How can digital marketing influence the purchasing decisions on Lazada.co.id?
	15.50 - 16.00	ABS-37	Evelyn Pricisilia Sumendap (a*), Dra. Indrawati, M.M., Ph.D	Consumer Behavior Analysis Of Tokopedia Application Online Marketplace Using UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT 2)
	16.00 - 16.10	ABS-20	Moh. Hasymi Quzwen , Ratih Hurriyati , Mokh. Adib Sultan	Customer Relationship Management in Business- to-Business Marketing: The Impact on Corporate Performance
	16.10 - 16.20	ABS-295	Itca Istia Wahyuni, Dini Salmiyah Fitrah Ali, Gusnaelly Fitryati Adilla	Customer Behavior of #Racheluntukdonggala campaign through Rachel Vennya account on the Kitabisa.com platform
	16.20 - 16.30	ABS-302	Dini Salmiyah Fithrah Ali, Itca Istia Wahyuni	The Role of Online Community In Maintaining Brand Image
	16.30 - 16.40	ABS-19	Yoyo Sudaryo, Ana Hadiana and Nunung Ayu Sofiati (Efi)	Emotional Preferences towards E-Learning Based on Analytic Hierarchy Process and Kansei for Decision Making
	16.40 - 16.50	ABS-108	Adryan Rachman, Siti Sarah, Nunik Maulid	The influence of perceived value to purchase intention: Evidence from Moslem Fashion Indonesia
	16.50 - 17.00	ABS-308	Adryan Rachman, Erna Herlinawati, Riyandi Nur Sumawidjaja	The relationship User Satisfaction with the service website: An empirical study of STIE INABA Bandung



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## PRESENTATION SCHEDULE

TOPIC : Marketing Management 3

ROOM : **Agrabinta**

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-310	Verinita and Refyanto	Analysis of Destination Image and Destination Personality on Behavioral Intention (Survey in Domestic Tourists In Pariaman City)
	12.40-12.50	ABS-124	Rama Chandra Jaya, Aditya Yudanegara, Sunu Puguh Hayu Triono	The Effect of Human-Centric Brands and Online Store Image on Social Media Engagement in Bandung City Small and Medium Enterprises
	12.50-13.00	ABS-332	Mudji Sabar	THE CHALLENGE OF VISITORS EXPERIENCE (A Case Study at Museum Nasional, Jakarta, Indonesia)
	13.00-13.10	ABS-169	Asri Solihat (a*), Nizar Alam Hamdani (b)	Marketing Strategy Based on Consumer Behavior in Facing Competition between Coffee Shops
	13.10 - 13.20	ABS-244	Lindayani (a*), Nizar Alam Hamdani (a), Anggun Oktavia Herlianti (a), Galih Abdul Fatah Maulani (a), & Teten Safril Mubarok (a)	How can service quality create customer loyalty?
	13.20 - 13.30	ABS-29	Rahyuniati Setiawan (a*), Ratih Hurriyati (b), Agus Rahayu (c)	DO BRAND IMAGE AND BRAND AWARENESS EXIST BRAND LOYALTY?
	13.30 - 13.40	ABS-305	Ermila Klislinar (a), Anton Wachidin Widjaja (b)	Analysis of willingness to pay for ancillary revenue of full service airline (The Case of Garuda Indonesia)
	13.40 - 13.50	ABS-301	Anggono Raras TS , Erna Herlinawati	The Effect Of Customer Needs, Service Distribution, And Corporate Governance On Superior Services
	13.50 - 14.00	ABS-314	T.A Koeswandi (a*), S.Sulastri (b), A.Fauziyah (c)	The Effect of Servicescape in Tasik Halal Culinary Festival on The Image of Tasikmalaya
	14.00 - 14.10	ABS-315	E.A Primaskara (a*), T.A Koeswandi (b)	The Effect of E-servicescape on E-trust (Online Survey on Shopee Website Users in Bandung City)
	14.10 - 14.20	ABS-21	M. Meki Munawar (a*). Ratih Hurriyati (b). M. Adib Sultan (b)	Satisfaction and Revisit Intention of Tourists in Bandung
	14.20 - 14.30	ABS-138	ryan dharmasaputro and Adrian Achyar	The Influence of Nostalgic Advertising on Viral Intention and Purchase Intention
14.30 - 14.40	ABS-324	Vanessa Gaffar (a*), Arief Budiman (b), Benny Tjahjono (c)	Understanding CRM implementation in SMEs	





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	14.40 - 14.50	ABS-238	Ina Ratnasari, Danang Kusananto	The Effects Of Store Atmosphere And Sales Promotion Toward Impulsive Purchase In Supermarkets In Karawang District
	14.50 - 15.00	ABS-103	Andrie Witsqa Arifin (a*), Alberto Daniel Hanani (b)	Analysis of the Advertising Communication Effectiveness Towards Single Channel Electrocardiograph and Cognitive Responses (Experimental on Advertisement of Instant Noodle Product in Indonesia)
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-228	R. DEWI PERTIWI (a), DEDEDEN KOMAR PRIATNA (a*)	The Effect Of Service And Brand Image On Customer Value And Its Implications On Visitor Trust ( A Study In The Bandung Metropolis Area)
	15.40 - 15.50	ABS-204	Siti Mufattahah(a*), Ina Primina(b), Sucherly(b), Wa Ode Zusnita Muizu(b)	Determinant of Service Value and Its Implication on Public Trust: A Study on The Social Security Agent Member
	15.50 - 16.00	ABS-156	Intan Permana (*a), Rahyuniati Setiawan (b), Asri Solihat (b)	Major Online Purchases: A Study on The Effect of Brand and Positive Review on iGeneration
	16.00 - 16.10	ABS-222	Ali Mohamad Rezza (a*), Ratih Hurriyati (b*), Disman (c*), Lili A Wibowo (d*)	Consumer-Brand Relationship (CBR) of Courier Service Users: The Role of Brand Experience as Antecedents of CBR
	16.10 - 16.20	ABS-197	Yovita Isnasari, Syukri Yusuf Nasution, and Desi Ratnasari	Techno-economic and supply chain analysis of Nano Tea made from Mangosteen Peel as Functional Food
	16.20 - 16.30	ABS-74	Rahyuniati Setiawan (a*), Nizar Alam Hamdani (b), Galih Abdul Fatah Maulani (c), Intan Permana (d)	Price and Service Quality of Ride-Hailing Company Go-Jek
	16.30 - 16.40	ABS-273	Ratih Hasanah (a*), Iis Kurnia (b) and Af Muhamad Rayhan Tri Jaka Lindo (b)	The Effect Of Narrative Online Intention Advertising Brand Lux Thema "The Falme Of Love Vibration" On Purchase Decision
	16.40 - 16.50	ABS-15	Noneng Nurjanah, Mokh Adib Sultan, Ratih Hurriyati	The Consumer's shopping behavior model on Sephora Omnichannel
	16.50 - 17.00	ABS-293	Shifa Nabila (a*), Adrian Achyar (b)	Analysis Of Factors Affecting Users' Attitude Toward The Youtube Ads And Their Effects On Purchase Intention



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## PRESENTATION SCHEDULE

TOPIC : Organizational Behavior, Leadership and Human Resources Management 1

ROOM : **Wastukencana**

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-220	Anne Lasminingrat (a), Nandang Djunaedii (b*)	THE INFLUENCE OF MOTIVATION AND CLIMATE WORK ON OFFICER PERFORMANCE AT PT ARSEL MEDICAL TECHNOLOGY
	12.40-12.50	ABS-77	Mochamad Vrans Romi (a*), Neni Maryani (b)	Re-design of Job Analysis to improve the performance of Education Personnel at the University of Jenderal Achmad Yani
	12.50-13.00	ABS-182	Arif Partono Prasetio, Sumrahadi, Elvira Azis, Abyan Ghiffarie, Dhianya Ayuning Prameswari	Enhancing Organizational Support to Reduce Voluntary Employees Turnover Level in Private Organizations: The Mediation of Work Stress
	13.00-13.10	ABS-58	Ahmad Firdaus, Edi Suryadi	Knowledge Sharing as Mediation Between Organizational Commitment and Employee Performance
	13.10 - 13.20	ABS-12	Gianti Gunawan, Yus Nugraha, Marina Sulastiana, Diana Harding	Work Life Balance And Subjective Well Being Among Employee On Life Science Company In Indonesia
	13.20 - 13.30	ABS-73	Zafira Yasmin (a*), Budi Santoso (b), Yana Setiawan (b)	Effect of Autentic Leadership and Knowledge Acquisition on Achievement Motivation and its impact on Employee Performance
	13.30 - 13.40	ABS-264	Suci Fika Widiana, Tjutju Yuniarsih, Disman, Eeng Ahman	Employer Branding Strategy to increase Employee Engagement (Study at Private State-Owned Enterprises in Indonesia)
	13.40 - 13.50	ABS-89	Juniar Alisa (a*), Eeng Ahman (b)	Do Creativity and Innovation Affect to Employee Performance?
	13.50 - 14.00	ABS-115	Febria Angelina Lebang, Niken Ardiyanti	The Effect of Work-Life Balance and Work Stress on Turnover Intention with Job Satisfaction as A Mediator at Anti-Corruption Institution in Indonesia
	14.00 - 14.10	ABS-76	Sheny Yulianty (a*), Hady Siti Hadijah(b)	THE EXISTENCE OF HUMAN CAPITAL IN INCREASING THE ORGANIZATIONAL PERFORMANCE IN THE INDUSTRY 4.0 ERA
	14.10 - 14.20	ABS-163	Muhammad Guntur Sulis Dwi Cahyo, Riani Rachmawati S.E. M.A PhD	Cross Functional Teams Effectiveness Factor in Technological-Based Service Company: NSIAPAY
	14.20 - 14.30	ABS-127	Ilham Gumelar (a*), Eeng Ahman (b)	The Influence of Organizational Climate and Ability on Employee Performance



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	14.30 - 14.40	ABS-155	Muhammad Fadil (a*), Hady Siti Hadijah (b)	THE ROLE OF WOMEN LEADERSHIP IN IMPROVING THE EMPLOYEES PERFORMANCE IN EDUCATIONAL ORGANIZATION
	14.40 - 14.50	ABS-16	Diana Harding, Nandan Limakrisna, Anissa Lestari Kadiyono, Gianti Gunawan	MSME Work Ethic in West Java in Dealing the Challenge of Asean Economic Community (MEA)
	14.50 - 15.00	ABS-179	Lukmanul Hakim	PERUMUSAN FORMAT SELECTION KARYAWAN, PENYUSUNAN JOB DESCRIPTION DAN PENYUSUNAN PERFORMANCE APPRAISAL PADA JEE BALLROOM GROUP & EXHIBITOR
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-207	Alfi nura, SE, MSi, Prof. Dr. Tjuju Yuniarsih	Influence psychological contract of attracting and retaining talent
	15.40 - 15.50	ABS-241	Ryana Andari Purba, Yanki Hartijasti	The Role of Paternalistic Leadership on Employee Innovative Behavior in Indonesias Digital-Based Companies
	15.50 - 16.00	ABS-288	Dila Fitriza Rulevy (a), Ayu Aprilianti (b)	Analysis of Factors that Affect Intention To Use on E-Learning Users Using Technology Acceptance Model (TAM) Approach
	16.00 - 16.10	ABS-41	Rita Ambarwati (a*), Fita F. Lestariana (a), Wisnu P. Setiyono (a)	A behavioral model of unethical actions in public service for villagers
	16.10 - 16.20	ABS-54	Rita Ambarwati1 (a*), Affandy Winarko Mudjib (a), Wisnu Panggah Setiyono (a)	CITIZEN TRUST IN LOCAL GOVERNMENT: EXPLAINING THE ROLE OF VILLAGE SERVICE
	16.20 - 16.30	ABS-257	Astari Kurniawati S.Psi. , Martina Dwi Mustika S.Psi., M.O.P., Ph.D.	The Correlation Between Transformational Leadership and Commitment to Change in the Rapid Change Organization Environment
	16.30 - 16.40	ABS-107	Chairul Hakim, Disman MS	ORGANIZATIONAL CULTURE AND SME'S PERFORMANCE: AN EMPIRICAL INVESTIGATION IN THE JAKARTA CONTEXT
	16.40 - 16.50	ABS-312	Romat Saragih, Bachruddin Saleh Luturlean, Arif Partono Prasetio, Rahmawati Suci Hidayah, Putu Nena Purwasasti	Turnover Intention in Textile Organization: The Role of Intrinsic Motivation and Job Satisfaction in Mitigating The Intention
	16.50 - 17.00	ABS-146	Fahmi Jahidah Islamy, Dadan Abdul Aziz M	The effect of organizational structure on the implementation of knowledge sharing



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## PRESENTATION SCHEDULE

TOPIC : Organizational Behavior, Leadership and Human Resources Management 2

ROOM : **Purnawarman**

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-226	Eldi Mulyana, Tetep (*), Jamilah, Ana Maulana, Odang Hermanto (1)	Educational, Demografic and Online Economic Factors: Effects on Student Economic Literacy
	12.40-12.50	ABS-218	Suhono, Nursito, Endang Mahpudin	Effects of Organizational Development, Organizational Commitment and work attitudes on internal control systems and their implications for organizational performance
	12.50-13.00	ABS-97	Rio Aurachman (a*), Linda Studiyantri (b), Atik Febriani (c)	Comparison of ISO 9001:2015 and ISO 21001:2018 for Implementation in Education Institution
	13.00-13.10	ABS-199	Sarah Maulida Nur Rahmah(a), Nur Arief Rahmatsyah Putranto(a), Nandan Lima Krisna(b*)	The effectiveness of gamification on students' attitude toward team work
	13.10 - 13.20	ABS-330	Rofi Rofaida; Ayu Krishna Y; Budhi Pamungkas G	Upgrading Value Chain Performance through Human Resources Capacity Development: Case Study at SME's Geopark Belitung
	13.20 - 13.30	ABS-188	Maudy Amalia (a*), Neneng Sofiyanti (b*), Made Panji Teguh Santoso (c*)	INFLUENCE OF ORGANIZATIONAL CULTURE AND WORK MOTIVATION ON EMPLOYEE ENGAGEMENT IN A PLASTIC MANUFACTURING COMPANY IN KARAWANG
	13.30 - 13.40	ABS-323	Harris Djoko Nugroho, Muchlis Rantoni Luddin, Maruf Akbar	Evaluation of Hydro-Oceanographic Specialization Education Program in the Sea Naval Education-Oceanography Education Center
	13.40 - 13.50	ABS-283	Ardika Sulaeman (a*), Ernie Tisnawatisule (b*), Hilmiana (c*), Martha Fani Cahyandito(d*)	Stakeholder Engagement on Building Business Sustainability
	13.50 - 14.00	ABS-203	Sarwani (a), E. Nurzaman (a), Nandan Limakrisna (b*), M. Susila Adhy (c)	ANALYSIS OF THE APPLICATION OF LEARNING ORGANIZATIONS AT PT. SETIAJAYA MOBILINDO – TOYOTA WORKSHOP
	14.00 - 14.10	ABS-219	Zulki Zulkifli Noor (a), Nandan Limakrisna (b*)	Organizational Commitment at Manufacturing Industries in West Java, and its Implication on Employee Performance



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	14.10 - 14.20	ABS-61	Mochamad Vrans Romi (a*), Edi Suryadi (b)	ANALYSIS OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR BASED ON LEADERSHIP AND ORGANIZATIONAL COMMITMENTS ON EDUCATION STAFF IN ISLAMIC BANDUNG UNIVERSITY
	14.20 - 14.30	ABS-68	Muhammad Oceano Fauzan(a*), Disman (b)	Compensation and Job Satisfaction with Employee Performance PT. Inti Indo Sawit Subur Kabupaten Batang Hari
	14.30 - 14.40	ABS-192	Deden Komar Priatna(a)*, Winna Roswinna (a)	Influence Leadership Motivation and Performance of Employees At Bank Rakyat Indonesia Subang Branch Office
	14.40 - 14.50	ABS-208	Nursito Suhono Endang Mahpudin	Effect of Professionalism, Work Attitude, Accounting Systems, Against Accountability and Its ImplicationsForQualityOfFinancial Reporting
	14.50 - 15.00	ABS-67	Teten Mohamad Sapril Mubarok1, Nizar Alam Hamdani2, Sukma Nugraha3, Galih Abdul Fatah Maulani4.	Leadership Style of Family Business Owner and Business Performance
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-235	Tetep (1*), Nizar A Hamdani (2), Triani Widyanti (1), Arik Darojat(1)	Financial Literacy, Rationality, and Social Control in Consumptive Students
	15.40 - 15.50	ABS-221	Maryani, Herni Suryani*, Rakhmia Nalibratawati, Luthfi Setiadiwibawa, Dodi Tisna Amijaya	The Influence of Talent Management and Motivation on Performance of Batik Artisans in Trusmi Batik Centre Cirebon
	15.50 - 16.00	ABS-32	Basuki and Rahmi Widyanti	INDIVIDUAL CHARACTERISTICS OF MILLENNIAL GENERATION TO INFLUENCE ENTREPRENEURSHIP BEHAVIOR: EMPIRICAL EVIDENCE IN SMEs
	16.00 - 16.10	ABS-194	Nina Amelia Sasmita (a*) Martina Dwi Mustika S.Psi., M.O.P., Ph.D.(b)	Increased Psychological Capital Resources of Employees Through the "I m Superhero In The Workplace" Program in the Framework of Optimizing Employee Innovative Work Behaviors
	16.10 - 16.20	ABS-236	Tetep (1*), Ade Suherman(1), Galih Abdul Fatah Maolani (2), Yuyun Susanti (3)	Social Capital and Entrepreneurial Motives among Students in Indonesia
	16.20 - 16.30	ABS-99	Rio Aurachman (a*), Dominggo Bayu Baskara (b), Atik Febriani (c)	PROBLEM AND CHALLENGE IN UNIVERSITY GOAL SETTING FOR PERFORMANCE MANAGEMENT SYSTEM IN INDONESIA



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	16.30 - 16.40	ABS-319	M. Masharyono; Sumiyati; A. Lestari	The Influence of Organizational Commitment on Job Satisfaction: An Analysis of Employees Corporate and Commercial Division in Regional Bank X
	16.40 - 16.50	ABS-320	S.H. Senen; M. Masharyono; Sumiyati & S. Khotijah	LMX and OCB Civil Servants in Bandung, West Java
	16.50 - 17.00	ABS-326	Sumiyati; B.Widjajanta; M. Masharyono; S. N. Izzati & H. Tanuadmodjo	An Analysis of Workload and Job Stress on Employee Job Performance





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## PRESENTATION SCHEDULE

TOPIC : Strategic Management, Entrepreneurship and Contemporary Issues 1

ROOM : **Mandalagiri 1**

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-4	Li Qi; Ratih Hurriyati; Disman; Mohammad Ali	A Study on the Influencing Factors of Chinese Family Business Succession from the Perspective of Re-creation
	12.40-12.50	ABS-274	Sri Lestari, Makruf, Hadi Djamel	Lecturer HR Management In Islamic University As-Syafi'iyah Pondok Gede (Case Study of Human Capital Studies)
	12.50-13.00	ABS-116	Agung Budi Arnanto, Athor Subroto	Prediction And Mitigation Of Ship Accidents Mortality In Indonesia
	13.00-13.10	ABS-94	Bambang Samiono(1), Maruf Akbar(2), Hamidah(3)	Entrepreneurship Intention of Students of Private Islamic University in Jakarta and the Affecting Factors
	13.10 - 13.20	ABS-27	Ietje Nazaruddin (a), Hafiez Sofyani (b), Caesar Marga Putri (c), Erni Suryandari Fatmaningrum (d)	Ethical Leadership and Performance Appraisal Satisfaction: The Mediating Role of Trust
	13.20 - 13.30	ABS-43	Hafiez Sofyani (a), Ietje Nazaruddin (b), Erni Suryandari Fatmaningrum (c), Caesar Marga Putri (d)	THE EFFECT OF PERFORMANCE MEASUREMENT SYSTEM FOR LECTURER AND ROLE CLARITY TOWARD LECTURER'S PERFORMANCE: THE ROLE OF ROLE CLARITY AS INTERVENING VARIABLE
	13.30 - 13.40	ABS-57	Nabella Aiesa Arafa (a*), Candra Wijayangka (b*), Budi Rustandi Kartawinata (c*)	Factors Affecting Micro-Business Perceptions of Using Electronic Payment (E-payment) in Bandung City
	13.40 - 13.50	ABS-245	Dwi Taria Rindani, SMB and Ir. Hasnul Suhaimi, MBA	IMPROVEMENT OF FINANCIAL RECORDS AND PRODUCTION OF FINANCIAL STATEMENTS AT THE GRAND GALAXY CONVENTION HALL
	13.50 - 14.00	ABS-289	Khoirunnisa, Ratna L. Nugroho	IDENTIFICATION OF GREEN ENTREPRENEURSHIP ECOSYSTEM FACTORS IN MAKING ECOPRENEUR ROADMAP FOR RECYCLING BUSINESS
	14.00 - 14.10	ABS-59	Yeni Absah (a*), R.Hamdani Harahap (b**)	THE IMPACTS OF ADAPTIVE AND INNOVATION CAPABILITIES ON THE FINANCIAL PERFORMANCE OF SMALL AND MEDIUM-SIZED ENTERPRISES IN MEDAN
	14.10 - 14.20	ABS-303	Y.D. Lestari (a)., F.A. Amalia (b)., G. Yudoko (a)., & T.M. Simatupang (a)	Determinant Factors Influencing Firm's Entry in Halal Business – a case study in Taiwan
	14.20 - 14.30	ABS-313	Annisa Tulus Warasanti, Sonny Rustiadi	Marketing Strategy to Increase Customer Purchase Intent for Cluster



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				House Residence
	14.30 - 14.40	ABS-53	Heru Santosa Hadiyanto	Paradox of Strategy from Personality Lens to Create Business Transformation
	14.40 - 14.50	ABS-134	Gilang Mangestika (a*), Sari Wulandari (a), Rio Aurachman (a), Putra Fajar Alam (a)	Designing a Performance Measurement Tool at Digital Startup SMASH. ID with the Balanced Scorecard Method
	14.50 - 15.00	ABS-117	Riyandi Nur Sumawidjaja, Suryana, Eeng Ahman, Amir Machmud	The Influence of Co-creation on Firm Performance of Creativity Industry in Indonesia
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-234	Tetep *, Ade Suherman, Lili Dianah	Homecoming Phenomenon in West Java Society: Socio-Cultural System and Entrepreneurial Motivation
	15.40 - 15.50	ABS-231	Nizar Alam Hamdani; Anggun Octavia Herlianti	How important is Strategic Knowledge Creation for SMEs?
	15.50 - 16.00	ABS-248	Dr.Hj.B Lena Nuryanti S.,M.Pd , Drs.H Dian Herdiana Utama.,M.Si , Rieke Amaluthvie Tammie, S.Pd	Entrepreneurial Environment in Growing Entrepreneurial Motivation
	16.00 - 16.10	ABS-292	I GUSTI AGUNG AYU MADE DIASTIKA INKASARI	THE DEVELOPMENT OF CREATIVE ECONOMY BASED ON SOCIAL ENTREPRENEURSHIP APPROACH (CASE STUDY OF MUSIC COMMITTEE IN BANDUNG)
	16.10 - 16.20	ABS-263	Nizar Alam Hamdani	Conceptual Framework of Innovation Strategy on SMEs
	16.20 - 16.30	ABS-249	Rd. Dian H. Utama (a*) Fitri Asti Pratiwi (b) Puspo Dewi Dirgantari (b) Lena Nuryanti s (b)	Brand Communication analysis in creating Brand Trust
	16.30 - 16.40			
	16.40 - 16.50			
	16.50 - 17.00			



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## PRESENTATION SCHEDULE

TOPIC : MIX

ROOM : **Mandalagiri 2**

August 8th, 2019

SESSION	TIME	CODE	AUTHORS	TITLE
SESSION 1	12.30-12.40	ABS-227	Tetep (*), Eldi Mulyana, Endang Dimiyati, Maskur	The Role of Socio-Economic Background, Family Economy Education and Financial Literacy on Student Decision Making
	12.40-12.50	ABS-212	Nizar Alam Hamdani	Unique Capabilities and Product Innovation: Effects on the Competitiveness and Implications for Business Performance of Small and Medium Coffee Enterprises
	12.50-13.00	ABS-321	Syti Sarah Maesaroh, Adam Hermawan, Btari Mariska Purwaamijaya	Clustering of Micro, Small and Medium Enterprises (SMEs) using the Geographic Information System as a Strategy for Increasing Regional Economic Competitiveness in City of Tasikmalaya
	13.00-13.10	ABS-325	Ika Suhartanti Darmo, Hari Mulyadi	Innovation Performance And Entrepreneurship Capability: A Dynamic Capability Booster In A Modern Business Competition
	13.10 - 13.20	ABS-333	Ismail Yusuf, Ghia Gaida Kanita	Influence and Application of Digital Marketing in Improving Startup Branding in Tasikmalaya City
	13.20 - 13.30	ABS-34	Teddy Sumirat Bassar, Nury Effendi, A. Kemal Hidayat, Budiono	ANALYSIS OF THE EFFECT OF SHARIA STOCK TRADING ACTIVITY FACTORS AND MACROECONOMIC FACTORS ON THE PERFORMANCE OF SHARIA STOCKS IN THE CAPITAL MARKET IN INDONESIA
	13.30 - 13.40	ABS-158	Intan Permana (*a), Sukma Nugraha (b), Nizar Alam Hamdani (b), Anggun Oktavia Herlianti (b)	Digital Entrepreneurship: Platform Strategy from the Perspective of Leather Entrepreneurs in Garut
	13.40 - 13.50	ABS-69	Leonardus WW Mihardjo, Sasmoko, Firdaus Alamsjah, Elidjen	Toward Co-creation Strategy and Organizational Agility based on Customer Experience Orientation to shape Transformational Performance
	13.50 - 14.00	ABS-233	Nizar Alam Hamdani; Galih Abdul Fatah Maulani	Social Media Exposure: Effects on Barbershop Performance in Indonesia
	14.00 - 14.10	ABS-167	Heru Basuki Purwanto; Agus Rahayu; Disman, Lili Adiwibowo	Parenting Strategy Implementation With Resourc-based View (RBV) Based
	14.10 - 14.20	ABS-251	H. Mulyadi, E. Tarmedi, P. Purnamasari, Y.M. Hidayat	Entrepreneurship Competence and Entrepreneurship Motivation in Improving Business Performance



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	14.20 - 14.30	ABS-232	Nizar Alam Hamdani; Anggun Octavia Herlianti	Entrepreneurial Orientation: Small and Medium Coffee Enterprises in the Era of Society 5.0
	14.30 - 14.40	ABS-147	Sadikun Citra Rusmana	ENTREPRENEURIAL LEADERSHIP ON YOUNG INDEPENDENT ENTREPRENEURS IN WEST JAVA
	14.40 - 14.50	ABS-298	Reza Aulia Yushendri	THE EFFECT OF MARKETING MIXES ON CUSTOMER PURCHASE DECISION ON PRUDENTIAL COMPANIES OF BANDUNG BRANCH OFFICE
	14.50 - 15.00	ABS-255	Girang Razati, Puspo Dewi Dirgantari, Nur Gupita Safitri	THE EFFECT OF PRODUCT PLACEMENT ON INTEREST IN USING GRAB AS AN ONLINE TRANSPORTATION SERVICES
	15.00 - 15.30	COFFEE BREAK		
SESSION 2	15.30 - 15.40	ABS-334	Nizar Alam Hamdani; Eti Kusmiati; Nurbudiawati; Wahyuningsih	Factor Determinants of Cooperative Success
	15.40 - 15.50	ABS-104	Erna Herlinawati, Suryana, Eeng Ahman, Amir Machmud	The effect of Innovation on Increasing Business Performance of SMEs in Indonesia
	15.50 - 16.00	ABS-210	Galih Abdul Fatah Maulani, Disman, Agus Rahayu, Ratih Hurriyati	Rapid Changes: Strategic Flexibility in Higher Education
	16.00 - 16.10	ABS-213	Galih Abdul Fatah Maulani, Nizar Alam Hamdani, Sukma Nugraha, Teten Mohamad Sapril Mubarak	ICT Readiness in Indonesian Barbershops
	16.10 - 16.20	ABS-211	Nizar Alam Hamdani, Disman, Agus Rahayu, Ratih Hurriyati	Innovative Strategy of Coffee Industry
	16.20 - 16.30	ABS-71	Arif Partono Prasetyo, Bachruddin Saleh Luturlean, Olvia Fitri Dwi Puspita Sari, Firda Naufal Azizah	Exploring Antecedents of Employees Turnover Intention in Telecommunication Company: The Role of Transformational Leadership and Work Engagement
	16.30 - 16.40	ABS-316	Ary Ferdian, Joko Wahjuadi, Bachruddin Saleh Luturlean, Natasya Baby Suchita, Ayu Nur Ramadhani	Intrinsic Motivation and Affective Commitment as Influential Factors in Overcoming Employee Turnover Intention
	16.40 - 16.50	ABS-280	Umi zuraida, Syamsul Hadi Senen	The Role of Human Capital Management in Improving the Performance of Autonomous Public University (PTN-BH)
	16.50 - 17.00	ABS-168	Susanti Kurniawati	Knowledge and Lifestyle: Study of Community Consumer Green Behavior