

RESTAURANT ATTRACTIVENESS AND PSYCHOLOGICAL EFFECT OF UPLOADING FOOD PICTURE ON INSTAGRAM TO WILLINGNESS TO DINE OUT

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Abstract

This study aims to determine the effect of the restaurant attractiveness and consumers psychological who use instagram to dine out at the restaurant in Surabaya. These research variables measured through restaurant attractiveness, personality, self-concept, self-control, consumer perception and willingness to dine out. Most people tend to take pictures of food when eating out. Due to through Instagram owned by the consumer, the consumer can interact, share, recommend and critic the food and restaurant to other social media users

Type of research is causal with multiple regression. The data used in this research is primary data obtained from questionnaires. Respondents in this research were 150 respondents who have uploaded food pictures through Instagram at least 1 times in the last 1 month, educated past high school and are domiciled in Surabaya. Results from this study that the effect of restaurant attractiveness has positive effect on personality, self-concept, self-control. Restaurant attractiveness has positive effect on willingness to dine out. Self-control has positive effect on consumer perception. Consumer perception has no positive effect on willingness to dine out. Personality has no positive influence on consumer perception.

Keywords: restaurant attractiveness, psychological effect, willingness to dine out

JEL Classification: Z30, Z32

INTRODUCTION

In these days a lot of individual and also business activities have been through social media in the internet. Nowadays, social media is affecting restaurant industry. Activities in social media are used by the restaurant to upload photos as a promotional event. There are several factors about the psychological of someone's personality using social media consisting of 4 items such as: social corresponding activity, energetic personality, good speaking skills, friendly personality. In the restaurant attractiveness, there are two components (1) attractive popularity that consists of 4 items such as: attractive neighborhood restaurants, recommendations from others, the interest of popularity, brand

consideration and (2) attractive advertising. The appeal of the restaurant is used to measure the factors that make consumers considering the purchase of food in the restaurant. Social media is one of the necessities of the most popular among internet users. It is as online applications, platforms and media that aims to facilitate interaction, collaboration and sharing of content. Online social media may be used to connect to other users in the system and let the public know the profile (Boyd and Ellison, 2007).

There is large number of social media users such as Instagram. What people share on social media differently. Social media users can share status as what is perceived, what photo do, what to eat, places visited and jokes, documents, music and share links. Various photos posted and shared on social media to attract and inform other users about what people do, what people look like, what people wear, what people are interested in and what people eat. People love to take pictures of food ordered, transmit and distribute them in social media. Several previous studies have been conducted about consumer's perception, purchasing behaviour, consumer's psychology, purchase intention related to the hotel and restaurant industry (Dube et al., 1994; Fu and Parks, 2001; Tam, 2004 in Resti, Purwanegara 2013). This image will be visible to other users of social media, some will be attracted to comment, try the food, visit the restaurant, recommend, do not like or even do nothing.

Perceptions of pictures of food, which was distributed on social media, which is different for each person. Social media has a practical cognitive function in stimulating product and service options (Palmer and Lewis, 2009). Influence willingness to dine out in a restaurant is measured by personality, self-concept and self-control indirectly affect the willingness to dine out and the results that have been generated are interesting popularity significantly affect social personality. Attractive advertising significantly affects the self-concept. Popularity interesting or attractive advertising significantly affect self-control, self-concept, the popularity of interesting and attractive advertising significantly affects consumer perception. Willingness to dine out significantly influenced by consumer perception and popularity of interesting.

LITERATURE REVIEW

Restaurant Attractiveness: Restaurant attractiveness will determine good or bad service that consumer experienced. Change in attractiveness triggered by restaurant's action or by change in competition's market offering (Andreassen and Lervik, 1999). Restaurant attractiveness defined as what restaurant offered that attract consumer. Previous research mention some aspects of restaurant attractiveness for restaurant industry such as food, atmospheres and service (Dulen, 1999; Susskind and Chan, 2000). Not only restaurant environment can attracts consumer, satisfy consumer also attract others to dine in restaurant by giving good recommendation. Online word of mouth and the powerful influence of social environment have important influence in marketing promotion (Indrupati and Henari, 2012). Brand is important and affects consumer's decision buying process (Aaker, 1996). Advertising is used to introduce product and can be used to create brand association to consumer (Rajagopal, 2006).

- H1a. Restaurant attractiveness significantly affects consumer perception.
- H1b. Restaurant attractiveness significantly affects willingness to dine out.
- H1c. Restaurant attractiveness significantly affects social personality
- H1d. Restaurant attractiveness significantly affects self concept
- H1e. Restaurant attractiveness significantly affects self control

Personality: Personality defined as the way people react and interact with others (Robbins, 2005). Personality shows the pattern of individual thoughts, emotions and behavior as characteristic that differ to others (McShane and Von Glinow, 2010).

- H2. Personality will significantly affect consumer perception.

Self Concept represents the way individuals view themselves and the self-concept belong to one's characteristics (Hogg et al, 2000).

- H3. Self Concept will significantly affect consumer perception

Self Control: Self control can maintain one's perception (Lee and Allaway, 2002). According to Averill's (1973) concept about behavior control, controllability determined services and products consumer wants to buy and it will influence their perception as well flexibility of their decision to commit

- H4. Self Control significantly affects consumer perception.

Perception is process by which an individual selects, organizes and interprets stimuli into their personal view (Schiffman and Kanuk (2000). Perception process included exposure, attention and interpretation (Solomon, 2011). Good or bad services that consumer experienced will determine consumer perception about product, service and image of company in the future (Andreassen and Lervik, 1999).

- H5. Consumer perception significantly affects the willingness to dine out.

Willingness to Dine Out: Previous study about dining in restaurant by Kivela et al (1999) examined that attributes that important to consumer to dine in restaurant are: food factor, service factor, ambience factor, convenience factor and what restaurant offers. Customer willing to dine out because of several reason, it can be external and internal factors (Kaufman, 2002; Shwu-Ing, 2003). The model from psychology and marketing thus give a clue to our consuming activities (Andersson and Mossberg, 2004).

RESEARCH METHODS

This type of research is causal. It contains about statements either accept or reject the research hypothesis. The data used in this research is the source of primary data obtained using research instrument in the form of a questionnaire. Target population is those who have Instagram accounts who had upload photos

of food when eating out. Characteristics of the population that is used is the one who has a personal account on Instagram with minimum high school education, who live in Surabaya and had uploaded photos on Instagram while eating out at least 1 time in the last 1 month. The sampling technique used is Non probability Sampling. This technique chosen because of the opportunity or chance is not the same for every member of the population to be selected into the sample. Aras and the measurement scale used in this study is the level and scale intervals and the use of analysis tools SPSS 20.0.

According to Hair, Brush , Ortinau (2003) for testing the market allowed the number of respondents as many as 150 people to 200 people . This study used a sample of the population through the distribution of questionnaires to the respondents. Samples were determined in this study are 150 respondents. This amount is expected to be able to give a description of the psychology of people uploading photos while eating out.

RESULTS AND DISCUSSION

The number of respondents in this study result is 71% of respondents are male and 29% of respondents were female. The percentage of respondents over the age of 15 until the age of 20 years is 34% and the percentage of respondents over the age of 20 until the age of 30 years is 66%. Based education is 1% of respondents last elementary education, 60% of respondents educated past high school, 18% of respondents last education diploma, 20% of respondents last educated Strata 1 and 1% of respondents last educated Strata 3.

Validity and Reliability

Validity test results on 30 respondents about the variables of Restaurant Attractiveness, Personality, Self Concept, Self Control, Consumer Perception and Willingness to Dine Out.

Table 1
Validity Test Result of Restaurant Attractiveness (RA)

No	Item	Correlation	Significance	Significance Level	Result
1.	I am interested in good restaurant's environment	0.517	0.003	0.05	Valid
2.	I often get recommendation about restaurant	0.395	0.031	0.05	Valid
3.	I am interested in popular restaurant	0.711	0.000	0.05	Valid
4.	I consider about	0.600	0.000	0.05	Valid

	restaurant's brand				
5.	Restaurant advertisement is important	0.844	0.000	0.05	Valid
6.	I am attracted to visit restaurant because of advertisement	0.603	0.000	0.05	Valid

Source: Data processing by using SPSS 20.0

In Table 1 it can be seen that all the items to the variables restaurant attractiveness have a significant value is smaller than the significance level (0.05). That is the sixth item is RA1, RA2, RA3, RA4, RA5 and RA6 valid and can be used for subsequent analysis.

Table 2
Validity Test Result of Personality

No	Item	Correlation	Significance	Significance Level	Result
1.	I like new experience	0.567	0.001	0.05	Valid
2.	I have a lot of creative idea	0.738	0.000	0.05	Valid
3.	I like to learn new knowledge	0.678	0.000	0.05	Valid
4.	I am simpatic	0.566	0.001	0.05	Valid
5.	I am discipline	0.514	0.004	0.05	Valid
6.	I am well-planned	0.383	0.037	0.05	Valid
7.	I like social activity	0.606	0.000	0.05	Valid
8.	I am energetic	0.463	0.010	0.05	Valid
9.	I have good speaking skill	0.709	0.000	0.05	Valid
10.	I am friendly	0.746	0.000	0.05	Valid
11.	My emotion is stable	0.633	0.000	0.05	Valid
12.	I am not easy to get stress	0.637	0.000	0.05	Valid

Source: Data processing by using SPSS 20.0

From table 2 it can be seen the results of testing the validity of personality variables. Results of this test is the twelfth item is P1, P2, P3, P4, P5, P6, P7, P8, P9, P10, P11 and P12 are used to represent the personality variables. It means that both items fit for use in subsequent analyzes.

Table 3
Validity Test Result of Self Concept (SCP)

No	Item	Correlation	Significance	Significance Level	Result
1.	Existence is important	0.767	0.000	0.05	Valid
2.	I want to look great in public	0.759	0.000	0.05	Valid
3.	I want to be point of attention	0.862	0.000	0.05	Valid
4.	I am high prestige person	0.665	0.000	0.05	Valid
5.	I need to share my activity to public	0.818	0.000	0.05	Valid
6.	I need to share my new stuff to public	0.633	0.000	0.05	Valid

Source: Data processing by using SPSS 20.0

Validity test of self-concept variables containing 6 items and is presented in Table 3. The result is the sixth item is valid, this is because the significance of each item has a value less than 0.05.

Table 4
Validity Test Result of Self Control (SCR)

No	Item	Correlation	Significance	Significance Level	Result
1.	I can control my feeling to food that I like in restaurant	0.860	0.000	0.05	Valid
2.	I can control my behaviour	0.736	0.000	0.05	Valid
3.	I can control my desire	0.875	0.000	0.05	Valid

4.	I am not easy attracted to food in the restaurant	0.667	0.000	0.05	Valid
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Source: Data processing by using SPSS 20.0

Table 4 is the validity test results for the variables of self-control. The result of the 4 items contained in this variable are SCR1, SCR2, SCR3 and SCR4 valid item because it has a significance value less than 0.05. That is the fourth item has been able to explain the variables of self-control well.

Table 5
Validity Test Result of Consumer Perception (CP)

No	Item	Correlation	Significance	Significance Level	Result
1.	I like food picture in social media	0.812	0.000	0.05	Valid
2.	I give comment to picture food in social media	0.906	0.000	0.05	Valid
3.	I am interested to visit restaurant because of its picture in social media	0.922	0.000	0.05	Valid
4.	I want to try menu in which picture share in social media	0.918	0.000	0.05	Valid

Source: Data processing by using SPSS 20.0

From Table 5 it can be seen the results of testing the validity of consumer perception variables. Results of this testing is the fourth item is CP1, CP2, CP3 and CP4 are used to represent variable consumer perception. It means that both items fit for use in subsequent analyzes.

Table 6
Validity Test Result of Willingness To Dine Out (W)

No	Item	Correlation	Significance	Significance Level	Result
1.	I want to dine in restaurant	0.767	0.000	0.05	Valid

2.	I like to dine in restaurant	0.740	0.000	0.05	Valid
3.	I ask other to dine in restaurant	0.798	0.000	0.05	Valid
4.	I recommend restaurant to others	0.546	0.002	0.05	Valid
5.	I want to dine in new restaurant	0.631	0.000	0.05	Valid
6.	I search information about restaurant before dine out	0.651	0.000	0.05	Valid

Source: Data processing by using SPSS 20.0

Table 6 shows that all the items have significant value smaller than the significance level (0.05). That is the sixth item, namely W1, W2, W3, W4, W5 and W6 valid and can be used for subsequent analysis

Reliability test is a tool to measure a questionnaire which is an indicator of the variables or constructs. Here is a table reliability test for 6 variables studied:

Table 7
Reliability Test Results Summary

No.	Variable	<i>Cronbach alpha</i>	Result
1.	<i>Restaurant Attractiveness (RA)</i>	0.678	Moderate Reliability
2.	<i>Personality (P)</i>	0.839	High Reliability
3.	<i>Self-Concept (SCP)</i>	0.846	High Reliability
4.	<i>Self-Control (SCR)</i>	0.791	High Reliability
5.	<i>Consumer Perception (CP)</i>	0.912	Perfect Reliability
6.	<i>Willingness To Dine Out (W)</i>	0.783	High Reliability

Source: Data processing by using SPSS 20.0

Table 7 shown the Cronbach Alpha are above .6, means that all variables are reliable. All items in questionnaire have 38 items and 6 variables which is valid and reliable so it can be used to do the actual survey.

Multiple Regressions

In this study, multiple regression model will be performed several times due to get the model intact. The regression tests were conducted:

Testing 1:

$$\text{Personality} = A + B * \text{Restaurant Attractiveness}$$

Testing 2:

$$\text{Self Concept} = C + D * \text{Restaurant Attractiveness}$$

Tests 3:

$$\text{Self Concept} = E + F * \text{Restaurant Attractiveness}$$

Testing 4:

$$\text{Consumer Perception} = G + H * \text{Restaurant Attractiveness} + I * \text{Personality} + J * \text{Self Concept} + K * \text{Consumer Perception}$$

Testing 5:

$$\text{Willingness To Dine Out} = L + M * \text{Restaurant Attractiveness} + N * \text{Consumer Perception}$$

Item questions asked to the respondents for each variable factor analysis to obtain a set of data for each variable. Factor analysis is an analysis that is used to extract information from some of the questions into an information only that the end goal is to explain the variable in question. In multiple regression analysis, there are several requirements that must be met before using this analysis. Those conditions are better known as the term "regression assumptions". This research will use 4 regression assumption: normality, heterogeneity, multicollinearity, and autocorrelation.

Table 8
Regression Result

Independent Variable	Dependent Variable	Beta	R Square	Sig Coefficient	t
RA	CP	.271	.236	.011	2.582
RA	P	.691	.477	.000	11.625
RA	SCP	.608	.369	.000	9.305
RA	SCR	.109	.012	.189	1.336
RA	W	.701	.583	.000	13.080
P	CP	-.622	.236	.000	-5.538
SCP	CP	.028	.236	.784	0.274
SCR	CP	.258	.236	.001	3.460
CP	W	-.233	.583	.000	-4.352

Source: Processed Data

Hypothesis Testing.

The hypothesis testing in this analysis aim to determine whether there is a relationship between the variables of psychological effect of food on Instagram to upload photos dan the willingness to dine out. This research will use nine hypotheses test using SPSS 20.0 software. P-value will be used as a benchmark to determine a hypothesis to be accepted and rejected. P - value less than 0.05

indicates that the hypothesis is significant and vice versa, if the p - value hypothesis is equal to or greater than 0.05 indicates that the hypothesis can not be accepted. Here is an overview of hypothesis testing.

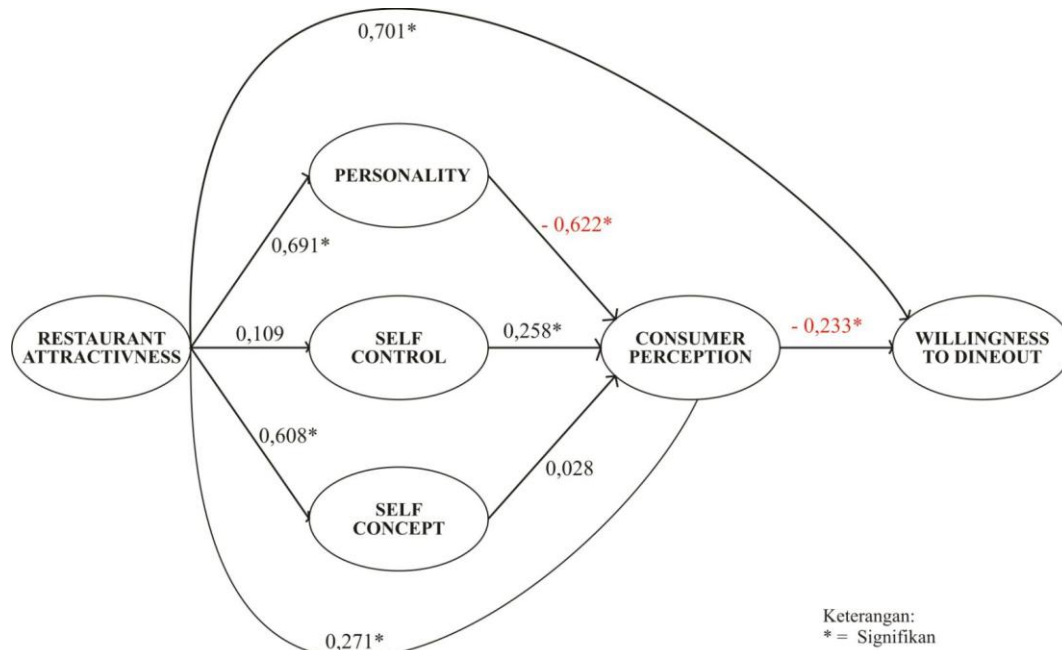


Figure 1
Path Analysis Model
Source: Processed Data

H1a. Restaurant attractiveness significantly affects consumer perception

Testing this hypothesis aims to determine whether there is a relationship between the way the restaurant attracts customers via instagram to dine in restaurants in Surabaya. From Figure 1 it can be seen that the variable restaurant attractiveness to the consumer perception variables have a significant relationship because the p-value less than 0.05. So it can be said that there is enough evidence to say that there is a relationship between variables restaurant attractiveness to the consumer perception variables. Estimate the value of variable restaurant attractiveness to the consumer perception variable is 0.271. What this means is if the restaurant attractiveness increased by one unit then the consumer perception will increase by 0.271 units and vice versa. Thus it can be said that the relationship between the variables restaurant attractiveness to the consumer perception variables is positive.

H1b. Restaurant attractiveness significantly affects willingness to dine out.

Testing this hypothesis aims to determine whether there is a link between the way the restaurant attracts customers via instagram to the customer's desire to eat at the restaurant. From Figure 1 it can be seen that the variable restaurant attractiveness with variable willingness to dine out has a significant relationship because the p-value less than 0.05. So it can be said that there is already enough evidence to say that there is a relationship between variables restaurant attractiveness with variable willingness to dine out. Estimate the value of variable restaurant attractiveness with variable willingness to dine out is 0.701. What this means is if the restaurant attractiveness increased by one unit then the willingness to dine out will increase by 0.701 units and vice versa. Thus it can be said that the relationship between the variables restaurant attractiveness with variable willingness to dine out is positive.

H1c. Restaurant attractiveness significantly affects social personality

Testing this hypothesis aims to determine whether there is a link between the way the restaurant attracts customers via instagram to the nature of the customers in Surabaya. From Figure 1 it can be seen that the variable attractiveness restaurant with personality variables had a significant association because the p-value less than 0.05. So it can be said that there is already enough evidence to say that there is a relationship between variables restaurant attractiveness with personality variables. Estimate the value of a variable to variable personality attractiveness restaurant is 0.691. What this means is if the restaurant attractiveness increased by one unit then the personality will also increase by 0.691 units and vice versa. Thus it can be said that the relationship between the variables restaurant attractiveness with personality variables is positive.

H1d. Restaurant attractiveness significantly affects self concept

Testing this hypothesis aims to determine whether there is a link between the way the restaurant attracts customers via instagram to the customer experience in Surabaya. From Figure 1 it can be seen that the variable restaurant attractiveness with variable self concept has a significant relationship because the p-value less than 0.05. So it can be said that there is already enough evidence to say that there is a relationship between variables restaurant attractiveness with variable self concept. Estimate the value of the variable restaurant attractiveness to variable self concept is 0.608. What this means is if the restaurant attractiveness increased by one unit of the self concept will also increase by 0.608 units and vice versa. Thus it can be said that the relationship between the variables restaurant attractiveness with variable self concept is a positive

H1e. Restaurant attractiveness significantly affects self control

Testing this hypothesis aims to determine whether there is a link between the way the restaurant attracts customers via instagram to the ability to control himself from customers in Surabaya. From Figure 1 it can be seen that the variable attractiveness restaurant with self control variables had no significant relationship because the p-value greater than 0.05. So it can be said that there is

already enough evidence to say that there is no relationship between the variables restaurant attractiveness with self control variables. Estimate the value of the variable restaurant attractiveness to variable self control is 0.109. What this means is if the restaurant attractiveness increased by one unit then self control will also increase by 0.109 units and vice versa. Thus it can be said that the relationship between the variables restaurant attractiveness with positive control adalah self variable.

H2. Personality will significantly affect consumer perception.

Testing this hypothesis aims to determine whether there is a relationship between the nature of the customers in instagram to the perception in the restaurant in Surabaya. From Figure 1 it can be seen that the personality variables with variable consumer perception has a significant relationship because the p-value less than 0.05. So it can be said that there is already enough evidence to say that there is a relationship between personality variables with variable consumer perception. Estimate the value of the variable personality with consumer perception variable is -0.622. Meaning is increased by one unit if the personality of the consumer perception will decline by 0,622 units and vice versa. Thus it can be said that the relationship between personality variables with variable consumer perception is negative and experiencing type II error.

H3. Self Concept will significantly affect consumer perception

Testing this hypothesis aims to determine whether there is a relationship between the experience of the customer to the perception of the restaurants in Surabaya. From Figure 1 it can be seen that the variable self-concept with variable consumer perception has no significant relationship because the value 0.784 and p-value greater than 0.05. So it can be said that there is not enough evidence to say that there is a relationship between the variables self-concept with variable consumer perception. Estimate the value of the variable self concept with variable consumer perception is 0.028. What this means is if the self concept increases one unit of the consumer perception will increase by 0,028 units and vice versa. Thus it can be said that the relationship between the variables self-concept with variable consumer perception is positive.

H4. Self Control significantly affects consumer perception.

Testing this hypothesis aims to determine whether there is a relationship between self-control ability of the customer to the perception of the restaurants in Surabaya. From Figure 1 it can be seen that the variable self-control with variable consumer perception has a significant relationship because the p-value greater than 0.05. So it can be said that there is already enough evidence to say that there is a relationship between the variables of self-control with variable consumer perception. Estimate the value of the variable self-control with variable consumer perception is 0.258. It means that if self-control is increased by one unit then the consumer preception will increase by 0.258 units and vice versa. Thus it can be said that the relationship between the variables of self-control with variable consumer perception is positive.

H5. Consumer perception significantly affects the willingness to dine out.

Testing this hypothesis aims to determine whether there is a relationship between the consumer perception of a restaurant on the customer's desire to eat at the restaurant. From Figure 1 it can be seen that the variable perception with consumer willingness to dine out has a significant relationship because the p-value less than 0.05. So it can be said that there is enough evidence to say that there is a relationship between consumer perception variables with variable willingness to dine out. Estimate the value of the variable consumer perception and willingness to dine out variable is -0.233. What this means is if the consumer perception increases one unit then the willingness to dine out will decrease by 0.233 units and vice versa. Thus it can be said that the relationship between consumer perception variables and variable willingness to dine out is negative and experiencing type II error.

Analysis of indirect Effect

The indirect effect is the effect that arises through an intermediary variable. In this case, the indirect effect was tested between restaurant attractiveness variables and the willingness to dine out through intermediate variables, namely personality and consumer perception. The result can be seen from the greatest effect between the restaurant attractiveness and the willingness to dine out through intermediate variables, namely personality and consumer perception with a value of 0.100.

Table 9
Indirect Effect

Variable	Multiply	Total
RA → W through <i>Personality</i> and <i>Consumer Perception</i>	0.691*-0.622*-0.233	0.100

Source: Processed Data

Analysis of the Total Effect

Analysis of the total effect is used for comparison between the direct influence of variables restaurant attractiveness and variable willingness to dine out directly rather than through the intermediate variables which are personality and consumer perception. Based on the table 9, the result shows the biggest effect derived from the direct influence of variables restaurant attractiveness to variable willingness to dine out with a value of 0.701, means that the influence of "the ability of the restaurant attracts customers via instagram" is very influential in the customer's desire to eat at the restaurant.

Table 10
Direct Effect

Variabel	Multiply	Total
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RA → W	.701	.701
RA → W through <i>Personality and Consumer Perception</i>	0.691*-0.622*-0.233	0.100

Source: Processed Data

CONCLUSIONS AND RECOMMENDATIONS

The nine hypotheses were tested using multiple regression and SPSS 20.0. The results of this study indicate that the influence of restaurant attractiveness of the personality is positive and significant, influence restaurant attractiveness of the self concept is positive and significant, influence restaurant attractiveness of the self control is positive but not significant, effect restaurant attractiveness to the consumer perception is positive and significant, the influence of personality on consumer perception has not positive and significant, the effect of self-concept to consumer perception is positive but not significant, effect of self- control to the consumer perception is positive and significant, influence consumer perception of the willingness to dine out has not positive and significant, the effect on the attractiveness restaurant willingness to dine out is positive and significant.

This study used non probability sampling, further researchers are recommended to use probability sampling method to select the sample unit. This is because the probability sampling allowed researchers to obtain samples with levels of precision and higher accuracy, as well as the high level of generality. The restaurant needs to develop media promotion through the media Instagram to create consumer interest in eating at restaurant. Self-concept in every service industry needs to be increased because self-concept services directly affect consumer perception. By raising the self-concept, it can create the perception of consumers driving the desire to eat outside.

This study was conducted only in Surabaya. Further research can be done in other city or in a state that the results that can be generalized. This study used a complex research model, but the total samples in this study were only 150 respondents. Furthermore, for research that has a high level of complexity should use a larger number of samples to obtain better results.

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FOREWORD

It is with deep satisfaction that I write this Foreword to the Proceedings of *THE 13TH INTERNATIONAL ANNUAL SYMPOSIUM ON MANAGEMENT (INSYMA)* held at University of Social Sciences and Humanities, Vietnam National University - Ho Chi Minh City, Vietnam, March 18 -20, 2016. The 13th Insyma aims to provide a forum for discussion among leading academics, researchers, students, and practitioners from all over the world, experts in economic and social sciences.

The theme for INSYMA 2016 is “**MARKET INTEGRATION IN ASEAN: SUSTAINABLE GROWTH AND CROSS CULTURAL ISSUES**”. This theme represent emerging and highly challenging and opportunities area of research and practice.

There has been tremendous number of researchers investigating the impact of market integration and cultural impacts on economy on several communities. Mainly they found a positive impact on the economic growth as a result on significant increasing of trading for products and services in its country member. Nevertheless, market distabilization is still main disadvantage of the regional integration. Regional community needed to developed the new model of market integration system that could minimize the disadvantages.

Hundreds of scientific papers are sent to the conference commitees in Indonesia and in Vietnam, and the results of a rigorous selection of 160 selected. This paper is derived from a variety of authors, both within and outside Indonesia and Vietnam, academics and practitioners. All the articles are then presented at the symposium and documented in this proceedings.

We thank all authors, participants, sponsors and co-hosts for their contributions and we hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection.

Ho Chi Minh, Vietnam, 18th-20th March 2016

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