

Peran Manajemen Hubungan Pelanggan dalam Bisnis Indonesia

Erna Andajani (worldnot2013@gmail.com)

Dosen Jurusan Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Surabaya

Abstrak

Perusahaan perlu memiliki jurus untuk memenangkan persaingan bisnis. Salah satu jurus jitu yang dapat digunakan perusahaan adalah mengenali dan memahami pelanggan. Perusahaan yang melakukan manajemen hubungan pelanggan akan dapat menjaga keberlangsungan bisnisnya. Keberadaan pelanggan merupakan motor penggerak roda bisnis usaha di berbagai industri. Pada bisnis bidang jasa, pelanggan dapat sebagai pelaku dan obyek bisnis yang sangat crucial. Penelitian ini bertujuan untuk menjelaskan konsep manajemen hubungan pelanggan serta menyajikan beberapa penelitian manajemen hubungan pelanggan di Indonesia. Penelitian ini juga menguraikan penerapan manajemen hubungan pelanggan yang telah dilakukan perusahaan di Indonesia

Kata kunci: manajemen hubungan pelanggan, pelanggan, hubungan

The role of Customer Relationship Management in Business Indonesia

Erna Andajani (worldnot2013@gmail.com)

Lecturer Department of Management, Faculty of Business and Economics, University of Surabaya

Abstract

Companies need to have tactics to win business competition. One way that can be used by the company is to recognize and understand the customer. Companies that perform customer relationship management will be able to sustain its business. The existence of customers is the driving force of business enterprises in various industries. In business services, the customer can be as an actor and a very crucial business objects. This study aimed to clarify the concept of customer relationship management and serves some research management customer relations in Indonesia. The study also describes the application of customer relationship management the company has done in Indonesia.

Keywords: customer relationship management, customer, relationship

1. Introduction

In the era of business competition requires companies to change the orientation to customer oriented. The seriousness begins with a customer-oriented company to know and understand the customer. The process of understanding the customer is done through interaction with customers (relationship). Companies that successfully build and maintain customer relationships can sustain its business. The existence of customers is the driving force of the company's business in various industries. In business, especially in services, the customer is a partner to create services and business objects very crucial. Bitner, Brown and Meuter (2000) in Mithas, Krishnan, and Fornell (2005) states still little research into the role and contribution of the implementation of Customer Relationship Management (CRM). This

statement inspires researchers to renew the CRM research in the 20th century. Mithas, Krishnan, and Fornell (2005) states that the big companies in America that have successfully implemented CRM and have an impact on customer satisfaction. Mithas, Krishnan, and Fornell (2005) advised to test the effect of CRM on customer satisfaction in the context of individual customers and business customers. Consequences of the implementation of CRM can improve the company's performance is interesting to peruse. Based on the discourse, this study aims to clarify the concept of customer relationship management and serves some customer relationship management research in Indonesia. The study also describes the application of customer relationship management has been done in Indonesia.

2. Literature Review

Buttle and Maklan (2015) describes the meaning of the 'R' of CRM stands for 'relationship'. A relationship is composed of a series of interactive episodes between dyadic parties over time. Relationships can be meant as the company's relationship with the customer or the company's relationships with suppliers. Understanding the concept of this relationship is easily understood and can be interpreted in a broader sense. The longer the relationship, the two sides better understand each other. In the process of relationship that gives rise to trust and commitment between the two parties. Both of these factors lead to increasingly close relationship and deep.

The concept of customer relationship management has been known since the early 1990s (Buttle and Maklan, 2015). During the development of the concept of customer relationship management have emerged various definitions of CRM are summarized in Table 1. The CRM can be defined as the process of interaction between companies and customers. In the process of interaction is built and nurtured relationships with customers. The process of building and maintaining customer relationships are managed by firms for the benefit of long-term corporate profits. In the process of CRM, companies identify, acquire and retain customers. The Company seeks to create and deliver customer value. The company's aim that customers survive and lead to customer loyalty. Today the CRM process facilitated by information technology. IT is integrated into the company help exercising effective enterprise CRM. The main objective of CRM to improve the long-term and profitable for the company through understanding of customer behavior better. On the other hand, the CRM can be considered as the company's business strategy. Companies have to change the orientation of companies from marketing to customer-centric. By understanding the needs and desires of customers better impact on customer satisfaction. This will provide benefits and income in the long term and sustainable.

The concept of CRM can be reviewed in three types, namely: strategy, operational and analytical (Buttle and Maklan, 2015). In the aspect of strategic state that CRM is core customer-centric business strategy that aims at winning and keeping profitable customers. Company oriented thinking to create customer value and delivering better than competitors. Type Operational CRM focuses predominantly on the automation of customer-facing process such selling, marketing and customer service. In operational CRM companies often use a software application (marketing automation, sales force automation and service automation) are integrated. The use of CRM application aims to enhance customer value and facilitate the company's work system. Analytical CRM is the process through which organization customer-related transform the data into actionable insight for either strategic or tactical purposes. Analytical CRM focus on acquiring customer data. The customer data is processed in a manner to increase the value of the customer and the company. Based on the analytical data can be known to customers that advantageous and worth keeping company.

Table 1. Definitions of CRM

CRM is an information industry term for methodologies, software and usually internet capabilities that help an enterprise manage customer relationships in an organized way
CRM is the process of managing all aspects of interaction a company has with its customers, including prospecting, sales and service. CRM applications attempt to provide insight into and improve the company/customer relationship by combining all these views of customer interaction into one picture.
CRM is an integrated approach to identifying, acquiring and retaining customers. By enabling organizations to manage and coordinate customer interactions across multiple channels, departments, lines of business and geographies, CRM helps organizations maximize the value of every customer interaction and drive superior corporate performance.
CRM is an integrated information system that is used to plan, schedule and control the pre-sales and post-sales activities in an organizations. CRM embraces all aspects of dealing with prospects and customers, including the call center, sales force, marketing, technical support and field service. The primary goal of CRM is to improve long-term growth and profitability through a better understanding of customer behavior. CRM aims to provide more effective feedback and improved integration to better gouge the return on investment (ROI) in these areas.
CRM is business strategy that maximizes profitability, revenue and customer satisfaction by organizing around customer segments, fostering behavior that satisfaction customers, and implementing customer-centric processes.

Source: Buttle and Maklan (2015)

Based on the above, it is interesting to study the concept of CRM. Many companies have implemented CRM in business processes. In Indonesia, CRM research has also been done in the form of basic and applied research. CRM is often associated with customer satisfaction and loyalty as a form of consequence. Customer satisfaction is feeling happy or disappointed someone who is the result of a comparison of perceptions of product performance and expectations (Kotler, 2010). Customer satisfaction arises when a customer interacts with the company. In the context of a company engaged in the service of customer satisfaction occurs after the product is delivered services. Satisfied customers tend to be loyal customers. Customer loyalty is a form of customer behavior in the activity of purchasing goods or services over and over, buying products other products offered the same manufacturer and recommend goods or services to others consistently (Tjiptono and Chandra, 2011). Companies that implement the CRM can address the customer in the context of the customer (end-user) or supplier. The relationship between CRM with customer satisfaction and loyalty can apply in the context of the customer (end-user) or supplier.

Buttle (2004) states that there are four conditions in the development and implementation of CRM strategy at the company, among other things: leadership and corporate culture, information technology and data, human resources and business processes. Coltman, Devinney and Midgley (2009) in Ersi and Samuel (2014) expressed the same thing that the IT infrastructure, knowledge of HR and business architecture can support the company's CRM. Measurement of CRM can be summed up in three main points namely processes, human resources and technology. The process includes the systems and procedures used to identify and establish a relationship with the customer. HR aspect explains the company's employees as a CRM implementer. In the service business, employees determine the success

of the business. Technology used to help accelerate and optimize processes and employees in CRM activity. Technology is a tool supporting the complementary value-added CRM and enterprise customers.

3. Result and Discussion

This study discusses the CRM basic and applied research that has been done in Indonesia. Table 2 presents the CRM research using quantitative methodology with multiple linear regression and SEM as well as applied research. Research of Adnin, Lubis and Widayanto (2013), Estiningsih and Hariyanti (2013), Ersi and Samuel (2014) examined the effect of CRM variable to variable customer loyalty and customer satisfaction. Good customer relationship management have an impact on customer satisfaction. Customer satisfaction affects customer loyalty. In the study Adnin, Lubis and Widayanto (2013), Estiningsih and Hariyanti (2013) shows the influence CRM directly into customer loyalty. When companies interact with customers and there is a relationship, it can be said to occur when customer satisfaction. Companies engaged in the service has been duly perform CRM. Services products occurs when there is interaction between the customer and service provider companies. Type operational CRM focuses more on the way companies build relationships with customers.

Indah and Devie (2013) examine the effect of CRM on competitive advantage and performance of companies that provide significant results. In Indah and Devie (2013) uses the measurement of CRM in the context of business to business. CRM is measured through technology that supports CRM, skills and abilities and attitudes of people who control the CRM and the processes used by the company in accessing and interacting with customers to create new value and satisfaction. Strategic CRM objectives to build a CRM company to create and deliver maximum customer value and better than the competition. Companies can develop relationships with corporate customers (individual) or business customers (companies). In the context of relations pengelolaan business customers more emphasis on the sustainability of the company's strategic business

In Table 2, the study of Ellynia and Tjhin (2014); Carissa, Fauzi and Kumadji (2014) revealed CRM applied research. Ellynia and Tjhin (2014) examined the implementation of CRM companies are using electronic CRM (e-CRM) on users WhatsApp, WeChat, Line and Kakao Talk in Indonesia. Type CRM used in Ellynia and Tjhin (2014) is an operational CRM with a focus on customer touch points. Customer touch points can have contact with customers through electronic media. WeChat app, Line and Kakao Talk can be used for enterprise mobility in a relationship with the customer. WhatsApp application does not focus on establishing relationships with customers because this application prioritizes privacy of its users. Carissa, Fauzi and Kumadji (2014) examined the implementation of CRM to improve customer loyalty distributions in Malang. This research is complex enough that begins by telling the process of implementing CRM distributions, identify and explain the impact and CRM implementation obstacles. All of the process aims to increase customer loyalty. Directions CRM presented in Carissa, Fauzi and Kumadji (2014) for the strategic CRM. This is in accordance with one of the definitions of CRM (Buttle and Maklan, 2015) that CRM is a strategic business that maximizes profitability, revenue and customer satisfaction. When consumers are satisfied will lead to customer loyalty. Carissa, Fauzi and Kumadji (2014) also discussed the analytic CRM with an evaluation of the implementation of CRM distributions. The results of the evaluation include: commitment to the implementation of CRM should be understood by the whole structure of the company, the existence of a clear definition and objectives are structured from the implementation of CRM, there needs to be engagement with customers, more focus on the

business instead of the technology used during the operation, distributions should have a team that focuses on addressing customer and engage with customers appropriately targeted and effective.

Table 2. CRM Research in Indonesia

No	Author and Year	Methodology	Research Object	Independent Variable	Dependent Variable	Result
1	Adnin, Lubis and Widayanto. 2013	Quantitative. Regression linier	Automotive repair Customers in Semarang	CRM (SDM, process and technology)	Customer loyalty	CRM effect on customer loyalty
2	Estiningsih and Hariyanti. 2013.	Quantitative. Multiple linier Regression linier	Pregnant women in Malang	CRM (people, Process and Technology)	Customer loyalty	CRM effect on customer loyalty
3	Indah and Devie. 2013	Quantitative. PLS	Company service manager in Surabaya	CRM (customer satisfaction and long term relationship)	Competitive advantage and company performance	CRM impact on competitive advantage and company performance
4	Ersi and Samuel. 2014	Quantitative. PLS	SMEs flour in East Java	CRM (infrastructure IT, HR knowledge, business architecture)	Satisfaction and loyalty	CRM effect on customer satisfaction. CRM don't effect on customer loyalty.
5	Ellynia and Tjhin. 2014	Applied research	WhatsApp, WeChat, Line and Kakao Talk users in Indonesia	eCRM (user friendly, smart phones, Operation System used and user interface)		The most widely used application is the Line
6	Carissa, Fauzi and Kumadji. 2014	Applied Research	Distro customers in Malang	Proses CRM (customer data collection, analysis, and implementation of CRM program) level CRM (Strategic, Operational and Analytical)		Distro have implemented CRM and some suggestions for improvement

Source: Adnin, Lubis and Widayanto (2013); Estiningsih and Hariyanti (2013); Indah and Devie (2013); Ersi and Samuel (2014); Ellynia and Tjhin (2014); Carissa, Fauzi and Kumadji (2014).

4. Conclusion

This study shows that the concept of CRM has been applied in many local companies in Indonesia. The concept of CRM is not limited in the context of individual customers but can be applied also for business customers. Implementation of CRM in local companies in Indonesia can be seen from the perspective of strategic, operational and analytic. Also found a consistent measurement of CRM processes, human resources and technology to basic research. Measurements CRM on applied research more diverse depending on the purpose of research focus to solve the problems of practice.

This study contributes to expand the concept and application of the relevant researchers in local companies CRM Indonesia. In the real business practice of CRM provide long-term benefits for companies that implement CRM. Limitations of this study to the discussion of CRM research in 2013-2014 and amounted to 6 research. Expected future studies can be developed to examine the foreign companies operating in Indonesia with more diverse research objects. It may be advisable to do research that discuss other variables related to CRM such as word-of-mouth, customer retention and customer experience.

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RECTOR'S WELCOME

I am delighted to welcome you to ICEBUSS 2016 in Malang, Indonesia. The Purpose of ICEBUSS is to bring together researchers and practitioners all over the world to share new ideas and present latest development in the theoretical and practical area of Economics, Business and Social Sciences. This year's conference brings together more than 177 presenters and practitioners to discuss the latest issues.

We are honored to have keynote speakers in the conference: Professor Raghavendra Rau from University of Cambridge and we are hoping that all participants of the conference to take time not only for paper and presentation, but also actively engage one another and to take this opportunity to further develop your professional link.

The conference will not be possible to be organized the dedicated effort of many individuals who have contributed to the various process that make up this event. For their dedication, I sincerely convey my appreciation. My sincere gratitude also goes to our institution's partner that provide their support a joint host Global Virtus Center for Corporate Governance Ukraine, cohosts and sponsors in this conference.

Rector
University of Islam Malang

Prof. Dr. H. Maskuri, M.Si

SPEECH FROM DEAN

Nur Diana, SE, MSi

Dean of Faculty of Economics University of Islam Malang

In the Name of Allah, the Most Beneficent, the Most Merciful.

It is with great pleasure that I welcome the participants of the International Conference Economic, Business and Social Sciences 2016. The Prophet Muhammad (peace be upon him) said 'Acquire knowledge and impart it to the people.' (Al Tirmidhi). The quest for knowledge has been from the beginning of time but knowledge only becomes valuable when it is disseminated and applied to benefit human kind. It is hoped that ICEBUSS 2016 will be a platform to gather and disseminate the latest knowledge in economics, business and social sciences.

Academicians, Scientist, Researchers and practitioners of economics, business and social science will be able to share and discuss new findings and applications of economics, business and social sciences. It is envisaged that the intellectual discourse will result in future collaborations between universities, research institutions and industry both locally and internationally.

This is our first ICEBUSS and we shall continue to conduct it every year, wish that research fellow and academicians from universities in Indonesia and in foreign countries take part we would like to express our highest gratitude those who have participated as both presenters and participants.

We would like to express our highest gratitude those who have participated as both presenters and participants. We would also like to extend our sincerest appreciation to all the host University of Islam Malang and Global Virtus Center for Corporate Governance Ukraine and Co-host : Universitas Esa Unggul Jakarta, Universiti Malaya Kelantan, , UPN Veteran Yogyakarta, Universitas Islam Madura Pamekasan, Sekolah Tinggi Ilmu Ekonomi ASIA, Universitas Ma Chung, Universitas Darma Persada Jakarta , Universitas Islam Lamongan, Sekolah Tinggi Manajemen Informatika & Komputer ASIA, Universitas Hangtuah Surabaya, Universitas Tama Jagakarsa Jakarta, Sekolah Tinggi Ilmu Ekonomi Widyagama Lumajang and Magister Manajemen UNISMA.

Please accept our deepest apologies for all the imperfection during the seminar. Till we meet again next year. God Willing , Insya Allah.

KEYNOTE SPEECH

"THE GLOBAL PATTERN OF ALTERNATIVE FINANCE"

Professor Raghavendra Rau

Judge Business School University of Cambridge

Although various forms of alternative finance have long existed, the combination of weaker financial institutions following the financial crisis, disruptive disintermediation-Enabling technology and underlying socio-economic as well as cultural shifts is challenging the paradigm of how finance will be provisioned in the future. The UK alternative finance industry alone has raised more than £1.6 billion for individuals, start-ups, small and medium firms, social enterprises and good causes between 2011 and 2015. Several economies, particularly the US, Europe and emerging markets, are already witnessing significant alternative capital formation and financing activities in venture capital, consumer credit, SME finance, high-tech and creative industries, social impact investing, development and renewable energy sectors.

However, little academic research is currently available to inform policy makers, regulators, industry players and other stakeholders about why various forms of alternative finance are emerging or how new financing instruments and intermediaries are functioning and evolving. There are a number of unanswered research questions of relevance to these stakeholders. How and why do funders invest, lend or donate through alternative finance channels? From fundraisers' perspective, how do they compare alternative finance instruments and channels with financing alternatives available via the traditional financial system? In a macro-economic context, is alternative finance expanding the existing pool of capital/credits or merely rechanneling it? What is the socio-economic impact of alternative finance in terms of job creation, revenue generation and community engagement at local, regional and national levels? Do some economies have a comparative advantage in enabling alternative finance, and if so, why? How will public policy and regulations affect the trajectories of alternative finance? Are developments in alternative finance a threat or an opportunity for incumbent financial institutions, and how is their response influencing broader change within the financial system?

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PROGRAM

December 6 – 7, 2016, ATRIA Hotel, Malang

Tuesday, December 6, 2016

07.30-14.00	Registration
08.30-10.30	Concurrent sessions I
10.30-10.40	Coffee breaks
10.40-10.50	Welcome Speech by Dean, Paramount Ballroom
10.50-11.00	Opening Speech by Rector, Paramount Ballroom
11.00-12.00	Keynote speech by Prof. Raghavendra Rau, Paramount Ballroom
12.00-13.00	Lunch
13.00-15.30	Concurrent sessions II
15.30-15.40	Coffee break
15.40-17.40	Concurrent sessions III

Wednesday, December 7, 2016

07.30-10.00	Registration
08.00-10.45	Concurrent sessions IV
10.45-11.15	Coffee breaks
11.15-13.00	Lunch

International Conference on Economics, Business and Social Sciences (ICEBUSS 2016)

December 6-7, 2016, Malang

December 6, Hours: 08.30 – 10.30

Room	IVORY 1	IVORY 2	IVORY 3	IVORY 4	PARAMOUNT BALLROOM
Session Chair	Nani Rohaeni	Nedi Hendri	Adrie Putra	Muhamad Ahsan	Oyong Lisa
	<p>“Model System Management of Traditional Market” Fiqi Fatmawati</p>	<p>“Preventive Toward Earthquake’s Disaster in West Sumatera Based on Geophysic Analysis” Reza Prima Yanti, Suharsono, Indriati Retno Palupi, Wahyu Hidayat (UPN “Veteran” Yogyakarta)</p>	<p>“WASTA: The Good, The Bad and The Ugly” Ameen Ali Talib (SIM University, Singapore)</p>	<p>“Management Discussion and Analysis, Corporate Governance Perception Index and Market Reaction” Lindrianasari (Univ. Lampung) Sondang Berliana Gultom, Liza Alvia (Univ. Lampung)</p>	<p>“ISU DAN TANTANGAN PEMBELAJARAN BAHASA ARAB DI MALAYSIA” Anuar bin Sopian (Universitas Teknologi MARA Melaka, Malaysia)</p>
	<p>“INDICATORS INVESTIGATION MODEL OF CORPORATE FAILURE IN INDONESIA” R.A. Nurlinda, Eka Bertuah (Esa Unggul University)</p>	<p>“Experimental Study: Negative Framing, Rigid Thinking and Commitment Escalation in Making Decisions” Andi Irfan (UIN Sultan Syarif Kasim Riau)</p>	<p>“FAITH-BASED CIVIL SOCIETY AND SELF-RELIANCE DEVELOPMENT: A CASE STUDY OF PESANTREN ULUMUL QURAN, AT BOJONGSARI, DEPOK, WEST JAVA, INDONESIA” Hari Zamharir (Universitas Nasional), Suprihatin (Universitas Nasional)</p>	<p>“Social Entrepreneurship Attitudes and Activity in Indonesia” Gandhi Pawitan, Maria Widyarini, Fiona Ekaristi (Parahyangan Catholic University)</p>	<p>“MANAJEMEN LABA, STRUKTUR KEPEMILIKAN DAN PERUBAHAN TARIF PPH UNDANG-UNDANG NO. 36 TAHUN 2008 (Studi Empiris pada Perusahaan Keluarga dan Non-Keluarga di BEI Tahun 2007-2010)” Sri Suranta, Bandi dan Eko Arief Sudaryono (Universitas Sebelas Maret)</p>
	<p>“THE ROLE OF HEALTHY SCHOOL ENVIRONMENT AND CANTEEN AS CHILDREN’S SOURCE OF CONSUMER LEARNING” Anna Triwijayati, Etsa Astridya Setiyati, Yudi Setianingsih, Maria Lucia Luciana (Ma Chung University)</p>	<p>“Influence Analysis of Price Fluctuations and Labor Costs, Against Revenues Potato Farmers in the village Pinangsungkulan Modinding subdistrict, South Minahasa, North Sulawesi (2012-2014)” Lenny Leorina Evinita (Universitas Negeri Manado)</p>	<p>“ANALYSIS OF PERFORMANCE EFFICIENCY MEASUREMENT FOR PRIVATE UNIVERSITIES’ PROGRAM” Rina Anindita, Taufiqur Rahman (Esa Unggul University)</p>	<p>“RECONSTRUCTION OF BUSINESS FAILURE CLASSIFICATION MODEL FOR SMALL MEDIUM ENTERPRISES (SMEs)” Nekhasius Agus Sunarjanto, Herlina Yoka Roida, Agnes Utari Widyaningdyah (Widya Mandala Catholic University Surabaya)</p>	<p>“MODEL PRAKTIK AKUNTANSI DALAM RANGKA MENINGKATKAN AKSES PEMBIAYAAN KUR PADA UMKM DI KOTA PALU” Jurana, Ni Made Suwitri Parwati (Tadulako University)</p>
	<p>“Legal Framework of Shari’ah Corporations in Malaysia: Special Reference to Waqf Corporation” Hartinie binti Abd Aziz (Kolej Yayasan Pahang), Zuhairah Arif Abd Ghadas (University of Sultan Zainal Abidin)</p>	<p>“Behaviour of Risk Neutral Individual Investors In The Indonesian Stock Exchange” MF. Arrozi Adhikara (Esa Unggul University)</p>	<p>“EARLY DETECTION OF SYSTEMIC RISK THROUGH ENDOGENOUS RISK ON INDONESIAN ISLAMIC BANKING” Alfiana, Muhammad Yusuf (Widyatama University)</p>	<p>“Determine the Economic, socio-cultural relations as well as Songket craftsmen working system in South Sumatra” Tien Yustini, Lasmiana (STIM AMKOP Palembang)</p>	<p>“Peran Manajemen Hubungan Pelanggan dalam Bisnis Indonesia” Erna Andajani, Nurul Badriyah (Universitas Islam Lamongan)</p>

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<p>“ANALYSIS OF FACTORS AFFECTING THE COMPANY ON PERFORMING AUDITOR SWITCH” Mathius Tandiontong, Tika Rema Pratiwi (Maranatha Christian University)</p>	<p>“COMMUNITY DEVELOPMENT AGENCY IN THE DEVELOPMENT IN THE VILLAGE IN THE DISTRICT LAMONGAN” Abid Muhtarom, Rizal Nur Irawan (Universitas Islam Lamongan)</p>	<p>“The Influence of Training and Reward on the Work Performance of PT Kimia Farma (Persero) Tbk Employees” Theresia Destiara CY, Ferryal Abadi (Institut Teknologi dan Bisnis Kalbis)</p>	<p>“MODEL AND CHARACTERISTICS OF MICRO FINANCE INSTITUTIONS BASED ON SME WOMEN IN BATU CITY” Ike Kusdyah Rachmawati, (STIE ASIA Malang)</p>	<p>“GAMBARAN ASERTIVITAS SEKSUAL REMAJA PUTRI SUKU BATAK” Rahma Yurliani, Indri Kemala, Liza Marini (Universitas Sumatera Utara)</p>
<p>“Review of the Implementation of Government Regulation No. 46 Year 2013: Contributions and Constraint for SMEs” Andi Iswoyo (Universitas Wijaya Putra), Yuli Ermawati (Universitas Wijaya Putra), R. Wilopo (STIE Perbanas)</p>	<p>“Public Private Partnership Model in Improving Quality of Hospital Services” Woro Utari, Hidayat, Andi Iswoyo (Universitas Wijaya Putra)</p>	<p>“Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision on Product Brand of Country Of Origin which Mediated by Customer Trust” Lily Suhaily, Syarief Darmoyo (Atmajaya Catholic University)</p>	<p>“Analysis of the Effect Third Party Funds and Non Performing Financing toward Return on Assets of Sharia Rular Bank (BPRS) in Indonesia in the Year 2014 to June 2016” Uus Ahmad Husaeni, Irpan Jamil dan Agus Slamet Riadi (Universitas Suryakencana)</p>	<p>Keseimbangan pasar deposito dan pasar kredit di industri perbankan Indonesia Sugiyanto, SaptoJumono (Universitas Esa Unggul)</p>
<p>“THE IMPACT OF SOLVENCY RATIO AND LIQUIDITY RATIO TOWARD THE COMPANY’S PERFORMANCE BANK LISTED ‘OON THE INDONESIAN BANKING STATISTIC PERIOD 2010-2015” Kartika Wulandari, Ronny Wijaya Zulkarnain (Widyatama University)</p>	<p>“CRITICAL REVIEW ON PERFORMANCE BASED REGIONAL BEHAVIORAL FINANCE PUBLIC SECTOR IN THE PROVINCE OF NORTH SULAWESI” Johny Manaroinson (State University of Manado)</p>	<p>“INSTITUTIONAL AND FINANCIAL MANAGEMENT MODEL OF KARAWO CRAFTERS IN GORONTALO, INDONESIA” Niswatin , Irawaty Igrisa, Hanisah Hanafi, Muhtar Ahmad (State University of Gorontalo)</p>	<p>“Incorporating Life Skills Elements into Classroom: An ESP Perspective and Prototype” Abdul Ghofur, Uzlifatul Masrurroh Isnawati (Universitas Islam Lamongan)</p>	<p>“ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PROFITABILITAS PADA PERUSAHAAN PERBANKAN SYARI’AH DI INDONESIA” Mujairimi (Universitas Islam Madura)</p>

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December 6, Hours: 13.00 – 15.30

Room	IVORY 1	IVORY 2	IVORY 3	IVORY 4	PARAMOUNT BALL ROOM
Session Chair	Jurana	Tien Yustini	Johny Manaroinsong	MF. Arrozi	Woro Utari
	<p>“AN ANALYSIS OF FUNDS ZAKAT MODEL IN EMPOWERMENT POOR CITY URBAN THROUGH COMMUNITY BASED DEVELOPMENT (CBD) IN LAMPUNG” NEDI HENDRI (Muhammadiyah University of Metro)</p>	<p>“CAN SYSTEM REDUCE STUDENT DISHONEST BEHAVIOR?” Adrie Putra, Taufiqurahman (Esa Unggul University)</p>	<p>“CONCEPTUAL FRAMEWORK OF ISLAMIC BRAND IMAGE FOR HOTEL INDUSTRY IN MALAYSIA” Nor Azlina Kamarohim, Nadiatul Natasha Mohd Fawzi, Manisah Othman (Universiti Putra Malaysia)</p>	<p>“FACTORS AFFECTING NON PERFORMING FINANCING AND PROFITABILITY COOPERATIVE SHARIA AT INDONESIA” Oyong Lisa (STIE Widya Gama Lumajang)</p>	<p>“Pengaruh Tingkat Pengetahuan dan Pemahaman Wajib Pajak, Sanksi Pajak dan Tingkat Pelayanan Pajak terhadap Kepatuhan Wajib Pajak dan Pendapatan Asli Daerah Kota Administrasi Jakarta Timur” Sri Ari Wahyuningsih, Atik Isnawati, Ahmad Basid Hasibuan (Universitas Darma Persada)</p>
	<p>“DEVELOPING A MODEL OF EFFICIENCY LEVEL MEASUREMENT OF THE PRIVATE UNIVERSITIES AS A LEARNING ORGANIZATION” Hasyim, Rina Anindita (Esa Unggul University)</p>	<p>“ORGANIZATIONAL COMMITMENT AS MODERATING INFLUENCE OF GOOD GOVERNANCE AND GOVERNMENT ACCOUNTING STANDARDS ON FINANCIAL ACCOUNTABILITY” Maslichah, Afifudin (Universitas Islam Malang)</p>	<p>“MODEL DEVELOPMENT ATTITUDE ENTREPRENEURSHIP EFFECT ON THE PERFORMANCE OF BUSINESS ENTREPRENEURS CERAMIC INDUSTRY PULUTAN DISTRICT MINAHASA” Bambang Hermanto, Robert Richard Winerungan (Universitas Negeri Manado)</p>	<p>“Effects of Knowledge sharing and Absorptive Capacity on the organizational performance” Saeed Allam Mousa (Friedrich Schiller University, Germany)</p>	<p>“CITRA PERUSAHAAN, KEGIATAN CSR, LOYALITAS DEBITUR DENGAN MEDIASI KEPUASAN DAN KEPERCAYAAN DEBITUR” Merry Natalia, Lina Salim (Universitas Katolik Indonesia Atma Jaya)</p>
	<p>“Do Small Fish Farmers Perform Product Innovation?: Some Findings from Kelantan” M. Mohd Rosli, Nik Nurul Aniesha, Nurul Fitriah Wahab, Zuraimi Abdul Aziz, Wan Mohd Yussuf Wan Ibrahim, Nora’Ani Mustapha, Suria Baba, Mohd Shahril Nizam Md Radzi, Siti Nabilah Rosdi, Rosmaizura Mohd Zain (UNIVERSITI MALAYSIA KELANTAN)</p>	<p>“AUTOMOTIVE PRODUCT PURCHASE DECISION ON CREATIVE INDUSTRY IN INDONESIA” Jatmiko (Universitas Esa Unggul)</p>	<p>THE INFLUENCE OF PROFITABILITY, FREE CASH FLOW AND INVESTMENT OPPORTUNITY SET TO CASH DIVIDEND WITH THE QUALITY OF PROFIT AS VARIABLE MODERATION (Empirical studies in manufacturing companies that divides dividends cash listed on Indonesian Stock Exchange year 2010-2014) Nani Rohaeni (STIE Bina Bangsa), M.F. Arrozi Adhikara (Universitas Esa Unggul)</p>	<p>“Governance, Transparency, and Shareholder Value of Indonesian Listed Companies” Saiful (Bengkulu University)</p>	<p>“DETEKSI DINI RISIKO SISTEMIK PADA PERBANKAN SYARIAH DI INDONESIA MENGGUNAKAN MODEL PROBIT BERDASARKAN RISIKO ENDOGEN” Alfiana and Erizal (Universitas Widyatama)</p>

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	<p>“The Constraints and The Opportunities: Being Women Entrepreneurs in Indonesia” Kurnianing Isololipu (Atma Jaya Catholic University)</p>	<p>“THE IMPACT IMPLEMENTATION OF MAPPING MODEL OF CORPORATE SOCIAL RESPONSIBILITY FUNDS IN BALI” Gede Adi Yuniarta, Trianasari, I Gusti Ayu Purnamawati (Ganesha University of Education)</p>	<p>“Implementing Risk Management In Islamic Banking Industry In Indonesia” Tasriani, Andi Irfan (UIN Sultan Syarif Kasim Riau)</p>	<p>“FORECASTING FOR LEATHER PRODUCTION WITH TRIPLE EXPONENTIAL SMOOTHING AT UD. R&D LEATHER MAGETAN” Siti Nurul Afiah, Sapto Hutomo (STMIK ASIA Malang)</p>	<p>“KEMAMPUAN SELF ESTEEM MEMEDIASI PENGARUH MOTIVASI DAN BUDAYA ORGANISASIONAL TERHADAP KINERJA” Tri Mardiana, Suahyo Heriningsih (UPN Veteran Yogyakarta)</p>
	<p>“DESIGNING ONLINE MARKETPLACE TO RESOLVE MARKETING PROBLEM FOR SMALL AND MEDIUM ENTERPRISES (SMEs)” ADITYA HERMAWAN, ANIEK MURNIATI (Universitas Islam Malang)</p>	<p>“Implementing change initiatives in the cross cultural organizations: Change leadership” Peyman Bashar Doost (University of Salford, Manchester)</p>	<p>“The Need of Affirmative Action For People With Disabilities In Indonesia” Sri Wahyu Wijayanti</p>	<p>“Indonesian Entrepreneurship Profile in term of Ecosystem and Activity: Potency and Challenge” Gandhi Pawitan, Maria Widyarinia, Catharina B. Nawangpalupi (Universitas Katholik Parahyangan)</p>	<p>“DAMPAK ASEAN CHINA FREE TRADE AREA (ACFTA) TERHADAP KINERJA UMKM BATIK” Nurhajati, Abdul Wahid Mahsuni, Agus Salim (Universitas Islam Malang)</p>
	<p>“AMORTIZED LIQUIDATION COST AS DETERMINANT OF STOCK RETURN” Erna Garnia (Universitas Sangga Buana YPKP), Rachmat Sudarsono, Dian Masyita, Ina Primiana</p>	<p>“Financial Literacy, Locus of Control and Credit Card Behaviors” Njo Anastasia, Mariana Ing Malelak, Gesti Memarista (Petra Christian University)</p>	<p>“AGRICULTURAL LAND CONVERSION AND IMPACT ON RICE PRODUCTION IN WEST JAVA” Lies Sulistyowati, Sri Fatimah, Trisna Insan Noor, Maman H. Karmana (Padjadjaran University)</p>	<p>“MODEL STUDENT LEARNING STYLE PREFERENCES AND UNDERSTANDING ACCOUNTING AT UNIVERSITY IN JAKARTA” Abdurrahman (Esa Unggul University)</p>	<p>“ANALISIS TINGKAT KEPUASAN PELANGGAN RESTORAN MISTER BASO (Studi Kasus Pelanggan Mister Baso Ciledug)” Sukardi (Universitas Darma Persada)</p>
	<p>THE INFLUENCE OF MARKET CONCENTRATION RATIO ON PROFITABILITY IN INDONESIAN BANKING INDUSTRY Sapto Jumono, Chajar Matari Fath Mala (Esa Unggul University)</p>	<p>“Brand Intention, Brand Reliability, and Brand Affect: An Examination of Tablet PCs Market Trends in Indonesia” Sri Rahayu (Economic School of East Lampung), Mugi Harsono (Sebelas Maret University)</p>	<p>“RESONANT LEADERSHIP, KNOWLEDGE SHARING AND THE IMPACT TO TEACHER PERSONALITY” Dian Alfia Purwandari (Jakarta State University)</p>	<p>“THE CONCEPT OF GOVERNMENT SPIRITUAL ENTREPRENEURSHIP AS EFFORTS TO REDUCE UNEMPLOYMENT AND POVERTY WITH IMPROVEMENT THE DISTRIC OWN SOURCE REVENUE (Studies On The Batu City Government)” Whedy Prasetyo (Jember University)</p>	<p>“OTONOMI DAERAH DAN DINAMIKA SPASIAL INVESTASI ASING LANGSUNG DI INDONESIA TAHUN 2000-2012” Jamzani Sodik (UPNV Yogyakarta), JI. Sarungu (UNS)</p>

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	“DISCRETIONARY-BASED DISCLOSURE : THE RELATIVE VALUE RELEVANCE OF STAKEHOLDER AND SHAREHOLDER OF ENVIRONMENTAL ACCOUNTING POLICY” Sri Handayani, Yosevin Karnawati (Esa Unggul University)	“The Influence of Social Capital and Knowledge Sharing to the Small Medium Enterprise’s Performance and Sustainability Strategies” Mahyarni, Henni Indrayani, Astuti Meflinda, Hesty Wulandari (State Islamic University Sultan Syarif Kasim Riau)	“Factor Analysis of Human Capital and Organizational Learning against Performance” Astuti Meflinda, Mahyarni, Hesty Wulandari (State Islamic University Sultan Syarif Kasim Riau)	“THE EFFECT OF WORK FAMILY CONFLICT ON ORGANIZATIONAL COMMITMENT WITH MEDIATION OF JOB SATISFACTION” Lia Amalia, Lista Meria (Esa Unggul University)	“Kepatuhan Terhadap Nilai-nilai Syariah Islam Pada Kredit Properti Syariah” Aleria Irma H. (Univ. Islam Malang), Astri Natalia P (STIE Malang Kucecwara), Dwi Kurniawan (STIE Indonesia)
	“EFFECT OF PERSONAL NOSTALGIA THROUGH EMOTION, AND VALUE EXPERIENTIAL TO PURCHASE INTENTION A TRADITIONAL DRINK FOR GEN Y” WIDI DEWI RUSPITASARI (STIE ASIA MALANG)	“Analysis The Influence of Efficiency Working Capital, Liquidity and Solvability to Profitability in Companies Listed at The Indonesian Stock Exchange The Period of 2010-2015” SUKMA IRDIANA (STIE WIDYA GAMA LUMAJANG)	“RED CHILI AGRIBUSINESS ENTREPRENEURSHIP MODEL (Case Study in Gapoktan KiSingasari, Kawali District, Ciamis Regency, West Java)” Hepi Hapsari, Yayat Sukayat, Neni Rostini (Padjadjaran University)	“PACKAGING AND PRODUCT QUALITY ISSUES IN ORGANIC RICE DISTRIBUTION IN INDONESIA” Hetty Karunia Tunjungsari, Mei le, Didi Widya Utama (Tarumanagara Univesity)	“PENGEMBANGAN MODEL SISTEM INFORMASI KOPERASI SYARI’AH BERBASIS TEKNOLOGI INFORMASI” Ronny Malavia Mardani, Budi Wahono (Universitas Islam Malang)

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Session Chair	Fiqi Fatmawati	Gatot Ahmad	Uzlifatul M. Isnawati	Lia Amalia	Sapto Jumono
	“Corporate Governance, Earnings Quality, and Financial Reporting Fraud” Husaini, Saiful, Marta Yulia Putri (Bengkulu University)	“WHY HAS THE GOVERNMENT INTERNAL CONTROL SYSTEM HAS NOT BEEN EFFECTIVE YET?” Arief Hadiano (University of Indonesia/ Finance and Development Supervisory Agency (BPKP))	“THE EFFECT OF ACCOUNTING STUDENT PERCEPTIONS OF THE WORKING ENVIRONMENTS OF PUBLIC ACCOUNTANT AND PUBLIC ACCOUNTANT PROFESSION ETHICS ON THE CHOICE OF HIS CAREER AS A PUBLIC ACCOUNTANT IN UNIVERSITAS ESA UNGGUL” Yosevin Karnawati (Esa Unggul University)	“THE INFLUENCE OF LOCAL REVENUE (PAD), GENERAL ALLOCATION FUNDS (DAU), SPECIAL ALLOCATION FUNDS (DAK) AND THE MORE / LESS BUDGET FINANCING (SILPA) TO CAPITAL EXPENDITURES IN DISTRICTS AND CITIES OF EAST JAVA PROVINCE” Khoirul Ifa (STIE Widyagama Lumajang)	“PENGARUH MEANINGFULL OF WORK DAN PSYCHOLOGICAL EMPOWERMENT TERHADAP KOMITMENT ORGANIZATIONAL YANG DIMEDIASI OLEH WORK ENGAGEMENT PADA KARYAWAN RUMAH SAKIT KOTA YOGYAKARTA” Winarno (UPN Veteran Yogyakarta)

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<p>“The Impact of Organizational Culture to Environmental Strategic and Its Consequence on Environmental Disclosure and Performance Indonesian Listed Companies” Nurna Aziza (University of Bengkulu), Andi Agus (STIEM Bongaya Makassar)</p>	<p>“Organizational Culture Effects on Knowledge Management and Its Implication on Performance of Study Program” Sri Sundari (State Polytechnic of Jember)</p>	<p>“THE HONG KONG, THAILAND, AND INDONESIA CAPITAL MARKET RESPONS TOWARD THE “BREXIT” PHENOMENA” Tarsisius Renald Suganda, Kadek Ernawan, Gerrinko Giffari Wurintara (Ma Chung University)</p>	<p>“The Effect of Psychological Factors and Market Image for Consumers Buying intentions Again Pasar Terapung in Kalimantan Selatan” Maryono, Setio Utomo, Irwansyah (University Lambung Mangkurat)</p>	<p>“PENGARUH KEPUASAN KERJA DAN KETIDAKAMANAN KERJA TERHADAP TURNOVER INTENTION DAN DAMPAKNYA PADA KINERJA KARYAWAN OUTSOURCING PT. WIRA BUANA ARUM SUKODONO SIDOARJO” Nindiaviva Basthyanita Miranti, Setya Prihatiningtyas (Universitas Hang Tuah Surabaya)</p>
<p>“THE EFFECT OF CORPORATE GOVERNANCE AND POLYTICAL COST TOWARDS USEFULNESS OF ACCOUNTING INFORMATION AND MARKET RESPONSE” Muhammad Miqdad (University of Jember)</p>	<p>“Predicting Organizational Citizenship Behaviors in Post-Merger Organization : The Role of Organizational Justice Dimension and Affective Commitment” Yunus Handoko (STIE Asia Malang), Hasrudy Tanjung (Muhammadiyah University of Medan)</p>	<p>“Mediating Role of Members Participation and Sense of Belonging In The Effect of Service Quality on Co-operatives Performance” Nur Hidayati, Hafid Aditya Pradesa, Rifki Hanif, Hadi Sunaryo (Universitas Islam Malang)</p>	<p>“THE EFFECT MARKETING AUDIT TO COMPETITIVE ADVANTAGE OF HIGHER EDUCATION IN BANDUNG” Prihartono Aksan Halim, Resanti Lestari (Piksi Ganesha Polytechnic Bandung)</p>	<p>“PENTINGNYA KURIKULUM PENDIDIKAN PROFESI AKUNTANSI BERBASISKAN MAKNA (MORAL, AKHLAK, NASIONALISME)” Jurana (Tadulako University) Unti Ludigdo, Ali Djamhuri, Yenev Widya Prihatiningtias</p>
<p>“DETECTION FINANCIAL DISTRESS ON BULLISH AND BEARISH MARKET CONDITION AS EARLY WARNING TOOLS BANKRUPTCY IN INDONESIA” Eka Bertuah, Rina Indiasuti, Sulaeman Rahman Nidar, Aldrin Herwany (Padjadjaran University)</p>	<p>“Optimal Capital Structure that maximizes the Firm’s Value: Panel Threshold Regression” Leni Susanti (STIE STAN Indonesia Mandiri, Bandung)</p>	<p>“Agribusiness supply chain of shallot and the development strategy in Kuningan regency, West Java” Tuti Karyani, Ganjar Kurnia (Padjadjaran University)</p>	<p>“COMMUNITY-BASED ECOTOURISM DEVELOPMENT IN JATIGEDE RESERVOIR REGION IN SUMEDANG REGENCY” E. Djuwendah, Tuhpawana, E. Kusnadi, M. Arief (Padjadjaran University)</p>	<p>“PEMETAAN PRIORITAS WISATA: STUDI EMPIRIS PADA MARGOMULYO, KABUPATEN BOJONEGORO” Sri Kussujaniatun, Teguh Kismantoroedji, Hari Kusuma Satria Negara (UPN Veteran Yogyakarta)</p>
<p>“The Role of Intellectual Capital in Mediating the Effect of Knowledge Management on The Performance of State-Owned Bank Branch Offices in West Java” Hady Siti Hadijah (Indonesia University of Education)</p>	<p>“Leadership and Organizational Culture as Employees Intrapreneurship Behavior Drivers in Organizations” Rojuaniah (Universitas Esa Unggul)</p>	<p>“FRAUDULENT USE OF ACCOUNTING PRACTICE IN PT. XYZ” HARIRI, SARWI, KHALIKUSSABIR (University of Islam Malang)</p>	<p>“EFFECT OF ENVIRONMENTAL ACCOUNTING IMPLEMENTATION AND ENVIRONMENTAL PERFORMANCE AND ENVIRONMENTAL INFORMATION DISCLOSURE AS MEDIATION ON COMPANY VALUE” Mohammad Iqbal, Ni Made Suwitri Parwati (Tadulako University)</p>	<p>“Revitalisasi Fungsi BMT dan Koperasi dalam Pengembangan Ekonomi Syari’ah” Ach. Baihaki (Universitas Islam Madura)</p>

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<p>“THE PASSION OF YOUNG CUSTOMERS TOWARD BRAND COMMITMENT IN INTERNATIONAL FRANCHISE RESTAURANT: THE ROLE OF BRAND PASSION AS AN MEDIATION VARIABLE” Aditya C. N. Pandowo, Nova C. Mamujaja (State University of Manado)</p>	<p>“THE INFLUENCE OF ROLE AND SELF DEVELOPMENT FOR CAREER DEVELOPMENT OF PROFESSIONAL SECRETARY” Ika Suhartanti Darmo (KALBIS Institute)</p>	<p>“Defining Islamic Social Enterprise” Nurul Aini Muhamed, Nathasa Mazna Ramli, Nur Syazwani Mohamed Nasrudin, Muhammad Iqmal (Universiti Sains Islam Malaysia)</p>	<p>“Effect of Islamic way of Advertisements on Consumers’ Attitude toward Advertisements” Ghani, U, Aziz, S, Niazi, M.A.K. (Institute of Management Sciences, Peshawar)</p>	<p>“DAMPAK IMPLEMENTASI PSAK 50 DAN PSAK 55 PADA LAPORAN KEUANGAN PERBANKAN” Sri Luna Murdianingrum, Marita (UPN Veteran Yogyakarta)</p>
<p>“EX-MIGRANT WORKER: AN ASSESSMENT PROBLEM (STUDY IN THE DISTRICT TULUNG AGUNG)” Sayekti Suindyah D (UNIVERSITY of DARUL ‘ULUM JOMBANG)</p>	<p>“Spatial Planning Around Mount Slamet Based on Geophysic Studies as Preventive Way Towards Volcanic Disaster” Reza Prima Yanti, Agus Santosa, Indriati Retno Palupi, Wahyu Hidayat (UPN “Veteran” Yogyakarta)</p>	<p>“AN EMPIRICAL EVIDENCE OF A FORMAL STRATEGIC PLANNING PROCESS IN THE SCOPE OF SME” Titik Kusmantini, Muhammad Irhas Effendi (UPN “Veteran” Yogyakarta)</p>	<p>“THE EFFECT OF PROFIT SHARING ON PERFORMANCE OF ISLAMIC BANK IN MUSLIM COUNTRIES” Ely Masykuroh (STAIN Ponorogo)</p>	<p>“PENGARUH VARIABEL-VARIABEL STRESSOR TERHADAP KINERJA” Anis Siti Hartati, Tri Mardiana (UPN Veteran Yogyakarta)</p>
<p>“The Risk Level of Viet Nam Hotel and Entertainment Industry Under Financial Leverage During and After The Global Crisis 2009-2011” Dinh Tran Ngoc Huy (Banking University HCMC Viet Nam)</p>	<p>“MODEL OF CONSUMER BEHAVIOR: AN EMPIRICAL STUDY AT MANDIRI BANK IN JAKARTA” NOOR SEMBIRING (Universitas Tama Jagakarsa)</p>	<p>“POSITIVE AND NEGATIVE INFLUENCES ON THE IMPLEMENTATION OF MINIMUM WAGE POLICY - IN INDONESIA” Hermien Triyowati, Yolanda Masnita (Trisakti University)</p>	<p>“EFFECT OF PROFITABILITY, ASSET STRUCTURE AND SIZE OF COMPANY CAPITAL STRUCTURE (Empirical Study On Infrastructure Sector Companies, Utilities, and Transportation Listed in Indonesia Stock Exchange Period 2011-2015)” Dade Nurdiniah, Agus Munandar (Kalbis Institute)</p>	<p>“PERKEMBANGAN DAN TANTANGAN LAPORAN KEUANGAN PARTAI POLITIK DI INDONESIA” Sujatmika, Marita (UPN Veteran Yogyakarta)</p>

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Session Chair	Noor Sembiring	Sugiyanto	Henni Indrayani	Hesty Wulandari	Sri Handayani
	<p>“TRIPPLE BOTTOM LINE: TOWARD BUSINESS ACTIVITIES RESPONSIBLE TO EARTH, HUMAN, AND BUSINESS ENTITY” Daniel S. Stephanus (Ma Chung University)</p>	<p>“Modeling of Stock Returns Expectation Based on Spillover Effect of Systematic Risk Factor” Bahri*, Sukriah Natsir*, Mansur*, V. Santi Paramita^ *Politeknik Negeri Ujung Pandang, ^Achmad Yani University</p>	<p>“SCENARIO PLANNING IN FUNDING ENGINEERING: STUDY ON MUNICIPAL BONDS OF KABUPATEN SITUBONDO” Putu Indrajaya Lembut, Dian Wijayanti, Stefanus Yufra Menahen Taneo (Ma Chung University)</p>	<p>“POTENTIAL REGIONAL DEVELOPMENT STRATEGY: OVOP (ONE VILLAGE ONE PRODUCT) APPROACH CASE STUDY ON CRYSTAL SUGAR INDUSTRY IN KABUPATEN BANYUMAS” Sri Hermawati, Yusye Milawaty (Gunadarma University)</p>	<p>“Keragaan Balanced Scorecard Model pada Koperasi Pondok Pesantren di Kabupaten Jember” Lilis Yuliaty, Siti Komariyah (Universitas Jember)</p>
	<p>“Exploratory research: Problems and Solutions Competitive Advantage SMEs Leather Craft in Yogyakarta, Indonesia” Dyah Sugandini, Istiana Rahatmawati, Rahajeng Arundati (UPN Veteran Yogyakarta)</p>	<p>“Purchase Intention of Pirated CDs/DVDs: The Influence of Moral Intensity, Risk Perceptions, Moral Judgment and Consumer Motive” Firsan Nova (Univ. of Darma Persada, Ellena N Handayani (Univ. of Darma Persada), Hanny Nurlatifah (Univ. of Al-Azhar Indonesia)</p>	<p>“PROFILING ORGANIC RICE CONSUMERS IN INDONESIA” Mei le, Hetty Karunia Tunjungsari (Universitas Tarumanagara)</p>	<p>“Construction Model of Financing with Profit Sharing System and Linkage Program Among Sharia Financial Institutions for Micro, Small, Medium Enterprise in Jember Regency” Ahmad Roziq (University of Jember), Yulinartati (University of Muhammadiyah Jember), Norita Citra Y (University of Muhammadiyah Jember)</p>	<p>“PENGARUH LINGKUNGAN INDUSTRI PESAING, PEMASOK, DAN PELANGGAN TERHADAP KEBERHASILAN USAHA INDUSTRI KECIL DAN MENENGAH DI KOTA MALANG (Studi pada Kelompok Industri Material Dasar dan Logam)” Budi Wahono, Ronny Malavia Mardani, M. Amin (Universitas Islam Malang)</p>
	<p>“MAPPING THE POTENTIAL OF CULINARY INDUSTRY IN MALANG MUNICIPALITY” Stefanus Yufra Menahen Taneo, Yudi Setyaningsih, ASL Lindawati (Ma Chung Univesity)</p>	<p>“Brand Awareness: Study in Education Institution FISIP Hang Tuah University” Herman (Hangtuah University Surabaya)</p>	<p>“The Representation of Male Gaze in Indonesian Women’s Song Lyrics” Hapsari D. Sulistyani (Diponegoro University)</p>	<p>“CORPORATE SOCIAL RESPONSIBILITY (CSR) IN PT BUKAKA TEKNIK UTAMA TBK AND PT ADHI KARYA TBK” Sri Suryaningsum (UPN Veteran Yogyakarta)</p>	<p>“PENGARUH MOTIVASI KERJA TERHADAP ORGANIZATIONAL CITIZENSHIP BEHAVIAOR (OCB) KARYAWAN PT. PELINDO III (PERSERO) CABANG TANJUNG PERAK SURABAYA” Hesty Dwi Febriani, Rini Fatmawati, Winarto (Universitas Hang Tuah Surabaya)</p>
	<p>“ANALYSIS OF INDONESIAN AUTOMOTIVE COMPONENT EXPORTS AND IMPORTS TRADE WITH FOUR COUNTRIES IN ASEAN USING BIPLLOT ANALYSIS” Dedy Sugiarto, Triwulandari S. Dewayana, Dorina Hetharia, Tiena Gustina A (Trisakti University)</p>	<p>“Key Performance Indicators as an Essential Factor of ZIS (Zakat, Infaq and Shodaqoh) Institutes, based on Mustahiq Perspectives” Yolanda Masnita, Yuswar Zainul Basri, Hermien Triyowati (Trisakti University)</p>	<p>“POOR SOCIETY ECONOMIC EMPOWERMENT MODEL IN ZAKAH INSTITUTION: MAQASHID SHARIA FRAMEWORK” Raditya Sukmana, Tika Widiastuti, Meri Indri Hapsari (Airlangga University)</p>	<p>“Development of Corporate Strategy Through Horizontal Link, Link Vertical And Mixed Link: Investigations on Indonesian Listed Firm” Nurmala Ahmar, Diyah Pujiati (STIE Perbanas Surabaya)</p>	<p>“KINERJA JANGKA PANJANG PENAWARAN UMUM PERDANA SAHAM DAN FAKTOR-FAKTOR YANG MEMPENGARUHINYA: STUDI DI BURSA EFEK INDONESIA” Gatot N Ahmad, Suherman (UNJ)</p>

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December 6-7, 2016, Malang

<p>“The Leadership Way of Kyai Abdul Ghofur” Muhamad Ahsan (UIN Sunan Ampel), Armanu Thoyib (Universitas Brawijaya), Nur Khusniyah Indrawati (Universitas Brawijaya)</p>	<p>“THE ROLE OF VALUE CREATION TOWARD ORIENTED STRATEGY SUSTAINABLE DEVELOPMENT IN MANUFACTURING INDUSTRY” Emma Budi Sulistiarini (Widyagama University, Malang), Sudjito Suparman, Purnomo B. Santoso, Ishardita Pambudi T.</p>	<p>“HEALTH CARE DEVELOPMENT STRATEGY FOR POOR BASED ON JUSTICE” Nugroho Mardi Wibowo, Yuyun Widiastuti, Dwi Lesno Panglipursari (Wijaya Putra University)</p>	<p>“IMPACT CHARACTERISTICS OF ENTREPRENEURSHIP AND LOCAL WISDOM ON ENTREPRENEURSHIP ACTION IN BATIK CRAFTSMEN GROUP” Yuyun Widiastuti, Nugroho Mardi Wibowo, Dewi Suprobawati (Wijaya Putra University)</p>	<p>“PENGARUH UKURAN DEWAN, KEPEMILIKAN SAHAM OLEH DIREKTUR, DAN JENDER TERHADAP KINERJA KEUANGAN PERBANKAN” Umi Mardiyati, Yunika Murdayanti (Universitas Negeri Jakarta)</p>
<p>“Performance Improvement Operations Management Industry Uses Supplier Selection Online” Denny Trias Utomo (Jember State of Polytechnic), Pratikto, Purnomo Budi Santoso, Sugiono</p>	<p>“Tri Hita Karana Cultural Value, Organizational Commitment, and Professional Commitment as Determinant of Work Role Performance : Case of Non-Academic Staff in Private University” Ida Bagus Agung Dharmanegara (Warmadewa University) Djony Harijanto</p>	<p>“REVITALIZATION OF ENTREPRENEURS OF COFFEE MODEL TRADITIONAL MARKETS THROUGH COMPETITIVE ADVANTAGES AND CUSTOMER VALUE” A AHSIN KUSUMA M (Universitas Jember)</p>	<p>“MEDIA INFORMATION MANAGEMENT OF SNAKE THROUGH AN ELECTRONIC ALBUM DEVELOPMENT” Ari Anggarani W. P. T., Ernawati, Francis Adikara (Esa Unggul Univesity)</p>	<p>“Pendidikan Kewirausahaan dalam Upaya Mewujudkan Universitas Negeri Jakarta sebagai Entrepreneurial University” Dedi Purwana E.S., Umi Widyastuti, Ati Sumiati Universitas Negeri Jakarta)</p>
<p>“GREEN ENTREPRENEUR IN INCREASING FAMILY’S INCOME” Yosini Deliana, Rani Andriani B. Kusumo, Dini Rochdiani (Padjadjaran University)</p>	<p>“EXAMINING LEADERSHIP AND KNOWLEDGE SHARING ROLE ON SMALL AND MEDIUM ENTERPRISES INNOVATION CAPABILITIES” Joseph P. Kambey, Nikolas F. Wuryaningrat (Manado State University)</p>	<p>“COMMUNICATION AND BUYING DECISION: PERSPECTIVE OF MODERN AND TRADITIONAL RETAIL BUYER IN MALANG” Teguh Widodo, Lussia Mariesti Andriany (STIE ASIA MALANG)</p>	<p>“THE LEADING INDICATOR OF FINANCIAL CRISIS IN 6 ASIAN COUNTRIES, AS EARLY WARNING SYSTEM (EWS) (PANEL FIXED EFFECT LOGIT MODEL)” Nuning Trihadmini (Univesitas Katolik Atmajaya), Telisa Aulia F. (University of Indonesia)</p>	<p>“Pengaruh Diversitas Gender Terhadap Struktur Modal” Suherman (Universitas Negeri Jakarta)</p>
<p>“ANTECEDENT FINANCIAL PERFORMANCE IN FISCAL STRESS EVENT to INCREASING ECONOMIC GROWTH (MUNICIPAL GOVERNMENT IN EAST JAVA)” Moh. Cholid Mawardi, Nur Diana, N. Rachma (Universitas Islam Malang)</p>	<p>“INFORMAL SECTOR AND EMPLOYMENT: EMPIRICAL EVIDENCE FROM DISTRICT OF GOWA INDONESIA” Sanusi Fattah, Muhammad Jibril TAJIBU, Suharwan HAMZAH, Hidayat ELY (University of Hasanuddin)</p>	<p>“REGULATION OF MOTIVATION AS MATTERS PROFESSIONAL DEVELOPMENT OF TEACHER” Rosita Endang Kusmaryani, Juke R.Siregar, Hanna Widjaja, Ratna Jatnika (Universitas Padjadjaran)</p>	<p>“ANALYSIS OF FACTORS AFFECTING THE EXPORT COMPANY PERFORMANCE IN NORTH SULAWESI” Stanny Sicilia Rawung (Universitas Negeri Manado)</p>	<p>“DETERMINANTS OF CUSTOMER INTENTION BEHAVIOR: AN EMPIRICAL STUDY AT SME’S CREDIT DIVISION IN JAKARTA BANGKING” ROSMANIAR SEMBIRING (Universitas Tama Jagakarsa)</p>

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	<p>“COPING STRATEGIES CHILDREN IN THE CORRECTIONAL INSTITUTION FOR CHILDREN (LPKA)” Sri Maslihah, Juke R.Siregar, Rismijati E.Koesma, Hendriati Agustiani (Universitas Padjadjaran)</p>	<p>“Market Discipline Mechanism: A Quantitative Approach (The Study of Islamic Banking in Indonesia 2011-2014)” Ayub Wijayati Sapta Pradana, Hariri, Junaidi (Universitas Islam Malang)</p>	<p>“Assortative mating in the online market for sperm donation” Stephen Whyte (Queensland University of Technology), Benno Torgler (CREMA)</p>	<p>“OTHER COMPREHENSIVE INCOME: AN INVESTIGATION OF NEW ACCOUNTING INFORMATION ACCOUNT IN INDONESIAN LISTED FIRMS” Nurmala Ahmar (STIE Perbanas Surabaya), JMV Mulyadi (Universitas Pancasila)</p>	<p>“Model of Customer Satisfaction: An Empirical Study at Hotels in Jakarta” Malikuddin Sembiring (Universitas Tama Jagakarsa)</p>
	<p>“An Integrated Model of User Satisfaction and Technology Acceptance of Virtual Learning Environments (VLEs): A Literature Review” Anton A.P. Sinaga, Winarto (Universitas Methodist Indonesia)</p>	<p>“Innovation Consolidation Nexus: Evidence from India’s Manufacturing Sector” Beena Saraswathy (ISID, New Delhi)</p>	<p>“Investigating The Effects of Knowledge and Religiosity on Young Muslim Female Consumers’ Attitude Towards Halal Cosmetics” Andrian Haro (State University of Jakarta)</p>	<p>“COLLABORATIVE DYNAMICS OF CREATIVE TEAMS: MODELING CREATIVE PROCESS IN ADVERTISING DESIGN” Wisal Ahmad (IMS-KUST), Mark Stufhaut, Nancy Johnson, Joe Labianca (University of Kentucky)</p>	<p>“SUSTAINING EFFORT VALUES TOUR AREA LOCAL WISDOM OF BAMBOO FOREST GREEN MARKETING USING COMMUNITY-BASED APPROACH” Nawangsih (STIE Widya Gama Lumajang)</p>
	<p>“DETERMINANTS IMPLEMENTANTION SAK ETAP: CREATIVE INDUSTRIES IN MALANG” Nur Diana (University of Islam Malang)</p>	<p>“The Application of the Islamic Ethics in The Sharia Hotel: a Case Study” Mutimmatul Faidah (Universitas Negeri Surabaya)</p>	<p>“Achievement Motivation in Adolescents with Hearing Impairment (Motivasi Berprestasi pada Remaja Tuna Rungu)” Debby A. Daulay, Ade Rahmawati (Universitas Sumatera Utara)</p>	<p>“Website Profile Analysis as E-Marketing Media for SMEs of Wooden Crafts Toys in Indonesia” Rustina Untari, Sri Sumijati, Ridwan Sanjaya (Soegijapranata Catholic University)</p>	<p>“Corporate governance mechanism: Evidence from Unit-IPO firms listed on Indonesia stock exchange” Suherman, Gatot Ahmad (Universitas Negeri Jakarta)</p>
	<p>IMPLEMENTASI KINERJA PERBANKAN SYARIAH YANG EFESIEN DAN BEBAS TADLIS Deden Rizal dan Dadang Saeful H Fakultas Ekonomi Universitas Sangga Buana, Bandung</p>	<p>“Determinants of International Reserves in Bangladesh: An ARDL Approach” Iftekhhar Chowdhury, Leema Sen Gupta (Asian University for Women, Bangladesh)</p>	<p>“East Java Tourism Economic Development through Travel Trip Planner Application using Hybrid Collaborative-Content User Rating on Android” Andreas Handojo, Henry Novianus Palit, Fransisco Edo W P, Resmana Lim (Universitas Kristen Petra)</p>	<p>PELUANG PENGEMBANGAN UMKM MENUJU DESA MANDIRI DALAM MENGHADAPI MEA Nurhajati, Mashuri Mahfudz, Noor Shodiq Askandar</p>	

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