

Building local fashion brand equity for young consumers

Mega Melina Dewi, Dudi Anandya, & Christina Rahardja Honantha
University of Surabaya, Surabaya, Indonesia

ABSTRACT: The purpose of this study was to examine the effect of brand awareness, perceived quality of the brand, brand association, brand loyalty, and brand image on the brand equity of local fashion brand among young consumers in Surabaya. Data from 215 undergraduate students were analyzed using Structural Equation Model (SEM) via the Statistical Package for Social Sciences computer program version 18 and Lisrel version 8.7. Respondents were randomly drawn from the full time students of various universities in Surabaya city, Indonesia. Based on test results, it was found that all variables have positive and significant impact on brand equity. Thus, all hypotheses are supported. In this study, brand association predominantly affects brand equity. The implication of these results would help the company as the manufacturer to formulate strategies to enhance their brand equity in order to obtain competitive advantage and market expansion, especially through social media and e WOM.

Keywords: brand equity, brand equity dimensions, young consumers, local brand

1 INTRODUCTION

A Brand is the most valuable asset for all companies because it becomes one of the considerations for consumers in making product selection (Sasmita & Suki 2015). Brand equity takes place when consumers have a tendency to believe in a particular brand over another, demonstrated by consumer loyalty and a desire to pay a premium for a brand (Lassar et al. 1995). Companies with high brand equity gain competitive advantage and enjoy opportunities to expand success, increase resilience to competitors' promotional pressures, and create barriers for competitors to enter the market (Severi & Ling 2013).

Previous research on brand (Luijten & Reijnders 2009, Chan et al. 2013, Tantiseneepong et al. 2012, Thwaites et al. 2012) conducted in non-Asian countries so the results were less applicable in Asian countries (Sasmita & Suki 2015). Other research on brand equity (Tolba 2011, Emari et al. 2012, Faircloth et al. 2001, Netemeyer et al. 2004, Pouromid & Iranzadeh 2012) only examined some of the variables associated with brand equity.

This research tries to close the research gap from some previous research which only examines the influence of some antecedents of brand equity.

Tolba (2011) examines brand awareness, perceived quality, brand loyalty; Emari et al. 2012 examines brand association and brand loyalty; Faircloth et al. 2001 only uses brand association; Netemeyer et al. 2004 uses perceived quality; Pouromid & Iranzadeh 2012 evaluate brand awareness, brand association, and perceived quality, Sasmita & Suki 2015 also examine only 3 antecedents (brand association, brand loyalty, and brand awareness). This research used four main elements according to Aaker (1991), and also adds brand image as one dimension.

This research also expanded the generalization of brand equity model from Aaker (1991) by using the object of fashion brand (Erigo). This brand is very popular among Indonesian youth, this brand is only marketed online and build their brand equity through social media and e-WOM.

Based on the above explanation, this study aims to examine how the influence of brand awareness, perceived quality of the brand, brand association, brand loyalty, and brand image towards online fashion brand equity.

2 LITERATURE REVIEW

Brand equity is one of the most essential and frequently discussed marketing concepts in the past 10 years (Emari et al. 2012). According to Aaker (1991), brand equity is defined as a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and / or to that firm's customers. While other definition by Keller (1993), shows that brand equity is "the differential effect of brand knowledge on consumer response to the marketing of the brand".

In this research, brand equity refers to Aaker (1991), especially in the context of consumer-based brand equity. The measurement carried out through four main elements, which are: 1) brand awareness; 2) perceived quality of brand; 3) brand association; and 4) brand loyalty, (Yoo & Donthu 2001, Washburn & Plank 2002). Other proprietary brand asset elements were not used because according to Shrestha (2010), they are not suitable for measuring consumer-based brand equity.

Brand awareness is defined as "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" (Aaker 1991). Pouromid & Iranzadeh (2012) stated that brand awareness is said to have a direct effect on brand equity. Therefore, the first hypothesis in this research is:

H1: Brand awareness increases brand equity.

According to Aaker (1991), perceived quality of brand is "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives". Zeithaml (1988) and Erenkol & Duygun (2010) explained that product quality differs from perceived quality because perceived quality is a subjective judgment of consumers about the product.

Perceived quality of brand arises not from the detailed knowledge of a product brand, but from a consumer's perception of its quality. Yoo et al. (2000) stated that brand equity will increase with the help of a positive perceived quality promotion. Thus we propose second hypothesis:

H2: Perceived quality will have positive influence on brand equity.

According to Aaker (1991) the brand association is "anything linked in memory to a brand". Brand association has a function to help the process of information formation, differentiation, as a reason to buy, can create a positive attitude or feeling, and as a foundation for product expansion (Aaker 1991).

Brand association serves as a tool for gathering information to manage brand differentiation and brand extension (Osselaer & Janiszewski 2001). The

higher the brand association of the product, the more consumers will remember and be loyal to the brand (Sasmita & Suki 2015). Previous research by Pouromid & Iranzadeh (2012) also indicates a positive and significant relationship between brand association and brand equity.

H3: Brand association has positive influence on brand equity.

According to Aaker (1991), brand loyalty is "a measure of the attachment that a customer has to a brand". This indicates the tendency of the customers to switch to another brand when there is a change in product attributes.

Rangkuti (2004) also stated that loyalty is the core of brand equity. If brand loyalty increases, then the customer's vulnerability to a competitor's product can be reduced. Customers develop brand loyalty by creating positive brand equity output that raises brand preference over other brands (Atilgan et al. 2005, Severi & Ling 2013). Our fourth hypothesis is:

H4: Brand loyalty has positive influence on brand equity.

According to Aaker (1991), brand image is "a set of association, usually organized in some meaningful way". According to Keller (1993) brand image is "perception about a brand as reflected by the brand association held in customer memory".

Keller (1993) stated that to build brand equity, it takes a well-known brand name and positive brand image. Research from Faircloth et al. (2001) show that brand image is a predictor of brand equity, whereas image can be improved the brand equity will also increase.

H5: Brand image has positive influence on brand equity.

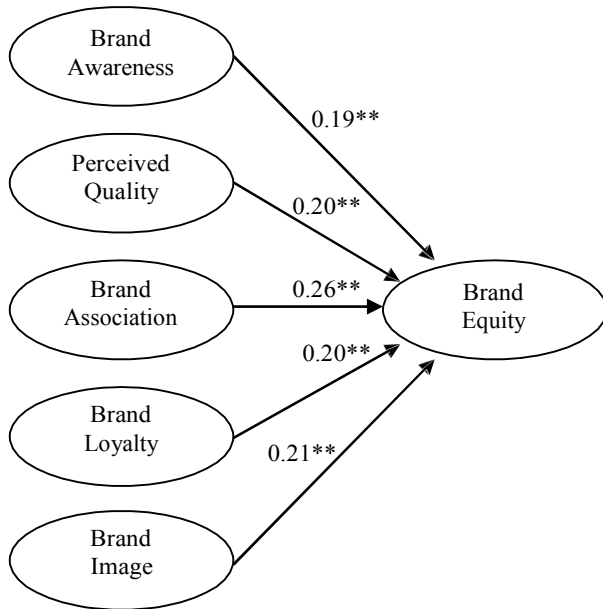
3 RESEARCH METHOD

The operational definition of brand equity referred to Sasmita & Suki 2015, while perceived quality was derived from Tong & Hawley (2009), for brand awareness, brand association, brand loyalty, and our brand image referred to Severi & Ling 2013. All measurements used 5 points Likert scale.

The research data was obtained from 215 respondents with purposive sampling technique. Characteristics of respondents are students who own smartphone, active in social media and have bought online fashion products in the past year. Data processing used Structural Equation Modeling with LISREL software.

4 RESULT AND DISCUSSION

Validity and reliability test results have shown a valid and reliable value in which all items can be used. The measurement model shows GFI of 0.89 with all loading factors above 0.5.



** Significance at 0.01 level

Figure 1. The Structural Model Result (Standardize estimate)

The structural model shows GFI of 0.89 RMSEA 0.048 and TLI 0.99. From the 5 hypotheses proposed, they all show a level of significance below 5% so that all hypotheses are supported.

These results indicate that young consumers are also building all these brand equity antecedents through social media. Successful online brands that build brand awareness, brand association, perceived quality, brand loyalty and a good brand image will enjoy high brand equity. The interesting thing is that the brand in this research builds brand equity through below the line activities, by utilizing the community in social media and e-WOM.

5 CONCLUSION

This study extends the generalizations of the former model (Aaker 1991, Sasmita & Suki 2015). Brand equity can also be built through the social media community and using e-Wom. Brand association dimensions have the most influence in shaping brand equity, while brand awareness is the dimension that has the weakest effect. This could be

due to the brand used in this study has been very popular among young social media users, so that association is the more dominant. This research can be expanded by trying on non-fashion products in cyberspace.

REFERENCES

Aaker, D. A. 1991. *Managing Brand Equity: Capitalizing on the Value of a Brand Name* New York: The Free Press.

Atilgan, E., S. Aksoy & S. Akinci. 2005. Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning* 23 (3): 237-248.

Chan, Kara, Y. Leung Ng, & E.K. Luk. 2013, Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers* 14(2): 167-179.

Emari, H., A. Jafari, & M. Mogaddam. 2012. The mediatory impact of brand loyalty and brand image on brand equity. *African Journal of Business Management*. 6(17): 5592-5701.

Erenkol, H., A. Degermen & A. Duygun. 2010. Customer's perceived brand equity and a research on the Customers of Bellona which is a Turkish furniture brand. *The Journal of American Academy of Business, Cambridge* 16 (1): 93-109.

Faircloth, J.B., L.M. Capella, & B.L. Alford. 2001. The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice* 9 (3): 61-75.

Keller, K.L. 1993. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing* 57(1): 1- 22.

Lassar, W., B. Mittal & A. Sharma. 1995. Measuring customer-based brand equity. *Journal of Consumer Marketing* 12(4): 11-19.

Luijten, T., & W. Reijnders. 2009. The development of store brands and the store as a brand in supermarkets in the Netherlands. *The International Review of Retail, Distribution, and Consumer Research* 19(1): 45-58.

Netemeyer, R.G., B. Krishnan, C. Pullig, G. Wang, M. Yagci, D. Dean, J. Ricks, & F. Wirth. 2004. Developing and Validating Measures of Facets of Customer-Based Brand Equity. *Journal of Business Research* 57(1): 209-224.

Osselaer, Stijn M. J. van & Chris Janiszewski. 2001. Two ways of Learning Brand Associations. *Journal of Consumer Research*. 28 (2): 202-223.

Pouromid, B. & S. Iranzadeh. 2012. The evaluation of the factors affects on the brand equity of Pars Khazar household appliances based on the vision of female consumers. *Middle- East Journal of Scientific Research*. 12(8): 1050-1055.

Rangkuti, F. 2004. *The power of brands: Teknik Mengelola Brand Equity and Strategi Pengembangan Merek*. Jakarta: PT. Gramedia Pustaka Utama.

Sasmita, J. & N.M. Suki. 2015. Young consumer's insights on brand equity: effects of brand association, brand loyalty, brand awareness, and brand image. *Journal Of Retail & Distribution Management* 43(3): 276-292.

Severi, E. & K.C. Ling. 2013. The mediating effects of Brand Association, Brand Loyalty, Brand Image, and Perceived Quality on Brand Equity, *Asian Social Science* 9(3): 125-137.

- Shrestha, S.K. 2010. Perspective on brand equity and its dimensions. *Ganeshman Darpan* 3(3): 52-60.
- Tantisenepong, N., M. Gorton & J. White. 2012. Evaluating responses to celebrity endorsements using projective techniques, *Qualitative Market Research: An International Journal* 15(1): 57-69.
- Thwaites, Des, Ben Lowe, L.L. Monkhouse, & Bradley R. Barnes. 2012 The impact of negative publicity on celebrity Ad-endorsements, *Psychology & Marketing* 29(9): 663-673.
- Tolba, A.H. 2011 The impact of distribution intensity on brand preference and brand loyalty, *International Journal of Marketing Studies* 3(3): 56-66.
- Tong, Xiao., & J.M. Hawley. 2009. Creating brand equity in the Chinese Clothing Market: the effect of selected marketing activities on brand equity dimensions. *Journal of Fashion Marketing and Management: An International Journal* 14(3): 143-154.
- Washburn, J.H. & R.E. Plank. 2002. Measuring brand equity: an evaluation of a consumer-based brand equity scale. *Journal of Marketing Theory and Practice* 10(1): 46-62.
- Yoo, B. & N. Donthu. 2001. Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research* 52(1): 1-14.
- Yoo, B., N. Donthu, & S. Lee. 2000. An examination of selected marketing mix elements and brand equity. *Journal of Academy of Marketing Science* 28(2): 195-211.
- Zeithaml, V.A. 1988. Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing* 52(2): 2-22.

Part of **SPRINGER NATURE**[PROCEEDINGS](#) | [JOURNALS](#) | [BOOKS](#)

Search

Series: *Advances in Social Science, Education and Humanities Research*

Proceedings of the 15th International Symposium on Management (INSYMA 2018)

[HOME](#)[PREFACE](#)[ARTICLES](#)[AUTHORS](#)[SESSIONS](#)[ORGANIZERS](#)[PUBLISHING INFORMATION](#)

The University of Surabaya, Faculty of Business and Economics, Department of Management invite scholars, practitioners/businessmen and students have been invited to participate in the 15th International Symposium on Management (INSYMA), held on March 1st 2018 in Chonburi, Thailand. The conceptual age is chosen as the 15th INSYMA major theme. As we know, the world has entered the conceptual era, where current economic demand requires skilled workers in areas guided by the right hemisphere of the brain, including: Design, Story, Symphony, Empathy, Play and Meaning. People tend to emphasize the intangible aspects such as good atmosphere, experience and so on. This leads to great opportunity to

combine art with many fields. Consumers seek not only utility, but also experience, friendly atmosphere and beautiful scenery. We believe there are many opportunities for research and discussion in the conceptual age. We invite issues of ethics and morality affecting socio-business systems.

Please click here for the conference website. (*Conference website no longer available.*)

Atlantis Press

Atlantis Press – now part of Springer Nature – is a professional publisher of scientific, technical & medical (STM) proceedings, journals and books. We offer world-class services, fast turnaround times and personalised communication. The proceedings and journals on our platform are Open Access and generate millions of downloads every month.

For more information, please contact us at: contact@atlantis-press.com

- ▶ PROCEEDINGS
- ▶ JOURNALS
- ▶ BOOKS
- ▶ POLICIES
- ▶ MANAGE COOKIES/DO NOT SELL MY INFO
- ▶ ABOUT
- ▶ NEWS
- ▶ CONTACT
- ▶ SEARCH

[Home](#) [Privacy Policy](#) [Terms of use](#)   

Copyright © 2006-2022 Atlantis Press – now part of Springer Nature

Part of **SPRINGER NATURE**

[PROCEEDINGS](#) | [JOURNALS](#) | [BOOKS](#)

Search



Series: *Advances in Social Science, Education and Humanities Research*

Proceedings of the 15th International Symposium on Management (INSYMA 2018)

[HOME](#)

[PREFACE](#)

[ARTICLES](#)

[AUTHORS](#)

[SESSIONS](#)

[ORGANIZERS](#)

[PUBLISHING INFORMATION](#)

Advisory Committee

Charles Preuss, PhD

University of South Florida, USA

Denni Arly, PhD

Griffith University, Australia

Eduardus Tandelilin, Prof PhD

Universitas Gadjah Mada, Indonesia

Herman Woerdenbag, PhD

University of Groningen, The Netherlands

Irwan Adi Ekaputra, PhD

Universitas Indonesia

Jun Kumamoto, PhD

Tokai University, Japan

Kuei-Hsien Niu, PhD

California State University, USA

Bahtiar Mohamad, PhD

Universiti Utara Malaysia

Moses Laksono Singgih, Prof. PhD

Insitut Teknologi Sepuluh November, Indonesia

Noore Alam Siddiquee, PhD

Flinders University, Australia

Ottavia Huang, PhD

National Cheng Kung University, Taiwan

Phan Thi Hong Xuan, PhD

Vietnam National University

Slavomir Rudenko, PhD

Pan-European University, Slovakia

Wim Vanhaverbeke, Prof. PhD

Hasselt University, Belgium

Yanto Chandra, PhD

City University of Hong Kong

Yashwant Vishnupant Pathak, Prof. PhD

University of South Florida, USA

Head of Management Department

Noviaty Kresna D., Dr.

University of Surabaya

Chairperson

Christina R. Honantha, MM

University of Surabaya

Scientific Committee Coordinator

Werner R. Murhadi, Dr.

University of Surabaya

Scientific Committee

Erna Andajani, Dr.

University of Surabaya

Deddy Marciano, Dr.

University of Surabaya

Dudi Anandya, Dr.

University of Surabaya

Putu Anom Mahadwartha, Dr.

University of Surabaya

Treasurer

Bertha Silvia Sutejo, MSi.

University of Surabaya

Secretary Coordinator

Arif Herlambang, MSi

University of Surabaya

International Relations

Adi Prasetyo Tedjakusuma, M.Com

University of Surabaya

Program Coordinator

Siti Rahayu, MM

University of Surabaya

Equipment Coordinator

Andhy Setyawan, Dr. (Cand.)

University of Surabaya

Tour & Accomodation Coordinator

Veny Megawati, MM

University of Surabaya

Consumption Coordinator

Indarini, MM

University of Surabaya

Sponsorship Coordinator




Silvia Margaretha, MM

University of Surabaya
Atlantis Press

Atlantis Press – now part of Springer Nature – is a professional publisher of scientific, technical & medical (STM) proceedings, journals and books. We offer world-class services, fast turnaround times and personalised communication. The proceedings and journals on our platform are Open Access and generate millions of downloads every month.

For more information, please contact us at: contact@atlantis-press.com

- ▶ PROCEEDINGS
- ▶ JOURNALS
- ▶ BOOKS
- ▶ POLICIES
- ▶ MANAGE COOKIES/DO NOT SELL MY INFO
- ▶ ABOUT
- ▶ NEWS
- ▶ CONTACT
- ▶ SEARCH

Home [Privacy Policy](#) [Terms of use](#)   

Copyright © 2006-2022 Atlantis Press – now part of Springer Nature

Part of **SPRINGER NATURE**

[PROCEEDINGS](#) | [JOURNALS](#) | [BOOKS](#)

Search



Series: [Advances in Social Science, Education and Humanities Research](#)

Proceedings of the 15th International Symposium on Management (INSYMA 2018)

[HOME](#)

[PREFACE](#)

[ARTICLES](#)

[AUTHORS](#)

[SESSIONS](#)

[ORGANIZERS](#)

[PUBLISHING INFORMATION](#)

Search

[+ Advanced search](#)

SEARCH

62 articles

Proceedings Article

[Face-to-face is the most effective media for communication over social media](#)

Svenja Arabella Hallerberg, Madawala Liyanage Duminda Jayaranjan, Sumaia Farzana

Global teams need to know how to be successful in effective communication. Global leaders or international students should be able to manage diverse international teams. The paper reveals information into some communication theories and discusses their today's applicability. Technological advancement...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Cultural sustainability and kinship mode of production AMIDST global economy

Levita Duhaylungsod

Global capitalism made possible the expansion of economic processes that spread to all parts of the world and transformed many regions into economic areas reigned by the principle of free market. ASEAN integration facilitated such process in the region and as a consequence political and state boundaries...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Developing a causal model of game addiction and stealing behavior among undergraduate students

Thitiwat Numkhan, Waiphot Kulachai

The objectives of this study were to examine game addiction and stealing behavior, factors affecting game addiction, and factors affecting stealing behavior among undergraduate students. The samples of this study were 340 undergraduate students from 3 universities, Burapha University, Rajamangala University...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Cross Cultural Management in the Higher Educational Institutions

Tony S. Kuo

The globalization has been leading to the inevitable interactions between people in business as well as in the higher education institutions from different cultures. The lack of cross-cultural communication skills often results in the misconception and misunderstanding, sometimes results in the unpleasant...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The Key Challenges to Utilize Innovative Opportunities of Small and Medium Sized Enterprises in Surabaya, Indonesia

Prita Ayu Kusumawardhany

The world has entered an era of disruptive innovation where transformation is needed. In the conceptual age, a business needs to have new experiences and create ideas. This paper aims to identify the most important challenges of Small Medium-Sized Enterprises (SMEs) in utilizing innovative opportunities....

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Social capital, tiered entrepreneurship training, and

agrotourism development model of Kampung Salak Bojonegoro

Noviaty Kresna Darmasetiawan

This which was related to social capital in collaboration for the development of an industrial cluster, in which the concept of agropolitan area development inclines on a micro and local scale. The type of research used was qualitative research. The results of the current study were (1) Agropolitan Area...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Analysis of optimal hedge ratio and hedging effectiveness in Taiwan stock exchange capitalization weighted stock index (TAIEX) futures

Jason Aditya Jahja, Ika Yanuarti Loebiantoro

Theoretically, hedging is effective if there is a balance between the price of asset and price of hedging. The objective of this research was to determine the optimal hedge ratio and hedging effectiveness using Vector Autoregression (VAR) and Vector Error Correction Model (VECM) on TAIEX (Taiwan Stock...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

"Still me": human involvement in management accounting Riesanti Edie Wijaya

Accounting is often regarded as a frozen figure. While, most of the accounting steps involve human element, but often being overlooked. In

contrast with neoclassical economics assumptions, human behavior is not able to be predicted by a simple mathematical formula. The feeling and emotion often take...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Financial performance, corporate governance, and financial distress

Endang Ernawati, Samantha Elysia Handojo, Werner R. Murhadi

This study aims to analyze the effect of financial ratios and corporate governance on financial distress by making a prediction model of bankruptcy using data from non-financial sector companies listed on the Indonesia Stock Exchange (IDX). This research used the quantitative approach with a logistic...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The effect of corporate governance on the capital structure of non-financial companies in the period of 2011-2015

Arif Herlambang, Werner R. Murhadi, Giovani Anggasta Susanto

The purpose of the research was to analyze the effect of Corporate Governance on the Company's Capital Structure. The variable used in this study were director size, outside commissioner, director ownership, institutional investor, audit quality, CEO tenure, size, growth, profitability, and intangible...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Javanese lunar calendar effect (Primbon) on abnormal return

Sidarta Hermin, Putu Anom Mahadwartha

The purpose of this study is to examine Javanese lunar calendar (Primbon) effect to abnormal return on Indonesian Stock Market. Type of this study is conclusive descriptive using intraday trading data. The research observed and tested cultural phenomena called Primbon as a calendar effect on abnormal...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Test of Fama & French five factor-model on Indonesian stock market

Liliana Inggrit Wijaya, Randy Kennardi Irawan, Putu Anom Mahadwartha

This study aims to test the Fama & French Five-Factor Model (5FF) and the Three-Factor Model (3FF) on stocks listed in the LQ-45 Index over the 2013-2015 periods. The 5FF model includes factors of market risk premium, size, book-to-market equity, profitability, and investment. This study used a multiple...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Does female CEO and female directors affect dividend policy?

Fitri Ismiyanti, Ari Prasetyo, Indri Agestya Cania

This study aims to determine the influence of female CEO and female directors on the dividend policy of nonfinancial companies listed on Indonesia Stock Exchange. This study used purposive sampling method with 372 samples. Dividend policy was measured by dividend payout ratio defined as dividend over...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Interdependency between internationalization, firm performance, and corporate governance

Allan Muliyanto, Deddy Marciano

The purpose of this research was to identify the interdependency between internationalization, performance and corporate governance. Data used by this paper were from financial statement information of manufacturing companies listed on Indonesian Stock Exchange over period 2011-2015. Pooling data were...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The influence of intellectual capital on financial performance in sharia banking companies

Eka Nuraini Rachmawati, Restu Hayati, Fitra Yulandi

This study aims to examine the effect of Intellectual Capital (VAIC) with Value Added Capital Employed (VACA), Value Added Human Capital (VAHU), Structural Capital Employed (STVA), and Rate of Growth of Intellectual Capital (ROGIC) on the variable of Company's financial performance with the indicator...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Factors in taxation policies issuances

Norbertus Purnomolastu, Werner R. Murhadi

Republic of Indonesia has conducted tax reforms repeatedly through government policies issuance, either by law or government regulations. This research aims to identify factors affecting the government to issue the policies in taxation fields. The factors observed and tested include Government Spending,...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Analysis of working capital management of industry practices in Indonesia

Lukas Purwoto, Caecilia Wahyu Estining Rahayu

Managers need to pay more attention to the efficiency in working capital management in order to maintain the long term viability of the growth. This research focuses on the working capital management practices in Indonesia companies. This study aims to reveal the in-depth description of working capital...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Managerial overconfident and firm financing decision: an Indonesian case

Werner Ria Murhadi

This research aims to determine the effect of managerial overconfidence and firm characteristics on financing decision of a firm. This research uses panel data from the entire companies listed on Indonesia Stock Exchange (BEI), except financial industry within 2006 - 2015. The result showed the higher...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The Influence of Good Corporate Governance (GCG) on Financial Distress

Werner Ria Murhadi, Felicia Tanugara, Bertha Silvia Sutejo

This study aims to analyze the influence of good corporate governance (GCG) on financial distress. This study also aims to create a bankruptcy prediction model by using historical data from non-financial sector companies listed on Indonesia Stock Exchange (IDX) over the period of 2011 - 2015. This study...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Demography factors, financial risk tolerance, and retail investors

Bertha Silvia Sutejo, Yohanes Kokoh Natan Pranata, Putu Anom Mahadwartha

This study aims to understand the influence of demography factors, as an independent variable to the financial risk tolerance of retail investors who conduct stock investment transactions on the Indonesia Stock Exchange, as a dependent variable. The research used a quantitative approach to binary logistic...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Factors determinant of bank capital buffer: empirical study on islamic rural banking in Indonesia

Mr. Sutrisno

Capital is a very important aspect of the banking industry as it will be used to cover the losses suffered by the bank. Financial Services Authority set a minimum limit of the bank's capital adequacy ratio of 8%. This study aims to determine the size of capital buffer. There are several factors believed...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Stock investment analysis, idiosyncratic risk and abnormal

return

Mr. Suyanto, Florens Natalia Handayani Sibarani

The purpose of this research is to examine the effect of value of earning per price and book to market ratio, firm size shown by market capitalization, stock liquidity by using turnover rate and Idiosyncratic Risk depicted by Idiosyncratic Risk Volatility (IVol) on Abnormal Return of stocks owned by...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Management's Chinese Zodiac and ownership to firm performance

Rico Tedyono, Putu Anom Mahadwartha

The research examines the effect of Chinese Astrology (shio) and managerial ownership on firm's performance. The research also examines other issue of agency problem which is called managerial ownership. The separation between the principal with ownership function and agent with control function leads...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The importance of corporate governance

Mudji Utami, Bertha Silvia Sutejo

This research examines the impact of corporate governance (CG) towards financial distress and financial performance. This paper used historical data from non-financial sector companies listed on Indonesia Stock Exchange (IDX) on the period 2011-2016. Corporate governance variables

used in this research...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Influence of financial attitude, financial behavior, financial capability on financial satisfaction

Agus Zainul Arifin

This research aims to examine the influence of Financial Attitude, Financial Behavior, and Financial Capability on Financial Satisfaction. This research was conducted on workers in Jakarta, Indonesia. The Sampling method used a non-probability sampling of purposive sampling. Data were obtained by spreading...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Soft loan program for credit union: a fruitful or a useless program?

Ria Sandra Alimbudiono

This study aims to give an insight about the performance evaluation on the government soft loan program in empowering credit union. This is a strategic program to improve the regional economy. Nevertheless, there is a contradictive view whether it is a fruitful or merely a useless program. Thus, a performance...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The impact of heuristics and biases in the application of professional judgement by internal auditors in the stage of fieldwork

Jonathan Tanone, Senny Harindahyani

This study aims to find the impact of heuristics and bias in the application of professional judgment by internal auditors in the stage of fieldwork in "Company X", a company engaged in the distribution of fuel oil in West Nusa Tenggara. "Company X" has conducted internal audit activities although the...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Exploration of intention to turnover: case study of hospital IT employees

Siska Ariani, Didik Setyawan, Rudi Januar, Budi Setyanta

This study identifies factors that influence intentions for a turnover. Previous research indicated that hostile work environment, excessive workload, and job dissatisfaction are some factors that drive turnover intention. Data collection was done by survey method through a questionnaire. The sample...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Investigating the correlation between commitment, spirituality and performance in workplace

Utik Bidayati, Adi Hardianto

This study aims to assess the correlations between commitment and spirituality dimensions in the workplace of a supermarket and determine the effect of both dimensions in employee performance. The research form is a survey research using questionnaires as an instrument to obtain data. A questionnaire...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Communication strategies in improving agricultural society's value and participation

Noviaty Kresna Darmasetiawan, Lanny Kusuma Widjaja, Huang Lijie

This research was conducted following the research by Sonny (2008), which Javanese culture, a part of Indonesian culture, has been the philosophy of life and the attitude in life of Javanese people for years. The questions raised in this research were: (1) What is the communication strategy for improving...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Internal communication, employee participation, job satisfaction, and employee performance

Waiphot Kulachai, Piya Narkwatchara, Pralong Siripool, Kasisorn Vilailert

The main objective of this research was to examine relationship between internal communication, employee participation, job satisfaction, and employee performance. The samples of this study were 489 state officials from 10 city municipalities in Chonburi (Thailand). Questionnaire was employed to collect...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The Existence of human resources employability to energize the power of competitive advantage of aqiqah Nurul Hayat Surabaya

Johny Rusdiyanto, Elsy Tandelilin

This paper examines the importance of HR employability and their relationship with employment within the food industry in Indonesia, specifically in Aqiqah business services. This is a review of the literature related to the provision of HR empowerment program to sustain business competitiveness and...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The influence of intrinsic and extrinsic factors on the job satisfaction of the internal auditors of The State Islamic Universities in Indonesia

Mr. Suhartono, Gagaring Pagalung, Grace T. Pontoh

Job satisfaction is a set of unpleasant feelings or not an employee of their work. This study aimed to examine and to analyze the influence of intrinsic and extrinsic factors to internal auditor job satisfaction of State Islamic University in Indonesia. The research data was obtained through a questionnaire...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The influence of Hallyu, packaging and subjective norms towards buying intention on culture adaptation in Etude House

Yuco Aldelina, Jony Oktavian Haryanto

The growth of cosmetic's industries became rapid especially in Indonesia with the presence of local brands cosmetics and imported brands cosmetics. One of the competitors is Etude House, imported brand cosmetic from South Korea, which is now demanded by men and women especially the young people. Hence,...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Dark tourism marketing through experience visit at East Java

Erna Andajani

Tourism was one of the industrial sector which is always growth increased throughout the year and the biggest contributors in the economic development of a country. One of tourism objects to be able to be a tourist attraction is a tour in place of the former war or natural disasters and better known...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Usability, customer satisfaction, service, and trust towards mobile banking user loyalty

Victoria D. Johannes, Mrs. Indarini, Silvia Margaretha

The purpose of this research is to analyze the influence of usability, customer satisfaction, customer service and trust towards mobile banking user loyalty in Surabaya. The data used in this research were primary data obtained from questionnaires. Respondents of the study were 200 respondents who live...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Product types in moderating the process of buying street foods

Budhi Haryanto, Djoko Purwanto, Amina Sukma Dewi

This study aims to examine the effects of price, quality, and ease in obtaining on positive attitudes and intentions to buy street food moderated by product types (traditional meals and modern meals). The sample consists of 1000 individuals. Multi-group SEM is a statistical tool selected to elaborate...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Developing a destination brand in the context of regional and national branding strategies: a case study of brand development of Sleman District, Yogyakarta Special Province, Indonesia

Ike Janita Dewi

Developing a destination branding is one of the popular marketing strategies employed by tourism destinations. This paper describes the

process of regional brand development of Sleman District, Special Region of Yogyakarta, Indonesia. As a case study, this paper offers perspectives, strategies, and guidelines...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

A study of the impact and effectiveness of scent used for promotion of products and services with low olfactory affinity

Jun Kumamoto, Adi P. Tedjakusuma

The paper objective is to analyze the impact of two studies on scent marketing and discuss the feasibility of scent as an effective promotional tool for business. The first study surveyed 45 undergraduate students in writing at three-time periods, and the second study orally surveyed shoppers using an...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Consumer's response to e-mail advertisement from tour and travel agency in Indonesia

Jonathan Kurniawan Halim, Silvia Margaretha, Christina Rahardja Honantha

This study aims to determine and analyze consumer response to email advertising from online tour and travel agency in Indonesia. This study used purposive sampling approach with an assessment of the researchers who can be made respondents in accordance with the characteristics of the population. The...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Building local fashion brand equity for young consumers

Mega Melina Dewi, Dudi Anandya, Christina Rahardja Honantha

The purpose of this study was to examine the effect of brand awareness, perceived quality of the brand, brand association, brand loyalty, and brand image on the brand equity of local fashion brand among young consumers in Surabaya. Data from 215 undergraduate students were analyzed using Structural Equation...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Indonesian tourism marketing communication strategy through LionMag in-flight magazine

Adi P. Tedjakusuma, Hayuning P. Dewi

The world of tourism cannot be separated from transportation and accommodation. Transportation becomes a means of tourists to reach the desired tourist destination both domestic and international. Airplane becomes the most effective option for tourists as it reaches a wide range of destination. Each...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The effect of eco-friendly practices on green image and customer attitudes

Christina Rahardja Honantha, Dudi Anandya, Andhy Setyawan

This study aims to examine the relationship between customers' perceived green practices, perceived green image, and attitudes of a canteen, as well as identify the key green practices that influence customers' perceptions of a canteen's green image. The model used for this study was adopted from Namkung...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

"Wonderful Indonesia" country marketing campaign - how visible Indonesia as a tourism destination for Europeans

Slavomir Rudenko, Adi P. Tedjakusuma

Even though the campaign has been intensively presented in Indonesia and throughout the world as the main marketing campaign for Indonesian tourism, it remains questionable in how successful the campaign is in attracting more potential international tourists to visit Indonesia. Out of a general examination...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

A message behind a smile: how facial expression supports communication in marketing

Andhy Setyawan, Dudi Anandya, Farenza Renada Fulongga

A smile is a form of facial expression which contains a message of a person's feelings that allows the transmission of emotion to others. In marketing communications, emotional contagion can be an individual evaluation of advertising, brands, and even purchase intentions. Using experimental techniques,...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The effect of service Quality to customer satisfaction and loyalty in Sharia Bank

Gito Suseno, Muchsin Muthohar

Products and prices competition within sharia and conventional banks have an impact on commoditization. To gain market share, sharia banks use halal product as differentiation and service strategy to retain customer through satisfaction to increase loyalty. Customer loyalty expected to increase share...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

A study of drinking behavior among undergraduate students in Chonburi

Pornrapee Torsak, Waiphot Kulachai

The objectives of this research were to study drinking behavior of undergraduate students in Chonburi, and to examine factors affecting drinking behavior of the students. The respondents were 397 undergraduate students of three Thailand universities, namely Burapha University, Rajamangala University...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Educational Tourism as the conceptual age in the University

of Surabaya

Veny Megawati

In many major cities in a developed country, a green open space is being promoted as a vacation destination. Besides, the government in the cities in developed countries also provides a museum that is neat and integrated with Simulation Park and playground for children. However, many green open spaces...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Influence of destination attributes on destination image of Surabaya City according to domestic MICE participants

Fitri Novika Widjaja

This study aims to determine the influence of destination attributes on destination image of Surabaya city according to the domestic MICE participants and also to know the differences in perception concerning the importance of MICE destination attributes based on socio-demographic characteristics of...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

The analysis of logistics at McDonald's Restaurant Denpasar Bali

Anna Putri Andari, Stefanus Budy Widjaja Subali, Juliani Dyah Trisnawati

This study aims to analyze the difference and effect of McDonald's' delivery order logistics service on customer satisfaction and loyalty based on individualist and collectivist perception. Customer satisfaction and loyalty

is a fundamental element for a company to face competition in order to ensure...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Factors influencing travel to Islamic destinations: an empirical analysis of Sunan Ampel religious tourism area Surabaya

Siti Rahayu

The purpose of this paper is to analyze the influence of travel motivation, Muslim-friendly amenities and lifestyle, destination image, and the quality of service on Indonesian travelers' intentions to visit Sunan Ampel religious tourism area Surabaya. Data were collected through self-administrated questionnaires...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Model analysis of service satisfaction as the modulator between service quality and decision-making behavior in using low-cost airlines

Sumalee Ramanust, Tikhamporn Punluekdej, Yaowalak Nakvichien

This research has its objectives to study 1) service-quality, service-satisfaction, and decision-making behavior in using low-cost airlines, and 2) service-satisfaction of the customers as a modulator between service-quality and decision-making behavior of the low-cost airline passengers. The sample...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Factors influencing accounting students in acceptance of e-learning

Adhicipta Raharja Wirawan

This study aims to examine and obtain empirical evidence of the influence of variables consisting of System Characteristic (system interactivity, technical support, & screen design) and Individual Differences (subjective norms, internet experience, & computer self-efficacy) on an e-learning acceptance...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Do local suppliers and local buyers benefit from foreign direct investment?: evidence from Indonesia

Dr. Suyanto, Yenny Sugiarti

This study examines the impact of foreign direct investment on the local suppliers as well as on the local buyers in Indonesian manufacturing industries. The effect of FDI on local suppliers is tracked down using the backward effect on the efficiency performance and the effect on local buyers is evaluated...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Guest Supplies Pressures to Environment: a Hotel Case Study

Ida Bagus Made Wiyasha, I Nyoman Sudiksa

Green environment is a strategic tool to enhance marketing strategy especially in tourism area. The objective of this study is to analyze the impacts of solid wastes disposed by hotels in Bali. To meet the objective of this research archival data from 6 hotels with different classifications and resort...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Service Quality of Public Terminal Users in UPT-LLAJ East Java

Mrs. Sukesi, Rahma S.Muliasari

A bus terminal is a public transport infrastructure that is designated for the arrival or departures passengers and the loading or dropping off goods, Morlok (2005). From January 1st, 2017, terminal management has been under the authority of the Provincial LLAJ. The feasibility of the terminal is a priority,...

[+ Article details](#)

[+ Download article \(PDF\)](#)

Proceedings Article

Business Strategy: A Study on Cost Stickiness Behavior

Permata Ayu Widyasari

This paper examined the effect of firm-level business strategies on the stickiness of Selling and Administrative cost in manufacturing firms. It applied business strategies scoring model developed by Bentley et al. (2013). This model transforms the firm's financial data into business strategy classification...

[+ Article details](#)