

Work Motivation Between Women Entrepreneurs And Female Employees In Surabaya

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Abstract

Nowadays, the phenomena shows that the increasing of women employees and women entrepreneurs increase significantly. They entered in various kinds of sectors including florist, banking, handicraft, beauty clinic, event organizer, education and garment. Both of those have differences in work motivation. The purpose of this research is to prove the differences of work motivation between those women categories. This research applied the quantitative and qualitative approach. Quota sampling was use in this research due to unidentified respondent available and data collection was done by using questionnaire designed in Semantic Differential's Scale. The result of this research showed that work motivation between women entrepreneur and female employees in Surabaya different significantly. The other result shows that there are no differences between women entrepreneur and women employees in esteem element.

Key Words: work motivation, women entrepreneurs, and women employees.

Research Background

The development of Indonesian women today, not only covers the amount but also its role in various aspects of life, includes economics, social, and politics. In contrasting women's roles in business, we must consider that Indonesia women have played a very traditional role in their life. In traditional household, men go to work and earn income to support their families and women stay home and raise their children and care for elders. Even though women work after graduation from school, they are expected to leave school when they get married or give birth to children. If they should decide to re-enter the business world, they tend only to get clerical for many years, this system in Indonesia isolated women from participating in society and prevented them from acquiring technical knowledge or social skills and from establishing a network of business colleagues. Now, there is a changing of paradigm about the role of women although there is still a lot of discrimination, but the success of women in the workplace has been proven in many countries. For example in the U.S., 90% of banks in the U.S. have at least one-woman director. In 2006, 35% CEO of Fortune is a woman, and 48% of the national private business (in the U.S.) owned by women. Furthermore, a study found that women are now recognized as a capable workforce to help reduce Japan's labor shortage. According to Senior Official in the Japanese Economic Planning Ministry, the top five large companies as defined by the number of employees that are pro actively recruiting women are IBM Japan, NEC, Fujitsu, Nippon Telegraph & Telephone and Suntory. A survey in 2002 found that the most common sector in which women began new business in Japan was in services, such as small restaurants, take-out food stores, nursing, massage centers, relaxation clinics and pet grooming (Brown & Oakland, 2007). Meanwhile, since 1980 in the UK, the number of women entrepreneurs rose three times faster than the number of men entrepreneurs and 1 / 3 of small businesses in Canada owned by women.

Research conducted by the Ministry of Cooperatives and Small Entrepreneur (SWA, 2008) showed that in times of crisis, only 4% of small and medium entrepreneurs who have gone out of business, 64% was survive, 1% was increased and 31% was decided to reduce the scale of operation. A statement from the UN source said that countries will be able to establish if they have self-employed as many as 2% of the total population.

According to Central Bureau of Statistics -Indonesia, the number of female workforce in Surabaya in 2003 was 82, 68%, continue increase to 83, 01% in 2004. The data also showed that from total population in Indonesia, the percentage of male workforce only 51% and the last was female workforce (49%). Based on marital status, the number of unmarried women was less than married, while in the field of work, there was various kind of field that women entered since 2000. From 2003 to 2005, the number of female worker in agriculture field decreased slightly from 46, 69% to 42, and 24%. On the other hand, women employed in sales sectors rose during the period

from 23, 36% to 24, and 55%. It means that the majority occupations of women in Surabaya who employed in agriculture sectors were higher than other sectors while women also more dominance in sales sectors than others.

The motivation of each individual is different. To know this difference, we interview 10 respondents. The results can be seen in detail in table 1 below:

TABLE 1

WORK MOTIVATION BETWEEN WOMEN ENTREPRENEURS AND FEMALE EMPLOYEES IN SURABAYA

NO. RESP	WORK	WORK MOTIVATION	NO. RESP.	INSTITUTION	WORK MOTIVATION
1	Crafts	Helps meet household needs (<i>Psychological needs</i>)	1	Bank Employees	Funding needs of family after her husband passed away (<i>Psychological needs</i>)
2	Dance Studios	Getting a lot of friends and not lonely (<i>social need</i>)	2	Private company employees	Helping the family economy (<i>psychological needs</i>)
3	Florist	can develop a hobby that makes money (<i>psychological needs</i>)	3	Bank Employees	more obvious career so it is easy to reach peak performance (<i>self-actualization</i>)
4	Boutique	Funding childcare's life after her husband left (<i>psychological needs</i>)	4	Public Employees	There is a guarantee of adequate old age (pensions) (<i>safety needs</i>)
5	Beauty Salons	Develop hobbies and talent to get extra income (<i>psychological needs and self-actualization</i>)	5	Furniture Company Employees	To get experience and to actualize themselves (<i>self-actualization</i>)

Source: interviews, 14 to 20 June 2009 (processed)

From the interview results can be seen differences in work motivation between woman entrepreneur and female employees. Based on the symptoms and facts above, the formulation of the research question was "are there differences in work motivation between women entrepreneurs and female employees in Surabaya?" The goals of this research are to find the differences between work motivation between women entrepreneurs and female employees and expected to benefit the reader, especially about the motivation of women in work.

Literature Review

A. Work Motivation

1. Understanding Work Motivation

According to Schermerhorn (2008:346) motivation is "forces within the individual that account for the level, direction and persistence of effort expended at work." The same thing also suggested by Luthans (1998: 161), namely: "motivation is a process that starts with a physiological or psychological deficiency or need that activates a behavior or a drive that is aimed at a goal or incentive". Robbins (2001:212) defines motivation as the processes that account for an individual's intensity, direction and persistence of effort toward attaining a goal.. In detail, Robbins explained that there are three elements in that definition. First, intensity is concerned with how hard a person tries. High intensity is unlikely to lead to favorable job-performance outcomes unless the effort is channeled in a direction that benefits the organization. Therefore the quality of effort is consider as well as its

intensity. Finally, motivation has a persistence dimension that measure how long a person can maintain his/her effort. Motivated individuals stay with a task long enough to achieve their goal. Robbins gives the motivation process in figure 1 below (2001: 168):

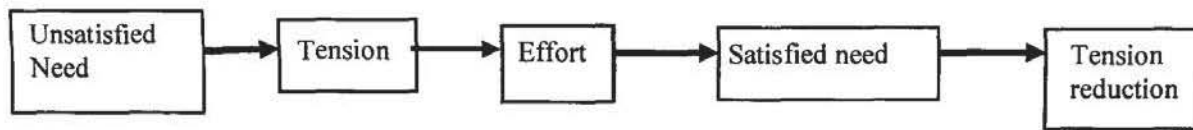


FIGURE 1
MOTIVATION PROCESS

Source: Robbins (2001:168)

Figure motivation above, indicates that motivation begins with unsatisfied need lead to a feeling of pressure or tension that the individual will create an incentive in the form of efforts to meet the unfulfilled. When the need is satisfied it will naturally decrease the tension. The different motivations between individuals depend on the characteristics of individual biographies. Moreover, Robbins (2001: 34-36) explained that the biographical characteristics that influence one's motivation is the age, sex, marital status, and tenure. These four characteristics provide significantly influence on differences in individual motivation.

Most discussions of motivation begin with the concept of individual needs – the unfulfilled physiological desires of an individual. All of the motivational theories agree that needs cause tensions that influence attitudes and behavior.

2. Motivation Theory

There are various theories of motivation proposed by experts. One is the theory put forward by Abraham Maslow called the hierarchy theory of needs. He hypothesized that within every human being there exists a hierarchy of five needs. The lowest needs are physiological needs and the highest is self-actualization needs. These needs are:

- a. **Psychological;** physical needs are the most basic needs include hunger, thirst, shelter, sex, and other bodily needs. If these physiological needs are not met, or not satisfied, then the individual does not move up to higher needs. In organization, these needs include salaries and wages. Manifestation of this need would appear if someone could find a suitable job and obtain the appropriate compensation.

- b. **Safety;** this need covers security and protection from physical and emotional harm. In organizational manifestation of the need would seem if someone can get the job security (not on layoff or not the company went bankrupt), security in the face of the leadership or co-worker / business partner, security in terms of insurance and pension or retirement security.

- c. **Social;** includes affection, belongingness, acceptance and friendship. These needs encourages individuals to make personal relationship with others and feelings of other people received either the same sex or of different types, in family or community environment. In organizational manifestation of this need would appear when one individual able to interact with colleagues to complete a task and get a sense of friendship of co-workers, bosses, subordinates and people around to enhance active participation in the work.

- d. **Esteem;** People need both internal esteem factors and external esteem factors. . Maslow divided needs of self-esteem in two parts. The first part is the respect or appreciation of self that includes a desire to obtain status, control, sufficiency, independence, competence, confidence, personal strength, independence and freedom, so that every individual wants to know or to feel confident that he valued and able to overcome all challenges in life. The second part is the respect and appreciation from others, which include achievement, prestige, recognition, acceptance, attention, status, position, and good will. In this case the individual requires respect for everything he did. In the organization, this manifestation associated with the office, one's achievement, and reward.

- e. **Self-actualization;** The drive to become what one is capable of becoming includes growth, achieving one's potential and self-fulfillment. Each individual can actualize him/herself. The form of self actualization is different in each person because each person has different characteristics and personality.

As each of these needs becomes substantially satisfied, the next need becomes dominant. From the standpoint of motivation, although no need is ever fully gratified, a substantially satisfied need no longer motivates. So if you want to motivate someone, try to understand what level of the hierarchy the person is currently on and focus on satisfying those needs at or above that level. Maslow separated the five needs in to higher and lower orders.

Physiological and safety needs were described as **lower – order needs** and social, esteem and self-actualization needs as **higher-order needs**. The differentiation between the two orders was made on the premise that higher-order needs are satisfied internally (within the person), whereas lower-order needs are predominantly satisfied externally (by such things as pay, union contracts and tenure).

3. Propositions

Research conducted LEE (1996) about The Motivation of Women Entrepreneurs and Female employees in Singapore, showed a significantly differences between motivation of women entrepreneurs and female employees. Research showed that women entrepreneurs in Singapore have a higher need for achievement and dominance than women employees. In addition, this study found no significant difference between Singaporean women entrepreneurs and female employees in their needs for affiliation and autonomy. Another research conducted by Brown & Oakland (2007) about Women Entrepreneur in Japan, showed that Japanese women like to be an entrepreneur than to be employees in a company because of several reasons. First, Women's traditional supporting roles in the family, while restrictive, have in many ways allowed them to take on risks and new challenges because they have more to gain than lose in terms of career opportunities in Japan. Second, as the "official" holder of the family purse strings, Japanese women can understand consumers' needs and wants and they were able to derive new business ideas from their experience as consumers. Finally, technological advances now allow women to utilize the Internet and their computer skills to manage both career and family.

B. Hypothesis

Based on the facts and theoretical arguments, the major hypothesis is as follows: "There are differences in work motivation between women entrepreneurs and female employees in Surabaya".

Research Method

The data source for the study is primary data that obtained from respondents. The quantitative research process begins with the formulation of a questionnaire which consists of 5 dimensions: Physiological, Safety, Social, Esteem and Self-Actualization. The questionnaire is then judged for content validity and reliability on a group of conveniently selected respondents to assess its clarity and ease of completion. The sample was gained through non-probability technique with quota sampling. Data processed and analyzed using the Statistical Package for Social Sciences (SPSS) application. Scale of measurement used in this study is interval scale range from 1 – 7. In the study, the population is defined as women who fulfill the ensuing criteria. a) They are business owners and actively involved in the operation and decision making of the said business. b) all business has been standing for minimum of 2 years or working in an organization with minimum term of 1 year and c) based in Surabaya.

Hypothesis testing is done by independent t test - a test to examine differences in the motivation of 2 different samples, using a level of significance (α) with 5% two-tailed test (two-tailed test). The statistical hypothesis is

$H_0: \bar{X}_1 = \bar{X}_2$, it means there is no difference in motivation.

$H_1: \bar{X}_1 \neq \bar{X}_2$, it means there is a difference motivation to work.

Test criteria or decision H_0 : rejected if t count print out showing significant $p \leq 0.05$ means that there is a difference between women entrepreneurs and female employees in Surabaya.

Result and Discussion

A. Profile of Respondent

The number of samples taken in this study amounted to 60, divided 30 respondent women entrepreneurs and 30 female employees. The profile of respondents as a whole can be seen in Table 2 below:

Table 2
Respondents profile

WOMEN ENTREPRENEURS		FEMALE EMPLOYEES	
FIELD OF BUSINESS	NUMBER	FIELD OF BUSINESS	NUMBER
• Boutique	5	• Private Companies	3
• Catering	5	• Event Organizer	3
• Florists	1	• Property Services	2
• Event Organizer	3	• Banking	14
• Services Outsourcing	1	• Public Company	8
• Gown Rental Services	1		
• Travel Services	2		
• Institute of Education	2		
• crafts	1		
• Beauty Salons	3		
• Studios Gymnastics	2		
• Souvenir	2		
• Dormitory	1		
• Embroidery	1		
AGE		AGE	
• 20 – 29 years old	13	• 20 – 29 years old	15
• 30 – 39 years old	8	• 30 – 39 years old	9
• 40 – 49 years old	5	• 40 – 49 years old	2
• 50 – 59 years old	4	• 50 – 59 years old	4
LENGTH OF BUSINESS		LENGTH OF WORK	
• 1 - < 2 year	11	• < 1 year	5
• 2 - < 3 year	3	• 1 - < 2 year	2
• 3 - < 4 year	4	• 2 - < 3 year	12
• 4 - < 5 year	10	• 3 - < 4 year	4
• ≥ 5 year	2	• 4 - < 5 year	3
		• ≥ 5 year	4

Source : Questionnaire, 2009 (processed)

B. Data Processing, Research Findings And Discussion

1. Validity Test

The validity of the test results indicate that the instrument used is valid, both for respondent's entrepreneurial women and female employees. The validity of the results in detail can be seen in table 3 below:

TABLE 3
VALIDITY TEST

Dimensions	Entrepreneurial Women			Female employees		
	Pearson correlation	r critis	information	Pearson correlation	r critis	information
PSYCHOLOGICAL	0.468	0.30	Valid	0.592	0.30	Valid
SAFETY	0.477	0.30	Valid	0.469	0.30	Valid
SOCIAL	0.559	0.30	Valid	0.403	0.30	Valid
ESTEEM	0.443	0.30	Valid	0.631	0.30	Valid
SELF ACTUALIZATION	0.682	0.30	Valid	0.354	0.30	Valid

Source: questionnaire, 2009 (processed)

2. Reliability Test

Calculation of Cronbach α reliability coefficient for each group of respondents carried out after reducing the items that do not have consistency. If the calculation of the coefficient measurements has score above 0.6 it can be concluded that the indicators used are reliable. Cronbach Alpha coefficient score can be seen in table 4

TABLE 4
RELIABILITY TEST

Group of Respondent	Alpha cronbach	alpha standard	Description
1. <i>Women Entrepreneurs</i>	0.794	0,6	Reliable
2. <i>Female Employees</i>	0.760	0,6	Reliable

Source: questionnaire, 2009 (processed)

3. Normality Test

Normality test indicated that the data used in normal distribution. The complete data can be seen in table 5 below:

TABLE 5
NORMALITY TEST

DIMENSIONS	α	RESPONDENT		DESCRIPTION
		WOMEN ENTREPRENEUR	FEMALE EMPLOYEE	
PSYCHOLOGICAL	0.05	0.297	0.298	Normal
SAFETY	0.05	0.262	0.142	Normal
SOCIAL	0.05	0.325	0.473	Normal
ESTEEM	0.05	0.54	0.494	Normal
SELF ACTUALIZATION	0.05	0.457	0.513	Normal

Source: Questionnaire, 2009 (processed)

.4. Descriptive Analysis

The results of a complete data processing can be viewed in table 6 as follow:

TABLE 6
AVERAGE, DEVIATION STANDARD, AND COEFICIENT VARIANT

DIMENSIONS	STATE-MENT	WOMEN ENTREPRENEURS			FEMALE EMPLOYEES		
		MEAN	DEVIATION STANDARD	COEFICIENT VARIANT	MEAN	DEVIATION STANDARD	COEFICIENT VARIANT
PSYCHOLOGICAL	1	6.53	0.62	9.53	5.50	1.22	22.8
	2	5.80	0.80	13.79	5.13	1.33	26.08
	3	5.27	1.33	25.58	4.53	1.47	32.67
TOTAL		5.83	0.91	16.3	5.00	1.34	27.18

SAFETY	4	5.20	1.56	30	4.03	1.90	47.5
	5	6.60	0.67	10.15	6.30	0.95	15.08
	6	5.53	1.30	23.64	5.27	1.01	19.42
TOTAL		5.77	1.17	21.26	5.2	1.28	27.33
LOVE AND BELONGINGNESS	7	6.03	0.71	11.83	6.37	0.71	11.2
	8	6.67	0.54	8.13	5.73	1.01	17.72
	9	6.30	0.65	10.32	6.00	0.86	14.46
TOTAL		6.30	0.63	10.0	6.00	0.86	14.46
ESTEEM	10	5.77	0.43	7.54	5.60	0.96	17.14
	11	6.20	0.92	14.84	5.77	0.97	17.02
	12	6.57	0.50	7.69	6.33	0.80	12.70
TOTAL		6.13	0.61	10.0	5.86	0.91	15.62
SELF ACTUALIZATION	13	6.70	0.65	9.70	6.13	0.89	14.57
	14	5.50	1.10	20	5.67	1.09	19.46
	15	6.07	1.01	16.83	5.77	0.88	12.69
TOTAL		6.00	0.92	15.51	5.85	0.95	15.57
OVERALL		6.00	0.85	14.61	5.57	1.07	20.03

Source: Questionnaire, July 2009, processed.

Totally, work motivation between women entrepreneurs and female employees is equally high, although the average score obtained are relatively different, respectively 6:00 and 5:57. This indicates that women entrepreneurs and female employees have high motivation to work, but the work motivation of women entrepreneurs is higher than female employees. The condition is forced by the willingness to get more income and to deliver their hobby also. This the reason why women entrepreneurs are more motivated to work than female employees. However, both categories of respondents have low score in safety dimension, respectively 5.20 and 4.03. It seems that the fear of job loss/income loss and layoff not become motivator for both respondents. It can be understood due to the majority of respondents were in the productive age of 24-40 years of age and have tenure of more than 3 years, so they have a lot of opportunities for looking for a new job or new business. Meanwhile, female employees had the lowest average score of 4.53 on statement about the fitness of conformity with the work performed. It shows that the compensation received by female employees has not as much as their expected, so this element can not be a motivator for them to attain good performance.

In specific, research finding shows that each group of respondent has different element of motivation. The primary motivator for women entrepreneur is social factors with average score 6.30. It explains that the key motivator of women entrepreneur is their willingness to interact with others, to build good relationship with others/friends and to be accepted in her environment. Conversely, the lowest motivator factor for women entrepreneurs is safety element with average score 5.77. Because of the ability to managing business, women entrepreneurs do not worried about being fired by employer if they do not reach the target, not worried to punished by their boss and the security for pension period. . On the other hand, the main work motivation factor for female employees is social element, with an average score of 6.00. the score relatively similar to women entrepreneurs. It means that social factor is still motivator element for both categories of respondents to work. Moreover, factor that did not motivate female employees is psychological element with average score 5.00. It seems that physical needs such as salary and

incentives are not motivate them to work hard. The research result consistent with the initial interviews (10 respondents) were had conducted before, where showed that psychological needs were not the main motivation factor for female employees in the work. Otherwise, the result shows inconsistent with previous research conducted by Lee (1996), where his research showed that women entrepreneurs in Singapore were more motivated to psychological needs compared to other needs.

5. Hypothesis Testing Results

Testing this hypothesis in studies conducted by different test average -average for 2 (two) groups of populations that are not in pairs. Test this hypothesis using the independent sample test with the level of significance of 0.05 (two tailed test). This research was conducted by using computer programs help Statistic Program for Social Science (SPSS) 13.0 for windows to test the hypothesis testing whether there are differences in work motivation of women entrepreneurs and female employees in Surabaya. The hypothesis testing result can be seen as follows:

TABLE 7
HYPOTHESIS TESTING RESULTS

Dimensions	t count	significant	Description
<i>Psychological</i>	0,001	0,05	The testing result of independent t test shows that there are differences on work motivation in psychological element between women entrepreneurs and female employees.
<i>Safety</i>	0,015	0,05	The testing result of independent t test shows that there are differences on work motivation in safety element between women entrepreneurs and female employees.
<i>Social</i>	$3,09 \times 10^{-26}$	0,05	The testing result of independent t test shows that there are differences on work motivation in social element between women entrepreneurs and female employees.
<i>Esteem</i>	0,087	0,05	The testing result of independent t test shows that there are no differences on work motivation in esteem element between women entrepreneurs and female employees.
<i>Self Actualization</i>	$2,88 \times 10^{-18}$	0,05	The testing result of independent t test shows that there are differences on work motivation in social element between women entrepreneurs and female employees.
<i>Motivation</i>	$7,2 \times 10^{-14}$	0,05	In General , the testing result of independent t test shows that there are differences on work motivation between women entrepreneurs and female employees in Surabaya.

Source: Questionnaire, 2009 (processed)

6. Research Limitations, Conclusion and Recommendations

There are several limitations in this research, including a limited number of samples and limited variation in field of business. Deep interview is not doing in this research in order to get other factors beyond the dimensions measured, which may be the primary motivator of respondents in the work.

Based on our research has been done, it can be concluded that the hypothesis has been proven. There is a significant difference in work motivation between women entrepreneurs and female employees in Surabaya. Psychological elements, safety, social are proved to have the significant differences between women entrepreneurs and female employees in Surabaya. But esteem element is not proven, which means there is no difference in work motivation between women entrepreneurs and female employees in esteem elements. The next studies are expected

to expand the dimensions of measurement and also necessary to explore the role of family in building the work motivation.

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Andalas University

The 1st International Conference on Business and Economics

*Bukittinggi, 15-17 April 2010
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Book of Program & Collection of Abstracts

ICBE 2010



Foreword by :
Rector of Andalas University



On behalf of the University and the organizers, I would like to extend a warm welcome to all of you to the University and to Bukittinggi, Indonesia. We extend a special welcome to our Keynote Address Speakers and Guest, and to all those who have travelled from abroad and Indonesia to be with us for this Conference. I am sure that Bukittinggi will provide a serene and enjoyable environment for your serious deliberations, and we are genuinely happy to have all of you here.

This year, we celebrate our 54th anniversary. Over these fifty four years, the University has grown from few of students and only a few members of staff to a large-sized university, with over 23,000 students and over 1500 staff and over 4,000 graduates being produced every year.

The University is now recognized regionally and internationally, and its graduates can do postgraduate studies in one of the best universities in the world. Many of our graduates occupy the most senior positions in Government and in the private sector, academia, international organizations and in the community at large.

The University is presently engaged in an intensive process of reforms and re-shaping to ensure that it is agile in its response to the needs of people; produces competent and ethical graduates able to deal with change and assist with development; competes and collaborates in ways that enhance the overall development of higher education in the region; shifts its future orientation towards more research and graduate studies.

I would like to thank the Faculty of Economics and its Dean and member of staff for hosting this 1st International Conference on Business and Economics. We thank our sponsors for providing the funding for this Conference. Let me thank also the conference scientific committee and organizing committee.

Let me reiterate my warm welcome to all of you to the University and I wish you all a very successful conference.



Prof. Musliar Kasim

Rector

Andalas University

Foreword by :
Dean of Economics Faculty
Andalas University



Ladies and gentlemen, it is an honour to welcome all of you here to the 1st International Conference on Business and Economics, held by Faculty of Economics, Andalas University

This Conference, which is based on the theme of "Business and Economics of Climate Change towards Low Carbon Economy", is just one of our many initiatives to advance the frontiers of knowledge in the field of economics and business. I have no doubt that it will provide an excellent platform for participants to exchange experiences and explore new ideas in this important area.

As we think about climate change, we should recognize that universities as knowledge institutions are key in providing research and analysis of the challenges of society. In order to equip policy makers and the government s with the competencies they need, there is need for an academic base.

At Economics Faculty, we have been tried hard and engaged in a process of becoming significantly different and significantly better – different from our past, and better able to help meet the needs of the people of our region and country.

By aligning our considerable expertise and renowned academic excellence with the international development agenda, we want to become more relevant to society. In our core activities as an academic institution, we want to help balance sustainable use of natural resources with the need for a competitive industry.

I would like to extend my sincere appreciation to the Organizing Committee for their untiring efforts in staging this extremely worthwhile event. I very much hope that all

participants will find this Conference both stimulating and rewarding. For visiting participants, I wish them a most pleasant stay in Bukittinggi.



Dr Syafruddin Karimi

Dean

Faculty of Economics, Andalas University

Foreword by :
The Chairperson
of the Organizing Committee
ICBE 2010



It is my great pleasure to welcome you to the 1st International Conference on Business and Economics, sponsored by the Economics Faculty of Andalas University. One of the goals of ICBE is to foster multidisciplinary research from a variety of fields on accounting, business, management, economics and public governance. The conference supports the development of empirical and normative inquiry, theory building and systematic testing of theory consistent with the canons of social science, using the full range of quantitative and qualitative methodologies. In the multi-disciplinary and multi-method spirit of ICBE, the program committee for the ICBE committee received papers that feature high-quality qualitative or quantitative empirical research.

Our organizing and scientific committees have done a marvelous job of assembling an all-time high number of diverse and interesting sessions as well as very interesting events. I hope you will participate in as many activities as possible.

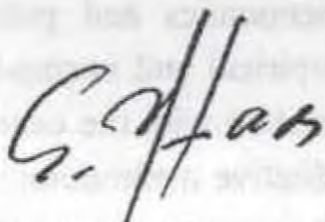
This is the first ICBE held by Faculty of Economics, Andalas University. We hope ICBE will continue to grow in stature and number of participants. We are very proud for our distinguished key note address, Professor Jamal Othman (Universiti Kebangsaan Malaysia), Dr Agus P. Sari (*Country Director, Indonesia, and Strategic Policy*

Director, Southeast Asia: Ecosecuritys), and Dr. Arief A. Yusuf (Padjajaran University and Economy and Environment Program for Southeast Asia - EEPSEA).

We are very grateful to the Rector Professor Musliam Kasim, the Dean of Economics Faculty Dr Syafruddin Karimi for his support and participation in the realization process of the conference. The conference would not be possible without the assistance of members of the Economics Faculty of Andalas University.

We take this opportunity to thank our sponsor sponsors BNI 46. This event is also supported by Bank Nagari, Cement Padang, Nindya Karya, Sushi FM, Ministry of Tourism, and Bukittinggi Mayor which have provided an immense support to this Conference.

We are very pleased that you are able to join us for this event - your contributions will bring a range of important and valuable perspectives to the conference proceedings. We we are confident that this conference will be a fruitful and memorable experience for all participants. We wish every success in your endeavours!



Dr Efa Yonnedi
Conference Chair



Faculty of Economics, Andalas University

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**The 1st International Conference
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Conference Program Scedule

DAY 1

Thursday, 15 April 2010

Time	Event
08.00 - 09.00	Registration
09.00 - 09.15	Welcome Remarks, Conference Chair Dean of Economics Faculty, Andalas University
09.15 - 10.00	Keynote Address I: Prof. Jamal Othman (<i>University of Kebangsaan Malaysia</i>) Topic: <i>International Trade and Climate Change: The State of the Arts</i> Session Chair: Dr. Syafruddin Karimi
10.00 - 10.30	Coffee break
10.30 - 11.30	Keynote Address II: Dr. Agus P. Sari (<i>Country Director, Indonesia, and Strategic Policy Director, Southeast Asia: Ecosecurities</i>) Topic: <i>Business Opportunities and Institutional Barriers in Climate Change Policy and Actions</i> Session Chair: Prof. Niki Lukviarman
10.30 - 11.30	Keynote Address III: Dr. Arief A. Yusuf (<i>Padjajaran University and Economy and Environment Program for Southeast Asia - EEPSEA</i>). Topic: <i>Climate Change and Environmental Finance: Opportunities and Challenges for Local Government</i> Session Chair: Dr. Hefrizal Handra
12.30 - 13.30	Lunch
13.30 - 15.30	Paralel session I (A-C)
15.30 - 16.00	Coffee Break

16.00 - 18.00	Paralel session II (A-C)
18.00 - 19.00	Break
19.00 - 21.00	<i>Welcome dinner</i> and Dinner with Vice Minister of National Education, Rector of Andalas University and Bukittinggi City Mayor Venue: Bukittinggi Mayor House (transportation will be provided by the ICBE Secretariat)

Conference Program Schedule DAY 2

Friday, 15 April 2010

Time	Event
08.00 - 10.00	Paralel session III (A-C)
10.00 - 10.30	<i>Coffee Break</i>
10.30 - 12.00	Paralel session IV (A-C)
12.00 - 14.00	<i>Lunch</i>
14.00 - 15.30	Paralel session V (A-C)
15.30 - 16.00	<i>Break</i>
16.00 - 18.00	<i>Closing Remarks</i> <i>Dean of Economics Faculty of Andalas University</i> <i>Best Paper Awards</i>

Parallel Session I (A)

DAY 1

Thursday, April 15, 2010

Time: 13:30-15:30

Paper Track: Energy and Environment

Session Chairperson: Hefrizal Handra

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Sustainability Reporting for CSR Disclosures: A Case Study in Oil and Gas Industry	Parulian Sihotang (BINUS University) Subagio Effendi (National Center for Sustainability Reporting, Jakarta, Indonesia)
The Impact of High Energy Prices on Indonesian Exports	Rini Yayuk Priyati (Universitas Terbuka)
SRI (<i>System Of Rice Intensification</i>) Organik Sebagai Solusi Masalah Pangan, Lingkungan dan Sumber Energi Di Indonesia	Firsta Jusra Iskandar Hirman Eko Prabowo (Medco Energy)
E-Commerce Impacts on Energy Consumption: A Conceptual Framework	Vera Pujani, Refdinal Nazir (Faculty of Economics, Andalas University)

Parallel Session I (B)

DAY 1

Thursday, April 15, 2010

Time: 13:30-15:30

Paper Track: Capital Market and Finance

Session Chairperson: B. Nugroho Yulianto

Paper Title and Presenter(s)

Paper Title	Presenter(s)
The Relationship Between IPO Returns And Factors Influencing IPO Performance In The Indonesia Stock Exchange	D. Agus Harjito (Department of Management, Faculty of Economics) Henry Ferdiana (Islamic University of Indonesia)
Liquidity Analysis and Information Components of Frequently-traded Stocks during Bullish and Bearish Markets in Indonesia Stock Exchange (IDX)	Josephine Sudirman David Allen (Edith Cowan University)
The ability of earnings and cash flow in predicting future earnings and cash flow and stock price pattern.	Junaidi (Fakultas Ekonomi Universitas Teknologi Yogyakarta)
The Test of IPO's Underpricing Between Financial and Non Financial Institution Based on Asymmetric Information Hypothesis	Lionardus Ruslim Deddy Marciano Liliana Inggrit Wijaya (Faculty of Business and Economics University of Surabaya)

Parallel Session I (C)

DAY 1

Thursday, April 15, 2010

Time: 13:30-15:30

Paper Track: Marketing

Session Chairperson: Rahmi Fahmy

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Pengaruh Kinerja Bauran Pemasaran Jasa terhadap Citra serta Dampaknya kepada Loyalitas Konstituen pada Partai Politik. (Suatu Survei terhadap Masyarakat yang Memiliki Hak Suara di Daerah Khusus Ibu Kota Jakarta)	Yesi Elsandra (STIE Dharma Andalas Padang)
Experiential Marketing, Customer Satisfaction and Behavioral Intention at Timezone Game Center Surabaya	Christina Rahardja Honantha Dudi Anandya (Management Department Faculty of Business and Economics UBAYA)
Positioning of Higher Educational Institution from the Perception of Student Candidates of West Java Higher Educational Institution	Zulganef, Iwa garniwa
Community Based Tourism Concept: a New paradigm of City Marketing (A case for Bukittinggi)	Ratni Prima Lita Sari Lenggogeni (Faculty of Economics, Andalas University)

Parallel Session II (A)

DAY 1

Thursday, April 15, 2010

Time: 16:00-18:00

Paper Track: Islamic Economics and Finance

Session Chairperson: Jamal Othman

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Who patronizes Islamic Banks in Indonesia	Muhamad Abduh Mohd Azmi Omar (Department of Business Administration International Islamic University Malaysia)
Analysis of Islamic Bonds Based on Sinlammim Kaffah	Roikhan.Mochamad Aziz (Faculty Of Business Economics, State Islamic University (UIN), Syarif Hidayatullah Jakarta)
Monetary Policy Shocks and Islamic Banks' Deposits In Indonesian Dual Banking System After The Financial Crisis	Ahmad Affandi (Dept. of Islamic Economic of Tazkia Business School) Luqyan Tamanni (Business Development Analyst on International Finance Corporation)

Parallel Session II (B)

DAY 1

Thursday, April 15, 2010

Time: 16:00-18:00

Paper Track: Capital Market and Finance

Session Chairperson: Niki Lukviarman

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Intra-industry Effects of Acquisition Announcements: Evidence from Vertical Acquisitions	Eka Siskawati (Politeknik Negeri Padang)
The Impact of New Information Regime on Dual and Non Dual Listed Companies in the Jakarta and Surabaya Stock Exchanges by using Variance Ratio Test	Nelmida (Universitas Bung Hatta)
Application of Risk Management in Westpac Bank Australia	Venny Darlis (Faculty of Economics, Andalas University)

Parallel Session II (C)

DAY 1

Thursday, April 15, 2010

Time: 16:00-18:00

Paper Track: Information System

Session Chairperson: Vera Pujani

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Impact of System Quality, Information Quality and Service Quality on Performance	Asniati Bahari Roslinah Mahmud (Universiti Malaysia Sabah, Malaysia)
Factors Affect Knowledge Management System on Rural Credit Bank at West Java Province	Heri Fathurahman B. Yulianto Nugroho (Program Studi Ilmu Administrasi Bisnis, Departemen Ilmu Administrasi FISIP UI)
The Influence of Environment Uncertainty and Business Strategy towards The Usage of Management Accounting Information	Suhairi Sri Daryanti Zein Riza Reni Yenti (Accounting Departement, Andalas University)
Peranan Sistem Informasi Kependudukan Dalam Meningkatkan Kualitas Layanan Masyarakat Pada Kantor Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Karawang	Novrini Hasti Lasti Yossi Hastini Yuni Toha Putri (UNIKOM Indonesia)

Parallel Session III (A)

DAY 2

Friday, April 16, 2010

Time: 08:00-10:00

Paper Track: Trade and Investment

Session Chairperson: Indrawary

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Regionalism in East Asia: The Role of North East Asian Nations	Fithra Faisal Hastiadi (Waseda University, Graduate School of Asia-Pacific Studies)
Industrialization and Deindustrialization in INDONESIA 1983-2008: A Kaldorian Approach	D.S. Priyarsono (Department of Economics, Bogor Agricultural University, Kampus Darmaga, Bogor 16680) Diah Ananta Dewi (Badan Pusat Statistik, Jln. Dr. Sutomo 6-8, Jakarta 10710)
Hubungan Dinamik Pertumbuhan Ekonomi Dan Kebijakan Fiskal Dengan Menggunakan Pendekatan Uji Ardl (Studi Kasus Di Indonesia Dan Malaysia)	Antoni (Fakultas Ekonomi Universitas Bung Hatta Padang) Fakulti Ekonomi dan Perniagaan, Universiti Kebangsaan Malaysia
Permintaan Industri Manufaktur Terhadap Pekerja Berkemahiran Di Indonesia	Nasri Bachtiar (Faculty of Economics, Andalas University)

<p>Disorganization and Network Institution</p>	<p>Endrizal Ridwan Yessy Andriani (Department of Economics, Indiana University, Bloomington)</p>
<p>National Innovation System and Indonesian Export Structure</p>	<p>Syafuruddin Karimi Alfi Sukma (Andalas University)</p>

Topic	Author	Institution
Disorganization and Network Institution	Endrizal Ridwan, Yessy Andriani	Department of Economics, Indiana University, Bloomington
National Innovation System and Indonesian Export Structure	Syafuruddin Karimi, Alfi Sukma	Andalas University
Influence of Institutional Change on Economic Growth	[Faint text]	[Faint text]
[Faint text]	[Faint text]	[Faint text]
[Faint text]	[Faint text]	[Faint text]

Parallel Session III (B)

DAY 2

Friday, April 16, 2010

Time: 08:00-10:00

Paper Track: Marketing

Session Chairperson: Asnan Furinto

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Market Orientation and Export Performance: Evidence from Indonesia	Sefnedi (Director of Post Graduate MM-STIE"KBP" Padang)
The Effect Of Trust Toward The Intention Of Using Internet Banking System	Hadri Kusuma Herni Setyanti (International Program, Faculty of Economics, Universitas Islam Indonesia)
Transformational Leadership Behavior, Relational Selling Behavior and Relationship Quality in Retail Banking from Customers Perspective: A Proposed Model	Syafrizal (Faculty of Economics, Andalas University)
Selection Factors Of Customer Towards Islamic And Conventional Home Financing Products Offered By Malayan Banking Berhad: A Case Study In Johor, Malaysia	Mohamad I'sa Abd Jalil Remali Yusoff Roslinah Mahmud (School of Business and Economics, University Malaysia Sabah)
Purchase Intention of Pirated Branded Product; A Cross National Study of Australia and Indonesia	Anas Hidayat (Center for Indonesian Marketing Studies , CIMES)

	Faculty of Economics Universitas Islam Indonesia)
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Parallel Session III (C)

DAY 2

Friday, April 16, 2010

Time: 08:00-10:00

Paper Track: Capital Market and Finance

Session Chairperson: Tafdil Husni

Paper Title and Presenter(s)

Paper Title	Presenter(s)
From Psychology to Mood Disorder in Finance	Rayenda Khresna Brahmana (School of Management, University of Science Malaysia)
The Value Relevance of Accounting Information in Indonesia : Portfolio Returns Approach	Dwi Fitri Puspa (Graduate School of Management, Universiti Putra Malaysia)
Analisa Karakteristik Perusahaan Terhadap Return dan Beta Perusahaan Makanan dan Minuman di Bursa Efek Jakarta	Variyetmi Wira
Pengaruh Return on Assets Dan Return on Equity terhadap Earning Per Share pada PT. Bank Muamalat Indonesia	Yunina Nazir Ghazali Syamni

Parallel Session IV (A)

DAY 2

Friday, April 16, 2010

Time: 10:30-12:00

Paper Track: Trade and Inequality

Session Chairperson: Firwan Tan

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Economic Growth, Income Inequality, and Poverty Reduction in Riau 2002-2008	D.S. Priyarsono (Department of Economics, Bogor Agricultural University) Ajid Hajiji, S.E. (Badan Pusat Statistik, Jakarta)
International Trade and Poverty in Indonesia	Syafuruddin Karimi, Arie Sukma Adila Adisti (Faculty of Economics, Andalas University)
Key Determinants of Investment In Nigeria	Pat Donwa Osaro O. Agbontaen (Department of Accounting of The University of Benin, Benin City, Edo State, Nigeria)
Horizontal Fiscal Disparities and Local Services Inequalities: A Survey of Eight Years Fiscal Decentralisation in Indonesia	Hefrizal Handra (Faculty of Economics, Andalas University)

Parallel Session IV (B)

DAY 2

Friday, April 16, 2010

Time: 10:30-12:00

Paper Track: Corporate Social Responsibility

Session Chairperson: Eddy R Rasyid

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Indonesian Crude Oil Price and Cost (Recovery) Behaviour: A Longitudinal Analysis on The Indonesian Production Sharing Contractors	Parulian Sihotang Bahtiar Saleh Abbas (BINUS University)
Corporate Social & Environmental Responsibility (Cser) Dan Reaksi Investor (Studi pada Perusahaan High Profile di Bursa Efek Indonesia)	Yurniwati Wirasastri (Faculty of Economics, Andalas University)

Parallel Session IV (C)

DAY 2

Friday, April 16, 2010

Time: 10:30-12:00

Paper Track: Organizational Behavior and Entrepreneurships

Session Chairperson: Syahril Syarif

Paper Title and Presenter(s)

Paper Title	Presenter(s)
To what extent do the entrepreneur's key success factor influence the Muslim entrepreneur from the Islamic perspective? A case study of an entrepreneur's beauty centre at Bangi Selangor	Yazilmiwati bt Yaacob (Language and Compulsory Subject Centre - Sunway University College) <i>Dr Ilhaamie Binti Abdul Ghani Azmi</i>
Work Motivation Between Women Entrepreneurs And Female Employees in Surabaya	Elsye Tandelilin
Creative Economy & Community Cultural Development	Monica E. Madyaningrum (Faculty of Psychology, Widya Mandala Catholic University Surabaya)
Pengaruh Kompetensi Wirausaha dan Penggunaan Informasi Akuntansi Dalam Membuat Keputusan Harga Jual Terhadap Prestasi Perusahaan: Kasus di Industri Manufaktur Skala Menengah di Indonesia	Suhairi (Faculty of Economics, Andalas University)
Strategic Uncertainty and Environmental Scanning Pattern of Small and Medium Service Firms in West Sumatera	Herri, (Faculty of Economics, Andalas University), Wenni Sadli

Parallel Session V (A)

DAY 2

Friday, April 16, 2010

Time: 14:00-15:30

Paper Track: Islamic Economics and Finance

Session Chairperson: Syafruddin Karimi

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Examination the Demand of Islamic Pawn Broking (Ar-rahnu). Evidence from Indonesia	Cynthia Suci Ayu Yulisia IIUM Institute Of Islamic Banking & Finance (IiIBF)
Governance and accountability in Awqaf institutions	Hidayatul Ihsan, <i>Maliah Sulaiman, Muhammad Akhyar Adnan</i> (Accounting department Padang State Polytechnic Indonesia)
Economic Development in An Islamic Perspective	Dimas Bagus Wiranata Kusuma (Islamic Economic Forum for Indonesia Development (ISEFID), Kuala Lumpur)

Parallel Session V (B)

DAY 2

Friday, April 16, 2010

Time: 14:00-15:30

Paper Track: Governance

Session Chairperson: Harif Amali Rifai

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Combined Leadership in A two-tier System? A Message From Indonesia	Muhammad Agung Prabowo (Magister Akuntansi, Universitas Sebelas Maret – INDONESIA) Djoko Suhardjanto, John L. Simpson
Corporate Ownership and Supervisory Board; Impact on Firm Performance	Midson Ramadonal Niki Lukviarman (Governance Research Program (GRP), Faculty of Economics- Andalas University)
The Impact of Governance on The Informativeness of Local Government Financial Report: Evidence From Indonesia	Johan Arifin (Faculty of Economics, Universitas Islam Indonesia Yogyakarta)

Parallel Session V (C)

DAY 2

Friday, April 16, 2010

Time: 14:00-15:30

Paper Track: Organizational Behavior

Session Chairperson: Herri

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Organizational Commitment as a Moderating of The Relationship Between Shariah Work Ethics and Attitudes Toward Organizational Change	M Isa Anshori (Economic Faculty of Trunojoyo University)
The Relationship between Psychological Empowerment and Organizational Commitment: a Study among Employees in Construction Sector in Kota Kinabalu, Sabah, Malaysia	Nabila Azwa Binti Ambad Arsiah Bahron (Faculty of Business Management Universiti Teknologi MARA)
Impact of relationship drivers model and trust on customer commitment in life insurance industry in padang	Regina Anwar Yulia Hendri Yeni (Andalas University)
The Effect Of Risk And Trust On The Behavioral Intention Of Using E-Procurement System	Hadri Kusuma Renda Pramunita (International Program, Faculty of Economics, Universitas Islam Indonesia)
Having a close look on the Effectiveness of Academic Staff Performance Appraisal (An Indonesian case)	Rahmi Fahmy (Faculty of Economics, Andalas University)

Antecedents of Technology Trust and
Intention to Adopt Web Portal

Yulia Hendri Yeni,
(Andalas University)
Suhaiza Hanim Mohamad
Zailani
(Universiti Sain Malaysia)
Yudi Fernando
(Universiti Sain Malaysia)
Harif Amali Rivai
(Andalas University)

Parallel Session VI (A)

DAY 2

Friday, April 16, 2010

Time: 16:00-17:30

Paper Track: Public Finance

Session Chairperson: Hefrizal Handra

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Analisis Kausalitas Pengeluaran Pendidikan dan Pertumbuhan Ekonomi di Indonesia Periode 1971-2004	Fery Andrianus , Spero Meilyora Faculty of Economics, Andalas University)
Dampak Desentralisasi Fiskal terhadap Outcomes Bidang Kesehatan: Studi Empiris di Kabupaten/Kota Propinsi Sumatera Barat	Afridian Wirahadi Ahmad (Jurusan Akuntansi Politeknik Negeri Padang)
An Empirical Investigation and Analysis on Factors Influencing Local Government Accounting Practices	Fauzan Misra (Faculty of Economics, Andalas University)

Parallel Session VI (B)

DAY 2

Friday, April 16, 2010

Time: 16:00-17:30

Paper Track: Governance and Taxation

Session Chairperson: Efa Yonnedi

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Woman on Board; The Case of Publicly Listed Companies in Indonesia	Valeny Suryaningsih Niki Lukviarman (Governance Research Program (GRP), Faculty of Economics-Andalas University)
Pengaruh Manajemen Laba Real terhadap Nilai Perusahaan dengan Tata Kelola Perusahaan sebagai Variabel Pemoderasi	Ferdawati (Politeknik Negeri Padang)
Preliminary Investigation: The Tax Enforcement Factors towards Enhancement The Level of Tax Compliance in Malaysia	Imbarine Bujang, Rani Diana Othman (Edith Cowan University)
The Influence Of Insider Ownership, Deviden Policy And Debt Policy to The Firm Value at Companies Which are Enlisted in Indonesia Stock Exchange	Sri Hermuningsih Dwipraptiono Agus Harjito Dewi Kusuma Wardani (Faculty Of Economics, Universitas Sarjanawiyata Tamansiswa Yogyakarta)

Parallel Session VI (C)

DAY 2

Friday, April 16, 2010

Time: 16:00-17:30

Paper Track: Regional Economic Development and HR Issues

Session Chairperson: Nasri Bachtiar

Paper Title and Presenter(s)

Paper Title	Presenter(s)
Analisis Keterkaitan Karakteristik Skala Usaha, Performansi, dan Daya Saing Industri Bordir (Studi Kasus: IKM Bordir di Desa Tanjung, Cibauti, dan Cilamajang, Kecamatan Kawalu, Kota Tasikmalaya, Indonesia)	Rifiati Safariah, ST., MT. (UNIKOM Indonesia)
Analisis Kepuasan Kerja Pegawai Negeri Sipil, Kasus Organisasi Pemerintah "x"	Arrizal (Faculty of Economics, Andalas University)
Analisis Pengaruh Karakteristik Pekerjaan, <i>Job Insecurity</i> , dan Keadilan Prosedural Terhadap Komitmen Kerja Karyawan Kontrak Badan Usaha Milik Negara di Kota Padang	Lukman Hakim Harahap, Herri
The Prospect of Coal Briquets Business in West Sumatera to Overcome the Scarcity of Kerosen (Supply and Demand Site Análysis)	Toti Srimulyati, Mulyadi (Faculty of Economics, Andalas University, Department of Management)
Identifikasi Perubahan Daya Saing Daerah Dari Aspek Infrastruktur, Sumber Daya Alam, dan Sumber Daya Manusia, Sebagai Akibat Pemekaran Daerah Studi Kasus: Kabupaten Muna	Romeiza Syafriharti Rifiati Safariah Waode Siti RahmaWati Ghia (UNIKOM Indonesia)

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