

Proceedings of the 16th International Symposium on Management (INSYMA 2019)

The University of Surabaya. Faculty of Business and Economics. Department of Management invite scholars, practitioners/business people and students to participate in the 16th International Symposium on Management (INSYMA 2019) that will be held on March 4-6. 2019 at Aryaduta Hotel, Piere Tendean Road, Manado, Indonesia.

Knowledge acquisition, sharing, networking, clustering and innovation are now recognized as key developmental of competitive advantage factors and essential considerations for organizations seeking to meet their customers' needs and the changing demands, especially in hyper competition environment. In the scientific literature, researchers recognize dynamic capabilities to be a key factor in firm competitiveness through sensing, seizing and reconfiguring. Initially, dynamic capabilities are considered to be a firm's ability to "integrate, build and reconfigure internal and external competencies to address rapidly changing environments. Further discussion on the relation between dynamic capabilities and competitive advantage will be focused on innovation, specifically on digital technology development as a simultaneous balance between radical and incremental innovation.

Proceedings of the 16th International Symposium on Management (INSYMA 2019)

The International Annual Symposium on Management (INSYMA) is an international scientific forum that has been held for 15 years and is entering the 16th organization in 2019. This event invites academicians to contribute current thoughts and research in management and aims to provide a forum for discussion among leading academicians, researchers, students, and practitioners worldwide who are experts in economics and social sciences. INSYMA 2019 is organized by the University of Surabaya, Faculty of Business and Economics, Department of Management and supported by many parties in its implementation.

This year, INSYMA 2019 was held at the Aryaduta Hotel, Manado, Indonesia on 4-6 March 2019 and supported by three co-hosts of Universitas Muhammadiyah Jakarta, Universitas Bunda Mulia Jakarta, and Tokai University, Japan. The theme of this event is "Re-Drawing your future, The Existing of Dynamic the Firm's Competitive Advantage in Hyper competition". This theme encompasses research in the fields of financial management, marketing management, human resource management, operation management, entrepreneurship, service management, strategic management, cross-cultural management, and other relevant business topics.

In this INSYMA 2019, the committee received 74 scientific article proposals. All articles then went through a severe review process and only articles that passed the review process were presented at the symposium. After going through the review process, only 55 articles were selected and presented at the INSYMA 2019.

We thank all participants and co-hosts for supporting this event. All works published in the proceedings are expected to contribute to science in management. Hopefully, these proceedings bring valuable knowledge to all of you and we look forward to seeing you in the next INSYMA.

The Editors

Dr. Dudi Anandya

Dr. Werner R. Murhadi

Dr. Erna Andajani

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

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55 articles

[From the sex doll in the doll hotel in the 2018 World Cup Season: the globalization context](#)

Phan Thi Hong Xuan

Sex is an important part of life, but at the same time, it is especially essential for the family and society. The appearance of "The Doll Hotel" in Russia in the 2018 World Cup forces us to look back at the concept of sexuality, equality and ethical boundaries in the modern urban environment. From the...

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[Incorporating entrepreneurship education into curriculum: case studies from the University of Surabaya, Indonesia and Tokai University, Japan](#)

Adi Prasetyo Tedjakusuma, Joniarto Parung, Jun Kumamoto

One of the happening topics discussed in various seminars, workshops and even echoed by the government is creating new entrepreneurs, especially from university graduates. The problem is even business schools are not focused on equipping students with entrepreneurial knowledge and skills. This problem...

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Valuation model using a mixed real options method: a review on Singapore and Indonesia digital startups

Deny Rahardjo, Mr. Sugiarto

Startup is drawing a lot of attention given the growth potential for both entrepreneurs and investors. One of the important aspects of this venture is a fair valuation for both parties. Traditional valuation model such as Berkus comparison methods, risk factor summation, and even the usual Discounted...

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Female entrepreneurs in MSM enterprises- Mojokerto district - East Java

Elsye Tandelilin, Idfi Setyaningrum

The purpose of this study is to explore and provide knowledge about female entrepreneurs in Micro, Small, and Medium Enterprises (MSMEs) in Mojokerto District - East Java. The focus of this research is on female entrepreneurs because Indonesian people are patrilineal people who value male more than female...

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The effect of prior knowledge and business idea alertness to entrepreneurial opportunity in Indonesia

Prita Ayu Kusumawardhany, Juliani Dyah Trisnawati

Today's digital era offers ease of information that causes fierce competition. An individual may conclude that trying to start a new business is a worthwhile thing to do. On the other hand, the opportunities for entrepreneurship are not easily achieved. By using prior knowledge as cognitive factors and...

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Financial inclusion on small medium enterprise

Agus Zainul Arifin, Mr. Yanuar, Ni Nyoman Sawitri

This study aims to examine the influence of Social Capital, Financial Attitude, and Financial Self Efficacy on Financial Inclusion. This research was conducted on Micro, Small, and Medium Enterprises (MSME) in Jakarta in 2018. The sampling method is incidental sampling. The subject of this research was...

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Factors affecting company's cash holding

Arif Herlambang, Werner R. Murhadi, Devia Cendrati

This study aims to analyze the factors affecting several companies' cash holdings. Some of the factors were net working capital (NWC), cash flow, capital expenditure, leverage, and market-to-book. The samples used in this study were 318 non-financial companies listed in the IDX in 2013-2017. The approach...

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Company performance before and after a merger

Cicilia Beverly, Bertha Silvia Sutejo, Werner R. Murhadi

This study aims to compare the financial performance of non-finance companies listed on the Indonesia Stock Exchange for the 2010-2014 period before and after a merger and acquisition. This study used the long-term pre and post-merger financial data to investigate the long-term performance. The present...

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A study on the effects of good corporate governance – gender diversity on the company performance

Clara Claudia Gunawan, Werner R. Murhadi, Mudji Utami

This research aimed at evaluating the effect of Female Directors and Independent Director towards the performance of a company measured by accounting-based and market-based. This research used a sample of 1720 years of observation consisting of 344 companies listed in the Indonesian Stock Exchange. The...

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Analysis of government financial performance: allocation of capital costs

Eni Wuryani, Yuninigsih Yuninigsih

The study aims to analyze the financial performance of local government to the allocation of capital expenditure. Variable financial performance used consists of the ratio of regional financial independence (RFI), the ratio of the effectiveness of local revenue (ELR) and the degree of contribution of...

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Ambiguity and inconsistency of investor buying behavior

Ferdinandus Yohanes Nugraha Sutrisno, Putu Anom Mahadwartha

This study aims to examine the effect of Investor's "baper (highly sensitive)" character on purchasing behavior in Indonesia. This study used a quantitative approach with respondents who have "baper" character and never invested in IDX shares. The data source used was primary data by spreading the questionnaire....

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The effect of board gender diversity on firm risk

Fiona Nathaniel, Endang Ernawati, Putu Anom Mahadwartha

This research aims to analyze the effect of board gender diversity on firm risk with the annualized standard deviation of monthly stock return as a proxy. The independent variables used were board gender diversity, board size, profitability, and firm size. This research used a quantitative approach with...

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The effect of good corporate governance on capital structure in financial sector firms listed on the Indonesia stock exchange over the period of 2012-2016

Gladys Vashella Kumalasari, Werner R. Murhadi, Liliana Inggrit Wijaya

The purpose of this study is to examine the effect of board size, managerial ownership, institutional investors, profitability, size, and growth as the independent variables on the capital structure of all non-financial companies listed on the Indonesia Stock Exchange. This study used a quantitative...

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Internationalization, firm performance, and capital structure: an empirical study in Indonesia

Joshua Hendra Edward, Deddy Marciano

The objective of this study is to examine the impact of internationalization, firm performance, and capital structure: an empirical study in Indonesia. This research used industrial manufacturing companies listed on the Indonesian Stock Exchange over the 2012-2016 period. The dependent variable in this...

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The effect of good corporate governance on dividend policy

Kania Ester Gunawan, Werner R. Murhadi, Arif Herlambang

This study aims to determine the effect of good corporate governance on dividend policy. The study used a sample of all non-financial companies listed on the Indonesia Stock Exchange. This research also used control variables of firm size, profitability, leverage, firm growth, and free cash flow. The...

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A review of creating shareholder value through the financial management decision

Maryam Mangantar, Joubert B. Maramis, Ivone S. Saerang

In modern companies, financial management decisions (financing, investment, and dividends), can function as a tool to control management behavior by the owner in order to create common goals in achieving profit maximization and owner's wealth. Shareholder value in theory and empirical evidence can be...

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GCG disclosure and risk profile on bank performance: case studies on state-owned banks

Mr. Sutrisno

This study aims to examine the effect of corporate governance disclosures and risk profiles on bank performance where bank performance was measured by return on assets (ROA) and corporate governance disclosures were measured by a self-assessment conducted by the bank. Moreover, the risk profile consists...

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Risk based bank rating and stock return a case study on state-owned bank in Indonesia

Sutrisno, Bagus Panuntun

The purpose of this research is to examine the effect of bank soundness as measured by risk based bank rating on stock returns. Risk based bank rating consists of risk profile (credit risk-NPL and liquidity risk-LDR), GCG disclosure, earnings (return on assets-ROA and operating expense to income ratio-OEIR),...

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A study on short momentum phenomenon

Werner R. Murhadi, Dita Yohana Putri Abrianto

This study aimed at examining the phenomenon of short-term momentum in the Southeast Asian capital market. The sample capital markets were Singapore, Thailand, and Indonesia, with years of observation over the 2014 to 2016 period. Tests were carried out using the one-sample t-test to test whether there...

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Islamic religiosity integration in maintaining auditor professional ethics

Dewi Fortuna Sam, Mr. Sumarlin, Mr. Suhartono

This study utilizes qualitative methods with a critical approach. Data collection is conducted through interviewing techniques and other secondary data support. Data analysis method uses critical constructivism by testing the validity of data based on data triangulation and theory. The results of the...

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Empowering active ageing into labor market: a new alternative human resource for employment in Taiwan

Jenn-Jaw Soong

Ageing becomes general phenomenon in the world that shapes population structure and economic development, especially great impacts on dependency ratio and labor market. Taiwan is one of the serious ageing societies in the world and that, consequently, has heavily hit Taiwan's economy and labor force...

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Determinants of knowledge sharing studies: organizational contexts in the social perspective

Maria Elizabeth Lanny Kusuma Widjaja

Knowledge has been recognized as an intangible asset that is critical for the organization. Knowledge Management (KM) practices, in turn, will vary based on differences in organizational context. Successful KM activities are believed to be related to organizational design and structuring of knowledge...

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Exploring theory of spiritual leadership : constructing a model

Ms. Nurlasera

The objective of this paper is to describe the spiritual leadership theory that originated from the theory of rationalization and continues to evolve into various styles of leadership, namely transactional leadership, transformational leadership, directive leadership, empowering leadership, ethical leadership,...

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Psychological well-being and workplace relations gaps on generational differences

Norse Indraswati Ardiansyah, Noviaty Kresna Darmasetiawan

This research is done to gain a picture of relationships and communications between staffs and higher-ups, problems that arise in workplace, the problem-solving connected with the generational differences and effects on psychological well-being. Gaps in work relation due to generational differences if...

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The effect of competence, emotional quotient, and financial quotient on the business performance of small and medium enterprises in Surabaya, Indonesia

Siti Mujanah, Tri Ratnawati, Amiartuti Kusmaningtyas

This study aims to analyze the effect of competence, emotional quotation, and financial quotient on the business performance of Small and Medium Enterprises (SMEs) in Surabaya, Indonesia. The study was conducted on 75 SMEs in Surabaya that run food and handicraft businesses, have about 10 to 50 employees...

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Cinderella complex on working women

Vania Chastine, Noviaty Kresna Darmasetiawan

The goal of this research is to explore the Cinderella complex phenomenon on working women. Women with Cinderella complex tendency can feel that they are in an unrescueable condition, need men to save them, and ultimately limit their potential. The questions from this research are (1) why does the Cinderella...

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The effects of integrity, entrepreneurship, knowledge, leadership to succession in first generation family business

Andreas Wijaya, Brendi Wijaya

Family businesses have important contributed in Indonesia, this survey is supported by PWC of 95% of companies in Indonesia are family companies. Several researcher has underlie the reasons why family companies fail to maintain the long-term business, but the most problem discuss in family business failure...

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An analysis on the influence of customer loyalty program and service quality on customer loyalty with trust as a mediation variable on Samsung mobile phone

Andhika Surya Bagaskara, Murwanto Sigit

This study aims to determine the effect of customer loyalty programs and service quality on customer loyalty with trust as a mediation variable on Samsung mobile phone products. Variables in this research are customer loyalty program, service quality, trust, and customer loyalty. Respondents of this...

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Redrawing the future of travel agent: examining the existence of online travel agents among young consumers

Andhy Setyawan, Tuwanku Aria Auliandri

Over the past decade, the rapid development of the internet has changed the business scope of many industrial sectors, including the tourism sector. The existence of the internet eases young travelers to choose tourist destinations, accommodation, and transportation that are used through Online Travel...

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The effects of assortment and utilitarian motive to purchase decision in supercenter

Andreas Wijaya

This research studied about the effect of assortment and utilitarian motive to purchase decision in Transmart Supercenter Cempaka Putih. Indicator of purchase decision was measured by: problem introduction, search information, alternative evaluation, purchase decision, post purchase behaviour, indicator...

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The influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty

Annisa Dieni Eka Putri, Ms. Indarini, Dudi Anandya

The purpose of the study is to analyze and determine the influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty of Teh Pucuk Harum in Surabaya. This study used 170 respondents who are residing in Surabaya, minimum education level of high/vocational school,...

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The effect of green brand on green product purchase intention in Indonesian communities

Erna Andajani

The issue of plastic waste in Indonesia is a national and chronic problem. The non-green materials are still often used for product packaging. Western people have environmental concerns by using green products, but that is not the case for Indonesian people. This study aims to examine the effect of green...

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The effect of e-mass customization in the dimension of consumer's perceived value on satisfaction and loyalty of luxury brand consumers in Indonesia

Gregorius Kevin Soesilo, Dudi Anandya, Ms. Indarini

This study aims to analyze the effect of dimensions of Consumer's Perceived Value on Satisfaction and Loyalty of luxury brand consumers in Indonesia. This research data processing used Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and LISREL...

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The effect of green packaging and green advertising on brand image and purchase decision of Teh Kotak product

Hayuning Purnama

The research aims to determine the direct and indirect effects of green packaging and green advertising on brand image and purchase decision of Teh Kotak product. This research is explanatory research using a sample of 100 Teh Kotak consumers in Surabaya. The analysis technique used was path analysis....

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Explanatory study of factors affecting purchase intention of low-technology innovation of local products in Surabaya

Jeremy Jethro, Silvia Margaretha, Christina R. Honantha

The purpose of this study is to examine the effect of consumer doubt, skepticism, familiarity, value for money, information seeking, and aesthetic design on purchase intention of low-technology innovation of the local product. There are 7 variables used for this research, namely consumer doubt, skepticism,...

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The influence of perceived price, perceived quality, brand image, and store image on the purchase intention of Hypermart private label

M. Dwiki Ramadhan, Muchsin Muthohar

Private label is well known as one of the strategies to expand the market as well as strengthen brand image and store image within stiff competition of retail business. Due to its lower price, the private label could harm perceived quality and affect customer purchase intention. This study aims to examine...

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The influence of perceived quality, perceived value, and customer satisfaction on future intention of Indonesian basketball spectators in Surabaya

Stephanie Yolanda, Christina Rahardja Honantha, Andhy Setyawan

This study examines the relationship of perceived quality, perceived value, and customer satisfaction on the future intention of a basketball event. Quantitative and causal type research was adopted for this study. The questionnaire used was adopted from Ferran Calabuig Moreno et al. (2014). The purposive...

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Analysis of Arsenal FC debit card in Bank Muamalat Indonesia

Sugeng Hariadi, Dea Switani Juniar, Irzameingindra Putri Radjamin

Football is considered one of the most popular sports in the world. As a result, a reputable football club is deliberated to be a promising partner as it has many fans. Today, football is widely used by companies as the brand of products, including the financial sector in Indonesia. Several well-known...

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The influence of innovativeness, involvement and use of social media to travel content creation for Surabaya's traveler

Ulf Olivia Luthfatul Latifah, Veny Megawati, Fitri Novika Widjaja

The purpose of this research is to find out and analyze the use of social media to share tourist information through online content. The results of this study show the influence of making social media on travel content, innovativeness, and involvement of Surabaya travelers in sharing tourist information....

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The impact of interactivity of electronic word of mouth, e-quality of the website, decision support satisfaction on customer loyalty of Mataharimall.com

Yunita Corazon Aqino Pioh, Innocentius Bernarto

Nowadays, companies are required to act swiftly, being decisive and accurate in running the business as well as making decisions to face the growing competition in the business environment that moves dynamically and filled with uncertainty. The purpose of this study is to analyze and test the positive...

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Balanced scorecard on accountability of government institution performance

Dr. Suyanto, Ludhityan Bagus Riadi

This study aims to determine the role of balanced scorecard as a moderation of the correlation between budget target clarity, internal control, and reporting systems on performance accountability of government agencies in the Ministry of Marine Affairs and Fisheries Republic of Indonesia using five variables,...

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Food waste management program design using a comprehensive benchmarking method: a case study in Bytedance Inc, Beijing, China

Eddo Natalion Wijaya Putra

The objective of this research is to design the food waste management program as a part of reverse logistics using a comprehensive benchmarking method in order to answer the main question posed by the researcher on how can company design a system that minimizes the environmental impact and upgrades the...

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The relationship between out of stocks and total settlement in Coca Cola Official Distributor at Betro-Surabaya

Raka Prameswara, Stefanus Budy Widjaja Subali, Markus Hartono

Coca Cola is a company that produces one of the biggest Non Alcoholic Ready to Drink (NARTD) in its market, but The DIFOTAI (Delivery In Full On Time and Accurate Invoice) in Coca Cola Official Distributor (CCOD) at Betro is under the standard which is 95%. As the out of stocks is the first internal...

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The concept of knowledge management in the application of migrant workers protection using SECI model

Rangga Sidik, Deden Abdul Wahab, Yeffry Handoko Putra, Leonardi P. Hasugian, Yusrila Y. Kerlooza

The purpose of this research is to create the implementation design concept for the government to give the protection of Indonesian migrant workers. The concept of knowledge management adapted from SECI Model mechanism gives a wide picture of how migrant workers should be. In this research, a qualitative...

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Companies in Indonesia in the vortex of global economic disruption

Ahmad Zafrullah Tayibnapi, Lucia E. Wuryaningsih, Radita Gora

The best alternative for companies in Indonesia to survive in the midst of global economic uncertainty is by transforming their business and human resources, given that changes in business concepts are highly driven and patterned by advances in information technology that are exponentially increasing...

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The impact of R&D, competition, and market share on productivity of Indonesian chemical firms

Dr. Suyanto, Yenny Sugiarti

This study examines the impact of research and development (R&D), competition, and market share on the productivity of Indonesian chemical firms. There were 568 firms under this study for the period of 13 years so that the total observation was 7,384. The estimation of the firm-level data is conducted...

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Investigation on the influence of green economy, social benefit, and economic benefit on business development and performance of sharia SME

Dr. Mahyarni, Astuti Meflinda

Sharia SME has a very important role in the economy and is one of the supporting factors in the development of the tourism sector. This study aims to examine and analyze the influence of green economy on business development and performance, the influence of social benefit on business development and...

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The eminence of the 4th industrial revolution: how it transformed management accountants

Siti Zaleha Abdul Rasid, Sarah Athirah Saruchi, Rina Salwani Mohd Tamin

The awakening of modern technologies in the era of this 4th Industrial Revolution (4IR) has tremendously affected the whole landscape around the globe including the business sector. To be aligned with the technological advancements, management accountants have to keep proactive and prepare for any unexpected...

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Management commitment to service quality and service recovery performance of customer service officer at PT. Bank Central Asia, Tbk. Surabaya-Indonesia

Liem Siu Lan, Joseph Lodovicus Eko Nugroho

The purpose of this study is to determine the effect of Management Commitment to Service Quality (MCSQ) on service recovery performance in the bank, by mediating organizational commitment and job satisfaction. Recovery efforts for service failures in banks are a very important factor because a bank is...

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Effect of food quality, service quality, atmospherics, other customers and emotions on loyalty at De Soematra 1910 Restaurant Surabaya

Natasya Lienovia Kuandy, Juliani Dyah Trisnawati, Veny Megawati

This study aims to measure the variables of food quality, service quality, atmospherics, other customers, and positive & negative emotions on customer loyalty. An empirical study was conducted by distributing a questionnaire to 150 respondents who are De Soematra 1910 Restaurant Surabaya customers. The...

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The effect of gastronomy and destination attractiveness on satisfaction and behavior intention in traditional cuisines in Yogyakarta

Siti Rahayu

The study aims to provide an integrated model to explain the effect of gastronomy and destination attractiveness on tourist behavior. The survey was conducted in Yogyakarta with the target of domestic tourist respondents. Analysis of Structural Equation Modeling (SEM) was used to test the hypothesis...

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Effect of service quality on the satisfaction of low-cost carrier service users in Indonesia

Winnie Handayani, Fitri Novika Widjaja, Veny Megawati

This study aims to reveal the effect of service quality on the satisfaction of Low-Cost Carrier (LCC) service users in Indonesia. The purpose of this study is to determine the effect of service quality through tangible features, flight schedules, service provided by ground staffs, service provided by...

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Digital disruption in print media: challenges of convergence and business models

Freddy Mutiara, Ambang Priyonggo

Disruption in information technology has caused newspapers experiencing a significant decline in revenue in terms of the number of customers and advertising. However, the efforts of print media companies in Indonesia to expand their customer base and revenue by expanding into online media platforms have...

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Trust, collaboration, and quality management in model of agro-tourism kampung Salak Bojonegoro

Noviaty Kresna Darmasetiawan, Joseph Lodovicus Eko Nugroho, Dessy Alphonatia Christy, Choirul Anam

Alteration strategy from competitive strategy to collaborative strategy is one tough challenge exclusively when it comes to business problems and enactment to similar business, including agribusiness. The research questions proposed in this research are: (1) Why do entrepreneurs who play a role in the...

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Succession role of indigenous and non-indigenous family business in Indonesia to achieve business sustainability

Sofi Hidayah

This study aims to conduct a deeper study of the succession stages that occur in the family business through the stage of pre-succession (introduction/initiation) and the stage of the succession process (integration and involvement in management) to see how the succession of family business is able to...

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Analysis of Arsenal FC debit card in bank Muamalat Indonesia

S. Hariadi, D.S. Juniar & I.P. Radjamin

University of Surabaya, Surabaya, Indonesia

ABSTRACT: Football is considered one of the most popular sports in the world. As a result, a reputable football club is deliberated to be a promising partner as it has many fans. Today, football is widely used by companies as the brand of products, including the financial sector in Indonesia. Several well-known clubs have partnered with banks in Indonesia to attract customers. Primary data was obtained from direct interviews with bank customers with a qualitative approach and triangulation method. The selected respondents were customers of Bank Muamalat Indonesia. The analysis shows that there is a great influence on the Arsenal Football Club as a brand in the behavior of customers in choosing football club-themed products. This research was conducted to increase attentiveness in sharia banking products in order to compete with conventional banking products.

Keywords: consumer behavior, brand of product, Sharia bank

1 INTRODUCTION

In the global era, there are many noteworthy advances in terms of cultural, social, and economic (Assael 1992). Globalization has allowed transnational partnerships to happen. In Indonesia, globalization brought a positive bearing in the form of a commercial partnership between the domestic banking industry and foreign business entities. Variations and innovations in the service system, operational system, and banking products have resulted in positive impacts (Kasmir 2008).

In addition to a conventional bank, Indonesia already has an Islamic (sharia) bank since November 1st, 1991, namely Bank Muamalat Indonesia (Antonio 2001). Act No. 21/2008 about Islamic banking has prepared an adequate legal basis for the development of the Islamic banking industry in Indonesia.

Actually, the application of sharia principles in the banking industry has become an imperative part of the financial industry, such as in the United Kingdom, Switzerland, Italy, and Germany (Abdullah et al. 2011, Ismal 2012). Based on a survey by Re-

pucom (Nielsen Sports) in 2013 with the sample amounted to 1,000 inhabitants by age 16-69 years, showed that 77% of the population of Indonesia loves football, which is slightly below Nigeria that reaches 83% of the population.

Indeed, both fans and football club can contribute to a business (Arnold & Reynold 2003). There are a couple of banks collaborated with the football club such as Bank Danamon that was partnering with Manchester United (2006), Bank BNI with Chelsea, and Bank Muamalat with Arsenal (2016).

Study of Bank Indonesia and Universitas Brawijaya (2000) splits the factors that affect the decisions process into customer's Bank Marketing Stimuli (i.e. Product, Price, Promotion, Place); Other Stimulus (Economy); and Bank Customer's Characteristics (Cultural, Social, Personal, Psychological). The presence of these factors is very essential to be preserved in order to attract prospective customer to use the product (Simamora 2002, Sciffman & Kanuk 2008).

Banks are certainly required to spend large funds to a promoted football theme. The bank's strategy in partnering with famous football clubs has given an

effective promotion. The qualitative study will analyze the customer's interests and choices of Arsenal-themed product from Bank Muamalat ("Shar-E Arsenal" debit card), reinforced by Kottler & Keller (2008).

2 RESEARCH METHODS

This study used qualitative methods for trying to interpret, highlight, and define a unique phenomenon. Also because it is associated with understanding the experience of those associated with the phenomenon (Nazir 2003, Moleong 2007). The study was conducted in Bank Muamalat Surabaya through observation and interviews in the field. Data sources used for this research were the primary data and secondary data (Sugiyono 2008). The assessment of the validity of qualitative research was done through the process of collecting data by using the technique of triangulation. The purposive sampling method was also used because there are limited time, effort, and funds (Sugiyono 2008).

The analysis of the data used in this research was to filter, present data, and conclude the idea. Respondents were employees of the bank and "Shar-E Arsenal" debit card users. The minimum number was 6 respondents due to various limitations (Arikunto 2010).

3 RESULTS AND DISCUSSIONS

Bank Muamalat signed a partnership with the football club with the aim of approaching the market share of teenagers. Voting results showed that Arsenal Football Club was the most sought after. Another objective was to promote the banking business, which at the same time encourage the growth of the market share of sharia banking in Indonesia. In addition, "Shar-E Arsenal" debit card is the product of Bank Muamalat to increase electronic transactions. Working with Arsenal was also a reflection of the commitment of Bank Muamalat to make Islamic banking as the first option for the community.

The interview with staffs and manager of Bank Muamalat showed that there was no significant difference between the "Shar-E Arsenal" debit card and another debit card (i.e. Shar-E Gold). The difference only lies in the theme shown in the debit card.

According to respondents, the main reason the consumer used Shar-E Arsenal" debit card was because they are a big fan of English football club Arsenal. According to the observations of the respond-

ents, the Arsenal fans are mostly high school students and university students. The second reason for choosing Arsenal themed product was the unique colors and design. Also, it was revealed that according to the results of a survey conducted by the bank, some customers love the colors and design, even though they are not a big fan of Arsenal. Lastly, the reason for choosing Arsenal-themed product was uniqueness. When the Bank Muamalat announced that there will be new designs for "Shar-E Arsenal" debit card with a unique form of horizontal design, then many customers and prospective customers ordered the card that hasn't even been launched. Five respondents were students aged around 21 years. One of the respondents was 50 years worker of a private institution. The results of the interview with the customer were then compared to the perspective of Bank Muamalat in order to obtain a valid answer.

There were 2 reasons the customer chose the Arsenal-themed card of Bank Muamalat. First, because it is affected by the promotion. Second, because "Shar-E Arsenal" debit card is the brand of a well-known football club in the world.

Promotion was the reason for Respondent-1 to use Arsenal-themed care. This respondent was already a customer Bank Muamalat since 1998 and a fan of Arsenal. When Bank Muamalat introduced Arsenal-themed product in an event, respondent-1 was fascinated in having a new account. Respondent-1 also placed a high deposit in order to obtain Arsenal-themed gifts, such as slayer and neck pillow.

Another reason that attracts respondents to use Arsenal debit card was that Arsenal is a well-known football club in the world. This reason was conveyed by respondent-2 and respondent-3. At that time, respondent-2 was about to open an account at Bank Shariah Mandiri, as suggested by his parents because of cheaper administrative cost but he changed his mind and opened an account at Bank Muamalat as the bank launched "Shar-E Arsenal" debit card. In fact, respondent-2 was a fan of Arsenal and he opened Arsenal-themed sharia account only to pay his urgent need.

Respondent-3 opened an account in Bank Muamalat to pay his study fees. After getting the information about Bank Muamalat partnership with Arsenal, respondent-3 immediately opened a new account because he is an Arsenal fan.

Respondent-4 used "Shar-E Arsenal" debit card as he wants to avoid earning interest because the Islamic thought that says interest is usury. Respondent-4 wants to put into practice the thought by open-

ing an account in Bank Muamalat. According to respondent-4, Bank Muamalat is a reliable Sharia bank. When Respondent-4 was about to open a savings account, customer service offered a saving account with Arsenal debit card. Respondent-4 knows Arsenal is a famous football club from the United Kingdom, although he was not a fan of Arsenal. In the end, Respondent-4 agreed to open the savings account.

Respondent-5 opened "Shar-E Arsenal" account with the aim of assisting his work. Respondent-5 was a university student who also manages a business travel. He used "Shar-E Arsenal" debit card for mutual transfer of funds to the various parties inside or outside the country. Actually, respondent-5 did not recognize about the partnership between Bank Muamalat and Arsenal, but he was explained by Bank Muamalat customer officers when he was about to open Bank Muamalat account. As a fan of Arsenal FC, he was definitely happy to open the Arsenal-themed account. According to respondent-5, "Shar-E Arsenal" debit card has no significant difference with the Shar-E Gold debit card.

Respondent-6 opened the account after he received information about Arsenal debit card. Initially, respondent-6 felt that it is a sin of usury when using a conventional bank to transfer salaries. Thus, respondent-6 deliberately switched to Islamic banking products. Although not a fan, but respondent-6 found out that Arsenal is one of the participants of the English Premier League. In fact, respondent-6 uses the account for his daily needs. Respondent-6 still uses a conventional banking account to receive salaries, but always withdraw and transfer the money to his Bank Muamalat account. Respondent-6 also does not really care of the bank fees as the fees are meaningless when compared to the sin of usury.

Based on an in-depth interview conducted to employees and customers of Bank Muamalat, it was found that many customers chose Arsenal-themed account because they are a fan of Arsenal. In addition, the existence of the brand and product promotion attracted the customers to open Arsenal account.

The customers had various reasons for choosing Arsenal account, among others process, product, physical evidence, and promotion (Zeithaml & Bitner 2003) with two dominating factors of process and product.

In the meantime, based on five factors that influence customer (Kotler & Keller (2008) i.e. the personal factor, consisting of: personality and self-concept, lifestyle, jobs and economic environment; and social factors, consisting of: family, and the ref-

erence group; it was found that the personal factor is a dominant factor. Personal factors motivate the behavior of the four respondents, while the social factors inspire the behavior of only two respondents. If divided into subgroups of factors, personality factors and the self-concept are the main underlying behavior of two customers in choosing Arsenal-themed product.

4 CONCLUSION

Being a fan of Arsenal Football Club was the most common reason for using the "Shar-E Arsenal" debit card in Bank Muamalat. There were only two of the six respondents who are not a fan of Arsenal but keep using the product. The reasons that the customers apply Arsenal-themed product were the use of the Arsenal brand and promotional activities of the Bank Muamalat. In addition, good socialization program from Bank Muamalat was also another reason that drives customer in buying Sharia banking products, including Arsenal-themed product. There were four reasons of process, product, physical evidence, and promotion customers that attract customers to choose Arsenal account, with two dominating factors of process and product. There was only one respondent who opens Arsenal account because of physical evidence and promotion factors.

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