

# The effect of social network marketing, attitudes towards social network marketing and consumer engagement on consumer purchase intention on batik

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**ABSTRACT:** This research aims to examine the effect of social network marketing, attitudes towards social network marketing, and consumer engagement on consumer purchase intention on Batik. This study was quantitative and causal type research. Sampling used non-probability and purposive sampling methods. The data was taken from 210 active users of social network marketing, who are Batik consumers in Surabaya and know any sellers or brands of Batik that carry out a social network marketing and have once commented on those social network marketing sites. Data were further analyzed by structural equation modeling using SPSS 22.0 and AMOS 22.0. The results found that there was no direct effect of social network marketing towards consumer purchase intention on Batik, but there was an indirect effect of consumer engagement between the relationship of social network marketing and consumer purchase intention on Batik. There was also an indirect effect of attitudes towards social network marketing between the relationship of social network marketing and consumer purchase intention on Batik.

**Keyword:** Social Network Marketing, Consumer Engagement, Consumer Purchase Intention

## 1 INTRODUCTION

Digital era is slowly shifting many things in this world from traditional into the digital form, including marketing. Traditional marketing is perceived as an intrusive manner, where in order to interact with a product, people have to be interrupted first. This old way of doing business is unsustainable for marketers (Opreana & Vinerean, 2015). In Indonesia, the internet users are growing every year, it grew 50% in 2010 to 2012, 39.8% in 2012 to 2014, 50.6% in 2014 to 2016, and 7.9% in 2016 to 2017 (Indonesian Internet Service Provider Association, 2017).

Batik is one of the handcrafted products that need to be preserved in Indonesia and was recognized into a Representative List of the Intangible Cultural Heritage of Humanity by UNESCO in 2009. In Indonesia, Batik has a very diverse pattern and style depending on which region it comes from. The export value of batik and batik products until October 2017 reached US\$ 51.15 million, which is increasing from US\$ 39.4 million in the first semester of 2017. There are 101 Batik Small-Medium Enterprises (SMEs) in Central Java, West Java, East Java, and Special Region of Yogyakarta, and the current batik SMEs are still traditional and have not

been managed well (Farida, Naryoso, & Yuniawan, 2017). The government targeted 6 million for Micro, Small and Medium Enterprises (MSMEs) in Indonesia to start using digital technology this year. Social media can be seen as a good platform for digital marketing since it has the highest rank of most accessed content. Social media marketing like Facebook, Instagram, and Twitter have reached hundreds of millions and become a large market share for MSMEs in Indonesia.

A preliminary study was done by interviewing 17 batik consumers in order to investigate how familiar they are with the social network marketing of batik. The informants were quite aware of social network marketing such as Instagram, Facebook, and Twitter, and there were 21 different names of batik on social network marketing. Several facts mentioned above are supporting the need for digital marketing development when doing business in this digital era, especially social network marketing. This study focuses on the impact of its social network marketing on purchase intention and the relationship between social network marketing, attitudes towards social network marketing, and consumer engagement on consumer purchase intentions on batik. It is essential to broaden the perspective on the customer experience beyond

marketing to support the development of ethically responsible and effective digital customer experiences. Nevertheless, there is a lack of study about the impact of social network marketing on purchase intention on batik in Surabaya.

The research model developed by Toor, Husnain, & Hussain (2017) showed there is a positive direct impact of social network marketing on consumer engagement and consumer purchase intention. There is also a positive direct impact of consumer engagement on consumer purchase intention. This study expanded the model developed by Toor, Husnain, & Hussain (2017) by adding a new variable of Attitudes towards social network marketing, which study conducted by Akar & Topçu (2011).

Social network marketing is expected to have a positive direct impact on attitudes towards social network marketing, & attitudes towards social network marketing are also expected to have a positive direct impact on consumer purchase intention on batik.

The research problems are as follows; (1) Does social network marketing positively affect consumer purchase intention on batik?; (2) Does social network marketing positively affect consumer engagement on batik?; (3) Does consumer engagement positively affect consumer purchase intention on batik?; (4) Does social network marketing positively affect attitudes towards social network marketing?; & (5) Do attitudes towards social network marketing positively affect consumer purchase intention on batik?

Beyond its marketing content & two-dimensional interaction on websites & applications, social network marketing offers an opportunity to immerse consumers directly in the simulated product or service experience. Strategic marketers use social network marketing as a marketing tool because these social networks are hugely popular among individuals & thus become visible media for advertising. Other than its expedient access, the environments can be customized to accommodate the profiles of the consumers (Toor, Husnain, & Hussain, 2017). Attitude is defined as a person's enduring whether or not the evaluations are favorable, emotional feelings, & action tendencies towards some object or idea. It shapes people's minds to like or dislike an object, as well as move towards or away from it (Kotler & Keller, 2012). Customer engagement refers to the intensity of customer participation with both representatives of the organization & with other customers in a collaborative

knowledge exchange process (Wagner & Majchrzak, 2006). Purchase intention is the prediction of the buyer regarding which brand, the consumer will choose to buy. The intention can be described as a response short of actual purchase behavior (Mehmood & Khan, 2011).

### 1.1 Research Purposes

The purpose of this research is to examine the effect of social network marketing, attitudes towards social network marketing, & consumer engagement on consumer purchase intention on Batik.

These are five hypotheses to test as follows:

- H1. Social network marketing has a positive impact on consumer purchase intention.
- H2. Social network marketing has a positive impact on consumer engagement.
- H3. Consumer engagement has a positive impact on consumer purchase intention.
- H4. Social network marketing has a positive impact on attitudes towards social network marketing.
- H5. Attitudes towards social network marketing have a positive impact on consumer purchase intention.

## 2 RESEARCH METHOD

This research used a quantitative approach, which is categorized as causal research, including hypotheses building based on available theories & collecting accurate data to test hypotheses. The independent variable used was social network marketing (SNM), while consumer engagement (CE), consumer purchase intention (CPI), & attitudes towards social network marketing (ASM) acted as dependent variables.

According to Cozby & Bates (2012:147), purposive sampling is one of the forms in non-probability sampling that aims to gain samples or respondents from individuals who are suitable with the criteria set by the researcher.

The researchers specifically determined the selected respondents' characteristics of active users of social network marketing, whose are Batik consumers in Surabaya & know any sellers or brands of Batik that carry out a social network marketing & have once commented on those social network marketing sites. The number of samples was 210 respondents.

The data analysis was conducted by using *Structural Equation Modeling* (SEM) with the help of the AMOS version 22.0 program,

together with the estimation technique used was *Maximum Likelihood* (ML).

### 3 RESULTS AND DISCUSSIONS

The respondents were 93 males (44.3%), & 117 females (55.7%), & 84.8% of them were within the age range of 17 to 40 years old. 51.9% of respondents earned a Bachelor's degree, & 68.1% of respondents earn monthly income per month of more than IDR 6 million. 54.3% of respondents accessed SNM (Social Network Marketing) of Batik one hour daily, 35.2% of respondents accessed SNM three hours, & 10.5% of respondents accessed SNM for more than 3 hours. Most of SNM accessed were Instagram 68.6% & the Batik brands accessed were batikerisindo (20.5%); tresnaart(11.9%); batiksemar (5.2%); bateeq (5.2%); & danarhadi (4.8%).

The analysis of measurement model was conducted by using *Confirmatory Factor Analysis* (CFA), the early stage of CFA has the value of *Goodness-Of-Fit* (GOF), which fulfills the suitable criteria (CMIN/DF = 1.766, RMSEA = 0.061, GFI = 0.852, TLI = 0.883, & CFI = 0.896). The value of GFI, CFI & TLI, according to Hair Jr., et al. (2010:643), is considered as marginal fit when the value is between 0.8 & 0.9. Hair Jr., et al. (2010:668) considered as good fit when the value is  $\leq 2$ , the CMIN/DF value of this study is a good fit, & the value of RMSEA is considered as a good fit when the value is  $\leq 0.08$ . The result of structural model is as follows:

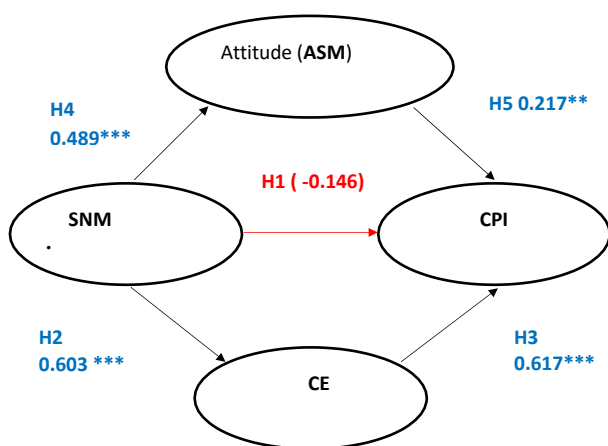


Figure 1. Structural Model. The value of st&ardized estimate. The insignificant structural relationship is described by dotted lines. \* $p \leq 0.1$ ; \*\* $p \leq 0.05$ ; \*\*\* $p \leq 0.001$

Based on the hypotheses testing shown in Table 1, of 5 hypotheses tested, 4 hypotheses were supported, while one hypothesis was rejected. It means

that social network marketing does not affect consumer purchase intention on Batik (H1).

The research does not support the theoretical argument proposed by Toor, Husnain, & Hussain (2017), which stated that social network marketing is found to have a significant effect on consumer purchase intention. This result supports the previous study conducted by Ahmed & Zahid (2014), which found that marketers that use virtual social networks as a channel for br&ing or marketing does not directly affect consumer purchase intention of their garments, but it needs another indirect factor which is br& equity & customer relationship management on the context of their study. Furthermore, Hajli (2014) found that social media does not directly affect purchase intention, but trust, encouraged by social media, significantly affects purchase intention. In the context of this study, consumer engagement acts as an indirect variable of the relationship between social network marketing & consumer purchase intention on batik because consumers prefer to take parts in communicating both with the companies & other consumers as well as attitudes towards social network marketing which then can indirectly affect purchase intention. When individuals are emotionally attached to social media platforms, it can be expected that consumers will become more engaged with companies (Vanmeter, Grisaffe, & Chonko, 2015).

Table 1. The Results of Hypothesis testing

Effect	Critical Ratio	P-Values	Remarks
SNM $\rightarrow$ CPI	-1.384	0.166	Not Supported
SNM $\rightarrow$ CE	6.233	***	Supported
CE $\rightarrow$ CPI	5.028	***	Supported
SNM $\rightarrow$ ASM	5.263	***	Supported
ASM $\rightarrow$ CPI	2.383	0.017	Supported

\*Source: Data processed by AMOS 22.0

This research shows that Social Network Marketing positively affects Consumer Engagement (H2) & Consumer Engagement positively affects Consumer Purchase Intention (H3). As stated by Maguire (2015), today's companies need to utilize the influence of social media to engage consumers instead of using it only as a platform for intensifying the products & brand promotions. Barhemmati & Ahmad (2015) also supported this finding that the existence of emotional ties between buyers & companies, which will lead them to make better decisions before purchasing batik & increase the intention to buy batik as recommended by friends on social networking sites. Consumer Purchase Intention occurred in this study because consumers

of batik in Surabaya tend to trust the engagement process occurred on the social networking sites of batik in order to gain more knowledge about the products, & batik sellers can stimulate consumers to visit, read, like, or even comments on their social networking sites.

The research result shows that Social Network Marketing has a significant effect on Attitudes Towards Social Network Marketing (H4). This research supporting the theoretical argument by So-hail & Al-Jabri (2017), which stated that information & engaged contents on social media which are uploaded by firms, in return will affect consumers' attitudes towards social media. Akar & Topçu (2011) also supported this result, if consumers follow or monitor social media of a company, it can significantly affect their attitudes towards social network marketing. Batik consumers in Surabaya think that batik companies are doing well in social network marketing as the social network marketing of batik is very attractive & essential for batik companies; therefore, it will be good if Batik companies can use social network sites such as Facebook & Instagram for marketing.

This research supports the theoretical argument conducted by Arli (2017) & Stevenson, et al. (2000), which stated that consumer purchase intention is positively affected by consumer's attitudes towards the social network marketing (H5). Attitudes towards social network marketing have a positive impact on consumer purchase intention because the growth of internet users in Indonesia is increasing every year, & social media is still the most accessed platform on the internet. Batik consumers have positive attitudes towards social network marketing that will lead their intention to buy batik as recommended by their friends on social networking sites

## 4 CONCLUSION

The conclusions of this research are:

- Social Network Marketing does not significantly affect Consumer Purchase Intention on batik.
- Social Network Marketing of batik in Surabaya has a positive impact on Consumer Engagement.
- Consumer Engagement has a positive impact on Consumer Purchase Intention on batik.
- Social Network Marketing of batik in Surabaya has a positive impact on Attitudes towards Social Network Marketing.

- Attitudes towards social network marketing have a positive impact on Consumer Purchase Intention on batik.

This research shows that consumer engagement indirectly affects the relationship between social network marketing & consumer purchase intention on batik; consumers tend to like to communicate & participate more on social networking sites both to companies & another consumer in order to increase purchase intention on batik. The research implication is that consumers should be given a more significant opportunity to share their experience or knowledge about batik on social networking sites. This strategy can enhance communication between batik companies & consumers & stimulate better engagement. Good engagement can be gained when there is two-way communication between batik companies & consumers, as well as among fellow consumers. This, in return, will increase customer loyalty & consumer purchase decision.

Companies should create an exciting feed with a complete description of the batik products so that consumers are interested & amused by the contents. The contents should be updated regularly, so consumers will not get bored with the existing content. Furthermore, batik companies can ask consumers regarding what content is expected from social networking sites. Instagram should be considered as the preferred platform of social network marketing of batik since the majority of respondents answered Instagram as their primary social networking sites. Batik companies should focus on using Instagram more as their platform to do digital marketing.

Further research is needed to find out the generalization of this research model, mainly by choosing other social network marketing as an object because this research is only limited to batik. Further research is expected to distribute the questionnaires more heterogeneously in order to gather more types of respondents. Sellers of batik on social network marketing are expected to be involved (Dewing, 2010). Interviews should also be used in future research to understand better social media users & their insights as well as experiences (Toor, Husnain, & Hussain, 2017).

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Financial statement fraud is a fundamental problem for companies, and it requires various efforts to prove fraud. Companies that are indicated to do financial statement fraud can be one of the reasons for investors to hesitate in investing. Financial statement fraud has a long-term effect that is detrimental...

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### Proceedings Article

## The Formation of Customer Satisfaction in Social Media, the Role of Frequency, and Duration of Use

D. Anandya, Indarini, A.T. Septiani

This study aims to determine the effect of frequency, duration, relevancy, and brand community on satisfaction in Instagram social media users in Surabaya. This study used a quantitative approach with SEM (Structural Equation Model) was used for data analyses and AMOS 22.0 program was used for data processing....

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### Proceedings Article

## Supply Chain Management Practice in Creative Industries

L. Kartikasari, Hendar

Supply chain performance effectiveness helps to provide many direct and indirect benefits for suppliers and manufacturing companies where it represents the ability to invent and produce solutions that add more value to customers, distributors, and other parties. The purpose of this research is to examine...

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### Proceedings Article

## Is the Stock Option Effective to Maintain Key Management? Evidence from Indonesia Listed Companies

Y.K. Feliana, F. Lianggono

Management stock option is a form of compensation which has a hypothetical function to maintain key management, that in the end, the goal is improving company performance. This study aims to prove the

hypothesis using Indonesia listed companies' data over the 2012–2016 period. The turnover rate measures...

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### Effect of Use of Mobile Banking on the Student's Satisfaction and Loyalty

J.D. Trisnawati

This study aims to measure the main factors that could predict the use of mobile banking as well as how to use such a system that could contribute to both customer satisfaction and customer loyalty. This study combines two models, i.e., UTAUT2 and D&M IS Success Model. An empirical study was conducted...

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### Factors Affecting the Financial Performance of Companies Based on Agency Theory

A. Herlambang, W.R. Murhadi, T. Andriani

This study examines the factors that influence a company's financial performance based on agency theory. There were 5 independent variables used in this study, namely institutional ownership, insider ownership, board size, company size, and debt ratio, as well as the dependent variable, namely the company's...

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## The Influence of Transformational Leadership, Organizational Climate, and Job Stress on Competence, Work Motivation, and Performance

A. Kusmaningtyas

This study aims to analyze the influence of transformational leadership, organizational climate, and job stress on competence, work motivation, and performance of lecturer in the province of East Java, Indonesia. The research method used in this study was a descriptive explorative that aims to find new...

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**Proceedings Article**

## The Role of Knowledge Management Capability and Digital Ecosystem to Enhance Digital Transformation for SMEs

Nurhidayati

Small Medium Enterprises (SMEs) have a significant role in the economic growth of the nation, but some issues have already existed. Lack of human resources, competitiveness, and many more are examples. In the recent era, SMEs have the opportunity to develop their potential human resources by exploring...

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## Integrated Financial Technology Model on Financing Decision for Small Medium Enterprises Development

Mutamimah, Hendar

Access to capital is one of the biggest obstacles for Small Medium Enterprises (SMEs) in Indonesia because SMEs do not have adequate collateral, high-interest costs, and complicated procedures. In this digital era, one form of financing is Peer to Peer Lending, where financial technology (fintech) corporation...

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### Dynamic Capabilities for SME's: Ready to Change and Cloud Service Role Toward Digital Business

C. Suhendi, M. Nugroho, H.B. Yahya, A.S.M. Zahari

The company will have dynamic capabilities if the cloud service and readiness to change are excellent. Companies will have high dynamic capabilities if they have the readiness to accept changes in the digital era (readiness to change). This study aims to examine the role of cloud services and readiness...

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#### Proceedings Article

### Financial Technology Optimization in the Development of MSMEs with Spotlight Phenomenology

Suhartono, M. Suwandi, A.Y.M. Bayan, A.L.K. Taufiq

Utilization of information technology such as fintech (financial technology) and internet networks can help develop Micro-Small-Medium-sized enterprises (MSMEs) businesses. The purpose of this study to determine the role that is presented by fintech for informal businesses, namely MSMEs. Research data...



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### Enhancing the Innovation Capability Through Knowledge Management Capability and Networking

H. Sulistyono

The innovation capability of companies and SMEs greatly determines performance and competitive advantage in a rapidly changing global environment. This condition requires companies and SMEs to increase their knowledge to create faster innovation capability. Good knowledge management capability in companies...

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### CSR Reporting: Perspective of Female Audit Committee Having Financial Expertise

P.A. Widyasari, N.F. Ayunda

This paper contributes to the evidence that identified gender and skill affect organizational and business practices. This research combines two characteristics of the audit committee, namely gender and financial expertise, as one perspective. The research aims to analyze whether the presence of the...

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### Future of Job Market in the Fourth Industrial Revolution

P.N. Hoang, B.T.T. Trang

In the fourth industrial revolution era, artificial intelligence (AI) technologies are rapidly developed and will influence our lives and societies in many ways. In addition, AI technologies can work together with other technologies such as the internet of things, 3D printing, block-chain, and quantum...

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### Factors Influencing Carbon Emission Disclosure in Mining Companies of Indonesia

Winarsih, D.A. Supandi

The research aims to analyze the influence of Proper rank, company size, profitability, leverage, and media exposure on Carbon Emission Disclosure of mining companies in Indonesia. The Carbon Emission Disclosure measurement used a checklist from Choi et al. (2013) research, which was developed from the...

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### The Influence of Management Control System, Encouragement of Environmental Management, and Proactive Environmental Management on Carbon Emission Efficiency

M.J. Shodiq, H. Fauzi, I. Ghozali

The efficiency of carbon emissions in the production process contributes significantly to restrain the rate of global warming, and it is strongly

correlated with industrial behavior. Therefore, this research was done to explore the dominant factors that influence the behavior of carbon emissions efficiency....

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### Relationship Network and Business Model Innovation of Start-Up Companies in the Context of Industrial Revolution 4.0: An Evidence from Vietnam

T. N. Ghi, N. T. P. Anh, N. Q. Thu., N. Q. Huan

In the starting phase, despite incentives of government support policies and related entities' supports, startup companies face many difficulties in accessing external information and resources to innovate current business models. The role of management resources in building relationship networks to...

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### The Improvement Strategy of Tax Compliance from MSME Sector in Indonesia

P. Wijayanti, N. Saraswati, I. Kartika, Mutoharoh

According to the Organization for Economic Co-operation and Development (OECD), the Indonesia Tax ratio in 2017 was the lowest compared to other countries in Asia-Pacific. Meanwhile, the tax ratio in 2018 was 11.6% lower than the middle-income country for 17.7%. This indicates that the level of tax compliance...

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#### Proceedings Article

### Last-Mile Logistics in Vietnam in Industrial Revolution 4.0: Opportunities and Challenges

D. T. Phuong

Industrial Revolution 4.0 is taking place quickly and vigorously. It has a widespread impact on all sectors, such as industry structure, supply, and demand of the labor market. In the logistics and supply chain industry, Industrial Revolution 4.0 changes the way of management related to activities such...

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### The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness

E. Pancaningrum, T. Ulani

This research is motivated at this time a lot of product advertisements placed in a soap opera. The test of this study is to determine the effect of product placement on consumer buying interest and brand awareness as a mediating variable. The sample in this study was 100 respondents loyal viewers of...

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### Cooperative Management Through Standard Operational Management and Standard Operating Procedures to

## Improve the Performance

E. Wuryani, H. Harti

The purpose of this study is to determine the management of cooperative through SOM and SOP in improving performance. The research method used a qualitative approach, with data collection based on primary data through interviews and secondary data in the form of organizational structure, financial reports,...

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### Proceedings Article

## Measuring Economic Growth Through National Income Elasticity

M.S. Sundari, M. Ariani

In the Industrial Revolution Era 4.0 all countries must face increasingly fierce competition from the flow of goods/services, labor, and capital. Exports and investments are the keys to national economic growth. All of this will affect the amount of national income, which will determines the size of...

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## Factors that Affect the Debt Ratio of Internationalized Nonfinancial Firms

Y.N. Handjaja, B.S. Sutejo, D. Marciano

This study aims to examine the influence of firm-related factors on the debt ratio as well as the influence of firm-related factors on the non-financial firms listed on the Indonesia Stock Exchange (IDX) over the 2013–2017

period. These factors, including internationalization, firm size, profitability,...

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### Abnormal Return Testing Before and After the Earnings Announcement

B.S. Sutejo, M. Utami

This study examines the existence of abnormal returns on the days before and after the annual earnings of stocks in the IDX 30 index over the 2017 – 2019 period. This study used the event study method to observe abnormal returns of stocks in the IDX 30 index at six days before and six days after the...

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### Memo as Wish Fulfillment for Me and Our Savior: A Case Study on SOEs in Indonesia

R.E. Wijaya, E. Andajani

A memo is a form of informal information that lives within a company. The memos arise because of information needs that unfulfilled by current information systems. This research seeks to explore the role of parties involved in the use of memos in one SOE in Indonesia. In this case, the researchers deeply...

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## Diversification, Bank Risk, and Efficiency on Sharia Banking in Indonesia

Anggraeni, Basuki, R. Setiawan

The study aims to analyze the effect of asset diversification, bank risk, and bank size moderated by the ownership structure and board of Commissioners on the level of efficiency in Sharia banking in Indonesia. The study was conducted on 13 Sharia banks with the observation period in 2010–2017. The results...

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## How do Exports and Imports Distress Foreign Exchange Reserves in Indonesia? A Vector Auto-Regression Approach

S. Hariadi, A.Z. Tayibnapis, N. Irawati

IMF conveyed that Indonesia's foreign exchange (FX) reserves grasped 123.283 billion US \$ in 2018 and ranked 21st in the world (China was the highest with 3.103 trillion US \$ and Somalia was the lowest with 30 million US \$). FX reserves are imperative indicators in international trade that form the fundamental...

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## The Economic Impact of Corporate Social Responsibility

R. Eriandani

This study aims to examine the relationship between socially responsible

investment and future company performance. Socially responsible investment is carried out with various objectives, depending on the actors and their preferences. Good management theory explains that social investment can build trust,...

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### Producing Millennial Generation Leaders in Addressing Change and Meeting the Challenges of the Industrial Revolution 4.0

M.E.L.K. Widjaja

The millennial generation is the next generation that dominates the workplace and future generations faced with many uncertainties in technology, society, and the workplace as well as business challenges. The industrial revolution 4.0 has demanded leadership to rethink the role of the millennial generation...

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### Business Model Innovation in the Digital Network Era and Its Impact on Human Resource Empowerment

M.E.L.K. Widjaja

The 4.0 industrial platforms is a complex topic. Standards and norms for industrial sectors need to be combined with specific technical specification support. The presence of the internet and new mobile devices with new applications has significantly changed today's purchase behaviors. Leading companies...



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### Proceedings Article

## The Effect of Celebrity Endorsers on Purchase Decisions on the Fait Hijab Online Shop on Instagram

A. D. Aprilia, N. Hidayati

This research is done due to an increase in Fait Hijab's online shop earnings on Instagram. This study aims to determine and explain the effect of celebrity endorsers on Purchasing Decisions on Fait Hijab online shop consumers on Instagram. The study used explanatory research methods carried out through...

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## DEA as an Alternative Instrument of Performance Measurement: A Case Study of Five Sidoarjo Small-Sized Enterprises on December 2018

B. Budiarto, F.R. Djumadi

DEA, as a linear programming development, is based on the technique of measuring the relative performance of multiple inputs and outputs. DEA is now one of the alternative instruments that is often used in measuring the performance of economic activity units. The indicator is technical efficiency. Technical-efficiency...

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## The Effect of Illiquidity on Stock Return on the Indonesia Stock Exchange

E. Ernawati, A. Herlambang

This research is the development of research that has been done by Nanlohy et al. (2018). Nanlohy used the object of the Consumer Goods Sector Companies over the 2011-2015 period, while this study used the objects of all companies listed on the Indonesia Stock Exchange over the 2013-2017 period. The...

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## Green Concept: Customer Satisfaction in the Service Business

H. P. Dewi

This study aims to determine the factors that influence customer satisfaction. The research method used was quantitative. The sampling technique used purposive sampling with 96 respondents. The analysis technique in this study consisted of three stages, namely the first stage of the validity test, the...

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### Proceedings Article

## Entrepreneurial Values of Indonesian Chinese and Javanese on Micro and Small Enterprises

E. Tandelilin

The purpose of this paper is to disclose entrepreneurial values between Javanese and Indonesian Chinese in micro, small, and medium enterprises

(MSMEs) in Surabaya. This paper examines the entrepreneurial values variable regarding ethnic differences. Primary sources used were from 4 informants in MSMEs....

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### Ownership Structure, Good Corporate Governance, and Firm Performance in the Indonesian Capital Market

L.I. Wijaya, Welson, W.R. Murhadi

This research examines the effect of ownership structure and good corporate governance on firm performance. The research variables used were foreign ownership, institutional ownership, government ownership, size of the board of commissioners, and size of non-financial sector companies on the Indonesia...

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### The Effect of e-WOM on Travel Intention, Travel Decision, City Image, and Attitude to Visit a Tourism City

J. Gosal, E. Andajani, S. Rahayu

Social media is one form of e-WOM that plays a critical role in the tourism industry. Sharing information via Instagram can lead to travel intentions and travel decisions. The purpose of this study is to investigate the effect of e-WOM on travel intention, travel decision, city image, and attitude to...

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## Gaining Leader–Employee Commitment: Linking to Organization Performance in Women Cooperative Setia Bhakti Wanita Surabaya

J. Rusdiyanto

Organizational commitment has been an essential factor in determining the success of an organization. Employee and leader commitment to an organization has acquired increasing demand as it aids the organizations to increase employee performance in achievement, productivity, and effectiveness. No organization...

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**Proceedings Article**

## The Effect of AIRQUAL on Customer Satisfaction and Word of Mouth at Garuda Indonesia Airline

A. Fananiar, F.N. Widjaja, A.P. Tedjakusuma

This study aims to examine the effect of AIRQUAL (Airline Tangible, Terminal Tangible, and Empathy) on Customer Satisfaction and Word of Mouth at Garuda Indonesia airline. It applies a quantitative method where random samples were respondents who have flown with Garuda Indonesia airline to or through...

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## The Effect of Employee Training Service Quality: The Mediating Role of the Team Organizational Commitment

F. Kusumohardjo, J.L.E. Nugroho

This study examines the team organizational commitment in the relationship between employee training and service quality. The training of employees used three variables, i.e., the accessibility of training, support for the training, and the benefits of training. This study used Partial Least Square to...

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### Tiered Small Medium Enterprise Training Model: Achieving SME's Competitive Advantage in Industrial Revolution 4.0 Era

N.K. Darmasetiawan, H. Winarto, F. Mutiara, D.A. Christy

This study aims to analyze the model and implementation of tiered SME training in achieving SME's competitive advantage in the industrial revolution 4.0 era. The type of research used was qualitative research through focus group discussion, in-depth interviews, and observation methods. The results of...

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### The Effect of Social Network Marketing, Attitudes Toward Social Network Marketing and Consumer Engagement on Consumer Purchase Intention on Batik

A. Syaifullah A, C.R. Honantha

This research aims to examine the effect of social network marketing, attitudes towards social network marketing, and consumer engagement on

consumer purchase intention on Batik. This study was quantitative and causal type research. Sampling used non-probability and purposive sampling methods. The data...

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### Does Religious Orientation Matter? Reassessing the Role of Brand Credibility and Customer Loyalty on the Controversial Brand in Emerging Market

A. Setyawan, R. Sutanto So, C.R. Honantha

This study Indonesia is a country with a Muslim-majority population. Halal labels on products and services, especially on food, become essential things to consider in food consumption. Food products that do not have a halal label will certainly cause consumer doubts and become a controversial brand for...

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#### Proceedings Article

### The Effect of Consumer-Based Brand Equity on Customer Satisfaction and Brand Loyalty in the Coffee Bean & Tea Leaf or Maxx Coffee

D. Saputra, Indarini, S. Margaretha

The purpose of this study is to examine whether consumer-based brand equity (physical quality, staff behavior, self-compatibility, brand identification, and lifestyle congruence) of Coffee Bean & Tea Leaf Surabaya or Maxx Coffee Surabaya have a positive impact on customer satisfaction. This study examined...

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## Analyzing the Effect of Electronic Word of Mouth (e-WOM) on Attitudes Toward City, City Image, and Intention to Visit Yogyakarta

S. Muzdalifah, S. Rahayu, E. Andajani

This study aims to examine the antecedents of intention to visit and its relation to e-WOM, attitudes towards city, and city image. We conducted a structural equation model (SEM) to test the relationship between research variables. An empirical test of the model was reported using data collected from...

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## Configuration of Employment Training to Improving Work Competencies Toward Competitiveness

N. Badriyah, A. Muhtarom

Lamongan Regency economic development in the last 3 years has increased. This has an impact on a number of workers from Lamongan. Workers no longer need to leave the city of Lamongan to look for work. Research aims to develop quality human resources by having expertise in their respective fields through...

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## The Impact of MultiChannel's Single Phase Queue and E-KTP Process Service on Community Satisfaction in Lamongan Regency

Titin, A. Ghofur

Queues have become an important part of operations management. The queue arises because the need for services occurs outside the capacity and service facilities so that service users get services slowly or quickly so that it impacts on people's satisfaction of absolute needs. The purpose of this study...

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## Influence of the Upscale Café Servicescape on Satisfaction and Loyalty Intention

Marso, Rafiq Idris, Lydia Ari Widyarini

This study aims to examine the relationship between servicescape, satisfaction, and loyalty intention in the Upscale Café setting. The sample of this study was 186 customers of Upscale Café in Tarakan City, Indonesia, on August 2019. To achieve the objectives of this study, SmartPLS 3.0 Professional...

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## Corporate Social Responsibility in Higher Education: A Study of Some Private Universities in Vietnam

T. L. Si, H. H. Van

Corporate social responsibility (CSR) in education is an essential topic of



dedicated researchers in many countries. However, it is a new and luxury topic in Vietnam. In this article, the authors explored CSR in higher education, especially the private universities in Ho Chi Minh City, Vietnam. The paper...

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### Improving Learning Quality of Thu Dau Mot University Students in the 4.0 Technology Period

Ngoan Nguyen Thi Kim

The industrial revolution 4.0 is a combination of technologies that help to blur the boundaries between physical, digital, and biological fields. It affects all areas of economics, industry, and education. In the article, the writer uses several methods such as studying documents, analyzing, and summarizing...

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### Analysis of Factors Influencing the Understanding of International Financial Reporting Standard of Accounting Students in State Universities in Makassar

Suhartono, J. Majid, Yusdin, M. Iqbal, Firman

This study aims to determine the effect of learning behavior, emotional quotient, learning motivation, lecturer competency on an understanding of IFRS accounting students. The type of this research is quantitative research using primary data. The population in this study containing by students majoring...

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### Slow Moving and Dead Stock: Some Alternative Solutions

N.K. Sugiono, R.S. Alimbudiono

Slow-moving and dead stocks have been a classic problem of ceramic tile industries. Different varieties of ceramic tiles have the potentials of remaining as dead stock. Thus, this study is aimed at exploring some preventive alternatives and solutions in overcoming slow-moving and dead stock. Quite many...

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### Social Media Marketing and Marketing Performance on New SME: A Moderating Consumer Innovativeness

A.B. Krisnanto, Surachman, Sunaryo, Rofiaty

Small Medium Enterprise (SME) is the backbone of a country's economy. The support from the government emerges many SMEs that run various businesses. However, selling new products or brands from new business is not an easy task. The use of social media as part of marketing activities is an easy and inexpensive...

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### Improve the Growth Quality of the Southern Key Economic Region of Vietnam from a Social Perspective

K. Ngoc Pham

The objective of this paper is to analyze and evaluate the quality of economic growth in the Southern key economic region from a social perspective. The paper used the indicators of social welfare, social justice, and poverty reduction to analyze GDP, education expenditure to GDP, total budget expenditure,...

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### The Effect of Financial Ratios and Macroeconomic Variables to Financial Distress of Agriculture Industry Listed in the Indonesia Stock Exchange from 2013 to 2018

E.J. Arilyn

The purpose of this research is to find out and analyze the influence of financial ratios - current ratio, debt to equity ratio, and net income on total asset - and macroeconomic variables - gross domestic product, Indonesia Composite Index - on financial distress of agriculture companies listed in the...

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### Revisiting the Role of Intellectual Capital on Firms' Performance: Indonesian Evidence

F. Nancy, D. Sulistiawan, F.A. Rudiawarni

The purpose of this study is to revisit the effect of intellectual capital on firms' performance. This study develops previous researches by measuring firm performance from various dimensions. Further analysis is performed

by dividing the sample based on firm size. Using Indonesian data, the results...

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### Disruptive Innovation in Food Commodities: Efforts to Solve the Problems of Food Price Stabilization in Indonesia

N. Istifadah, H. Tjaraka

The factors that determine food prices are supply and demand. On the supply side, food prices are determined by the ability of production and distribution to consumers. However, the ability of distribution also determines the stabilization of food prices. Food commodities are primary needs for human...

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### The Impact of Customer Trust on Brand Loyalty in Public Transportation

V. Briliana, I. Sari

This study aims to discover the impact of Perceived Value, Involvement, Satisfaction, Commitment, and Customer Trust on Brand Loyalty on Go-Ride users. This study used nonprobability sampling with purposive sampling methods with 151 respondents. The theoretical model was tested using structural equation...

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## Motivation, Tax, and Firm's Condition Effect on Earnings Management

R. Pramana, F. Firnanti

This research purpose is to obtain empirical evidence on the effects of motivation bonus, motivation debt contracts, deferred tax assets, tax planning, firm's growth, firm's performance, firm's size, earnings power, and firm's sales growth on earnings management. This research's population comes from...

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**Proceedings Article**

## CSR Affecting Business Performance Through the Mediation of Employee Commitment: A Case Study of Banks in Ho Chi Minh City

D.K. Tran

This research was conducted to determine the impact of CSR on business performance through an intermediary variable that is employee commitment. A survey of 304 employees working in banks in Ho Chi Minh City was conducted. Data collected was processed by Smart PLS software with Partial Least Squares...

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**Proceedings Article**

## Antecedents of Online Information Adoption Behavior: An Empirical Study in Tourism Using Online Travel Agent

## Services

H.A. Rafi, R. Roostika

The digitalization has changed the business paradigm, including the tourism industry. Tourists are becoming more familiar with using Online Travel Agent booking and leaving the traditional booking method. This study examined the antecedents of online information adoption behavior in travel booking. Four...

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### Proceedings Article

## Perceived Coolness in the Heritage Tourism: A Case Study in PT. Taman Wisata Candi

M.H.F. Ridhani, R. Roostika

An important strategy to attract tourists to visit a destination is by understanding their emotions and creating differences. The feeling of “cool” has become one of the tourism issues, where traveling is one of the ways to be perceived as “cool”. The advancement of information technology supports the...

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### Proceedings Article

## Does Muhammadiyah Leadership Style Exist? An Empirical Examination About What and How to Measure It

U. Bidayati, A. Thoyib, S. Aisjah, M. Rahayu

SlowMuhammadiyah's higher education is led by using a prophetic, associative, active, and dynamic style. This research aims to examine the leadership style called Muhammadiyah's leadership style. Data for

preliminary studies were obtained from 73 respondents who are lecturers at one of Muhammadiyah universities...

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## Proceedings Article

### Factors Affecting Mudaraba Deposit in Islamic Commercial Bank in Indonesia

Sutrisno

The purpose of this study is to investigate the factors that influence mudaraba deposits in Islamic commercial banks in Indonesia. Factors thought to influence mudaraba deposits are liquidity risk as measured by the financing to deposit ratio (FDR), credit risk as measured by non-performing financing...

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### A Study of How Political Behaviors Influence Organizational Effectiveness

W. Kulachai, A.P. Tedjakusuma

This study focused mainly on the effects of political behaviors in an organization toward organizational effectiveness. The samples of the study were 114 police officers in Bangkok Metropolitan. The questionnaire was employed as a research tool to collect primary data. The researchers used a stepwise...

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## The Effect of Corporate Governance and Corporate Strategy Toward Family Firm Performance in Indonesia

D.A. Harjito, A.R.Christian Santoso

This paper aims to analyze the influence of corporate governance and corporate strategy on the performance of family firms listed on the Indonesia Stock Exchange. Corporate Governance is proxied with Family Ownership and Independent Commissioner and Corporate Strategy with Diversification and Compensation...

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## High Cost of Logistics and Solutions

F.A. Barata

The logistic efficiency system and excellent performance is a critical factor from sustainable economic development because there is a positive influence between the Logistics Performance Index (LPI) and PDB. The purpose of this paper is to know and see the cause of high logistics cost in Indonesia and...

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**Proceedings Article**

## Earnings Management, Business Strategy, and Business Complexity

G.J. Romadhon, Suyanto, N. Ahmar

This study aims to analyze the effect of earnings management and



business strategy on firm performance, which is moderated by business complexity. The object in this study was manufacturing companies listed on the Indonesia Stock Exchange (IDX) over the 2015-2018 period. Partial Least Square Structural...

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## Proceedings Article

### Interdependence Relationship of Internationalization –Performance in Manufacturing Firms Listed in Indonesia Stock Exchange and Chinese Stock Exchanges

L. Huang, D. Marciano

The purpose of this paper is to investigate the interrelationship between performance and internationalization of Indonesian and Chinese manufacturing firms. This paper used a sample of 88 Indonesian firms and 989 Chinese firms from Indonesia stock exchange, Shanghai stock exchange, and Shenzhen stock...

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## Proceedings Article

### Development Strategy of Startuppreneur for Creative Economic Business Activities to Improve Local Tourism

J. Susyanti

The research objective is to find out development strategies, innovation potential, and entrepreneurial abilities and network development to strengthen access to human resources, institutional access, capital, markets, information, and technology to support Startuppreneur and strengthen capacity to improve...

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### Proceedings Article

## Models of Green Parks of Several Developed Cities in the World: Visionary Recommendations for Ho Chi Minh City

P.T.H. Xuan

Cited from several experienced lessons from developed countries all over the world, this paper proposes suggestions to upgrade, repair, and replace the green park models of Ho Chi Minh city that are environmentally friendly towards a Green-Clean-Beautiful Ho Chi Minh city in the future.

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### Proceedings Article

## An Analysis of Local Product Authenticity and Customer Attachments

R. Roostika

When traveling, tourists do not mind to spend more money to buy local products in the destinations they visited. Finding authentic local products when traveling is considered as providing crucial social identity as local products is unique and cannot be found in other tourist places. This study is aimed...

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### Proceedings Article

## The Role of Technology in Developing Local Wisdom Based Tourist Destination in Bejijong Village

V. Megawati, H. Hananto, N. Benarkah, N. Juniati

The purpose of this descriptive study is to illustrate the role of technology in a tourism village in Bejijong Village, Trowulan District, Mojokerto Regency, East Java, with its famous tour, namely Majapahit Village (Kampung Majapahit). In the current digital era, technology is beneficial in popularizing...

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#### Proceedings Article

### Developing Artificial Intelligence in Fighting, Preventing and Combating the Digital Business Crimes

N.X. Thuy, N.D. Hieu

The Industrial Revolution 4.0 and (AI) are the key factors creating the emergence of high-tech crimes, including digital business crimes. In the article, the authors discussed the most general knowledge and the application of AI in the fight and prevention against crimes in digital business. The article...

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#### Proceedings Article

### Globalization and Entertainment of Urban Families in Ho Chi Minh City

V.T. Tuyen, P.T.H. Xuan

Under the impacts of globalization and the development of science and technology, nowadays, there is an increase in the types of recreation and entertainment in Ho Chi Minh City (HCMC) to meet the growing demand of people with different characteristics in age, gender, income, etc. This paper examines...

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## Proceedings Article

### Software Development for Micro, Small, and Medium Enterprises for People's Business Credit

F. Ismiyanti, P.A. Mahadwartha

Through the People's Business Credit (KUR) program, the government wishes to accelerate the development of economic activities, especially in the business sector, in the context of poverty reduction and expansion of employment opportunities. Distribution of KUR still has several weaknesses, which makes...

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## Proceedings Article

### Spirituality and Business in Harmony: Case Study of Saints Movement Community Church

F.R. Fulongga

This research aims to eliminate the duality perception found in human lives. Prior researchers found that spiritualism and materialism are two opposite things. Human nature chases successes in life, and it cannot be limited by material or even spiritual achievements only (Osei-Tulu et al., 2018). Saints...

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## Proceedings Article

### The Effect of Gender Diversity on Company Financial

## Performance

Y. Satria, P.A. Mahadwartha, E. Ernawati

This study aims to examine the effect of gender diversity on the board of commissioners and board of directors on the financial performance of non-financial companies listed on the Indonesia Stock Exchange over the period of 2013-2017. The analytical method used was multiple linear regressions with the...

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### Proceedings Article

## PT Kalbe Farma and Weakening of Rupiah

S.L. Swandono, K. Raesita, P.A. Mahadwartha

The exchange rate is one of the biggest economic issues because the fluctuation of the exchange rate could harm any businesses as they use different currencies in their daily operations. This case study aims to analyze the strategies used by PT Kalbe Farma, Tbk, a pharmaceutical company listed in the...

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### Proceedings Article

## Certification Is Not Everything: Quality Standards in Implementing Good Corporate Governance

M. E. Hastuti, S. P. Tumuju

The role of SMEs in the sustainability of the Indonesian economy is inevitable. In the all-digital era, sustainability must be maintained; one of them is through the implementation of Good Corporate Governance (GCG) in SME by involving all stakeholders. The role of research and community

service activities...

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#### Proceedings Article

## Superstitions and Price Clustering in the Taiwan Stock Exchange

K. Raesita, P.A. Mahadwartha

This paper aims to describe cultural price clustering in the Taiwan Stock Exchange. The Taiwan Stock Exchange is an excellent example of the Chinese culture-exposed market, where one of the basic superstitions is the aversion of unlucky numbers and the preference of lucky numbers. Using bulk historical...

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#### Proceedings Article

## Corporate Social Responsibility and Full Disclosure: Relationship to Financial Performance of Commercial Bank

R.F. Dimaala

The purpose of this paper is to examine whether the practice of Corporate Social Responsibility (CSR) in the Philippines is going beyond philanthropy and public relations. This will obtain a snapshot of how companies practice what they preach about doing good. It will further examine how CSR disclosure...

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