

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

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ABSTRACT: The purpose of this descriptive study is to illustrate the role of technology in a tourism village in Bejjong 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 a tourist attraction to attract more visitors. In fact, the presence of more and more visitors will have an impact on changing the behavior of residents to become more aware that tourism is one source of income for the community and the country in general. The village is visited by more than 7,000 tourists weekly, and it still has more potential to be developed by adding new tourist spots and activities programs such as Sunday Night Legi's, culinary tours, and others that support the arrival of tourists and make tourists visit even longer. The final goal expected is to improve the welfare of the village community.

Keywords: tourism village, digital era, tourism awareness, community welfare

1 INTRODUCTION

The Ministry of Tourism of the Republic of Indonesia has a target in 2019 to obtain IDR 240 Trillion foreign exchange from tourism with 13 million tourism workforce, 275 million domestic tourists movement, and 20 million foreign tourists.

Visit Indonesia as a form of government attention to the natural and cultural potential of Indonesia is certainly not only the responsibility of the government but must be accompanied by the full support of the participation and role of the community. Culture is an added value for Indonesia in the eyes of the world. Through a cultural approach, more and more foreign tourists come. According to data collected by the Ministry of Tourism, 30% of foreign tourists come for cultural reasons.

In the current 4.0 industrial revolution, computerization and the internet can now help all aspects of human work itself. The industrial revolution 4.0 is a renewal of the work system in which some benefits are coveted by workers who can use information from the internet optimally.

Since 2011, the world has entered the industrial revolution 4.0 marked by increasing connectivity, interaction, and boundaries among people, ma-

chines, and other resources that are increasingly converging through information and communication technology. This phenomenon gave birth to a new human generation, known as the millennial generation, namely the generation that is closely related to digital and information technology, which dominates their lives.

The industrial revolution 4.0 fundamentally changes and disrupts the tourism industry due to the realization of cost value, experience value (personalized), and platform value (Resources sharing) that travelers will enjoy.

Millennial tourists rule the world of tourism. The term millennial tourists are given to young tourists from the age group of 20-35 years old. They create their own style of traveling that tends to be brave and unique. 23% of world tourists are millennial tourists (WYSE, 2016), Indonesian millennial tourists choose travel destinations by word of mouth, then share them on social media, and 31% of Indonesian millennial tourists travel without a plan (Singapore Tourism Board).

As a manager of a tourist destination, one must be able to make technology 4.0 as a source of new competitive advantages in the global market. Tourism 4.0 global best practice concept. The communi-

ty-based tourism village, with all its involvement, is a priority destination for millennial tourists. Community Capacity, Community Ownership and Management, Contribution to Social Being, Conserving and Improving the Environment, Encouraging interaction between the local community and guests, Quality Tour and Guiding Services, Ensuring Quality of Food and Beverage Services, Ensuring Quality Accommodation, and Ensuring the Performance of CBT friendly tour operator.

One new form of communication offered in the internet world is social media. by using social media on the internet, users can expand the words or things that they experienced. As stated by Kaplan and Haenlein (in Curran and Lennon, 2011), social media is "a group of networks based on applications on the internet that are built on technology and web 2.0 concepts, so that it can make users (users) create and replace content distributed "

Manap and Adzharudin (2013) are emphasizing the role of the Internet to develop tourist destinations, the same opinion expressed by Hanan and Putit (2014) where social media's contribution is a driving factor for promoting destinations. Both of their arguments show that the tourism industry and the Internet provide space to determine their decision to make trips for tourists. Therefore, it is not surprising that the internet basically changes the way information is searched for and the process of determining tourist destinations (Morosan & Jeong, 2008).

The construction of the Majapahit house, which began in early 2015, has completed 296 units. A total of 200 units are in Bejijong Village, 50 units in Jatipasar Village, and 46 units in Sentonorejo Village. Unmitigated, the construction of the old-fashioned house costs IDR 163 billion sourced from the 2014-2015 East Java Provincial Government and Mojokerto District Government budgets.

These villages have a lot of tourism potential such as the Temple of Brahu and other temples, the Tomb of Siti Hinggil, and the most prominent is the Sleeping Buddha, which is the second-largest sleeping Buddha statue after Thailand. The number of tourists visiting the Sleeping Buddha Statue of the Great Mojopahit Temple in Trowulan, Mojokerto, reaches more than 3,000-5,000 people every week. As experienced by other tourist areas, much potential in this village has not been well socialized. The soul and art skills of the Bejijong community have not been well exposed. Activities and results of community art works that have historical and cultural contents have not been packaged as tourist commodities and are apparently only enjoyed by the sur-

rounding community. For business development, so far, the community has never done any promotion but only relies on word of mouth promotion so that the potential of this area is limited. Most people feel the order never stops, but the potential of this work of art should be maximized.

This has encouraged the authors to maximize the number of tourist visits that are already large enough to be able to explore the village of Bejijong as one of the unique and beautiful tourist destinations. In the future, Bejijong Village can become an icon of Tourism Village in Majapahit Village and make Bejijong Village as one of the Tourism Villages based on Local Wisdom in Trowulan Subdistrict, Mojokerto Regency, using technology as its promotional media.

2 DISCUSSION

The use of 4.0 technology as a source of new competitive advantage in the global market is one effective way to be utilized in marketing a tourist destination (Warmayana, 2018). Tourism 4.0 is a global best practice concept that is very feasible to apply. The community-based tourism village, with all its involvement, is a priority destination for tourists, (Purbasari,N & Asnawi, 2014)

According to Soekadijo (1996), tourists are people who travel from their homes without staying in the place they are visiting or only temporarily at the place they are visiting. This certainly greatly supports the potential for the presence of tourists in Majapahit Village.

Moreover, this Majapahit tourism village begins with the management of community capacity by making a master plan for the development of tourist destinations based on local wisdom. At this stage, a discussion was held with the village government and various related parties, and then the potential was recorded such as the creative industries of cast brass, Majapahit batik, terracotta, shadow puppets, glass fiber, traditional Majapahit beverage foods, flower pots from clay, and typical Majapahit toga plants.

The owners of creative industries in Majapahit Village began to be briefed that the creative industries they own have great potential to become one of the tourist destinations. The owners were also asked to share their production process so that the whole process becomes part of the tour program when tourists arrive.

Other developments are also carried out in cultural arts performance activities. The existence of the folk stage is expected to be a means of the wider

community to express themselves in arts such as dance, traditional karawitan, shadow puppets, ludruk, lumping horse, tip, bull, painting, and photography. This facility is also used to entertain domestic and foreign tourists in witnessing local traditional art shows.

Another collaboration is carried out with the manager of the Sleeping Buddha statue. Each week, this statue is visited by approximately 3,000-5,000 tourists from various regions, which definitely shows an extraordinary potential. With this potential, it certainly can contribute to the development of the surrounding community. Making photo spots is also one of the main activities to support tourists in capturing their moments while in Majapahit Village.

In the Conserving and Improving the Environment program, the village government and its staffs also support the program in structuring the village environment. This area is very feasible to be developed because there are more than 200 Majapahit houses with a very unique design. Making photo spots is also one of the main activities to support tourists in capturing their moments while in Majapahit Village.

Encouraging Interaction between the local community and guest, Quality Tour and Guiding Services, Ensuring Quality Food and Beverage Services, Ensuring Quality Accommodation are several activities carried out to increase the human resources of tourism actors in Majapahit village and the initial economic-based activities in the community. The purpose is to make Majapahit village as a popular tourist destination. Besides its physical restoration, the development in the human resources of the community is also important. Training in various fields related to tourism is essential. Cultural and tourism events and the creative industries must also be scheduled so that tourist visits to this village with regard to cuisine, souvenirs, guest services, and cultural arts entertainment can be more memorable. The activities carried out can be compiling short tours, organizing contests related to the culture of Majapahit, homestay governance training for the Majapahit House community, guide training and history of Majapahit, making tour packages training, and online market training.

The development of Majapahit Village's typical culinary was based on the results of discussions with Chef Hendra Utomo (Food Curator, Founder of FoodStartUp Indonesia association, and Founder of PCPI (Indonesian professional chef association) Celebrity chef). Snack serving is a derivative of sticky rice products, namely *paiz* (Javanese diamond-shaped snack), for brewing drinks which are devel-

oped from arenga pinnata, doug palm, palm wine, and legen. Whereas, the main culinary is *umeng ariurna*, which is *umeng* that consists of 4-color rice with a variety of side dishes with whole spices. To launch this culinary, there is an activity called Tumpeng Festival. This activity is a competition among neighborhoods (RT) in the village as a form of socialization to the community so that they can better understand the culinary.

The Majapahit village typical batik of Bejjong batik motif is made in the form of a stamp, consisting of 2 stamps that can be arranged in such a way that it becomes several compositions of the Surya Majapahit motif, known as a symbol found in the ruins of buildings originating from the Majapahit period, which functions as a stamp of Majapahit kingdom's symbol. The tendrils of plants with maja leaves and fruits and terraced geometric shapes are stylized from bricks, where Majapahit relics are very identical to temples built from bricks.

Ensuring the Performance of CBT friendly tour operators. To implement this program, a tour package with a duration of one day tour and two days one night is made, and it caters to tourist requests. This activity is carried out by visiting various tourist destinations related to the local wisdom above. The management of this tour is carried out by the Bhagaskara Studio as the information center.

Another routine activity carried out every Javanese month is the Majapahit Village Festival, which has been held three times in September, October, and November 2019. This festival is held every Sunday evening in the Javanese month. In this activity, art, and cultural performances were carried out involving the community and regional artists as a form of preservation of Majapahit culture. This festival also distributed free dinner to all visitors.

All of the above activities are always carried out to support the use of technology, namely web creation, ordering travel packages and online homestays, and asking tourists to promote these attractions using social media actively. Every promotion of the Majapahit Village Festival is always done through videos that are released through social media.

From the promotions carried out, now many tourists have visited Majapahit village because they saw uploads and reviews of tourists on social media. Limited surveys conducted for tourists who joined the tourist program showed that most of the tourists stated there was an intention to return to Majapahit village.

3 CONCLUSION

The results of this study indicated that Majapahit Village is one of the tourist destinations that have the potential to be developed. The village manager is expected to be always active in updating tourism accounts on social media to show his role as a provider of tourism information so that it can attract many Indonesian tourists to visit Majapahit village. The final result expected from the development of Majapahit village is to improve the economy of the community in Bejijong Village, Trowulan District, Mojokerto Regency.

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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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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The Effect of Gender Diversity on Company Financial Performance

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

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

M. E. Hastuti, S. P. Tumuju

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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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Significance of High Human Skills in the Success of an Organization

A.U. Gallardo

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This paper aims to examine the importance of having high human skills in the success of an organization in terms of employees' retention and performance productivity. It will include a study on how the managers succeed in maintaining the effectiveness of its workforce. The examination has been conducted...

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