

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

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ABSTRACT: This study aims to determine and analyze consumer response to email advertising from online tour and travel agency in Indonesia. This study used purposive sampling approach with an assessment of the researchers who can be made respondents in accordance with the characteristics of the population. The characteristics of the population were consumers who bought and used online tour and travel agency twice in the past year, lived in Indonesia, and the minimum of level education was a bachelor. The number of respondents in this study was up to 125 people. The analysis in this study used a model of SEM (Structural Equation Modeling). The result of this study indicated that with the intention of consumers to buy, build a relationship, and trust with good service then consumers will read, open, take advantage of email advertising from tour and travel agencies in Indonesia and even be willing to receive email ads in the future.

Keywords: entertainment, financial rewards, consumer's response, perceived intrusiveness

1 INTRODUCTION

The travel industry is currently growing. Many companies have tried to promote and sell travel services. In 2015, the online global tourism sales had reached USD 496.210.000.000. This number is predicted to grow into USD 755.940.000.000 by 2019 (<https://www.statista.com>, downloaded on March 17th, 2017). A similar situation has taken place in Indonesia, where the tourism sector may have the chance to be the source of foreign exchange for Indonesia. Therefore, the government's policy to develop tourism industry can be considered as a good strategy. "If the tourism sector grows, transportation, handicraft, and creative industries will also grow. Tourism is a sector that can be the source of foreign exchange, and eventually be the biggest in our country," said Rizal after the meeting with Minister of Tourism Arief Yahya and DKI Jakarta Governor Basuki Tjahaja Purnama.

Along with the development of the tourism sector in Indonesia, the numbers of websites offering travel services are also growing. In fact, consumers can compare information from one website to another and order from the website that meets their expectations (Rowley et al. 2001).

The result of a polling found that email advertisements sent by online tour and travel agencies in Indonesia are usually allowed by the consumers, while email spamming is rarely found. The result showed that many respondents registered their email

address to the online tour and travel when they used their services, while the respondents who experienced email spamming from the online tour and travel were very few (Septianita et al. 2014).

As for the research gap that happened based on the conceptual framework of the research conducted by Schlosser et al. (1999), perceived intrusiveness mediated the entertainment variable on advertising and attitude toward email advertising (Tezinde et al. 2002). While the research of Zia ul Haq (2009) showed that the entertainment variable on advertisement had a direct effect on the attitude toward email advertising.

2 RESEARCH METHOD

This research was included in the basic research in the form of causal research. The type of data used was primary data by distributing online questionnaire. The measurement scale used was a numerical scale from 1 (highly disagree) to 7 (highly agree).

The population target of the research was the consumers who have experienced online tour and travel agency service twice within the past one year. As for the characteristics of the population were living in Indonesia, having a minimum of a bachelor degree, and having registered an email address to an online tour and travel agency (Morimoto et al. (2006).

The sampling method in this research was a non-probability sampling method. The data processing method was using SPSS 22.0 software to test the validity and the reliability. Then, SEM method was applied using Amos 21.0 software for the measurement and structural model.

According to Hair et al. 2003, Goodness of Fit was the correspondence measurement of the real covariance matrix with the expected model. On the other hand, according to Hair et al. (2010) Goodness of Fit was used to measure a model that indicated how good the model in reproducing the observed covariance matrix among the indicators. Hair *et al.* (2010) stated that researchers did not have to report all the model conformity index to show that a model could be considered fit. Therefore, several conformity indexes were used in the model conformity testing, such as CMIN/DF (Relative Chi-Square), CFI (Comparative Fit index), TLI (Tucker-Lewis Index), GFI (Goodness of Fit Index), and RMSEA (The Root Mean Square Error Approximation).

The next validity test was by performing the AVE (Average Variance Extracted) calculation for each variable and performing standardized loading (λ) calculation for each indicator. The acceptable AVE score was ≥ 0.50 , and the acceptable standardized loading (λ) score was > 0.5 (Hair *et al.* (2010).

The reliability testing was performed using the Construct Reliability (CR) method for every variable. The value of the Construct Reliability (CR) which was acceptable was ≥ 0.7 (Hair *et al.* 2010).

The hypothesis testing in Structural Equation Modeling (SEM) used $\alpha = 5\%$ (p). The hypothesis was accepted if the value of the Critical Ratio (CR) ≥ 1.96 , otherwise, the hypothesis was not accepted or unsupported.

3 RESULTS AND DISCUSSIONS

The researcher conducted validity testing on the early stage using 30 questionnaires resulting in Pearson correlation in each statement scoring a total of a lower significance score of 0.05 ($\alpha = 5\%$), which meant that all items in the statements were valid.

The reliability testing was used to find out the consistency of the measuring instrument. If the Cronbach Alpha score was bigger than 0.6, the statement items could be considered reliable. The reliability testing was performed on 30 respondents. The data analysis showed that the Cronbach Alpha value of the quality of information, entertainment, financial rewards, perceived intrusiveness, attitudes toward e-mail advertising, intention toward the sender, and consumer response variables was higher

than 0.6. Therefore, the entire variables in this research were considered reliable.

The measurement model should fulfill the criteria of the Goodness of Fit value so that the further analysis was allowed to be conducted. CMIN/DF was a calculation of the chi-square (χ^2) value divided by the degree of freedom (DF). The value of CMIN/DF which showed a good fit was < 3 . Table 1 shows that the value of CMIN/DF was considered a good fit with the value of 1.269 and fulfilled the criteria of Goodness of Fit.

RMSEA was the index used to address the tendency of Chi-Square (λ^2). The value of RMSEA is considered good fit if it is below or equal to 0.08, while it can be considered as close fit if the RMSEA < 0.05 . The result showed that the value of RMSEA was considered good fit with a score of 0.033 and fulfilled the criteria of goodness of fit.

The GFI can be considered as a good model (*good fit*) if the value of GFI ≥ 0.9 . However, if the value of GFI is $0.8 \leq \text{GFI} \leq 0.9$, it can be considered as marginal fit. The result of the research showed that the GFI could be considered as marginal fit with the score of 0.820, but it still fulfilled the criteria of goodness of fit.

The CFI can be considered as a good model (*good fit*) if the value of CFI ≥ 0.9 . Meanwhile, if the value of CFI is $0.8 \leq \text{CFI} \leq 0.9$, it can be considered as marginal fit. The result of the research showed that the value of the CFI could be considered as a good fit with the value of 0.961 which was higher than 0.90 and fulfilled the criteria of goodness of fit.

The TLI can be considered as a good model (*good fit*) if the value of TLI ≥ 0.9 . Meanwhile, if the value of TLI is $0.8 \leq \text{TLI} \leq 0.9$, it can be considered as marginal fit. (Hair *et al.* 2010). The result of the research showed that the value of the TLI could be considered as good fit with the value of 0.955 which was higher than 0.90 and fulfilled the criteria of goodness of fit.

Table 1. The Result of the Structural Model Goodness of Fit Test

No.	Fit Test	Fit Criteria	Result	Note
1.	CMIN/DF	CMIN/DF < 3	1.466	Good Fit
2.	RMSEA	RMSEA ≤ 0.08	0.043	Good Fit
3.	GFI	GFI ≥ 0.90	0.792	Not Fit
4.	CFI	CFI ≥ 0.90	0.930	Good Fit
5.	TLI	TLI ≥ 0.90	0.923	Good Fit

The validity testing on the measurement model can be seen from the value of AVE (Average Variance Extracted) which demonstrates the value of the average variance extracted (AVE) is below 0.5. However, according to Fornell & Larcker (1981) in Huang, Wang, Wu and Wang (2013), the value of AVE which is below 0.5 is acceptable as long as the

score of the construct reliability is above 0.6. The score of the whole construct showed a construct reliability value of ≥ 0.7 which means that the whole construct could be considered reliable.

Thus, the research may proceed to the next stage. The following table shows the value of the *Goodness of Fit*. Table 1 show that the values of the structural model *Goodness of Fit* have fulfilled the criteria of *Goodness of Fit*. Therefore, the analysis may proceed to hypothesis testing.

The hypothesis testing was conducted by addressing the value of CR and the value of ρ . The value of $CR \geq 1.96$ and the value of $\rho < 0.05$, so the hypothesis could be considered significant. The estimated value showed the significance of the effect among variables on every path. The bigger the estimated value, the bigger the effect among variables, and it also goes both ways.

Table 2. The Result of Hypothesis Testing

Hypothesis Permission	Std Est	S.E.	C.R.	P	Note
H1a QUAL → IN-TRV	-0.015	0.066	-0.179	0.858	Not supported
H2a ENT → INTRV	-0.099	0.063	-1.183	0.220	Not supported
H3a FIN → INTRV	-0.691	0.146	-5.826	***	Supported
H4a INTRV → ATT Ads Value	-0.294	0.142	-2.977	***	Supported
H5a → IN-TRV → ATT					Not supported
H6a ATT → INT	0.235	0.085	2.438	0.015	Supported
H7a ATT → C_RES P	0.048	0.073	0.588	0.560	Not supported
H8a INT → C_RES P	0.642	0.094	6.841	***	Supported
H10a ENT → ATT	0.094	0.108	0.950	0.342	Not Supported

Table 2 shows that hypothesis 1a had an insignificant effect on the Critical Ration value of -0.179 and the ρ value of 0.858 which means that the hypothesis was not supported. Hypothesis 2a did not have a significant effect on the Critical Ratio value of -1.183 and the ρ value of 0.220 which means that the hypothesis was not supported. Hypothesis 3a had a significant value with the Critical Ratio value of -5.826 and the ρ value of < 0.05 which means that the hypothesis was accepted. Hypothesis 4a had a significant value with the Critical Ratio value of -2.977 and the ρ value of < 0.05 which means that the hypothesis was accepted.

Hypothesis 5 did not have a mediation effect because the quality of information and entertainment variable had an insignificant relation which means that the hypothesis was not supported. Hypothesis 6a had a significant value with the Critical Ratio value of 2.438 and the ρ value of 0.015 which means that the hypothesis was accepted. Hypothesis 7a did not have a significant effect on the Critical Ratio value of 0.588 and the ρ value of 0.560 which means that the hypothesis was not supported. Hypothesis 6a had a significant value with the Critical Ratio value of 6.841 and the ρ value of < 0.05 which means that the hypothesis was accepted. Hypothesis 10a did not have a significant effect with the Critical Ratio value of 0.950 and the ρ value of 0.342 which means that the hypothesis was not supported. From table 2, it can be concluded that of the nine hypotheses there were five hypotheses which were not supported namely hypothesis 1a, 2a, 5a, 7a, and 10a.

4 CONCLUSIONS

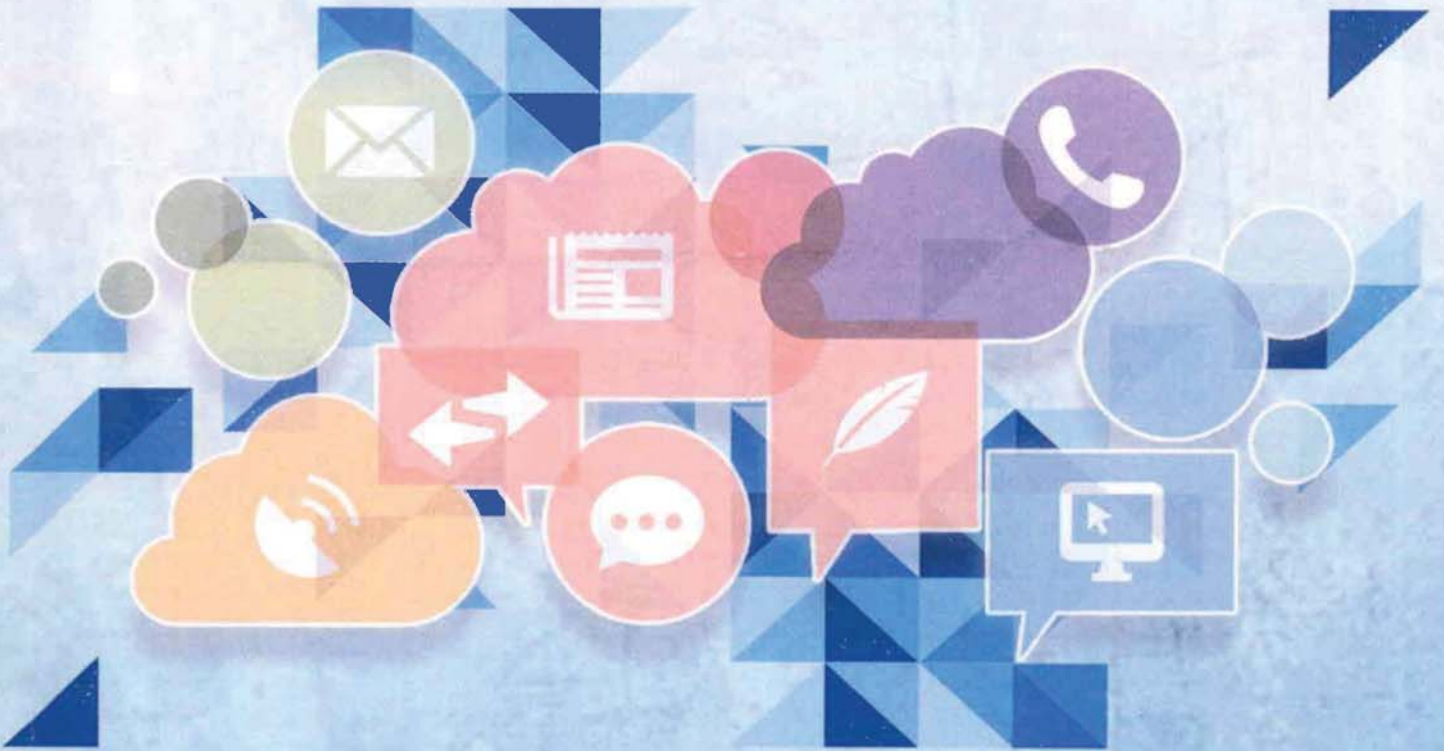
Based on the result of the research, it can be concluded that of the nine hypotheses, four of them were supported and five of the hypotheses were not supported, such as the quality of information did not have a significant negative effect on the perceived intrusiveness for permission based email in Indonesia (hypothesis 1a), entertainment did not have a significant negative effect on perceived intrusiveness for permission based email in Indonesia (hypothesis 2a), perceived intrusiveness did not mediate advertising value and attitudes toward e-mail advertising for permission based email in Indonesia (hypothesis 5), attitudes toward e-mail advertising did not have significant positive effect on the consumer response for permission based email in Indonesia (hypothesis 7a), entertainment did not have significant positive effect on the attitudes toward e-mail advertising for permission based email in Indonesia (hypothesis 10a). However, the existing model has described the result of the data in the field. It is shown by the result of the testing the goodness of fit which shows that the level of model fitness on the data can be considered good.

Based on the result of the research, the intention toward the sender on consumer response had the biggest effect compared to the rest. Therefore, the management of online tour and travel agency focused more on making the customers intent to purchase and build a good relationship with the online tour and travel agency. It will build a positive perspective and trust on the services offered by the online tour and travel agency. It will also cause the

consumers read and accept the e-mail offers from the tour and travel agency more often in the future (Milne et al. 1993).

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STRATEGIC COMMUNICATION IN CONCEPTUAL AGE :

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Proceeding 15th International Annual Symposium of Management
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Department of Management
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Proceeding

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FOREWORD

It is with deep satisfaction that I write this Foreword to the Proceedings of *THE 15TH INTERNATIONAL ANNUAL SYMPOSIUM ON MANAGEMENT (INSYMA)* held in Tambon Saensuk, Amphur Muang Chonburi 20131, Thailand, March 1st, 2018. The 15th Insyma aims to provide a forum for discussion among leading academics, researchers, students, and practitioners from all over the world, experts in economic and social sciences.

The theme for INSYMA 2018 is **STRATEGIC COMMUNICATION IN CONCEPTUAL AGE: *New Paradigm in Business Partnership***. This theme represent emerging and highly challenging and opportunities area of research and practice.

Conceptual age was chosen as the 15th INSYMA major theme. As we know, the world now has entered the era of conceptual, where current economic demand requires skilled workers in areas guided by the right hemisphere of the brain including: Design, Story, Symphony, Empathy, Play and Meaning. People tend to emphasize on intangible aspects such as good atmosphere, experience and so on. This leads to great opportunity to combine art with many fields. Consumer not only seeks for utility, but also experience, friendly atmosphere and beautiful scene. We believe there are a lot of opportunities for research and discussion in conceptual age. We indeed invite issues of ethics and morality affecting socio-business systems.

Hundreds of scientific papers were sent to a conference committee, and after rigorous selection 27 elected. This papers were derived from many authors from 8 countries All the articles are then presented at the symposium and documented in this proceedings that proposed to Scopus.

We thank all authors, participants and Co Host for their contributions and we hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection.

Surabaya
March 1st, 2018
Head of Management Department Program
University of Surabaya

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Mr. Sutrisno

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Mudji Utami, Bertha Silvia Sutejo

This research examines the impact of corporate governance (CG) towards financial distress and financial performance. This paper used historical data

from non-financial sector companies listed on Indonesia Stock Exchange (IDX) on the period 2011-2016. Corporate governance variables used in this research...

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

Agus Zainul Arifin

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

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

Ria Sandra Alimbudiono

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

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

Jonathan Tanone, Senny Harindahyani

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

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

Siska Ariani, Didik Setyawan, Rudi Januar, Budi Setyanta

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

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Investigating the correlation between commitment, spirituality and performance in workplace

Utik Bidayati, Adi Hardianto

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

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Communication strategies in improving agricultural society's value and participation

Noviaty Kresna Darmasetiawan, Lanny Kusuma Widjaja, Huang Lijie

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

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

Waiphot Kulachai, Piya Narkwatchara, Pralong Siripool, Kasisorn Vilailert

The main objective of this research was to examine relationship between

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

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

Johny Rusdiyanto, Elsy Tandelilin

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

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

Mr. Suhartono, Gagaring Pagalung, Grace T. Pontoh

Job satisfaction is a set of unpleasant feelings or not an employee of their work. This study aimed to examine and to analyze the influence of intrinsic

and extrinsic factors to internal auditor job satisfaction of State Islamic University in Indonesia. The research data was obtained through a questionnaire...

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

Yuco Aldelina, Jony Oktavian Haryanto

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

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Dark tourism marketing through experience visit at East Java

Erna Andajani

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

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

Victoria D. Johannes, Mrs. Indarini, Silvia Margaretha

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

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Product types in moderating the process of buying street foods

Budhi Haryanto, Djoko Purwanto, Amina Sukma Dewi

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

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Developing a destination brand in the context of regional and

national branding strategies: a case study of brand development of Sleman District, Yogyakarta Special Province, Indonesia

Ike Janita Dewi

Developing a destination branding is one of the popular marketing strategies employed by tourism destinations. This paper describes the process of regional brand development of Sleman District, Special Region of Yogyakarta, Indonesia. As a case study, this paper offers perspectives, strategies, and guidelines...

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

Jun Kumamoto, Adi P. Tedjakusuma

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

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

Jonathan Kurniawan Halim, Silvia Margaretha, Christina Rahardja Honantha

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

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Building local fashion brand equity for young consumers

Mega Melina Dewi, Dudi Anandya, Christina Rahardja Honantha

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

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Indonesian tourism marketing communication strategy through LionMag in-flight magazine

Adi P. Tedjakusuma, Hayuning P. Dewi

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

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

Christina Rahardja Honantha, Dudi Anandya, Andhy Setyawan

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

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

Slavomir Rudenko, Adi P. Tedjakusuma

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

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

Andhy Setyawan, Dudi Anandya, Farenza Renada Fulongga

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

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

Gito Suseno, Muchsin Muthohar

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

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A study of drinking behavior among undergraduate students in Chonburi

Pornrapee Torsak, Waiphot Kulachai

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

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Educational Tourism as the conceptual age in the University of Surabaya

Veny Megawati

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

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

Fitri Novika Widjaja

This study aims to determine the influence of destination attributes on destination image of Surabaya city according to the domestic MICE

participants and also to know the differences in perception concerning the importance of MICE destination attributes based on socio-demographic characteristics of...

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The analysis of logistics at McDonald's Restaurant Denpasar Bali

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

This study aims to analyze the difference and effect of McDonald's' delivery order logistics service on customer satisfaction and loyalty based on individualist and collectivist perception. Customer satisfaction and loyalty is a fundamental element for a company to face competition in order to ensure...

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

Siti Rahayu

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

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

Sumalee Ramanust, Tikhamporn Punluekdej, Yaowalak Nakvichien

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

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Factors influencing accounting students in acceptance of e-learning

Adhicipta Raharja Wirawan

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

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

Dr. Suyanto, Yenny Sugiarti

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

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Guest Supplies Pressures to Environment: a Hotel Case Study

Ida Bagus Made Wiyasha, I Nyoman Sudiksa

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

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

Mrs. Sukesi, Rahma S.Muliasari

A bus terminal is a public transport infrastructure that is designated for the

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

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Business Strategy: A Study on Cost Stickiness Behavior

Permata Ayu Widyasari

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

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Resource orchestration to improve communication with customers: "case study: MSME footwear in East Java"

Juliani Dyah Trisnawati, Muhammad Rosiawan

This study aims to discuss the orchestration of resources in MSME in accordance with the implementation of ISO 9001 standards and the improvement of product competitiveness. By using case study research approach at MSME footwear in East Java, the results obtained are the information on how the company...

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Corporate communication and strategic management: history, operational concept and integration

Bahtiar Mohamad, Hassan Abu Bakar

There are divergent views within the literature as to what is meant by corporate communication. In this article, the authors discuss three main areas, which covered the history, the operational concepts and last the integration of corporate communication with strategic management. Currently, international...

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Cycling: do the health benefits of cycling outweigh the risks in Bangkok?

David Seale

This study aims to identify the risks of cycling in Bangkok, including congestion, noise, pollution, and the dangers of Bangkok roads. Cycling, like many other physical activities, that could be reversed dramatically, especially on such illnesses such as obesity and diabetes 2, but it's attempting to...

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A study on the impacts of Smartphone addiction

Napassphol Sinsomsack, Waiphot Kulachai

The objective of this study was to examine Smartphone addiction among high school students and its impacts. The samples of the study were 341 high school students in the Eastern region of Thailand derived from stratified random sampling. The questionnaire was used to collect the data. The data were then...

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Developing Ho Chi Minh City to be the city of affection, modernized, and quality living

Phan Thi Hong Xuan

A Resolution made at the 10th Communist Party of Vietnam's Congress has stated to "developing Ho Chi Minh City to be the City of affection, modernized, and quality living". This Resolution also reflects the cultural value of the City now a day because looking at the present of HCMC in the beginning of...

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