

How is the Attitude of Japanese Millennials Towards Indonesian Rattan Furniture?

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ABSTRACT

Recently, environment and ecology have become critical issues for the global population and entrepreneurs. The millennial generation is considered one of the most prominent population groups and an attractive target for many companies to engage. This study aims to understand the Japanese millennials' attitude toward Indonesian rattan furniture as a green product. Indonesia is one of the biggest rattan furniture suppliers to the global market where Japan is listed as the third biggest market for Indonesian rattan furniture after the U.S. and European region. In this study, the researchers made an exploratory qualitative approach to understand Japanese millennials' attitude towards Indonesian rattan furniture by analyzing the data based on the theory of characteristics of millennials and consumer attitude. This research was conducted in Indonesia and Japan. The results show Japanese millennials' attitude toward Indonesian rattan furniture is positive. Aesthetic values, price, and "summer" image of rattan furniture are the findings.

Keywords: Japanese millennials, attitude, values, and Indonesian rattan furniture.

1 INTRODUCTION

Environment and ecology have become critical issues for the global population and entrepreneurs (Allen & Malin 2008). People are becoming more aware of the environmental impacts of human activities and make changes in daily behavior regarding this issue (Wong 2012). Many companies are trying to find and develop new ideas and plan a strategy to position their green brand in the customer's mindset to compete in the market (Suki 2016). Eco-innovation and green purchasing are two main important things for sustainable development (Joshi and Rahman 2016). The focus of eco-innovation is to assimilate the sustainability environment at a product when producing goods or services (Veleva & Ellenbecker

2001). Green purchasing behavior means an ethical decision-making behavior and it is being recognized as socially responsible behavior (Joshi & Rahman 2016). Apart from the increase of environmental awareness by the majority of society, one question is pointing to the young generation or the millennial generation. Will the increase of environmental awareness in the major society make the millennial generation willing to buy and consume more green products in their daily lives? The motive of this question is because there are still a few academic researchers that examine millennial generation consumption toward green products (Lu et al. 2013).

One important reason why the research is essential because presently millennial generation that was born between the 80s-90s of

the twentieth century (Stanimir 2015) is one of the most prominent groups of the population, and their purchasing power made them become an interesting target for many industries (Moreno et al. 2017).

This research will focus on Japanese millennials as the subject. Aiming to determine the Japanese millennials attitude towards Indonesian rattan furniture, this research will analyze the findings based on consumer attitude theory by Steenkamp & de Jong (2010) that consists of multiple levels and types of values. Therefore, companies should focus more on creating a product that could attract young consumers (Millennials) based not only on the economic value but also on the economic value. In general, the millennial generation prefers a brand based on values expressing their individuality (Knight & Kim 2007). In this study, the researcher chose Indonesian furniture made from rattan as our green product object. The reason for choosing this item as the object is because furniture made of rattan cane is modern and environmentally safe (Amoah et al. 2015).

The previous study conducted in Indonesia found that rattan cane harvesting does not conflict with forest conservation objectives because it has little effect on the forest structure and diversity (Widayati & Carlisle 2012). Rattan industry is worth billion-dollar, where Indonesia is the world's biggest rattan exporter in the world. In 2012, 43% of the rattan furniture imports were coming from Indonesia (Myers 2015). In addition, Japan is the third biggest rattan furniture importer after the United States of America and the European Union. According to data from the Ministry of Trade Indonesia (2016), it was noted that Japan imports rattan furniture worth US\$ 22,54 million. Japan is one of the biggest markets for rattan furniture from Indonesia. According to the Ministry of Trade of The Republic of Indonesia, Japan is the second favorable target export country for rattan furniture from Indonesia in 2015. (Ministry of Trade of The Republic of Indonesia, 2016). Then it is essential to explore the Japanese millennials' attitude toward green products and specifi-

cally towards Indonesian rattan furniture. Because, as the market leader of the rattan furniture exporter to Japan, it is important to explore the Japanese millennial generation's attitude toward Indonesian rattan furniture.

1.1 Research Purposes

This study aims to provide further insight into the Japanese Millennials' attitude toward green products, specifically to Rattan Furniture from Indonesia. Therefore, this study will focus to explore the consumers' attitude of Japanese millennials towards Indonesian rattan furniture. The research question is as follows:

RQ. How is Japanese Millennials' attitude toward Indonesian Rattan Furniture as a green product?

A previous empirical study in electronic devices indicates that green technology fails to promote awareness of green consumption behavior (Bekaroo et al. 2018). The cost-benefit analysis on green consumption may justify whether a company needs to get involved in promoting green awareness (Pratono et al. 2017). Hence, future studies need to explore the intention-behavior gap of green consumption among the millennial generation (Al Mamun et al. 2018).

2 RESEARCH METHODS

This research method is exploratory research in a qualitative approach where the informants are the Japanese millennial generation. The researcher will explore and dig deeper information on how the Japanese millennials' attitude toward Indonesian rattan furniture is. Exploration qualitative design is flexible, data-driven, and context-sensitive that can plug gaps in knowledge. This research relies on an interpretive approach. The interpretive approach sees people as the primary source of data, along with people's interpretations, perceptions, meaning, and understanding (Mason 2002).

The research time was conducted during the university project between the University

of Surabaya and Tokai University. This study was conducted in two countries of Indonesia and Japan. In Indonesia, the research was conducted in Surabaya city. In Japan, the research was conducted in several locations, namely Kanagawa city (Tokai University), Shibuya district (Tokyo), Shinjuku district (Tokyo), and Akibahara district (Tokyo). Researchers did a company visit in Mojosari at one of the rattan company producers to observe and dig more information about the rattan furniture industry. This research was conducted by observing and interviewing all the chosen Japanese millennials informants in English. Researchers observed when students and professors from Tokai University came to Surabaya, and the researcher observed informants' behavior of consuming products, observing their attitude and curiosity during the presentation session about Indonesian rattan furniture in front of twenty Japanese students and three professors from Tokai University. Two lecturers from the University of Surabaya participated in this project. The observation was also conducted in Japan; the researchers want to understand the characteristics, behavior, and lifestyle of Japanese millennials in several places mentioned above.

The interview activities were conducted in English to bridge the language barrier between researchers and informants. The interview protocol applied a semi-structured method containing open-ended questions. Informants are free to state and answer based on informants' personal perceptions, experiences, and opinions. A detail of informants is exhibited in Table 1 below. In purpose to minimize bias in this study, the triangulation method was applied in this research. This method is necessary to seek the corroborate one source and with another (Mason 2002). Triangulation refers to the use of a combination of methods to explore a set of research questions.

The researcher will cross-validate all data collecting methods interview transcript, observation notes, and other documents from articles, news, journal and experts confirmation to seek the consistency of the data.

Table 1. Informants

No	Informants (Age)	Informant's Status	Duration Minutes	No. of Session	Nationality
1	Taihei (20)	Student of Tokai University	40	1	Japan
2	Kenjiro (21)	Student of Tokai University	27	1	Japan
3	Michiko (20)	Student of University of Surabaya	19	1	Japan
4	Chico (19)	Student of Tokai University	41	1	Japan
5	Ranko (21)	Student of Shih Chien University	45	1	Japan
Total Interview Time				172 minutes	

Source: Data of Interview

There are three experts two Professors from Tokai University Japan and one Senior Researcher from the University of Surabaya.

3 RESULTS AND DISCUSSIONS

The researchers discuss the research findings and evidence based on the theories used for this study, and divided them into three parts providing deeper understanding of the characteristics of Japanese millennials, findings on Japanese knowledge and preferences on Indonesian rattan furniture as one of the green products, and the findings of Japanese millennials attitude towards Indonesian rattan furniture based on the values theory.

First, the researcher has made observations in both in Indonesia and several places in Japan to provide a deeper understanding of the characteristics of Japanese millennials, for specific purposes such as going to work, shopping, and even just for using public transportation (bus, train, MRT station, and train station). To support the evidence of the characteristics of the Japanese millennials, the researchers also cited several statements from the informants and using secondary sources of information from experts' confirmation and credible articles that will support the findings of the data.

Japanese millennials possess a close relationship with high technology products in daily life. Japanese millennials are familiar with applying advanced digital technology ranging from home appliances, toilets, transportation, restaurant services, and multi-payment in Japan. These are some of the statements from informants: “I think Japanese people prefer a smart product that makes you look ‘smart’ like a business person I think” – Ranko. “I have an EV (electric vehicle) car in my house (I use the EV car) every day when I go to school” – Kenjiro.

The findings in this research found that Japanese millennials characteristics only match two out of five characteristics according to the theory from (Syrett & Lammiman 2004). The two characteristics found in this study for Japanese millennials are intimacy (close relationship with high-technology products) and awareness (social responsibility). The Japanese millennials attitude of discipline, politeness, and the concern for the surrounding environment as their awareness.

Second, the researcher will show the findings of several things related to the relationship of Japanese millennials with Indonesian rattan furniture, such as knowledge about green products and rattan products and preferences on Indonesian rattan furniture. Japan is famous for high-technology products and low-emission transportations; for example, there are many electric vehicles and hybrid cars with lower gas emissions than ordinary vehicles that use fossil fuels. The most common electric and hybrid vehicles are Nissan Leaf and Toyota Prius. There was one interesting point found during the interview session and observation in Japan. Even though the utilization and usage of green products such as electric and hybrid vehicles are widespread for Japanese millennials, the knowledge of green products' meaning, and benefits is still lacking. Some of the informants mentioned that sometimes they could not distinguish between regular and green products. “I have no idea. Because people in Japan to buy product, (whether) this is a green product or not, people don't care about

it” – Taihei. “I did not know much about rattan product or furniture and I searched about it after your presentation” – Kenjiro.

According to the data from the Ministry of Trade of Republic Indonesia in 2016, Japan is the second-largest country after the United States of America (USA) which is the target of the Indonesian market for rattan furniture (Ministry of Trade of The Republic of Indonesia 2016). One of the concerns is that even though Japan is a big market for Indonesian rattan furniture, rattan furniture product is still not popular to some Japanese millennials, Three out of five informants had never seen, bought, or experienced any rattan product. Only two informants have rattan products such as bags and chairs.

Third, in this part, to determine the Japanese millennials attitude toward Indonesian rattan furniture, the researchers concentrate on two levels of values which are General and Consumer domain-specific to be more specific. The collected data were taken according to each value type in both value levels.

In terms of general values, the researcher took three out of ten value types hedonism, self-direction; and universalism to be analyzed. To highlight the findings, table 2 presents facts in the research field related to the theory use.

Table 2. Interpretation of General Values Theory and Findings on Attitude Toward Indonesian Rattan Furniture

Value Type	Definitions	Findings
Hedonism	Personal pleasure and sensual gratification	“Summer” image and Aesthetic value of Indonesian rattan furniture as a personal pleasure
Self-direction	Autonomous thinking and choice of action, creation, exploration	The curiosity and willingness to try new and different products including Indonesian rattan furniture
Universalism	The possession of broad-minded in terms of consuming global products that benefit both consumer and nature	Japanese millennials accept Indonesian rattan furniture as a global product which support sustainability environment

Source: edited by authors

The “Summer Image” brings pleasure to Japanese millennials. “I think I like the design of rattan furniture and also even its winter time in Japan, I feel like in the summer or Bali, so it brings like another atmosphere.” – Chico. For Japanese millennials, Indonesian rattan furniture is a new thing, and the design and quality of the Indonesian rattan furniture are taking a significant role in influencing Japanese millennials' attitudes. The design of Indonesian rattan furniture is attractive for Japanese millennials because it has an aesthetic design with small size and lightweight, making the furniture easier to be arranged in the house interior. In this case, Indonesian rattan furniture possesses a good image (good quality) in the Japanese market and Japanese millennials, but the price of rattan is the obstacle; it would be much better if rattan furniture could be lower than the current price.

According to the data from the Ministry of Trade of the Republic of Indonesia, the reputation of Indonesian rattan furniture is outstanding in the Japanese market with 61.2% of the total market share for exporters of rattan products to Japan in 2015 (Ministry of Trade of The Republic of Indonesia, 2016). Furthermore, after Japanese millennials knew that Indonesian rattan furniture is also a part of green products that support sustainability, they have a very positive image and attitude toward Indonesian rattan furniture. In terms of consumer domain-specific values, there are five types of values, which are materialism, consumer innovativeness, nostalgia, consumer ethnocentrism, and environmentalism. This is the beginning indication where Japanese millennials are possessing materialism. This is the beginning indication where Japanese millennials are possessing materialism. “The fashion or cosmetics brand, so I think I need to get the trend like them. And also, I really like to get information and read about cosmetics to be looks cuter” – Chico. Japanese millennials know details about Indonesian rattan furniture will increase their desire to buy in the future. “if I live by my-self, I will get more space than now, I want to buy (rattan furni-

ture). Because, I understand the deforestation in Indonesia and I want to solve this problem” – Taihei. For Japanese millennials, the environmental benefit of the Indonesian rattan furniture is interesting information and attracts Japanese millennials to buy the product in the future. “Hmm, I think it's important to think about the environment because I've changed my mindset when I started to learn about it” – Kenjiro. Table 3 aims to provide highlights and brief explanation.

Table 3. Interpretation between Consumer Domain-Specific Values Theory and Findings on Attitude Toward Indonesian Rattan Furniture

Value Type	Definition	Findings
Materialism	A central conviction of the importance of material possession in the life of a person	The enthusiasm of Japanese millennials to follow the current trend
Consumer Innovativeness	The importance of buying products	The desire of Japanese millennials to buy Indonesian rattan furniture in the future
Nostalgia	The perception where things in the past were apparently better than the present	The history between Indonesia and Japan does not affect Japanese millennials judgment toward Indonesian rattan furniture.
Consumer Ethnocentrism	The possession of a high sense of pride in the culture, symbols and product themselves while discrediting other cultures.	For Japanese millennials, rattan furniture does not have to come from Japan
Environmentalism	The importance of consuming products without pollution effects.	Environmental benefit of Indonesian rattan furniture is important to know for Japanese millennials

Source: edited by authors

4. CONCLUSION

The researcher summarized the data as follows, Japanese millennials possess only two out of five mentioned characteristics: intimacy (possess a close relationship with the high-technology product) and awareness (social responsibility). Whereas for loyalty, balanced and risk characteristics were not

found in this research. For general values, the research findings reveal three value types that contribute to determining Japanese millennials' attitude toward Indonesian rattan furniture: hedonism, self-direction, and universalism. For consumer domain-specific values, the research findings contribute to determining Japanese millennials' attitude toward Indonesian rattan furniture, which are: Materialism, consumer innovativeness, nostalgia, consumer ethnocentrism, and environmentalism.

This research recommends that the subsequent research take a more extended period to provide further information. The subsequent research is recommended to take place in the South of Japan, for example, in Okinawa, where it is the best place for rattan products because of its warmer temperature than other places in Japan. The future researcher may collaborate with Japanese native speaker researchers to mitigate the cultural and language differences as the main barriers.

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This study aims to determine and analyze the effects of price, service quality, customer satisfaction, and image on customer loyalty with the research object of Lion Air Indonesia. The type of research is basic research that uses 5 variables: price, service quality, customer satisfaction, image, and...

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How Countries Deal with the Covid-19 Pandemic: A Case Study of Indonesia and Slovakia

Adi Prasetyo Tedjakusuma, Slavomír Rudenko

First reported in China in December 2019, the Covid-19 has now been growing to a very severe pandemic with more than 117 million cases worldwide only in one year. To minimize the pandemic impacts on the world's citizens, any country worldwide must take care of its respective citizens by carrying out...

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The Mediating Role of Organizational Excellence Between Total Quality Management Practices and Sustainability: A Preliminary

Muslim Diekola Akanmu, Bahtiar Mohamad

Inconsistencies in the findings of past literature on the relationship between quality management practices and sustainable performance have provoked the essence of this study. This has prompted further evaluation of the effects of critical quality management variables to explain the relationships' nature...

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The Attitudes of Local Communities Towards Sustainable Development and Development of Ketapan Rame Tourist Village, Mojokerto

Veny Megawati, Siti Rahayu, Stefanus Budy Widjaja Subali, Fitri Novika Widjaja

This study aims to examine the relationship between the local community's attitudes and the sustainable development and development of Ketapan Rame Tourist Village, Mojokerto. This research employed quantitative research methods with data analysis using SPSS 18.0 software. The sampling technique used...

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Factors Affecting Brand Equity in Batu Tourism City

Muhammad Afif Nadhif, Fitri Novika Widjaja, Prita Ayu Kusumawardhany

This study aims to determine the effect of Brand Awareness, Brand Image, Brand Loyalty, Perceived Brand Quality on Brand Equity in Batu Tourism City. The City of Batu has designated its area as an agropolitan tourism center in East Java. This study used qualitative research methods with data analysis...

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Analyzing the Effect of Social Identity, Perceived Encouragement and Altruism on Word of Mouth on Facebook

Marianus H. Mahat, Juliani D. Trisnawati, Veny Megawati

This study aims to determine the effect of social identity, perceived encouragement, and Altruism on word of mouth (WOM) on Facebook. An empirical study was conducted by distributing questionnaires to 120 Adidas brand users who are the Adidas brand followers on Facebook. The analysis results using the...

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Towards a Socially Sustainable Inventory Optimization

Warut Pannakkong, Kim Cuc Vo Thi, Sun Olapiriyakul

Inventory optimization is one of the critical decisions in perishable product supply chain management. This study develops a bi-objective inventory optimization model for perishable products. The model can determine the optimal order quantities that fulfill customer demand over time while simultaneously...

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How are Buying Intentions in a Marketplace Formed? An acceptance of New Technology in Young People

Bryan Julio, Dudi Anandya, Indarini, Freddy Mutiara

This research discusses the existing marketplaces in Indonesia. The purpose of this research is to determine the effects of Social Influence on

Behavioral Intention and Perceived Usefulness on Attitude in a marketplace. This study is quantitative research with a causal design, with 304 respondents from...

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The Effects of External Factors on Perceived Ease of Use, Perceived Usefulness, Attitude Towards Use, and Behavioral Intention of Older Adults in Indonesia

Levina Nathania, Indarini, Dudi Anandya

The purpose of this research is to analyze the effects of external factors (facilitation conditions, self-satisfaction, and cost tolerance) on perceived ease of use, perceived usefulness, attitude towards use, and behavioral intention of older adults in Indonesia. This research uses basic business research...

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The Role of Youtubers on Covid-19 Prevention Products' Purchase Intention in the New Normal Era

Prita Ayu Kusumawardhany

Everyone must own personal protective equipment to prevent the Covid-19 transmission. Consumers can buy Covid-19 prevention products at low to high prices. This study examines how YouTube video (vlog) affects millennial consumer perceptions and intention in purchasing Covid-19 prevention products. The...

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The Impacts of Brand Image, Brand Love, and Brand Trust on Brand Loyalty: Case Study on Coffee Drinks

Ali Wardhana, Yulia

This paper aims to investigate the impacts of brand image, brand love, and brand trust on brand loyalty in coffee drinks, especially in the Kopi Kenangan's brand. Moreover, this paper does not only investigate the effects but also compare brand love and brand trust for seeking which variable has a bigger...

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Determinants of Online Purchase Intention in Indonesia

Sugeng Hariadi, Siti Rahayu

This research discusses the influence of online customer experience and perceived risk on online purchase intention in Indonesia. This study has nine variables: online customer experience, product risk, financial risk, privacy risk, security risk, time risk, social risk, psychological risk, and online...

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Brand Equity of Banyuwangi as a Natural Tourism Destination

Siti Rahayu, Sugeng Hariadi

This study aims to investigate the brand equity of Banyuwangi city as a natural tourism branding. The questionnaire data is obtained from 160 local tourists who have traveled to Banyuwangi. Hypothesis testing is done by using a structural equation model. The results show that of the eleven hypotheses,...

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Determination of Green Marketing Strategies Through Marketing Communication in the Business World in the Society 5.0 Era

Hayuning Purnama Dewi

Marketing communication in green marketing aims to influence purchase decisions for consumers interested in the green movement. In addition to product advantages and brand image, companies must also think about consumer transaction convenience. Consumers consider various transaction choices to facilitate...

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The Linkage Among Demographic Factors, Perceived Mindful Marketing, and the Purchase Intention of Hand-weaving Products Customers

Junphen Wannarak, Patipol homyamyen, Thititana Trisit, Waiphot Kulachai, Adi Prasetyo Tedjakusuma

This research aims to examine the linkage among demographic factors, the perceived value of mindful marketing, and the purchase intention of customers of hand-weaving products in Suphanburi, Thailand. The

samples of this study were 388 people visiting a community enterprise in Suphanburi. Questionnaires...

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Trust or Usefulness? QR Code Payment Among Millennials in a Disrupted Market

Grace F. Djayapranata, Andhy Setyawan

The digitization trend has increased dramatically in the past decade. The development of the internet and the increasing use of smartphones worldwide indicate the starting of the industrial revolution 4.0, which is now moving into a society 5.0 era. This trend has affected almost all activities of human...

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How is the Attitude of Japanese Millennials Towards Indonesian Rattan Furniture?

Komang Yudhi Kamala, Christina Rahardja, Aluisius Henry Pratono

Recently, environment and ecology have become critical issues for the global population and entrepreneurs. The millennial generation is considered one of the most prominent population groups and an attractive target for many companies to engage. This study aims to understand the Japanese millennials'...

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Predicting Intention of Using Fintech Lending to Bank Users in Indonesia

Bayudha Desga Putranto, Nurdin Sobari

The significant increase in the use of fintech lending proves the vital role of non-banks in providing innovative online payment services and cash funds facilities. However, not many have specifically examined the focus on one type of fintech, namely fintech lending. This study's purpose is to examines...

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Destination Image, Satisfaction and Tourist Loyalty: A Study of Post Disaster Recovery in Gili Matra

Dwi Putra Buana Sakti, Siti Nurmayanti, M. Firmansyah

This study analyzes the mediation role of destination image on the influence of tourist satisfaction toward loyalty according to the survey on 155 sample respondents who visited Gili Matra after the 2018 earthquake. A structural equation model (SEM) was used to analyze the collected data. The research...

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Analysis of Tourism Village Development in West Lombok Regency

Lalu A. Permadi, W. Retnowati, Muttaqillah, Rusminah, G.A. Oktaryani,

N.A.A. Tara, E. Septiani

This research aims to analyze and identify the potential development of Tourism Village in West Lombok Regency. This research used primary and secondary data and analyzed the villages' tourism potential and development into tourism villages in West Lombok Regency. The potential development of Tourism...

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What Enhances the Consumer Utility Function on Environmentally Friendly Products? The Role of Message Framing in Marketing Communications

Andhy Setyawan, Noermijati, Sunaryo, Siti Aisjah

In the past few decades, environmental sustainability issues have helped change consumers' behavior and consumption patterns. In addition to increasing consumer awareness of environmentally friendly behavior, consumers face two alternatives of consuming environmentally friendly or conventional products....

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An Empirical Study on E-book Usage Intention – Perspective of International Students Studying in Thailand

Sumaia Farzana, Madawala Liyanage Duminda Jayaranjan, Saif Ur Rahman

This paper aims to understand the intention of using e-book among the international students studying in Thailand. The paper adopts Technology

Acceptance Model to comprehend the association between perceived ease of use, perceived usefulness, attitudes, and intention to use e-book for their studies....

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Strategic Orientation and Human Resources Management in Public Sector Organizations in the Society 5.0 Era

Maria Elizabeth Lanny Kusuma Widjaja

Strategic orientation is a principle that guides, directs, and influences organizational activities that produce behavior to ensure organizational survival, performance, and innovation. Public sector organizations in the society 5.0 era have the potential to face various changes, environmental uncertainties,...

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KPI-Based Incentive System and Individual Performance Assessment in "A" Organization in Surabaya

Johny Rusdiyanto

This study focuses on the role of objectivity in individual performance appraisals and the use of the KPI (Key Performance Indicators) system in determining HR incentives. This activity is done to encourage work motivation of "A" organization human resources in the industrial 4.0 era and society 5.0...

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Organizational Effectiveness: A Second-order Confirmatory Factor Analysis

Waiphot Kulachai, S. Vuttivoradit, A.P. Tedjakusuma, P. Homyamyen

Organizational effectiveness has caught the attention of scholars for decades since it indicates the efficiency and achievement of an organization. However, measuring organizational effectiveness is quite difficult and controversial since there are various approaches to measure it. Recently, there are...

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Ethical Dilemma Decision Making Based on Personality: The Case of Installation of a Keylogger System

Permata Ayu Widyasari

The use of artificial intelligence, including keylogger systems, is unavoidable. Companies install keylogger systems on office computers to ensure that their employee is working effectively and efficiently. Meanwhile, the employee perceived it as spying and breaching their privacy. The study examines...

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The Antecedents of Knowledge Sharing in Public Sector

Igfar Reza Ahmadi, Riani Rachmawati

Knowledge sharing takes part in supporting the era of society 5.0. This study aims to investigate the role of perceived organizational support (POS), servant leadership, and organizational citizenship behavior (OCB) as the antecedents of knowledge sharing. The data were collected via an online questionnaire...

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The Effect of Job Rotation and Person-Job Fit On Employee Engagement: The Mediation Role of the Job Satisfaction

Eko Prasetyo Agustian, Riani Rachmawati

This study aims to determine the implementation of human resource management practices, such as job rotation and person-job fit that affect employee engagement through job satisfaction as a mediating variable. Data analysis in this research used explanatory research with a quantitative approach. This...

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Measuring the Effectiveness of e-learning in Public Sector

Herina Nurhayati, R. Rachmawati

Electronic learning (e-learning) has been widely adopted by many companies as a strategic tool for the learning and development of their employees, mainly for time and cost-saving. This study aims to assess the effectiveness of e-learning using six constructs of the updated DeLone and McLean information...

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Innovation as a Key Solution for MSES' Survival in the COVID-19 Pandemic: A Case Study of MSES in Bogo Village – Bojonegoro Regency – East Java

Elsye Tendelilin, K. D. Noviaty, Karina C. Rani, Nikmatul I.E. Jayani

The Covid-19 pandemic has a significant impact on the economic growth of many countries. Bogo village-Bojonegoro Regency is one of the centers for moringa plants produced by MSE. Moringa plant is a herbal plant that is beneficial for health. During the pandemic, MSEs have been experiencing difficulties...

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The Influence of Distributive Justice and Procedural Justice in Job Satisfaction Through Perceived Organizational

Supports (Case Study in GOJEK Surabaya)

Faizal Susilo Hadi, Kharis Septina Liftyawan

This research aims to investigate the effect of distributive justice and procedural justice on drivers' satisfaction. Through perceived organizational support, this research will examine the influence of distributive justice and procedural justice mutualism on drivers' satisfaction. This study was held...

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The High-performance Work Environment and Employee Engagement to Face Changes in the Society 5.0 Era Millennial Workers

Noviaty Kresna Darmasetiawan

This research analyzes the influence of a high-performance work environment and employee engagement on millennials working in companies to face changes in the society 5.0 era. This research used mixed methods, i.e., quantitative methods that are equipped with qualitative methods. Variables tested were...

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Post-pandemic Community Resilience: Community and Economic Conditions of Wedi Village

Agustina J.N. Pramudita, J.L. Eko Nugroho

This qualitative study aims to explore and understand the community, its economic conditions, and resilience towards the Covid-19 pandemic. The

study was conducted at Wedi Village in Bojonegoro Regency, Indonesia. This village is well known for its small-medium enterprise products made from salak or...

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International Negotiations in Asian Countries and India: Where Do I start? Impact of Modern Technology?

Yashwant Pathak

Global marketing is becoming an essential aspect of marketing management, and it is an integral part of international business. As the companies are looking for a market for their products, it has become imperative that the people have to build expertise in interacting with culturally diverse groups...

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Suggestion from Experience of Some Asian Countries Regarding "City-inside City": A Case Study of Thu Duc City of Ho Chi Minh City

Phan Thi Hong Xuan, Nguyen Minh Nhut

On November 16th, 2020, the Socialist Republic of Vietnam's National Assembly had passed the Resolution for Organizing Ho Chi Minh City's urban administration (at the 10th meeting, National Assembly session XIV). By deciding to "implement without the need of testing", the National Assembly expresses...

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