



ENTREPRENEUR SUCCESS IN MICRO AND SMALL ENTERPRISES (MSES): EVIDENCE FROM INDONESIA

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Abstract—In the present era of globalization where business competition between countries is getting tighter, the Indonesian government seeks to encourage micro and small businesses to take part and strengthen business people to be ready to compete with other countries. In addition to providing a large contribution to the Gross Domestic Product (GDP), micro and small businesses also absorb a large number of labor. When viewed from the point of gender, male entrepreneurs and female entrepreneurs have relatively balanced number but their success rate in managing a business is not the same. The purpose of this study was to find out whether there were significant differences in success between male and female entrepreneurs. This study uses secondary data from Central Bureau of Statistics (BPS) in 2015, with a total observation of 58,290 industries in 23 industrial classifications. The results showed a significant difference between the success of male entrepreneurs and female entrepreneurs in micro and small businesses in Indonesia.

Keywords—entrepreneur success, male entrepreneur, female entrepreneur

I. INTRODUCTION

Entrepreneurship has long been considered as one of the significant factors in promoting socioeconomic growth and development because entrepreneurial activity provides millions of job opportunities, offers a variety of goods and services and results in an increase in national welfare and competitiveness (Zahra S.A, 2006). Entrepreneurship is one of the main factors that has driven economic growth in various countries since the early 90s. Micro and small businesses which in turn are short in MSEs are growing from year to year and are the biggest contributors to gross domestic product in a country's economic growth and are also indicators of the success of MSEs. However, the results of (Stevens G and Burley J, 1997) study show a high rate of MSE failure. The results of the same study were also put forward by (Dalberg, 2011) and (Simeyo O, martin L,

Nyabwanga RN, Ojera P and Odondo AJ, 2011) that almost half of the beginner MSEs in developing countries failed within 5 years and only a few grew into large businesses.

The number of MSEs in Indonesia also experienced significant growth. In 2011 the number of MSEs of 56,764,750 increased to 56,534,592 in 2012. During 2014-2016 it reached more than 57,900,000 (www. Depkop.go.id). In terms of gender, the results of a survey conducted by the Asia Pacific Foundation Canada (APEC) in 2018 showed that the number of male and female entrepreneurs was quite balanced, namely women at 51% and men 49%. (www.apec.org). But information about the success of male entrepreneurs and female entrepreneurs varies greatly in each country. To measure the success of an entrepreneur at the MSE level is not an easy thing because there is no universal agreement related to the definition of MSE success. Every entrepreneur has different definitions and each literature also uses different terms in describing entrepreneur success such as business success, venture performance and so on. In MSEs there are conditions where there is a strong relationship between work and the owner so that personal success is identified as a business success. Various studies that focus on measuring success at the individual level, assume that the success of an entrepreneur directly reflects the success of their business (Hambrick, Donald C and Phyllis A Mason, 1984)

II. LITERATURE REVIEW

There are various definitions of entrepreneurship and entrepreneur, among others, (Bygrave W.D and Hofer C.W, 1991) who define entrepreneur as "...someone who perceives an opportunity and creates an organization to pursuit it", while (Karl H Vesper, 1990) defines entrepreneurship as "the creation of new independent businesses". Robbins & Coulter (2012: 565) stated that "entrepreneurship is the process of starting new businesses, generally in response to opportunities". The criteria used to measure the success of an entrepreneur at the MSE level are also not the same in every region and country. Therefore, the

definition of business success can be different. The easiest way to define entrepreneur success is through tangible elements such as profitability, sustainability, personal wealth creation, revenue (output) or company growth and turnover (Perren L, 1999) (Perren L, 2000) (Amit R, MacCrimmon K, Zietsma C and Oesch J, 2000).

However, in reality, men and women have different definitions of business success. Female entrepreneurs can be found in every country and various business sectors, but there are still significant and systematic gaps in business ownership between female and male entrepreneurs. Businesses which are established by women have different characteristics from those established by men. Various studies show that businesses led by female entrepreneurs have fewer employees, income, assets, and sales than male entrepreneurs (Brush C.G, 1992); (Carter N.M, William M and Reynolds P.D, 1997); (Crump B.J, Logan K.A and McIlroy A, 2007); (Fairlie R.W and Robb A.M, 2009); (Harada N, 2003); (Shaw E, Marlow S, Lam W and Carter S, 2009); (Verheul I, Van Stel. A and Thurik R, 2006)). The Lauxen-Ulbrich and Leicht (2004) study in (Kristi Dautzenberg, 2012) shows that female entrepreneurs on average employ fewer employees than male entrepreneurs. Business growth also differs between genders. Women prefer growth in production (output) while men prefer business unification, take-over business or develop new business units (Rosa P, 1996). Specific gender differences are also seen in industrial choices between female and male entrepreneurs (Greene P.G, Brush C.G, Hart M and Saparito P, 1999). The retail and service industries are more dominated by women (Allen et al., 2006; Anna et al., 2000; Brush et. el, 2006; Du Rietz and Henrekson, 2000 in (Kristi Dautzenberg, 2012)). Based on the concepts and propositions described above, the hypothesis raised is as follows:

H1: "There are significant output differences between male and female entrepreneurs in MSEs in Indonesia"

III. METHODS

This study employed the positive social science paradigm. Owing to the quantitative design of this study, we are able to provide insight to the research question mentioned above. The ensuing discussion is based on secondary data source and taken from an annual survey of micro and small industry conducted by the Indonesian Central Board of Statistics (Badan Pusat Statistik or BPS) in 2015. The number of original observations during the periods of study was 58.290 industries. The variable in this study was the entrepreneur success which was measured through the dimensions of output produced by both male and female entrepreneurs. The testing hypothesis used an independent sample t-test to determine whether there

were significant output differences between male and female entrepreneurs in various industrial sectors.

IV. RESULTS AND DISCUSSION

TABLE 1. THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Variable	Freq	%	Variable	Freq	%
Industry Classification			Indonesian Standard Industrial		
Micro Industry	53,919	92.5	Classification	5,172	8.87
Small Industry	4,371	7.5	Textile	6,305	10.82
Gender			Confection	1,087	1.86
Male	31,909	54,74	leather goods and footwear	9,062	15.55
Female	26,381	45,26	Wood and Bamboo	100	0,17
Level of Education			Paper	756	1.30
Not Completed Elementary School	11,076	19.00	Printing Office	449	0.77
Elementary School	20,538	34.93	Chemical	118	0.20
Junior High School	11,792	20.23	Pharmacy and traditional medicine	535	
Senior High School	13,117	22.50	Rubber	5,127	0.92
Vocational High School	255	0.44	Non-metallic minerals	226	8.80
Diploma	384	0.66	Basic Metallic	2,457	0.39
Bachelor	1253	2.15	Metallic	12	4.22
Master/Doctor	55	0.09	Computer and electronics	25	0.02
Indonesian Standard Industrial Classification			Electrical equipment	76	0.04
Food	20,309	34.84	Machine	56	0.13
Beverage	1,282	2.20	Vehicle	298	0.10
Tobacco processing	1,025	1.76	Conveyance	1,956	0.51
			Furniture	1,756	3.36
			Other Processing	100	3.01
			Repair Service	5,172	0.17

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(Source: Data BPS 2015 (processed))

Table 1 presents the demographic profile of the respondents as follows ; micro industry 92.5%, small industry 7.5%, male 54.74%, and female 45.26%. A majority (34.93%) of the respondents had attended elementary school. Based on Indonesian standard industrial classification (23 industrial classification) the highest number of respondents (34.84%) was involved in the food industry, 15.55% in the wood and bamboo industry , 10.82% in the confection industry.

Table 2. Descriptive Statistics

Variable	Gender	Number Obs	Mean	Standard Deviation	Minimum	Maximum
Output (Millions Rupiah)	Male	31,906	2.02e+07	7.07e+07	10,000	5.30e+09
	Female	26,379	4,758,074	1.83e+07	13,500	1.56e+09
Main Consumer						
Percentage of industry consumer	Male	4,689	32.02	15.47	1	72
	Female	2,490	26.91	13.62	1	72
Percentage of trader consumer	Male	16,678	51.92	29.15	1	116
	Female	14,521	49.08	28.37	2	116
Percentage of household consumer	Male	19,848	49.36	22.28	1	119
	Female	15,189	46.64	20.43	1	119

Variable	Gender	Number Obs	Mean	Standard Deviation	Minimum	Maximum
Marketing Allocation						
Percentage of in the district	Male	29,580	30.89	15.49	1	92
	Female	25,038	27.25	11.20	2	92
Percentage of outside the district	Male	7,670	41.93	16.75	1	89
	Female	3,617	41.02	18.03	2	85
Percentage of outside the province	Male	2,060	27.10	10.23	2	56
	Female	736	25.31	9.49	1	54
Percentage of foreign country	Male	112	8.74	5.19	1	20
	Female	69	8.25	4.76	2	19

(Source: Data BPS 2015 (processed))

Independent sample t-test was performed to determine whether there was a significant difference between the mean scores of responses received from male and female respondents. The number of male respondents (n = 31,909) and female (n = 26,381) was compared. The result showed that there was a significant output difference between male and female entrepreneurs. The test for equality of variances and mean score showed that the variance and mean for male and female output was significant statistically (p-value < 0.05). It indicated that there was a significant difference on the variance and mean score between male and female. The result also showed the mean score for male output was higher than female output. The result provides an indication of successful male entrepreneurs. Hence, Hypothesis should be no rejected.

In addition to showing significant output differences between male and female entrepreneurs, equality of variance tests and mean scores also indicate that variation and average percentage of industry consumer, percentage of trader consumer and percentage of male and female household consumer were statistically significant. However, percentage of foreign results were not significant (p = value > 0.05).

The results of study showed that the average score for all variables was high for male entrepreneurs, which means male entrepreneurs were more successful. The success of male entrepreneurs can be understood because the average percentage of consumers they serve were industrial consumers (32.02) and household consumers (49.36), although for consumer traders, the percentage was relatively the same as female entrepreneurs. In terms of marketing allocation, male

entrepreneurs have a greater marketing allocation within districts and outside provinces compared to female entrepreneurs. For the percentage of marketing coverage outside the region and in the foreign country, male and female entrepreneurs had relatively the same score.

Table 3. Independent sample t-test of Output based on Indonesian Standard Industrial Classification

Indonesia Standard Industrial Classification	F	Sig.	t	df	Sig. (2-tail)	Mean Diff.	Std. Error Diff.
Food	27.02	0.000**	15.09	8568.46	0.000**	1.36e+07	901005.9
Baverage	0.01	0.000**	-0.87	266.84	0.3876	-5085898	5876514
Tobacco Processing	2.66	0.000**	7.10	122.22	0.000**	2.24e+07	3147338
Textile	170.3	0.000**	8.42	598.92	0.000**	2.01e+07	2388802
Confection	62.42	0.000**	7.67	3004.05	0.000**	1.75e+07	2277538
Leather Goods and Footwear	4.14	0.000**	5.64	313.64	0.000**	2.83e+07	5022247
Wood and Bamboo	40.78	0.000**	18.10	5135.03	0.000**	1.16e+07	640845.6
Paper	6.01	0.000**	3.18	80.30	0.002**	2.06e+07	6474225
Printing Office	2.72	0.000**	-0.27	104.86	0.7881	-1741604	6461592
Chemical	1.92	0.014*	0.72	447	0.4737	5179814	7222847
Pharmacy and Traditional medicine	32.39	0.000**	3.70	55.77	0.000**	1.55e+07	4172843
Rubber	6.93	0.000**	4.26	303.35	0.000**	9858948	2316297
Non-metallic minerals	2.69	0.000**	7.75	512.04	0.000**	6507481	840001.4
Metallic	1.01	0.9602	0.53	2455	0.5953	-2930284	5516614
Electrical Equipment	0.73	0.5551	0.31	23	0.7584	-7350303	2.36e+07
Conveyance	3.83	0.7808	0.10	295	0.9218	-3254700	3.31e+07
Furniture	1.31	0.1931	-1.48	1954	0.1390	1.41e+07	9536121
Other Processing	8.24	0.000**	7.90	1538.68	0.000**	3.20e+07	4044632

(Source: Data BPS 2015 (processed))

***=sig 1%, ** = sig 5%, * =sig 10%

Based on table 3, it is clear that there are several industry classifications and its output differs between men and women, namely food, tobacco processing, textile, confection, leather goods and footwear, wood and bamboo, paper, pharmacy and traditional medicine, rubber, non-metallic minerals and other processing, while for the industrial classification which states that there is no difference between men and women are beverage, printing office, chemical, metallic, electrical equipment, conveyance, furniture. For female business owners, even though the results of the tests statistically indicated that there is no difference from male business owners, the output obtained is greater for women rather than for men in the industrial classification. These include beverage, printing office, metallic, electrical equipment, conveyance, and furniture

V. CONCLUSION

The number of male and female entrepreneurs in micro and small businesses (MSE) in Indonesia is relatively balanced, but they have different level of success. When seen from industry classification, there are industries whose output is different between male and female entrepreneurs, namely food, tobacco processing, textile, confection, leather goods & footwear, wood & bamboo, paper, pharmacy & traditional medicine, rubber, non-metallic minerals and other processing. On the other hand, for the beverage industry, printing office, chemical, metallic, electrical equipment, conveyance, and furniture, there is no difference between male and female entrepreneurs in their level of success.

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TABLE OF CONTENTS

FINANCE

SYNERGY, DIVERSIFICATION AND FIRM PERFORMANCE IN MERGERS AND ACQUISITIONS	1
<i>Stanley Septian, Christiana Fara Dharmastuti</i>	
AN INDICATION OF WINDOW DRESSING TO INCREASE STOCK PRICES IN COMMERCIAL BANKING COMPANIES IN INDONESIA	6
<i>Namira Ufrida Rahmi, Arie Pratania Putri, Mesrawati</i>	
DIVIDEND POLICY AND COMPLIANCE OF CORPORATE SOCIAL RESPONSIBILITY IN STRENGTHENING FINANCIAL PERFORMANCE OF CONSUMER GOODS INDUSTRY COMPANIES IN INDONESIA	10
<i>Widya Sari, Namira Ufrida Rahmi, Dwita Sakuntala</i>	
SHARIA BANK RESILIENCE IN FACING MACROECONOMIC FACTORS	15
<i>Irma Setyawati, Tri Widyastuti, Adelina Suryati</i>	
THE EFFECT OF CAPITAL STRUCTURE AND COMPANY GROWTH ON THE VALUE OF INFRASTRUCTURE SECTORS IN THE IDX	21
<i>Khilyatin Ikhsani, Muliana</i>	
FINANCIAL LITERACY AND DEMOGRAPHY CHARACTERISTICS AMONG INDONESIAN MILLENNIALS	26
<i>Ratna Komara, Arie Widyastuti, Layyinaturobbaniyah</i>	
DIVESTITURE AND COMPANY'S FINANCIAL PERFORMANCE: AN EMPIRICAL STUDY ON COMPANIES LISTED ON INDONESIA STOCK EXCHANGE	33
<i>Brigita Suganda, Sumani</i>	
BEHAVIOURAL BIASES OF OVERCONFIDENCE AND DISPOSITION EFFECT AND THEIR IMPACT ON INVESTMENT DECISION IN THE INDONESIAN CAPITAL MARKET	38
<i>Ica Rika Candraningrat, A Sakir</i>	
ANALYSIS OF THE EFFECT OF CORPORATE GOVERNANCE ON YIELD TO MATURITY THROUGH BOND RATING IN INDONESIAN FINANCIAL INSTITUTION	45
<i>Sasya Sabrina, Florencia Irena Lawita</i>	
DETERMINANTS OF SUCCESSFUL LENDING DECISION FOR ULTRA-MICRO SEGMENT IN P2P LENDING PLATFORM	50
<i>Florentina Kurniasari, Johny Natu Prihanto</i>	
ASSESSING OF BANK SOUNDNESS BY RISK PROFILE, EARNINGS AND CAPITAL: REGIONAL DEVELOPMENT BANK CASE STUDY IN INDONESIA	55
<i>Felisitas Defjung, Syarifah Hidayah, Ardi Paminto</i>	
THE EFFECT OF SERVICE QUALITY AND PRODUCT INNOVATION TOWARD COMPETITIVE ADVANTAGE AND IMPLICATIONS ON INTEREST IN REFERENCE CUSTOMERS "BRI" BANK IN BENGKULU PROVINCE: CASE STUDY IN "BRI" BANK BANDAR BINTUHAN BRANCH	62
<i>Panji Tri Wahyu, Murwanto Sigit</i>	
HOLDING RESTRUCTURING ANALYSIS TOWARDS THE SOLVABILITY AND PROFITABILITY OF PT INALUM (PERSERO)	67
<i>Tengku Amrizal Azwin, Isfenti Sadalia, Nisrul Irawati</i>	
ANALYSIS OF FINANCIAL PERFORMANCE IN RESTRUCTURING OF PT INDONESIA ASAHAN ALUMINIUM (PERSERO) TO MINING INDUSTRY HOLDING COMPANY USING THE ECONOMIC ADDED VALUE APPROACH	72
<i>Akhmad Fahmi Ridwan, Isfenti Sadalia, Yeni Absah</i>	
LIQUIDITY, FIRM SIZE AND DIVIDEND POLICY TO THE VALUE OF THE FIRM (STUDY IN MANUFACTURING SECTOR COMPANIES LISTED ON INDONESIA STOCK EXCHANGE)	77
<i>Nendi Juhandi, Mochammad Fahlevi, Muhammad Nur Abdi, Rinto Noviantoro</i>	
RISK MANAGEMENT IN CONSTRUCTION SERVICE INDUSTRIES	82
<i>Dwi Wahyuningsih, Sukaria Sinulingga, Nazaruddin Matondang</i>	
THE EFFECT OF THE EFFECTIVENESS OF THIRD PARTY FUNDS, BOPO, FINANCING AND CAPITAL ADEQUACY RATIO ON PROFIT DISTRIBUTION MANAGEMENT	88
<i>Siti Nur Azizah, Tri Astuti</i>	

THE ROLE OF THE BOARD OF COMMISSIONERS IN IMPROVING THE FINANCIAL PERFORMANCE OF SHARIA INSURANCE INDUSTRIES IN INDONESIA.....	94
<i>Irman Firmansyah, Adil Ridlo Fadillah</i>	
FINANCIAL LITERACY, FINANCIAL ATTITUDE, AND FINANCIAL BEHAVIOR OF YOUNG PIONEERING BUSINESS ENTREPRENEURS	100
<i>Totok Sugiyanto, Wirawan ED. Radiano, Tommy Christian Efrata, Liliana Dewi</i>	
ANALYSIS OF THE IMPACT OF LEVERAGE, VALUE ADDED AND SIZE ON EARNING MANAGEMENT AND FINANCIAL PERFORMANCE OF INDONESIAN SHARIAH BANKING	106
<i>Nisrul Irawati, Lisa Marlina, Friska Sipayung</i>	
BOUNDED RATIONALITY UNDER SHARIA NORMS: EVIDENCE FROM INDONESIA	112
<i>Budi Purwanto, Nanda Karunia Amanah</i>	
THE INFLUENCE OF FACTORS AFFECTING DIVIDEND PAYOUT RATIO TO STOCK PRICE OF FIRMS LISTED IN INDONESIA STOCK EXCHANGE	118
<i>Ika Yanuarti, Helena Dewi</i>	
TESTING FINANCIAL INFORMATION IN FORMING INVESTOR CONFIDENCE.....	124
<i>Eka Bertuah, RA. Nurlinda</i>	
THE EFFECT OF AMNESTY TAX POLICY AND TAX SANCTION ON TAXPAYER COMPLIANCE THROUGH MOTIVATION (STUDY ON PRIMARY TAX OFFICE IN MALANG RAYA AREA).....	129
<i>Dyah Sawitri, Titis Shinta Dhewi, Candra Hastiwibowo, Ahmad Ridwan</i>	
CHALLENGES IN APPLICATION THE EFFICIENT OF CAPITAL MARKET IN INDONESIA.....	135
<i>Rico Nur Ilham, Erlina, Khaira Amalia Fachrudin, Amllys Syahputra Silalahi</i>	
LEVERAGE, FINANCIAL DISTRESS AND PROFIT GROWTH: THE ROLE OF TAX SHIELD.....	139
<i>Tigor Sitorus, Jeremia Ade Christian</i>	
DETERMINANT OF CORPORATE TURNAROUND: A REVIEW STUDY.....	144
<i>Novi Andrani Butar-Butar, Isfenti Sadalia, Nisrul Irawati</i>	
FINANCIAL INCLUSION AND FINANCIAL SELF-EFFICACY IN INDONESIA	149
<i>Richy Wijaya, Hartini, Farah Margaretha Leon</i>	
COMPANY PROFITABILITY BEFORE AND AFTER EMPLOYEE STOCK OWNERSHIP PROGRAM IN 2011-2014.....	154
<i>Nurhayati, Ahmad Maulid Hamdani, Tatang Ary Gumanti</i>	
AN INDIVIDUAL HERDING BEHAVIOR MODEL: THE ROLE OF PERSONALITY, GENDER AND INFORMATION ASYMMETRY.....	158
<i>Puput Tri Komalasari, Marwan Asri</i>	
THE EFFECT OF LIQUIDITY, LEVERAGE, PROFITABILITY, OPERATING CAPACITY, AND MANAGERIAL AGENCY COST ON FINANCIAL DISTRESS OF MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE	164
<i>Yeye Susilowati, Titeek Suwarti, Elen Puspitasari, Farrah Anggita Nurmaliani</i>	
EFFECT OF GOOD GOVERNANCE, TAX UNDERSTANDING, AND TAX SANCTIONS ON TAXPAYERS COMPLIANCE, MICRO, SMALL AND MEDIUM ENTERPRISES IN MEDAN.....	170
<i>Herman Panjaitan, H.B. Tarmizi, Murni Daulay, Rahmanta Ginting</i>	
EFFECT OF FINANCIAL PERFORMANCE ON THE RETURN ON SHARES OF BANKS ON THE INDONESIA STOCK EXCHANGE IN 2012-2016	177
<i>Nurfauziah, Rintan Nuzul Ainy</i>	
ANALYSIS CAPITAL STRUCTURE ON INDONESIA STOCK EXCHANGE.....	181
<i>Elok Sri Utami</i>	

HRM

IMPACT OF WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE IN LOCAL GOVERNMENT OF PADANG CITY	186
<i>Prima Fithri, Putri Ayu Mayasari, Alizar Hasan, Eri Wirdianto</i>	
ANALYSIS OF HUMAN RESOURCE DEVELOPMENT PROGRAMS THROUGH TALENT MANAGEMENT IN PADJADJARAN UNIVERSITY.....	191
<i>Leni Rohida, Idil Akbar</i>	
LEARNING ORGANIZATION IN PRACTICES: A STUDY CASE OF THE INDONESIA COMPANIES.....	198
<i>Andreas Budihardjo Surijah</i>	

THE IMPACT OF WORK CULTURE, COMPETENCE AND MOTIVATION ON THE PERFORMANCE OF PERMANENT EMPLOYEES IN TELAGA HIKMAH PALM OIL MILL (SAMPOERNA AGRO GROUP BUSINESS UNIT).....	204
<i>Lia Amalia, Ronald Romatua Marpaung</i>	
GREEN HUMAN RESOURCE MANAGEMENT, GREEN ORGANIZATIONAL CULTURE, AND ENVIRONMENTAL PERFORMANCE: AN EMPIRICAL STUDY	210
<i>Muhammad Ichsan Hadjri, Badia Perizade, Zunaidah, Wita Farla</i>	
THE EFFECT OF ORGANIZATIONAL JUSTICE AND LEADER-MEMBER RELATION ON JOB SATISFACTION AND NURSES TURNOVER INTENTIONS WITH PERCEIVED EASE OF MOVEMENT AS MODERATOR	216
<i>Ari Kuntardina, Dwi Ratmawati, Novi Darmayanti</i>	
THE CONSTRUCTION OF NATIONAL POLICE HUMAN RESOURCE EMPOWERMENT IN FACING THE CHALLENGES OF INDUSTRIAL REVOLUTION 4.0 IN REGIONAL POLICE INDONESIA, EAST JAVA.....	224
<i>Vita Mayastinasari, Benyamin Lufpi, Novi Indah Earlyanti</i>	
TOWARD A MODEL OF THE LINKAGES BETWEEN SAFETY CULTURE AND EMPLOYEE PERFORMANCE IN GOLD MINING COMPANIES	229
<i>Winda Widyanty, Arief Bowo Prayoga Kasmu</i>	
EFFECTIVE EMPLOYEE ENGAGEMENT USING SWOT ANALYSIS	236
<i>Suyanti, Harmein Nasution, Yeni Absah</i>	
ORGANIZATIONAL CITIZENSHIP BEHAVIOR TOWARDS THE ENVIRONMENT BETWEEN EMPLOYEES OF SERVICE AND MANUFACTURING FIRMS IN SEMARANG	241
<i>Bernadeta Irmawati, Berta Bekt Retnawati, Ch. Triharjanti</i>	
MANAGEMENT SUCCESSION: A CASE STUDY OF A CHEMICAL INDUSTRY IN INDONESIA	246
<i>Liliana Dewi, Eko Budi Santoso, Kazia Laturette</i>	
THE EFFECT OF "KNOWLEDGE MANAGEMENT" TRAINING TO IMPROVE EMPLOYEE PERFORMANCE IN PT SEMEN INDONESIA (PERSERO) TBK	249
<i>Tri Cicik Wijayanti</i>	
THE INFLUENCE OF IN-SERVICE TRAINING AND POSITION LEVELS: ON THE PERFORMANCE OF THE WORKING GROUP ON THE PROCUREMENT OF GOODS AND SERVICES WITH VARIABLE MEDIATION PRODUCTIVITY IN THE PROCUREMENT SERVICE SECTION OF THE REGIONAL SECRETARIAT IN PROBOLINGGO REGENCY	254
<i>Dyah Sawitri, Enni Sustiyatik, Heni Setiyawati, Djuni Farhan</i>	
BARRIERS TO USE E-LEARNING PLATFORM IN INDONESIA HIGHER EDUCATION: FACTORS RELATED TO PEOPLE AND ORGANIZATION	260
<i>Meika Kurnia Puji Rahayu</i>	
WORK LIFE BALANCE OF GENERATION-Y IN INDONESIA	265
<i>Nuri Herachwati, Fendy Suhariadi, Sri Gunawan, Dian Ekowati</i>	
THE INFLUENCE OF MASS CONTROL TRAININGS ON THE COMPETENCY OF MASS CONTROL MEMBERS OF SABHARA IN HANDLING DEMONSTRATION	275
<i>Chairul Muriman Setyabudi, Rahmadsyah Lubis, Setiadi</i>	
THE EMPLOYEE PERFORMANCE: CAREER DEVELOPMENT, WORK MOTIVATION, AND JOB SATISFACTION.....	281
<i>Sri Langgeng Ratnasari, Gandhi Sutjahjo, Adam</i>	
THE ROLE OF SOCIAL IDENTIFICATION MEDIATORS ON THE RELATIONSHIPS OF AUTHENTIC LEADERSHIP AND PERFORMANCE.....	288
<i>Benediktus Margiadi, Amin Wibowo</i>	
THE ANTECEDENT AND CONSEQUENCES OF ACTUAL PARTICIPATION: THE EFFECT OF SITUATIONAL PARTICIPATION AND PLURIFORM MOTIVATION ON THE PERFORMANCE OF UNIVERSITY STRUCTURAL OFFICERS	294
<i>Apriwandi, Supriyono</i>	
THE ROLE OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR AS AN INTERVENING VARIABLE IN THE INFLUENCE OF SERVANT LEADERSHIP AND EMPLOYEE ENGAGEMENT ON PERFORMANCE.....	300
<i>Bambang Suko Priyono, Endang Cahyaningsih, Kis Indriyaningrum, Aditya Binathara Putra</i>	
DISTRIBUTIVE JUSTICE, JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT AS ANTECEDENTS OF EMPLOYEE PERFORMANCE: A STUDY IN INDONESIA NATIONAL HEALTH INSURANCE WORKERS.....	306
<i>Harif Amali Rivai, Dara Yunia Reza, Hendra Lukito</i>	
SERVANT LEADERSHIP DIMENSION IN HIGHER EDUCATION	313
<i>Tina Melinda, Tony Antonio, Christina</i>	

MARKETING

COLLABORATIVE MARKETING MANAGEMENT IN BUILDING A SUSTAINABLE KARAWANG CITY BRANDING	318
<i>Puji Isyanto</i>	
EGOISTIC AND ALTRUISTIC MOTIVES ON THE PURCHASING BEHAVIORAL MODEL OF ORGANIC FOOD IN THE INDONESIAN MARKET	325
<i>Stevia Septiani, Mukhamad Najib, Ujang Sumarwan</i>	
QUALITY IMPROVEMENT ON RESORT SECURITY AREA, VISION OF MACHINERY TECHNOLOGY AND VLAN AS CONSUMER VALUE TO INCREASE GUEST REVISIT INTENTION	331
<i>Igus Rahmat Ginanjar, Ari Purno Wahyu, Ratih Hurriyati, Vanessa Gaffar</i>	
PRODUCT SALES STRATEGY PT ASURANSI JIWASRAYA BRANCH MEDAN UTARA	337
<i>Ika Mary Pasaribu, Yesica Andriyani</i>	
EFFORTS TO INCREASE MARKETING PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN CENTRAL JAVA, INDONESIA	343
<i>Mudiantono Soekirman, Fajar Ayu Suryani, Harry Soesanto, Suryono Budi Santosa</i>	
CUSTOMER GREEN AWARENESS AND ECO-LABEL FOR ORGANIC PRODUCTS	349
<i>Doni Purnama Alamsyah, Oda I. B. Hariyanto, Heni Rohaeni</i>	
EXPLORATORY ANALYSIS OF HALAL HOTEL SERVICE (BASED ON PRACTICES OF HALAL HOTELS IN THREE COUNTRIES)	354
<i>Aam Bastaman</i>	
IS THERE A DIFFERENCE IN PERCEIVED SERVICE QUALITY ON INDONESIA LOW-COST CARRIER PASSENGERS?	360
<i>Yasinta Soelasih, Sumani</i>	
E-MARKETPLACE ACCEPTANCE AND USE BY MILLENNIALS FOR BUSINESS START-UP	366
<i>Fadli, Yasmin Chairunisa Muchtar, Inneke Qamariah</i>	
THE DETERMINANTS OF THE BUSINESS PERFORMANCE OF BANK MUAMALAT INDONESIA IN THE SUMATERA UTARA BUSINESS REGION	371
<i>Ade Pranajaya, Endang Sulistya Rini, Isfenti Sadalia</i>	
INNOVATION AND MARKET ORIENTATION: THE EFFECT ON COMPETITIVE ADVANTAGE AND MARKETING PERFORMANCE (A STUDY OF NATURAL-BASED CRAFT INDUSTRY IN SEMARANG REGENCY, CENTRAL JAVA, INDONESIA)	377
<i>Berta Bekti Retnawati, Bernadeta Irmawati, Hironimus Leong</i>	
THE CONCEPT OF NETWORK MARKETING AGILITY AND ITS IMPLICATIONS	383
<i>Avianita Rachmawati, Noernijati, Sumiati, Wahdiyati Moko</i>	
FACTORS AFFECTING POST-ADOPTION IN A MUSIC STREAMING APPLICATION FOR YOUNG ADULTS	389
<i>Purnamaningsih, Nosica Rizkalla, Trihadi Pudiawan Erhan</i>	
THE EFFECT OF IMPLEMENTING THE GRAPHIC DESIGN IN DIGITAL MARKETING ON SALES OF PRODUCTS IN TRAVEL COMPANIES	395
<i>Putri Malum Godiva Situmorang, Rulianda Purnomo Wibowo, Fadli Fauzi</i>	
SUSTAINABLE DIGITAL TRANSFORMATION IN THE HOSPITALITY INDUSTRY: A STUDY OF THE HOTEL INDUSTRY IN INDONESIA	400
<i>J. Johnny Natu Prihanto, Florentina Kurniasari</i>	
EXAMINING THE YOUNG CONSUMER PURCHASE INTENTION OF ECO-FRIENDLY HOME: INSIGHT FROM INDONESIAN	406
<i>Maranatha Wijayaningtyas, Togi H. Nainggolan, Ni Nyoman Suarniki, Kukuh Lukiyanto</i>	
USING SMARTPHONE IN BATIK AND TRADITIONAL TEXTILE: INTENTION MEASUREMENT AND TAM APPROACH	413
<i>Yohan Wismantoro, Heribertus Himawan, Karis Widiatmoko</i>	
SUSTAINABLE CONSUMPTION BEHAVIOR AMONG UNIVERSITY STUDENTS IN INDONESIA: THE ROLE OF VALUES AND NORMS	420
<i>Nosica Rizkalla, Purnamaningsih, Trihadi Pudiawan Erhan</i>	
FACTORS INFLUENCING CONSUMER AFFECTION AND CONSUMER ENGAGEMENT IN MOBILE APPLICATION	427
<i>Novi Purnama Sari, Yeshika Alversia</i>	
ERADICATING POVERTY IN SAMOSIR REGENCY	433
<i>Hendry Dolly Simbolon</i>	
A MIXED MARKETING STRATEGY USING AN INFORMATION SYSTEM TO BUILD CUSTOMER RELATIONSHIPS IN THE LOGISTICS SECTOR	436
<i>Andri Albert Hakim, Sukaria Simulingga, Endang S. Rini</i>	

ENHANCING THE TOURISM MSME'S PERFORMANCE BASED ON SOAR ANALYSIS	442
<i>MG. Westri Kekalih Susilowati, Retno Yustini Wahyuningdyah, Widuri Kurniasari</i>	
STRENGTHENING MARKETING MIX PERFORMANCE TO ENHANCE THE COMPETITIVENESS OF TOURISM MSMES USING IMPORTANCE PERFORMANCE ANALYSIS APPROACH	448
<i>Retno Yustini Wahyuningdyah, MG. Westri Kekalih Susilowati, Widuri Kurniasari</i>	
THE INFLUENCES OF WEBSITE DESIGN ON FORMATION OF E-TRUST, E-SATISFACTION AND E-LOYALTY OF BUKALAPAK.COM CONSUMERS: RELATIONSHIP MARKETING REVISITED	454
<i>Hermansyah Andi Wibowo, Fathul Wahid, Nafiudin</i>	
CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE, OPPORTUNISTIC OR ETHICAL BEHAVIOR?	459
<i>Eko Budi Santoso</i>	
THE IMPACT OF INNOVATION, COMPETITIVE ADVANTAGE, AND MARKET ORIENTATION ON FIRM'S MARKETING PERFORMANCE IN THE GARMENT INDUSTRY IN INDONESIA	464
<i>T.C. Efrata, W.E.D. Radianto, M.A.E. Marlina, S.C. Budiono</i>	
GREEN PRODUCT DIFFERENTIATION AND GREEN PRODUCT LAUNCH SUCCESS. DOES IMPACT ON GREEN PRODUCT INNOVATION PERFORMANCE ?	469
<i>Nuryakin, Tri Maryati</i>	
THE EFFECTS OF CUSTOMER VALUE, CUSTOMER EXPERIENCE AND UTILITARIAN VALUE TOWARD REPURCHASE INTEREST	473
<i>Deasy Wulandari, Intan Aprillia Nudin</i>	
THE EFFECT OF DESTINATION IMAGE ON DESTINATION BRANDING AND REVISIT INTENTION	479
<i>Sudarmiatin</i>	
VILLAGE TOURISM: THE IMPLEMENTATION OF COMMUNITY-BASED TOURISM	484
<i>Mira Maulani Utami, H.E.R. Taufik, Widya Nur Bhakti</i>	
POSITIVE EFFECT IN EFFICIENT APPLICATION OF CORPORATE SOCIAL RESPONSIBILITY IN PT.INDONESIA ASAHAN ALUMINIUM AS AN INDICATOR ENHANCEMENT EFFORTS PUBLIC WELFARE NORTH SUMATRA	490
<i>Rico Nur Ilham, Erlina, Khaira Amalia Fachrudin, Amllys Syahputra Silalahi</i>	
INFLUENCE OF EMOTIONAL ATTACHMENT, TRUST, POLITICAL ENGAGEMENT IN 2019 INDONESIAN PRESIDENTIAL ELECTION	495
<i>Susilia, Ramadania, Juniwati</i>	
A STRUCTURAL MODEL OF SERVICE QUALITY, PERCEIVED VALUE, SATISFACTION, AND CUSTOMER LOYALTY IN THE HOTEL INDUSTRY: A CASE STUDY OF TARAKAN CITY, INDONESIA	500
<i>Marso, Sri Gunawan</i>	
THE ROLE OF VALUE CO-CREATION IN IMPROVING CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE	510
<i>Estik Hari Prastiwi, Surachman, Sunaryo, Ananda Sabil Hussein</i>	
SERVICE QUALITY OF MICE (MEETING, INCENTIVE, CONFERENCE AND EXHIBITION) INDUSTRY	516
<i>Inneke Qamariah, Yasmin Chairunisa Muchtar, Fadli</i>	
THE INFLUENCE OF CELEBRITY ENDORSER TO THE PURCHASE INTENTION OF MEDAN NAPOLEON CAKE WITH BRAND IMAGE AS INTERVENING VARIABLE	521
<i>Findi Ruzika Audini Siregar, Isfenti Sadalia, Beby Karina Fawzeeza Sembiring</i>	
ANALYSIS OF STRATEGY MANAGEMENT ACTIVITIES OF DIGITAL-BASED TOURISM INDUSTRY	526
<i>Tuwanku Aria Auliandri, Armanu Thoyib, Fatchur Rohman, Ainur Rofiq</i>	
ANALYSIS ADVERTISING, SALES PROMOTION, PERSONAL SELLING AND DIRECT SELLING ON PURCHASE INTENTION VEGETABLES IN RETAIL WEST JAKARTA	531
<i>Endang Ruswanti, Nia Puspita Hapsari, Moehammad Unggul Januarko, Medina Diyah Kusumawati</i>	
A STUDY OF PRODUCT DESIGN FACTORS EFFECT ON CUSTOMERS PURCHASING INTENTION	537
<i>Hong-Jun Ou, Yung-Chun Lin</i>	
EFFECT OF CREATIVE THINKING TEACHING ON THE CREATIVITY OF MICE COLLEGE STUDENTS	541
<i>I-Ying Chang</i>	

EFFECTS OF CAUSE MARKETING BY THE TOURISM INDUSTRY ON CONSUMER WILLINGNESS TO RECOMMEND	546
<i>Wan-Yu Chang</i>	

OPERATION

RISK IN THE SUPPLY CHAIN OF ORGANIC RICE: AN EXAMPLE FROM MOJOKERTO REGENCY, INDONESIA	552
<i>Retno Astuti, Ika Atsari Dewi, Nurwinda Levitasari</i>	
THE EFFECT OF RAW MATERIAL SUPPLY, SERVICE QUALITY, PRODUCT QUALITY TO OUTLET PERFORMANCE	557
<i>Agustinus Hariadi Djoko Purwanto, Ryani D. Parashakti, Muhammad Nashar</i>	
DESIGN OF CIRCULAR SUPPLY CHAIN AGENT-BASED MODEL: CASE OF ORGANIC FERTILIZER PRODUCER	565
<i>Ruth Nattassha, Togar M. Simatupang, Yuanita Handayati</i>	
STRATEGIC INFORMATION SYSTEM, SUPPLY CHAIN PERFORMANCE AND OPERATIONAL PERFORMANCE IN THE FISHING INDUSTRY: A CONCEPTUAL MODEL.....	571
<i>Rahmat Mubaraq, Elimawaty Rombe, Suryadi Hadi, Rizka Ardiansyah</i>	
SIX SIGMA DMAIC PRACTICE IN CIGARETTE PRODUCTION PROCESS: CHALLENGES AND OPPORTUNITY	576
<i>Indrianawati Usman, Rikardo Hutasoit</i>	
APPLICATION OF CONCURRENT DESIGN STRATEGY IN TOASTER DESIGN	581
<i>Bing-Hou Lin, Shih-Wen Hsiao</i>	
USING STATISTICS ANALYSIS TO STUDY SERVICE SYSTEM OPTIMIZATION OF CAPACITY- LIMITED READING PAVILION.....	586
<i>Kaijun Yu, Ruiyi Gong, Longjie Sun, Rui Wang</i>	

STRATEGIC

THE EFFECT OF INNOVATION ON BUSINESS COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISE IN INDONESIA.....	590
<i>Yayan Hendayana, Suryana, Eeng Ahman, Hari Mulyadi</i>	
THE RESOURCE IMMOBILITY, STRATEGIC CAPABILITY, AND COMPETITIVE PERFORMANCE OF STATE-OWNED ENTERPRISE IN INDONESIA: A STUDY CASE OF PT PELINDO III (PERSERO).....	595
<i>Rumaji</i>	
UNDERSTANDING CRITICAL FACTORS AND ANTECEDENTS IN INDONESIAN SMALL DAIRY INDUSTRIES.....	604
<i>Nur Budi Mulyono, Rizka Tauria Nuryadi, Benny Tjahjono</i>	
ANALYSIS OF DEVELOPMENT STRATEGY OF OIL PALM SEEDS MARKET	609
<i>Eben Haeser Sembiring, Amrin Fauzi, Isfenti Sadalia</i>	
STRATEGY FOR DIVERSIFYING TYPICAL SNACKS OF TRENGGALEK PRODUCTS TO INCREASE COMPETITIVENESS IN THE ERA OF SDGS BY USING BUSINESS MODEL CANVAS	614
<i>Dyah Sawitri, Endang Suswati</i>	
PERFORMANCE MANAGEMENT ANALYSIS: A STUDY OF MEASURING BUSINESS PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN JEMBER REGENCY, INDONESIA	622
<i>Dewi Prihatini, Wiji Utami, Agus Priyono</i>	
MSES – LARGE INDUSTRY PARTNERSHIPS BASED ON TECHNOLOGY INNOVATION IN INDONESIA	628
<i>Idfi Setyaningrum, Dyah Wulan Sari, Rossanto Dwi Handoyo, Elsy Tandelilin</i>	
CAN COMMUNITY EMPOWERMENT LEVERAGE PEOPLE'S INCOME? DOES BUSINESS CAPABILITY PLAY A ROLE?	632
<i>Siti Hafsa Budi Argiati, Henny Welsa, Ari Astuti, Nonik Kusuma Ningrum</i>	
A STUDY OF LOCAL CULTURE REDESIGN AND DIGITAL SHARING MODEL	636
<i>Chia-Ling Chang</i>	

INFORMATION SYSTEM

EVALUATION OF THE INFORMATION QUALITY OF E-GOVERNMENT WEBSITES OF THE PROVINCIAL GOVERNMENTS OF EASTERN INDONESIA (CASE STUDY: NTT PROVINCE, MALUKU, NORTH MALUKU, WEST PAPUA AND PAPUA)	643
<i>Melkior Nikolar Ngalumsine Sitokdana</i>	
SMALL INDUSTRY GROWTH RESOLUTION THROUGH THE READINESS FOR USING ANDROID TECHNOLOGY IN INDUSTRIAL REVOLUTION 4.0 CHALLENGE	654
<i>Anis Eliyana, A. R. Sridadi, M. Mashud</i>	
SUCCESSFUL INFORMATION COMMUNICATION TECHNOLOGY SYSTEM ON ENTERPRISE RESOURCES PLANNING IMPLEMENTATION: A CASE STUDY OF METAL-WORK INDUSTRIES IN INDONESIA	659
<i>Kristian Harianja, Rosiwarna Anwar</i>	
THE ROLE OF TRANSFERORS IN IMPROVING SMES' TECHNOLOGY CAPABILITY IN DEVELOPING COUNTRIES	664
<i>Fourry Handoko, Sutanto Hidayat, Endah Kusuma Rastini, Maranatha Wijayaningtyas</i>	
A PRELIMINARY STUDY ON THE IMPORTANCE OF INTERNAL CONTROL INFORMATION IN CORPORATE REPORTING	669
<i>Weli, Julianti Sjarief, Synthia Madya Kusumawati</i>	
THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN SMART LIBRARY	674
<i>Kaijun Yu, Ruiyi Gong, Longjie Sun, Chunguo Jiang</i>	
A NOVEL METHOD OF APPLYING BIG DATA FOR ANALYSIS MODEL OF LIBRARY USER BEHAVIOR	680
<i>Kaijun Yu, Song Luo, Xuejun Zhou, Rui Wang, Longjie Sun</i>	
CLOSED SELF-HELP SHARING PRINTING MODEL FOR LIBRARY SERVICE IMPROVEMENT	684
<i>Longjie Sun, Ruiyi Gong, Kaijun Yu, Shanshan Hu, Rui Wang</i>	
USING FRACTAL THEORY TO STUDY APPLICATION IN LIBRARY AND INFORMATION SCIENCE	688
<i>Kaijun Yu, Ruiyi Gong, Shanshan Hu, Song Luo</i>	
STUDY ON TEMPERATURE AND HUMIDITY WIRELESS NETWORK MONITORING SYSTEM OF HOSPITAL IMAGING ROOM	692
<i>Song Luo, Xuejun Zhou, Kaijun Yu</i>	
EXPLORATION OF THE EFFICIENCY OF GREEN DESIGN IN INFORMATION TECHNOLOGY INDUSTRY BASED ON DATA ENVELOPMENT ANALYSIS	696
<i>Szu-Lan Yang, Wei Chow</i>	
PROSPECT OF THE OBJECTIFICATION OF PULSE DIAGNOSIS IN TRADITIONAL CHINESE MEDICINE IN THE AGE OF BIG DATA	700
<i>Xiao-tao Wang, Kai-jun Yu, Yu-zhou Luo, Ming Zhong</i>	
A STUDY OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE MEDICAL HEALTH	706
<i>Yang Liu, Geer Yang, Jie Lyu</i>	
RESEARCH ON CLINICAL ENGINEERING TECHNOLOGY EDUCATION UNDER INTERNET	710
<i>Yuzhou Luo, Zhaoyan Hu, Zhenglong Chen, Kun Shang, Feng Qian</i>	

GENERAL

THE PERFORMANCE DESIGN OF HIGHER EDUCATIONS BASED ON QS STARS AND ICT WEB	712
<i>Rini Juni Astuti, Suryo Pratolo, Misbahul Anwar</i>	
AN ANALYSIS ON MANAGEMENT IMPROVEMENT AND FISCAL SUPPORT FOR VOCATIONAL EDUCATION DEVELOPMENT IN INDONESIA	720
<i>Abdul Aziz</i>	
INTENTION TO EXPORT OF SMALL FIRMS IN THE PROCESSED FOODS INDUSTRY	726
<i>Roos Kities Andadari, Diyanto</i>	
PARALLEL SERIES SCHEDULLING FOR AIRCRAFT OVERHAUL MAINTENANCE	735
<i>Ellysa Nursanti, R.M. Suaidy Avief, Sibut, Mariza Kertaningtyas</i>	
ANALYSIS OF INFORMATION TECHNOLOGY SERVICES MANAGEMENT USING THE ITIL V3 DOMAIN SERVICE OPERATION FRAMEWORK ON SIMDA (CASE STUDY: BOYOLALI REGENCY INSPECTORATE)	740
<i>Agustinus Fritz Wijaya, Melkior N.N. Sitokdana, Punky Hapsari</i>	

CONCURRENT DESIGN STRATEGY IN MODELING AND STRUCTURE OF TRASH CAN RESEARCH	746
<i>I-Ting Wu, Shih-Wen Hsiao</i>	
APPLICATION OF SYNCHRONOUS DESIGN STRATEGY IN DESIGNING TRAVEL HAIR DRYERS	751
<i>I-Ying Huang, Shih-Wen Hsiao</i>	
A COMPARATIVE STUDY OF CLINICAL ENGINEERING EDUCATION AND CAREERS BETWEEN CHINA AND THE UNITED STATES	758
<i>Ruiyi Gong, Song Luo, Xuejun Zhou, Jun Xu, Kaijun Yun</i>	
RESEARCH ON PRODUCT DESIGN STRATEGY BASED ON “DIVERGENCE-CONVERGENCE”	765
<i>Peng Lu, Shih-Wen Hsiao</i>	
RESEARCH ON INNOVATIVE DESIGN OF TEA PLANTING EQUIPMENT BASED ON FUNCTIONAL ANALYSIS	774
<i>Peng Lu, Shih-Wen Hsiao</i>	
RESEARCH TREND ANALYSIS OF MOLECULAR IMAGING FROM THE PERSPECTIVE OF LITERATURE DATA	780
<i>Ruiyi Gong, Longjie Sun, Rui Wang, Kaijun Yu</i>	
LITERATURE CLUSTERING ANALYSIS OF GERIATRIC NURSING RESEARCH	785
<i>Kaijun Yu, Ruiyi Gong, Minyan He, Shanshan Hu, Rui Wang</i>	
RESEARCH ON URBAN RECYCLING SPACE LANDSCAPE REGENERATION INNOVATION BASED ON LANDSCAPE URBANISM	790
<i>Wei Xia, Xiao Pei Cui</i>	
RESEARCH ON THE POSSIBILITY OF URBAN AGRICULTURE IN CHONGQING, CHINA	798
<i>Xiaopei Cui, Wei Xia</i>	
RESEARCH ON THE SAFETY MANAGEMENT OF MEDICAL OXYGEN CHAMBER	802
<i>Xuejun Zhou, Saifeng Fang, Song Luo</i>	

ENTREPRENEURSHIP

DETERMINING PARTNERSHIP MODELS ACCORDING TO THE EXPECTATIONS OF CULINARY SMES ENTREPRENEURS	805
<i>Wa Ode Zusnita Muizu, Umi Kaltum</i>	
ENTREPRENEUR SUCCESS IN MICRO AND SMALL ENTERPRISES (MSES): EVIDENCE FROM INDONESIA	810
<i>Elsye Tandelilin, Dwi Ratmawati, Tri Siwi Agustina, Idfi Setyaningrum</i>	
PERSONAL VALUE AS THE REASON TO SWITCHING FROM WORKERS TO ENTREPRENEUR AS A NEXT CAREER	815
<i>Tri Siwi Agustina, IBG Adi Permana, Rahmi Wijayanti</i>	
THE INFLUENCE OF SELF-EFFICACY AND SOCIAL MEDIA TOWARDS THE INTEREST OF SOCIAL ENTREPRENEURS ON CADRES OF POSYANDU (MATERNAL AND CHILD HEALTH SERVICES) IN MEDAN LABUHAN SUB-DISTRICT	818
<i>Ritha F. Dalimunthe, Zulfendri, Frida Ramadini</i>	
Author Index	

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