

# **The 5th International Conference on Management Sciences 2019 (ICoMS 2019)**

**March 26, 2019**

**Cavinton Hotel, Yogyakarta, Indonesia**

## **Chair Person**

Dr. Indah Fatmawati, S.E., M.Si

## **Keynote Speakers:**

1. Prof. Shu Hsein Liao, Ph.D (Tamkang University, Taiwan)
2. Assoc. Prof. Dr. Pensri Jaroenwanit (Khon Kaen University, Thailand)
3. Assoc. Prof. Dr. Shafinar Hj. Ismail (UiTM, Malaysia)
4. Dr. Indah Fatmawati.,M.Si (Universitas Muhammadiyah Yogyakarta)
5. Dr. Baruna Hadibrata., S.E., MM (Otoritas Jasa Keuangan)

## **Moderator:**

Punang Amaripudja, SE, ST, MIT

## **Reviewers of Papers:**

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2. Assoc. Prof. Dr. Pensri Joroenwanit, Ph.D (Khon Kaen University, Thailand)
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7. Dr. Arni Surwanti, S.E., M.Si. (Universitas Muhammadiyah Yogyakarta)
8. Dr. Nuryakin, S.E., M.M. (Universitas Muhammadiyah Yogyakarta)
9. Ika Nurul Qamari, S.E., M.Si. (Universitas Muhammadiyah Yogyakarta)
10. Lela Hindasah, S.E., M.Si (Universitas Muhammadiyah Yogyakarta)

## **Chairs of Parallel Sessions:**

<b>ROOM A</b>	: Punang Amaripudja, SE, ST, MIT
<b>ROOM B</b>	: Dr. Arni Surwanti, S.E., M.Si.
<b>ROOM C</b>	: Meika Kurnia Puji RDA, S.E., M.Si., Ph.D
<b>ROOM D</b>	: Dr. Nuryakin, S.E., M.M

## **Theme**

“Strengthening Competitiveness to Cope with Industrial Revolution 4.0”

## **Fields**

Marketing, Finance, Human Resource, Operation Management, Entrepreneurship, Business Ethics, and Social Responsibility

## **Preface**

The 5<sup>th</sup> International Conference on Management Sciences 2019

(ICoMS 2019)

March 26, 2019

Universitas Muhammadiyah Yogyakarta, Indonesia

Dear Presenters and Delegates,

Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, in collaboration with the Tamkang University, Taiwan, Khon Kaen University, Thailand and Universiti Teknologi MARA (UiTM) Malaysia, organized an International Conference which will be held on March 26-27, 2019.

We are proud to know that there is a thick manuscript submissions which came to our table for this conference. In details, there are 59 international academic manuscripts which we received from Indonesia and Malaysia. And in this conference we choose “Strengthening Competitiveness to Cope with Industrial Revolution 4.0” as the main theme.

Our International conference is a manifestation of the Government of Indonesia through the Directorate General of Higher Education, which has encouraged the internationalization of research and teaching in order to foster high-caliber academic institutions globally and increase competitiveness in International Higher Education.

We are very confident that our presenters and delegates will get a lot of ideas together and experience of this conference. In addition, our participants will enjoy additional insight from our plenary session keynote speakers, namely, Prof. Shu Hsein Liao, Ph.D from Tamkang University, Taiwan, Assoc. Prof. Dr. Pensri Joroenwanit from Khon Kaen University, Thailand and Assoc. Prof. Dr. Shafinar Hj. Ismail from UiTM, Malaysia.

Through this conference, we are committed to promoting and improving our mission and academic culture, synthesizing global progress with local knowledge. Therefore, it is my great honour to welcome you to ICoMS 2019 in this great cultural city of Yogyakarta, Indonesia.

Best wishes,

Dr. Indah Fatmawati

Chair of ICoMS 2019

**The 5th International Conference on Management Sciences 2019**

**(ICoMS 2019)**  
**Wednesday, March 26, 2019**  
**Cavinton Hotel, Yogyakarta, Indonesia**

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# **The Effect of Intellectual Capital, Corporate Social Responsibility and Good Corporate Governance Toward on Financial Performance**

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## **Abstract**

This study aims to examine the effect of Intellectual Capital, Corporate Social responsibility and Good Corporate Governance on Financial Performance of BUMN Companies listed on the Indonesia Stock Exchange. The study sample consisted of 12 BUMN Companies for the period 2013 to 2015. The samples were taken using purposive sampling method. This type of research is quantitative research, using secondary data in the form of financial statements presented in the period 2013 to 2015. The data analysis technique used is multiple linear regression analysis with previous classical assumption tests. The classic assumption test results show that the research data is free from the assumptions of normality, multicollinearity, heteroskedasticity and autocorrelation. Based on the results of hypothesis testing this study proves that (1) Value Added Intellectual Coefficient (VAICTM) has a significant positive effect on ROA, (2) Corporate Social Responsibility does not have a significant effect on ROA and (3) Good Corporate Governance proxied by the Independent Board of Commissioners has no effect significant to ROA.

**Keywords:** Intellectual Capital, Corporate Social Responsibility, Good Corporate Governance, Return On Asset (ROA).

# **Effects of Regional Original Revenue (PAD), General Allocation Funds (DAU), Special Allocation Funds (DAK), and Fiscal Space Againsti of Capital Expenditures**

Fitri Lestari, Riana R Dewi<sup>2</sup>, Endang Masitoh<sup>3</sup>

## **Abstract**

This study aims to examine the effect of local revenue (PAD), DAU, DAK and fiscal space on the allocation of capital expenditure for district / city government in Central Java for the period 2014-2017. the population in this study were all district / city governments throughout Central Java for the period 2014-2017. while the sampling technique uses saturated sampling. the sample used was 35 districts / cities or 29 local government financial reports (LKPD). Data analysis method used is multiple linear regression analysis. and data analysis in this study using SPSS 22. The results of the study show that the hypothesis 1 of regional revenue has a significant effect on the allocation of capital expenditure. This is because regional original income is the degree of contribution of transfer income to total regional income. While hypothesis 2 fiscal space has a negative effect on the allocation of capital expenditure. This is because the smaller the fiscal space of the regional government, the smaller the allocation of capital expenditure means, the smaller the fiscal space a region has, the less flexibility the local government has to allocate to regional infrastructure. While hypothesis 3 of the general allocation fund (DAU) has a negative effect on the allocation of capital expenditure. This is due to the fact that the lower the general allocation fund, the smaller the allocation of capital expenditure for the district / city government in Central Java. And hipoesis 4, DAK special allocation funds) affects the allocation of capital expenditure. This is because that the higher the special allocation fund, the greater the allocation of capital expenditure for the regency / city government in Central Java.

**Keywords:** Allocation of capital expenditure, Local Revenue, General Allocation Funds, Special Allocation Funds, and Fiscal Space.

## **Good Corporate Governance On Company Value (Empirical Study in Manufacturing Companies Listed In 2015-2017 Indonesia Stock Exchange)**

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### **Abstract**

This study aims to examine and analyze the effect of good corporate governance, namely managerial ownership, institutional ownership, independent board of commissioners on the value of companies in manufacturing companies on the Indonesia Stock Exchange for the period 2015-2017. The population in this study are all manufacturing companies listed on the Indonesia Stock Exchange for the period 2015-2017. While the sampling technique used purposive sampling so that the population in this study were 152 companies. Using a sample of 90 companies. The data analysis method used is multiple linear regression analysis and data analysis in this study using SPSS 22. The results showed that managerial ownership had an effect on firm value, while institutional ownership variables and independent Board of Commissioners had no effect on firm value.

**Keywords:** Good Corporate Governance and Firm Value.

## **Good Corporate Governance: A Comparative Study of Two Municipally Owned Corporations (MOC)**

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### **Abstract**

The purpose of this study is to compare the implementation of GCG on Two Owned Corporation ( MOC), namely PDAM Intan Banjar and PDAM "Y" . This research analyzes various things. First, how is the implementation of GCG in the two MOCs. Second, how is political intervention experienced by the two MOCs. Third, how do two companies overcome the problem of political intervention experienced. This type of research is qualitative research, categorized as case study research. Samples of Intan Banjar PDAM and PDAM "Y". The subject of this research is the Intan Banjar is the President Director and the Chair of the SPI. The subject in PDAM "Y" is the General Director and Chair of the SPI. The method of collecting data is by depth interview. The analytical tool is descriptive analytical. Adequately, both of them are checked by GCG by the BPKP. The results at PDAM Intan Banjar are better. The two companies experienced political intervention, but the PDAM of North Sumatra could first handle political intervention. The PDAM "Y" can only handle this problem after something has "happened".

**Keywords:** good corporate governance, PDAM, municipal owned corporations ( MOC), political intervention.

## **Form Selection of Public Private Partnership Based on Risk Factor in Traditional Market Revitalization**

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### **Abstract**

Public Private Partnership (PPP) is a way to improve the competencies of the government and private sector. The government can improve technical capabilities, while the private sector can be helped to utilize the assets, they have so that they become more effective. It is expected to significantly increase the competency of both parties if this collaboration is carried out with an appropriate and intense pattern.

In its implementation, the form of cooperation will be determined at the initial agreement of the project, but often happen overlapping responsibility for handling risks. The study will review the selection forms of PPP based on risk aspect which include political, construction, management, business and macroeconomics risks. These five risk categories have risk variables that are interdependent in field conditions so that they need the help of the DEMATEL Decision Making Evaluation and Laboratory (DEMATEL) and Analytic Network Process (ANP) methods. DEMATEL use to know which of the risk that include as risk of the project, while ANP use to making a decision which risk must be manage first.

The forms of cooperation will be studied are Leases Contract, Management Contract and Build-Operate-Transfer Contract (BOT). In addition, the risk allocation needs to be taken into account to determine the magnitude of the burden of each party related to each risk variable that exists. This research presents a framework for the formulation of the selected cooperation between government and private sector. This study also expected to provide an alternative selection of the right form of cooperation based on risk factor, especially in traditional market revitalization projects.

**Keywords:** Risk Management, Public Private Partnership, Framework Form, Risk Assessment, Risk Allocation

## **Factors Influencing Endowers' Intention to Re-Contribute in Cash Waqf: A Case Study in Islamic Religious Council and Malay Customs Perak**

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### **Abstract**

Cash waqf is a charitable endowment established with cash capital. It can be utilized to fund waqf projects in various sector such as in education, health, business, religion and other sectors which is beneficial for the society. To achieve this objective, the participation of endowers become the main agenda because it leads to huge impact towards the collection of cash waqf. This study aim to identify the factors influencing endowers' intention to re-contribute in cash waqf in MAIPk. Seven factors have been identified in this study namely attitude, subjective norms, perceived behavioral control, past behavior, transparency, reputation and responsiveness of charity. A set of questionnaire has been distributed among 374 endowers in Perak based on the simple random sampling. Descriptive analysis, reliability analysis, exploratory analysis and multiple regression analysis are used to analyse the data. Result showed that attitude, perceived behavioral control, past behavior and reputation of charity have significant effect towards endowers' intention to re-contribute in cash waqf. Whereas subjective norms, transparency and responsiveness of charity have insignificant effect towards endowers' intention to re-contribute in cash waqf. It is hoped that these findings could help in providing the important information to MAIPk as well as to assist MAIPk in developing successful marketing strategy to maintain committed endower to contribute continuously for the future.

**Keywords:** Factors, Intention to re-contribute, cash waqf, MAIPk.

# The Development of Yogyakarta Special Batik Design to Meet Customer Desire and Satisfaction Using Quality Function Deployment

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## Abstract

Small and Medium Enterprises (SMEs) are one of the industrial sectors that play an important role in supporting the Indonesian economy. SMEs holds a strategic role both in the economic, social and political fields because of its contribution to gross national product (GNP) and reducing unemployment. The SME sector that has grown rapidly in the last decade is Batik. Almost all provinces in Indonesia have batik with their own characteristics. Rich and varied batik designs are supported by innovations developed to make the batik industry increasingly exist. Yogyakarta is a center of the batik industry that is growing rapidly, especially in terms of batik design. The designs of batik range from classic batik which is traditionally processed to innovative contemporary batik. Consumers have many choices according to their character and taste. However, to better understand the design desired by consumers, it is necessary to conduct research related to the development of batik designs that are in accordance with consumer tastes.

The purpose of this study was to analyze the development of a typical Yogyakarta batik design to fulfill customer desires and satisfaction by using Quality Function Deployment (QFD). The Quality Function Deployment (QFD) method can be used to identify consumer desires which will ultimately have an impact on customer satisfaction. Quality Function Deployment (QFD) is a process to determine customer requirements and translate them into attributes that have functions and can be understood and implemented (Heizer & Render, 2017). This method is able to integrate the voice of the customer into the planning and design of a product or service. From the results of the consumer's voice, the company can find out what things are the needs and desires of consumers in a product / service, so that the company can fulfill consumer desires and improve the quality of products / services to be able to provide satisfaction to consumers. The point is to guarantee that the products produced can meet the level of quality that can satisfy customers. Based on the relationship between technical responses, the priority of design improvement according to the manufacturer is in Color Selection, Innovative Design and Classical Design because it deals with many other technical responses, meaning that the increase in these three means also increases other technical response preferences.

Keywords: Batik design, Quality Function Deployment, House of Quality

## **The Accuracy of Forecasting of the Financial Distress: Evidence of Company Property and Real Estate in Indonesia**

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### **Abstract**

The accuracy of a company's financial Distress forecasting feature is very important to do, through the information these parties then forecasting results investors will know the condition of the company in the future. This research aims to know the accuracy of the measurement of Financial Distress through the Springate model and Zmijewski model. The population used in this research are the Property and real Estate Companies listed on the Jakarta Stock Exchange, the technique of sampling is a sampling of matching pair, based on the results of the study found the existence of a difference results from the two methods used. Tools test analysis using Eviews 9.0 hypotheses, but before the test hypothesis must be a classic assumption test and estimation of panel data model The conclusions of this study is to show that the model is a model that Zmijewski most accurately to predict the condition of financial distress on company property and real estate in Indonesia compared with the method Zmijewski. Based on that method a try as well as results from some previous research it can be concluded that the method of forecasting for the sector of property and real estate in Indonesia, then forecasting bankruptcy can use more appropriate Zmijewski methods.

**Keywords:** Financial distress, Springate, Zmijewski; Accuracy; Forecasting



# Structural Change and Mutual Fund Performance In Indonesian Stock Market

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## Abstract

Mutual fund is one of the investment instruments in financial assets. Meaning, investment diversification can be obtained even with limited funding. This advantage makes mutual funds investors increasingly in demand.

This research discussed differences between mutual performances in the period before, during, and after the global crisis of 2008. In addition, this research discussed the differences each mutual funds performance between time periods. This research also discussed the influence of macros variable such as inflation, interest rate of deposit, and fluctuation exchange rate of Rupiah to US Dollar to fixed income mutual funds, shared mutual funds, and mixed mutual funds performance in the period of 2008 economic crisis. The period during the global crisis of 2008 is included as a dummy variable to influence of inflation, interest rate of deposit, and fluctuation exchange rate Rupiah to Dollar US to fixed income mutual funds, shared mutual funds, and mixed mutual funds performance. Structural change that occurs to mutual fund performance is cause of differences of mutual fund performance such as global crisis 2008.

The methods used to measure mutual fund performances are Sharpe, Treynor, and characteristic-based benchmark that consist of characteristic selectivity, characteristic timing, and average style measures. The result of statistical tests indicated that each mutual funds performance showed significant differences between mutual funds performance and was different in the time periods. In the result of statistical test to macro variables influenced significant negative by interest rate of deposit and fluctuation exchange rate Rupiah to Dollar US.

Keywords: mutual fund, mutual fund performance, macros variable, crisis.

# **The Impact of Interest Rate, Dow Jones Islamic Market, Profitability, and Leverage toward Stock Return**

**(Study of Companies Listed on the Jakarta Islamic Index for the Period 2013-2017)**

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## **Abstract**

This study examines factors that can influence the return of Jakarta Islamic Index shares. Return is something that affects investors to make investments. Factors that can influence stock returns in this study are interest rates, Dow Jones Islamic Market (DJIM), profitability, and leverage. Profitability is proxied by return on assets (ROA) and leverage is proxied by a debt to equity ratio (DER). In this study, the amount of data used was 95 data using purposive sampling technique. The method used in this study is multiple linear regression using SPSS 24.0. The results showed that DJIM (+), Profitability (+) and Leverage (-) had an influence on stock returns. Interest rates have no effect on stock returns.

**Keyword :** DJIM, interest rate, JII, leverage, Multiple regression, profitability, purposive sampling, stock return

# **The Effect of Credit Risk, Liquidity Risk, Good Corporate Governance, Earning, and Capital on Profitability Of Banks**

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## **Abstract**

This study was conducted to analyze the effect of credit risk, liquidity risk, good corporate governance, earning, and capital on the profitability of conventional private bank. This study uses sample of 25 banks conventional private banks period of 2013-2017. Based on the analysis, it can be seen that credit risk have a significant negative effect on profitability banks, Liquidity risk has a significant positive effect on profitability banks, Good corporate governance has a significant negative effect on profitability banks, Earning and capital do not effect on profitability banks.

Keywords : Credit Risk, Liquidity Risk, Good Corporate Governance, Earning, Capital, and Profitability.

**Analysis the Effect of Profitability, Liquidity, Leverage, Activity And Sales Growth In  
Predicting Financial Distress  
(Study of Manufacturing Companies in the Indonesia Stock Exchange 2013-2016).**

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**Abstract**

This study aims to analyze the effect of profitability, liquidity, leverage, activity and sales growth on financial distress. The object of research is manufacturing companies listed on the Indonesia Stock Exchange (IDX) for the period 2013-2016. This study uses a purposive sampling method as a sampling technique with a total sample used which is 371 samples or 109 companies. The analytical tool used in this study is logistic regression analysis with SPSS 23 program. The results of this study that profitability has a significant negative effect on financial distress, liquidity does not have a significant effect on financial distress, leverage has a significant positive effect on financial distress, activity has a significant negative effect on financial distress and sales growth has a significant negative effect on financial distress.

Keywords: Profitability, Liquidity, Leverage, Activities, Sales Growth, Financial Distress

**Analyse the Influence Of Dividend Policy, Leverage, Firm Size, Exchange Rate, Interest Rate And Inflation On Stock Price Volatility**

**(Empirical Study: Manufacturing Companies Listed in Indonesian Stock Exchange Period 2012-2016)**

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**Abstract**

The purpose of this research is to analyse the influence of dividend policy, leverage, firm size, exchange rate, interest rate and inflation on the stock price volatility. Object of this research is used the manufacturing sector listed in Indonesian Stock Exchange (IDX) in the period 2012-2016. Samples were selected by purposive sampling method with 230 samples. The data analysis technique of this research using multiple regression analysis with SPSS 15 program. The result showed that dividend policy and firm size has negative significant effect on the stock price volatility, leverage and exchange rate has positive significant effect on the stock price volatility, interest rate and inflation has no significant effect on the stock price volatility.

Keywords: Dividend policy, Leverage, Firm Size, Exchange Rate, Interest Rate, Inflation, Stock Price Volatility.

## **A Financial Flexibility, Investment Activities And Cash Holding Study On Manufacturing Companies In Indonesia Periode Of 2012-2016**

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### **Abstract**

This study was conducted to determine the effect of financial flexibility and investment activities on cash holding with firm size and leverage control variables in manufacturing companies in the food and beverages sector for the period 2012-2016. The sample of this study is all population members which are PT Akasha Wira Internasional Tbk (ADES) 2, PT Tiga Pilar Sejahtera Food Tbk (AISA), PT Cahaya Kalbar Tbk (CEKA), PT Indofood CBP Sukses Makmur (ICBP), PT Indofood Sukses Makmur Tbk (INDF), PT Mayora Indah Tbk (MYOR), PT Prasadha Aneka Niaga Tbk (PSDN), PT Nippon Industry Corpindo Tbk (ROTI), PT Ultrajaya Milk Tbk (ULTJ). The analysis technique is multiple linear regression and using the SPSS Inc 16 program for its estimation. The results of this study indicate that financial flexibility has no significant positive effect on cash holding and investment activity has a significant positive effect on cash holding.

**Keyword :** financial flexibility, investment activity, cash holding, firm size, and leverage

## **Corporate Investment and Government Ownership**

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### **Abstract**

This study is conducted to investigate how government ownership will differ its investment decision with other companies. Government ownership tend to be associated with soft budget constraints and its conflict of interest with its political goals. With this characteristics, previous research tend debate on the effectiveness of the governeemt-owned companies. This paper uses a sample of non-financial Indonesian listed firms on period of 2008 to 2016 totaling of 156 firms. Since we use a balanced panel data, the sampling results a total of 1404 firm-year observations. By using fixed effect panel data regression model, the result shows that government owned enterprises have higher investment level than non-government ownership enterprises. The effect of soft budget constraints leads the company to invest more easier than its company peers.

**Keywords:** Investment, Government, Ownership, Corporate Governance

# The Effect of Financial Market Frictions to Firm's Diversification Level in Indonesia

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## Abstract

New interesting facts had rose within the last few decades. Diversification behaviour of firms are believed to increase parallel with the pattern of external market frictions. Firms with high level of diversification can alter the cost of tight financial market frictions by reallocation of capital internally between divisions. Several facts are argued and demonstrated in determining whether diversification creates higher value and benefit for firms during times of distress. Using the data provided by the Indonesian Stock Exchange (IDX) and the Indonesian Bond Pricing Agency (IBPA), it is verified that firms in Indonesia that are well-diversified are able to mitigate the shocks in the external market. This research is conducted under a time period of 10 years, from 2008 to 2017.

**Keywords:** diversification, financial market, conglomerates, market friction, internal market



**The Effect Of Liquidity, Profitability, Asset Structure, and Firm Size on Capital Structure of Property & Real Estate Companies Listed in Indonesia Stock Exchange (Idx) Period 2008 - 2017**

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**Abstract**

This study aims to analyze the Effect of Liquidity, Profitability, Asset Structure, and Firm Size on the Capital Structure of Property and Real Estate companies listed on the Indonesia Stock Exchange (IDX) Period 2008 - 2017. In this study the capital structure is proxied by debt to equity ratio ( DER). The sample in this study amounted to 195. The analytical tool used was multiple linear regression.

Based on the analysis that has been done, the results of the liquidity and firm size have a significant effect on capital structure, while profitability and asset structure have no effect on capital structure.

**Keywords:** Capital Structure, Liquidity, Profitability, Asset Structure, Firm Size

# **The Impact of Working Capital Turnover, Inventory Turnover and Company Size on Profitability**

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## **Abstract**

The objective of this study is conducted on the effect of working capital management on profitability. The variables used in this study are divided into two variables which are as dependent and independent variables. The dependent variable is profitability and the independent variables are working capital turnover, cash turnover, inventory turnover, and company size. This research was conducted at manufacturing companies listed on the Indonesia Stock Exchange period 2013-2016 which amounted to 376 samples during 4 years. The determination of the number of samples in this study, by using purposive sampling method and data analysis technique used is multiple linear regression and samples tested using T-Test and F-Test. The results of this research showed that the variables of inventory turnover and the company's size have a positive effect and significant to profitability when working capital turnover and cash turnover impact on profitability negatively.

**Keywords:** Profitability<sup>1</sup>, Working Capital<sup>2</sup>, Company Size<sup>3</sup>

# **Analysis of Effect Good Corporate Governance and Bank Characteristic toward Disclosure Level of Islamic Social Reporting (ISR) among Indonesia Sharia Banks**

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## **Abstract**

This study aims to analysis effect of bank characteristic and Good Corporate Governance toward level of Islamic Social Reporting (ISR) disclosure. ISR is a social responsibility disclosure index that has specific indicators on ethical principles of Islam. The population in this research included Islamic banks in Indonesia in the period of 2011-2015. The analytical technique used in this research was multiple linear regressions Characteristic of Bank based on size, profitability and age. Good Corporate Governance was measured base on the self-assessment of GCG implementation report. The result on the effect of bank characteristic show that profitability and size of the sharia bank have a significant influence on a level ISR disclosure, but age is not significant. The result on Good Corporate Governance have no significant effect on a level of ISR disclosure.

**Keywords:** Bank characteristic, Good Corporate Governance , Islamic Social Reporting

# **The Influence of Capital Adequacy, Credit Risk, Liquidity, Operational Cost, Income Diversification, Firm Size and Ownership Structure on The Bank's Profitability**

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## **Abstract**

This research aims to analyze the effect of Capital Adequacy, Credit Risk, Liquidity, Operational Cost, Income Diversification, Firm Size and Ownership Structure on the Bank's profitability. The object of this research is the conventional commercial bank that listed at the Indonesia Stock Exchange (Bursa Efek Indonesia/BEI) from 2011 to 2015. This research used purposive sampling method which resulting of 16 conventional commercial banks as the sampel. The data used were secondary data with using a documentary method that obtained from BEI's website and the Financial Services Otority (Otoritas Jasa Keuangan/OJK 's) website. This research used multiple linear regression models and it used IBM statistic SPSS 21.0 software for analyzing the data.

The result showed that Capital Adequacy has no significantly effect on Profitability. Credit Risk and Liquidity also did not have significantly effect on profitability. Operational Cost has a negative significantly effect on profitability. Income Diversification has a positive significantly effect on profitability. Firm Size has a negative significantly effect on profitability. Ownership Structure has a positive significantly effect on profitability.

**Keywords:** Profitability, Capital Adequacy, Credit Risk, Liquidity, Operational Cost, Income Diversification, Firm Size, Ownership Structure

**Accountant Professionalism  
to Face Industrial Revolution Era 4.0**

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**Abstract**

Accountants now are in a fast development. This fast development must be followed by a good profesionalism because in the future accountants in Indonesia will face a very tough challenge so that the readiness of accountant profesionalism is very necessary to face 4.0 Industrial Revolution Era. The methods that are used to conduct this research are literature review, internet media, other relevant researchers' researches, so that accountant profesionalism in global era is very necessary. This research shows that accountants should take part more to build an accountable economy interconnection with professionalism, transparency, and honesty to be the leader of changes in global era.

**Keywords:** professionalism<sup>1</sup>, accountant<sup>2</sup>, industrial revolution era4.0<sup>3</sup>, stakeholder<sup>4</sup>, tertiary educational institution<sup>5</sup>

## **Internationalization of Higher Education to Strengthening Competitiveness**

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### **Abstract**

The rise of global competition and challenges requires all countries in the world to have human resources quality which are competitive in the international arena. Indonesia is a country which create competitive human resources by targeting universities in Indonesia to fall into the category of World Class University. This then requires universities in Indonesia to internationalize. The internationalization of higher education is interpreted as an effort to prepare local students to go global, become competitive global citizens and encourage Indonesian universities to go international which can present a quality which is seen by international community. This article aims to prove through the identification of the latest studies related to whether or not the internationalization of universities can create competitive human resources. This study uses the Systematic Literature Review and thematic analysis methods, the results of which showed that many studies mentioned in the internationalization of higher education are closely related to create competitive human resources. In addition, there are still limited numbers of studies carried out on the policy to sustainable internationalization of higher education. Discussion and implication of research was discussed further in the article.

**Keywords:** internationalization of higher education, competitive human resources, systematic literature review

**Implementation of Public Economic Empowerment Based on Mosque Integrated Management  
(Study Case at Jogokariyan Mosque 2018)**

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**Abstract**

The mosque main function is as a place for performing obligatory and secondary prayers to improve the lives quality of Muslims spiritually, economically, socially and educationally. The prophet Muhammad (peace be upon him) was collecting and distributing the money of the *infaq* through mosque. Indonesia nowadays has around 210.302 mosques spreaded along islands and cities. But those great amount didn't impact well to the solving of national poverty problem so long. The lack of mosque council management and the less of people awareness to the importance of mosque should be the main factors went around this certain affair. The Jogokariyan mosque answered those complex issues by establishing a *Bait al-mal* to distribute alms money to the poor and to provide loan *al-qard al-hasan* for the importance of the economic empowerment of the ummah. This research shows us that Jogokariyan mosque firstly set up integrated data of the community in order to know the treat and maximize the potencies. Through them, it start to build the capacity of human resource by encouraging the business ethic and Islamic economic practice with study of *Dhuha* every Thursday morning. With the well-being conduct of human resources, it begin to employ them in many occasions of the local or national programs held around mosque with they own prefer skills. It also initiatively held and regulated the laws of Ramadan market which was the conducive place for beginner traders to learn how to be the good one by training of administration and monitoring from the professional. It also create charitable funds to ensure the community in their turmoil which is specifically distributed for consumables of poor monthly. Finally, to accommodate the beginner poor businessman, it provides *al-qard al-hasan* to them in the amount of one million to two million rupiahs.

**Keywords:** empowerment, mosque, community

## **Pancasila Synergy Economic System in Work Culture**

### **Facing Economic Globalization**

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#### **Abstract**

The participation of the Indonesian state in international trade as a constitutional mandate embodies a free and active foreign policy and part of international economic doers. The role of the Indonesian state in facing economic globalization should still be guided by the Pancasila economic system. Pancasila as the nation's ideology and as a source of all legal sources it must be consistently implemented. The development of the global economy with the progress of the Industrial Revolution 4.0 on the main basis is the Internet and Information Technology triggered a change in mindset, work patterns, and the pattern of life of the international community; however, the human position must remain positioned as the subject. Need mental and spiritual intelligence to get around the process of economic globalization and hegemony of Western civilization without conflict, by synergizing the positive values of globalization with the values of the nation's own wisdom. Economic globalization. there is no need to be feared during the commitment to be loyal to the philosophy of Pancasila as an idiomatic foundation to determine the various policies that will be pursued as the best solution for the Indonesian nation.

**Keywords;** Pancasila, economic system, culture, globalization



# **The Impact of Industrial Revolution 4.0 on Indonesian Export and Welfare: Case on Food and Beverage**

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## **Abstract**

The Indonesia's food and beverage sector is one of the most essential sector with a huge contribution on GDP, manufacturing exports, and absorbing workforce. Even compared to other countries, that sector has a large growth potential because it is supported by abundant agricultural resources and large domestic demand. So why, Indonesia will focus in this sector of 5 main sectors for initial application of industrial revolution 4.0. But the basic question is whether the food and beverage industry 4.0 will be able to improve the Indonesian welfare or even make worse off. The delay in adjustments process between commitments doing industrial revolution 4.0 and the readiness of resource management skills will be a major obstacle. This study aims to analyze the impact of industrial revolution 4.0, especially food and beverage sector, on Indonesian welfare. The approach used includes GTAP Model to analyze its impact on Indonesian economy, welfare, and also sectoral issue. Data for GTAP Model comes from GTAPAgg version 11. Some complementary data is also presented to support research analysis, which comes from Worldbank, IMF, BPS, Bank Indonesia, and other trusted sources. The results indicate that the presence of industrial revolution 4.0 in Indonesia will improve macroeconomic performance. The presence of industrial revolution 4.0 within ASEAN region becomes the best one. And This can be seen from improvement in GDP, trade balance, consumption, investment, and also production of food and beverage sector. Furthermore, the industrial revolution 4.0 is also able to improve Indonesian welfare.

**Keywords:** Food and beverage sector, industry, welfare, GTAP Model

# **The Relatedness of the Attitude towards Loan Repayment and the Religiosity of the Debtors.**

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## **Abstract**

Educational debt has become a major concern in Malaysia. One of the notable education funds in Malaysia, National Higher Education Fund Corporation (NHEFC) reported the current debt has reached almost 40 billion ringgit. Most of Malaysian are connected to religions. Religious people claimed to have lower debt and they are more willing to repay their debt compared to non-religious. Therefore, this study aims to investigate the relatedness of the attitude towards loan repayment and the religiosity of the debtors among Universiti Utara Malaysia (UUM) students. The 37-item measure was adapted from the religiosity by Hernandez (2011) and 5-item measure was adapted from the attitude towards loan repayment by Ismail (2011). The reliability assessment found satisfactory. The Pearson correlation result demonstrated that the religiosity is not correlated to the attitude towards loan repayment ( $r=0.11$ ,  $p>0.05$ ,  $n=228$ ). The current findings further extend the literature of religiosity and the loan repayment.

## **Islamic Retirement Planning Behavior among Indonesian Bankers:**

### **The case of Conventional & Islamic Bankers**

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#### **Abstract**

This study aims to analyze differences in demographic factors towards retirement planning behavior according to Islamic perspective. This research wants to analyze the influence of clarity of purpose, retirement attitude and potential conflict towards retirement planning behavior according to among the Muslim who is working in a conventional bank and the Islamic Bank. The sample used in this study as many as 270 respondents of both conventional & Islamic Banker in Indonesia. There are two methods that are used in this research which are ANOVA and Multiple Linear Regression. The results identified several demographic variables that were significant such employment status (either working in the conventional bank or Islamic Bank) and income level. Furthermore, some demographic variables do not significant including age, number of dependents and level of education. This research also shows that non-demographic variables such as clarity of purpose, retirement attitudes and potential conflicts affect significantly to influence the behavior of bankers in retirement planning according to Islamic perspective. In conclusion, the conventional Muslim bankers know that they should manage their retirement according to the Shariah value. However, some of them didn't believe that the Shariah investment instrument can fulfill their desired retirement goals.

**Keywords:** Islamic Financial Planning, Retirement Planning, Islamic Banking

# **Effects of Work Motivation and Leadership toward Work Satisfaction and Its Implications on Employee Performance: An Evidence from Bukit Asam Coal Mining Industry Ltd.**

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## **Abstract**

The purpose of this study was to determine the effect of work motivation and leadership on job satisfaction and its implications on the performance of employees of Bukit Asam Coal Mining Company Ltd. The research was survey method and analyzed by quantitative design. The population in this study were all employees of Bukit Asam Coal Mining Company Ltd. in Tanjung Enim, Lampung, Palembang, and Jakarta. A total of 355 samples were selected proportionally with random sampling. Data were obtained through questionnaires. Data analysis technique employed Structural Equation Modeling (SEM) with AMOS 22.0.

The results of the study show that leadership and work motivation are proven to have a positive and significant effect on job satisfaction. Leadership has a greater influence (0.263) than work motivation (0.171) toward employee job satisfaction. All exogenous variables have a positive and significant effect on employee performance. The impact of leadership on job performance is 0.175. The influence of work motivation towards job performance is 0.166. Job satisfaction has the most dominant (0.363) towards employee performance. The direct effect of leadership towards employee performance is 0.175 greater than the indirect influence of leadership towards employee performance through employee job satisfaction which is only 0.096. Likewise, the direct effect of work motivation towards employee performance is 0.166 greater than the indirect effect of work motivation towards employee performance through employee job satisfaction which is only 0.062. Thus it can be concluded that job satisfaction does not mediate the effects of leadership and work motivation toward employee performance. From the total effect analysis, job satisfaction has the most dominant total influence on employee performance (0.363) compared to leadership (0.270) and work motivation (0.228).

**Keywords:** Leadership, Work Motivation, Job Satisfaction, and Employee Performance.

## **Organizational Culture, Work Load, Job Insecurity on the Millennial Generation Employee Engagement,**

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### **Abstract**

Current economic and social developments have demanded that companies be able to adapt quickly in order to maintain their existence. At the same time, demographic trends have resulted in an increasingly aging workforce in many industrialized countries. Common stereotypes indicate that older workers are less likely to be able to make adjustments to environmental change than younger workers. This study aims to examine the effect of organizational culture, workload and job security on millennial generation employee engagement. We take samples of young employees or enter the millennial generation in service companies that have a relatively high work risk and utilize information technology. We tested this research hypothesis using path analysis or path analysis. The results show that organizational culture, workload have a positive relationship to millennial generation employee development, but job insecurity influence millennial generation employee engagement not significantly .

**Key words:** organizational culture, workload, jon insecurity, employee engagement and millennial generation

# Strengthening Competitiveness through Organizational Culture, Communication and Employee Satisfaction

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## Abstract

There is increasing high competition in the industrial world, requiring companies to pay attention to human resources. The satisfaction of employee becomes very important because if the employee is not satisfied, their performance will be not optimal. Some factors that influence employee job satisfaction are organizational culture and communication. Indonesia is one of the AEC (ASEAN Economic Community) members who have the opportunity to win the competition, and one of the non-oil and gas sectors that is expected to win in competition is a textile industry. This research aims to examine and analyze the influence of organizational culture and organizational communication on employee job satisfaction in the textile manufacturing companies in Cimahi, either partially and simultaneously. This research is verification research-causal relationship with the explanatory research survey approach. The population and respondents in this study are employees of the weaving section of a textile company in Cimahi. The technique of data collecting using observations, interviews and questionnaires that have been tested for validity and reliability. Data analysis method used in this research is Path Analysis. The results of this study are simultaneous, organizational culture and communication give effect to the employee job satisfaction of employees in Cimahi textile company, where communication has a greater influence. Partially, communication gives a significant effect on employee job satisfaction, while organizational culture has not given effect.

**Keywords:** Employee satisfaction, organizational culture, communication, organization.

# **The Influence of The Placement and Employee Motivation Towards Performance on The Regional Secretary of Kulon Progo Regency with Job Satisfaction as a Mediating Variable**

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## **Abstract**

This research aims to analyze the influence of placement and employee motivation towards performance on The Regional Secretary of Kulon Progo Regency with variable job satisfaction as mediating variable. The number of samples used in the study is as much as 130 respondents, all of the respondents was a clerk in The Regional Secretary of Kulon Progo Regency.

Data was analyzed using descriptive and quantitative approach. A descriptive analysis was carried out by manual, whereas quantitative analysis using Smart-PLS.

The results show that : placement of employees have significant positive influence on performance, placement of employees have significant positive influence towards job satisfaction, job satisfaction did not significantly to performance, motivation of employees has a significant positive influence on performance, motivation of employees has a positive influence towards job satisfaction, job satisfaction does not mediate the placement of employees on performance, and then job satisfaction does not mediate the motivation of working on performance.

**Keywords:** placement of employees, motivation, job satisfaction, performance

## **Does Family Longevity Goals Moderates Family Involvement towards Business Performance? A Case of Bandung Family Firms**

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### **Abstract**

Indonesia's family businesses have always had an important role to the stability and growth of the economy. Family involvement in the management of family firms is deemed as one of the key differentiators to non-family businesses. With such family involvements, family firms require trust and commitment to ensure the family's longevity and prosperity. However, such dynamics may have an influence on family firm performance. Previous studies have shown inconsistencies regarding how family involvement in management would influence firm's performance, all showing possible positive, negative, and to no significant influence. Therefore, this study seeks to gain some clarity on the influence of family involvement with family longevity goals towards family firm performance. The study includes 200 respondents, all involved within the management of family firms, located in Bandung, one of the family firm populated cities in Indonesia. The study uses quantitative methods, where data is analyzed for reliability and validity using SEM. The result of the study shows that there is no significant influence between family involvement in management to firm performance. However, when family involvement in management is in line with the family longevity goals, there is significant positive influence on firm's performance. This study seeks to contribute to Indonesia's family firm management by aligning family involvement to ensure the achievement of positive family firm performance.

**Keywords:** family business, family involvement, family longevity goals, firm performance, Indonesia



## **Influence of Leader Member Exchange and Role Conflict in Students Organization Performance with Stress as Intervening Variable**

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### **Abstract**

This Research aims to analyze the influence of Leader Member Exchange and Role Conflict toward Students organization performance. The result of this research will be very usefull for the concerned organization to allow and improve member organization performance in each concerned organization. The subject of this research is 3 Student Associations in Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Sampling Technique at this research is using a purposive sampling technique with collecting data by online questinnaire, researcher obtained 47 respondents. Analyzing data used path analysis with SPSS 16 as analytical tool. The results of this research show that LMX is significantly influence the Organization performance. But LMX is not significantly influence the stress. Role Conflict is significantly Influence the stress, but Role Conflict is not significantly influence Organization performance, and Stress is not significantly influence the Organization Performance, and the result also show that Stres is not mediating LMX with Organization Performance, and also Stres is not mediating Role Conflict with Organization Performance

Keyword: Leader Member Exchange, Role Conflict, Stress, and Students Organization Performance.

**Developing Organizational Citizenship Behavior through Organizational Commitment  
and Job Satisfaction Improvement  
(Study on Student Organization Context)**

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**Abstract**

This study aims to analyze the influence of job satisfaction and organizational commitment toward organizational citizenship behavior (OCB), which focused on analysing OCB type I and O. The research subject is member of Himpunan Mahasiswa Manajemen (HIMAMA), a student organization in the Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Sample was 102 respondents who were determined using purposive sampling method. Questionnaires were used to collect data. The data analysis was carried out using Structural Equation Modelling (SEM) with AMOS software. The findings show that job satisfaction and organizational commitment have significant and positive influences toward OCB I and O. The research found that organizational commitment also acts as mediator between job Satisfaction and OCB, particularly OCB-I.

**Keywords:** Job satisfaction, Organizational commitment, Organizational Citizenship Behavior (OCB) type I and O

**The Effect of Training on Organizational Commitments**  
(Study on Employees of Orthopedic Hospital  
Prof. Dr. R. Soeharso Surakarta)

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**Abstract**

The purpose of this study was to analyze the effect employee's perception of training on organizational commitment on RS Ortopedi Prof. Dr. R. Soeharso Surakarta employee . Analysis of data in this study using multiple regression. The population in this study were all employees of RS Ortopedi Prof. Dr. R. Soeharso Surakarta, which is in service in the amount of 453 people. The total sample of this study was 212 employees of RS Ortopedi Prof. Dr. R. Soeharso Surakarta, which is considered sufficient to represent the population studied. The sampling technique is done through random sampling. The results of the study indicate that the effect of training consists of motivation for training, access to training, benefits from training and support for training had an effect on organizational commitment.

**Keywords:** training, commitment, performance

## **Building Synergy Strategy Between Indonesia's Traditional and Modern Retail Industry With E-Commerce In The Fourth Industrial Revolution**

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### **Abstract**

Indonesia has a very potential market in the retail industry. We can see it from Indonesia's growth retail in 2016 which was 12% better than the previous year which was only 8%, and the business market share retail will continue to grow in the range of 10% -15% every year. The report on the results of a survey by global consulting firm AT Kearney in Global Retail Development Index 2016, also states that Indonesia is in the 5th rank out of 30 developing countries regarding the business sector retail most potential in the world. Meanwhile, there is a contrast between modern and traditional retail's growth. Based on data from the Indonesian Market Traders Association (IKAPPI), the number of modern retail outlets jumped from 10,731 in 2010 to 19,979 in 2015, with department stores or mini markets as the fastest growing segment in the sector. In the same period, the number of traditional markets declined from 13,550 in 2010 to 9,950 in 2015. Unfortunately, another problem occurs. The growth of retail industry does not continue in 2017. It has decreased, only growing by 2.2% in August 2017 from the previous range of 8-10%. Even had hit a negative growth of -3.3% in July 2017. These phenomena are possibly due to the entry of new entrants and substitute products (such as electronic commerce/e-commerce), requiring retailers to use the right marketing strategy so that the products remain attractive to consumers so that their product sales continue to increase. The problem of new entrants and substitution products in the form of e-commerce is a matter that needs to be taken into account. The other problem is the competition among modern retail and traditional retail industries, especially in the fourth industrial revolution as a technological revolution phase that changes the way human activities scale, scope, complexity, and transformation from previous life experiences, therefore retail business actors are encouraged to change their strategies to face economic competition. This paper aims to describe how to build synergy strategy between traditional and modern retail industry with e-commerce. This paper is descriptive by using a qualitative approach. The results of the study reveal that Involving elements of casual tourism or leisure in each of its products is one of the strategy to build synergy, which is a reflection of the recent changes in public consumption patterns. Those modern retailers also can further elevate traditional products to the national level by helping them meet the standards so that they can be sold in modern retailers, cooperating with SMEs to enter the modern retail chain distribution e-commerce based trading.

**Keywords:** traditional retail, modern retail, e-commerce, industrial revolution

## **Important Points for Developing SMEs E-Commerce towards Indonesia 4.0**

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### **Abstract**

Empowering SMEs is one of the national priorities in “Making Indonesia 4.0”. One way to empower SMEs towards Indonesia 4.0 is developing an e-commerce platform for SMEs or SMEs e-commerce. As we know that the potential of SMEs in Indonesia is very large, but there are still very few who utilize e-commerce. Even though in the current era of globalization, SMEs really need to keep up with technology, so they can compete with other businesses. Establishing SMEs e-commerce is indeed not easy, given the characteristics of SMEs that are different from other businesses. Therefore, there are several points that need to be considered in developing SMEs e-commerce. By using a qualitative descriptive analysis approach, there are several points that need to be considered in developing SMEs e-commerce, including clear legal protection, reliable workforce, adequate infrastructure, banking support, and government support. It is expected that by considering the number of important points, SMEs e-commerce will be increasingly developed so that Indonesia 4.0 can be achieved.

**Keywords:** SMEs, e-commerce, Indonesia 4.0

## **Utilization Of The Internet As A Media For Marketing SMEs Products In Industrial Revolution 4.0 Era**

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### **Abstract**

One of the main problems faced by SMEs is the problem of marketing. Generally, SMEs able to produce products but they are confused how to sell their products. Based on the results of the research of the Ministry of Cooperatives and Micro, Small and Medium Enterprises in collaboration with the Central Statistics Agency, the marketing problem is the main problem faced by SMEs beside funding problems. But in the current era of the Industrial Revolution 4.0, marketing should not to be a problem anymore. SMEs can utilize the internet to solve their marketing problem. This paper aims to describe how to utilize the internet as a media for marketing SMEs products. This paper is descriptive by using a qualitative approach. The results of the study reveal that the internet can open access for SMEs to marketing their product by low cost and reach wide market. First, SMEs can create a website about their business and products through website creation service providers. This time, there are quite a lot of service providers making websites for free. Second, SMEs can also use social media as their marketing channel. SMEs can utilize business platform in Media Social such as Facebook Business, Google My Business and Instagram for Business as a media marketing for free. Third, SMEs can utilize e-commerce which has rapidly increasing in Indonesia. There are several form of e-commerce in Indonesia, such classified ads, retailers and market place websites. SMEs can choose e-commerce variety that suits for their needs at a low cost or even free. All these marketing media will greatly help the SMEs for marketing process because they connected to a wide range market by internet and are not limited to space.

**Keywords:** SMEs, marketing, internet, website, social media, e-commerce

**Building Consumers' Awareness  
on Local Creative Industry Products  
(Facing The Industrial Revolution 4.0)**

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**Abstract**

We have entered a popular industrial revolution called the industrial 4.0, this revolution related to the global scale of every industrial sector in various countries including creative industry. The creative industry sector influence the development of European, American, and Asian countries. Each country builds the potential of their creative industries based on their capabilities and local wisdom, as well as Indonesia. Creative industry in Indonesia, especially mendong from Tasikmalaya are in demand by foreign consumers, especially Korea, China, Malaysia, India and the United Kingdom are interested in the products. However, local consumers are not that interested in the products, thus some mendong sellers shut down their business. Therefore, this study aimed at building local consumers' awareness of mendong crafts from Tasikmalaya.

This study employed a survey method by using qualitative approach to collect the data. It involved consumers of mendong crafts products in Tasikmalaya. The data analysis technique use an induction through three stages, namely data reduction, data presentation and drawing conclusions. The result of this study shown that consumers' awareness can be built by making changes in their perceptions. All respondents knew about mendong crafts but they didn't know about the diversity of the products. They doubts the product quality. They didn't know where to buy them and some respondents bought them only for souvenirs not for personal use. Consumers are less informed about mendong crafts, thus, the product marketing needs to be intensified by providing moral information and messages about the variety of mendong crafts. Information about mendong crafts can be delivered to the consumers in the form of advertisement, publicity, e-commerce as well as taking part in exhibitions. Creating a moral message for consumers to buy and use mendong crafts as local products need to be preserved, thus they can be more than just an export commodity.

**Keywords:** consumers' awareness<sup>1</sup>, perceptions<sup>2</sup>, mendong craft<sup>3</sup>, Tasikmalaya creative industry<sup>4</sup>

## **NES Model for MOTIN-Instant Noodle Production for Increasing and Sustaining Income of Cocoyam Farmers in Bantur Regency, Indonesia**

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S.Pi., MP., M.Sc , Ahmad Iskandar Setiawan, S.Pt, M.Sc,

### **Abstract**

Xanthosoma sp. is among the six most important root and tuber roots because its rich source of carbohydrates, essential amino acids, vitamins, and minerals for human diet. Despite its importance and widespread production, improved breeding and processing of Xanthosoma sp. or called cocoyams could greatly its value and utilization Bantur regency were contributed as the biggest supplier of tannia cocoyam in East Java which is total area are 158,9 km<sup>2</sup> . Alternative way to increase the utilization of it is by processed to be basic ingredients according to needs society. Fermentation process was bring to reduce itchiness of Tannia cocoyam, and call Tannia cocoyam-modified flour or MOTIN, which contain proten 3.085 % and carbohydrate 86,59%. when processed into one of the types of food that are of interest to all ages namely instant noodle, the protein increased up to 7,13 % and carbohydrate decreased into 77,10. By build of Nucleus Estate Smallholder (NES) would contribute to raise the values of cocoyam within sale calculation of instant curly noodles per package (200 grams) can reach a price of IDR 3750 competitive enough to be equated products on the same type and size.

**Keywords:** NES/Tannia cocoyam/Modified Flour/Instant Noodle/Bantur Regency



## Development of Marketing from Time to Time

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### Abstract

Marketing is the first step of business activities designed and arranged using strategies to determine prices and promote products in the hope of satisfying consumers. Therefore, marketing is one of the company's strategies in order to increase sales. The rapid development of marketing as it is today, of course, through a very long process. In its development, many ideas or ideas continue to emerge from time to time, so that it influences changes in the ways or techniques of marketing. The purpose of this study is to study and analyze descriptively how the development of marketing from time to time. The research method used is a descriptive method with a qualitative approach, where data is obtained and collected from various sources, such as journals, internet, books, and other sources relevant to the research theme. The results of the study show several phases of the development of marketing, where each phase is influenced by changes in market perspective and behavior. This condition triggered the emergence of various ideas and ideas from scientists and business people, thus triggering the development of marketing science which is increasingly rapid. In addition, the development of information and communication technology has made major changes and has made the marketing process more sophisticated and modern. Based on the results of the study it can be concluded that at each phase, marketing is increasingly developing and increasingly providing convenience, both for business people and for consumers.

**Keywords:** marketing, advertising, distribution, products, consumers

**The Effect of Adversity Quotient, Emotional Quotient and Stress on Student Academic Achievement: Case Study of Students Following Student Organizations at Ahmad Dahlan University**

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**Abstract**

This study aims to determine the effect of Adversity Quotient, Emotional Quotient, and Stress on Academic Achievement on students who attend student organizations at Ahmad Dahlan University. This research is a survey research using a questionnaire as an instrument. The population in this study were all students who actively participated in student organizations at Ahmad Dahlan University, such as DPM, BEM, HMPS, and UKM organizations in the 2018/2019 academic year. Samples taken with incidental techniques were 289 respondents. Test the validity of the instrument using Pearson Product Moment, while the reliability test uses Alpha Cronbach. The data analysis technique used is multiple regression analysis.

The results showed that the Adversity Quotient had a significant effect on student academic achievement. Emotional Quotient has no significant effect on academic achievement, while stress has a significant effect on academic achievement. However, simultaneously Adversity Quotient, Emotional Quotient and stress significantly influence student academic achievement.

Keywords: Adversity Quotient, Emotional Quotient, Stress, Academic Achievement

**Evaluation Model of Supervision Service Quality for Final Year Project: A Case Study  
in The Department of Management, Faculty of Economics and Business, Ahmad Dahlan  
University Yogyakarta**

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Program Studi Manajemen  
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**Abstract**

The research aims to examine the influence between service quality, student satisfaction. In addition, it also analyzes the interaction between service quality and student satisfaction in the development of word of mouth communication. The Department of Management, Faculty of Economic and Business, University of Ahmad Dahlan conducts the research. The sampling methods including sampling convenience method and purposive sampling. Data contains list of questions on service quality, student satisfaction and word of mouth communication is given to the respondent. The research employs Moderator Regression Analysis along with T test and F test to study the hypothesis. The result of partially regression coefficient test with T test shows that interaction between service quality and student satisfaction significantly influence the word of mouth communication. Furthermore, the coefficient regression test shows that variables of service quality, student's satisfaction and also interaction between them both, influence the word of mouth communication. Variables of service quality and student's satisfaction able to explain word of mouth communication variable up to 78,2%. The rest of 21,8% caused by another variable that is not considered in the research model.

**Keywords** : Service Quality, Student Satisfaction, and Word of Mouth Communication

## The Role of Consumer's Perceptions of Online Ethics on Satisfaction and Loyalty

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### Abstract

This study analyzed the effects of consumers perceptions of online ethics on customers satisfaction and loyalty. A causal survey was conducted among undergraduate students who used one of biggest on line marketplace in Indonesia for their goods purchasing. Four independent variables are investigated starting from security, fulfillment, non deception and privacy. The dependent measures are satisfaction and loyalty. A final sample of 110 students was selected by purposive sampling. The data then analysed using multiple linear regressions.

Based on the first analysis, it was found that non deception have a positive and significant impact on satisfaction, while security has a negative and insignificant effect on satisfaction. Based on the second analysis it has been found that fulfillment and satisfaction have positive and significant effect on loyalty, while not fraud, and privacy have negative and insignificant effect on loyalty.

**Keywords:** security, fulfillment, non deception, privacy, satisfaction, and loyalty.

## **The Effects of Consumer Trust, Attitudes, and Perception of Risk on Willingness to Buy on Line in Indonesia**

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### **Abstract**

This study investigates the effects of consumer trust, perceived risk, and attitude toward willingness to buy thru e-commerce in Indonesia. The number of samples is 160 consumer of certain on line marketplace. The data were collected using questionnaire, and analyzed with structural equation modeling with Amos 22,0 software. Results of this study proved that consumer trust has negative effect on perceived risk, and positive effect on attitude, perceived risk has negative effect on willingness to buy, while attitude has no significant effect on willingness to buy. It is also concluded that perceived risk could mediate the effect of consumer trust on willingness to buy. However, attitude could not mediate the effect of consumer trust on willingness to buy.

**Keywords:** E-commerce, Consumer Trust, Perceived Risk, Attitude, Willingness to Buy

**The Influence of Product Knowledge and Religious Norm Toward Consumers’  
Purchase Intention Mediated By Attitude  
(A Case Study on Mie Samyang Product)**

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**Abstract**

The globalization brings many imported food products from non-Muslims countries, such as Korea, China, and Japan. Many products are categorized subhat, or are still doubt in halal. In fact, several of those products don't have halal license from MUI. This study aims to analyze the influence of product knowledge, religious norm to purchase intention mediated by attitude on Samyang Noodle consumers in Special Region of Yogyakarta province. Sampling which used in this study were 131 respondents using purposive sampling technique. Analysis tool which used in this study is Structural Equation Modeling (SEM) using AMOS ver 22. Based on the analysis that product knowledge significantly influence attitude, religious norm significantly influence attitude, product knowledge not significantly influence purchase intention, religious norm significantly influence purchase intention, attitude not significantly influence purchase intention, attitude is significantly mediating purchase intention, and attitude not significantly mediating purchase intention. The findings also indicate that trend can influence people to buy import products.

**Keywords:** Attitude, Product Knowledge, Purchase Intention, and Religious Norm

## **Can The Usability of Website, The Quality of Website Information, and The Quality of Website Interaction Influence Trust and Loyalty of Customers Online Shopping Site?**

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### **Abstract**

This research aims to analyze the influence of website usability, information quality, and quality of interaction on customer trust and the loyalty of online shopping sites. Quantitative is applied with smartPLS analysis techniques. The population of this study are all people who have purchased online shopping sites, with a sample of 50 respondents who were selected using a purposive sampling technique. The results of the research show that the usefulness and quality of information of the website has an effect on the customers' trust in online shopping sites, while the quality of website interactions does not affect the customers' trust in online shopping sites, and trust influences customer loyalty on online shopping sites.

**Keywords** : usability, information quality, quality of interaction, trust, loyalty.