



***Book of Abstract  
Conference Proceeding***

**6th**  
**RESBUS**

***International Conference on  
Interdisciplinary Research on Education,  
Economic Studies,  
Business and  
Social Science***

***Virtual Conference  
November 8, 2021***



**Supported by:**



# **Book of Abstract Conference Proceeding**

## **The 6<sup>th</sup> International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science**

**Virtual Conference  
November 8, 2021**



# Book of Abstract Conference Proceeding

## The 6<sup>th</sup> International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science

E-ISBN No.: 978-623-5724-02-7 (PDF)

**Chief of Editor (Editorial):**

Dr. Hendrati Dwi Mulyaningsih  
Santi Rahmawati

**Cover and layout:**

Diah Rahmadani  
Risky Adha P

**Conference Chair:**

Dr. Hendrati Dwi Mulyaningsih  
*Research Synergy Foundation*

**Organizing Committee:**

Santi Rahmawati  
Ani Wahyu Rachmawati

**Scientific Committee:**

**Dr. Haliza Mohd Zahari**  
National Defence University of Malaysia,  
Malaysia  
**Dr. Benlahcene Abderrahmane**  
University Utara Malaysia, Malaysia  
**Dr. Jacinta Dsilva**  
Modul University, UAE  
**Prof. Stephen Capilitan**  
Centro Escolar University, Philippines

**Dr. KVD Edirisooriya**

Sabaragamuwa University of Sri Lanka, Sri  
Lanka

**Dr. Hazem Ali**

Zhejiang Gongshang University, China

**Dr. Raheel Yasin**

Universiti Sains Malaysia, Malaysia

**Dr. Normia Akmad Salindal**

Cotabato City State Polytechnic  
College, Philippines

**Dr. Eric Agullana Matriono**

Columban College, Inc.

**Dr. Aliasuddin**

Universitas Syiah Kuala

**Dr. Muraina Kamilu Olanrewaju**

Al-Hikmah University Ilorin

**Dr. Izyan Munirah Mohd Zaideen**

Universiti Malaysia Terengganu

**Dr. Kardison Lumban Batu**

Polytechnic State of Pontianak

**Dr. Afrina Sari**

Universitas Budi Luhur Jakarta

**Dr. Jo-Ting Wei**

International Business  
Department, Providence University

**Publisher:**

Yayasan Sinergi Riset dan Edukasi

**Office Address:**

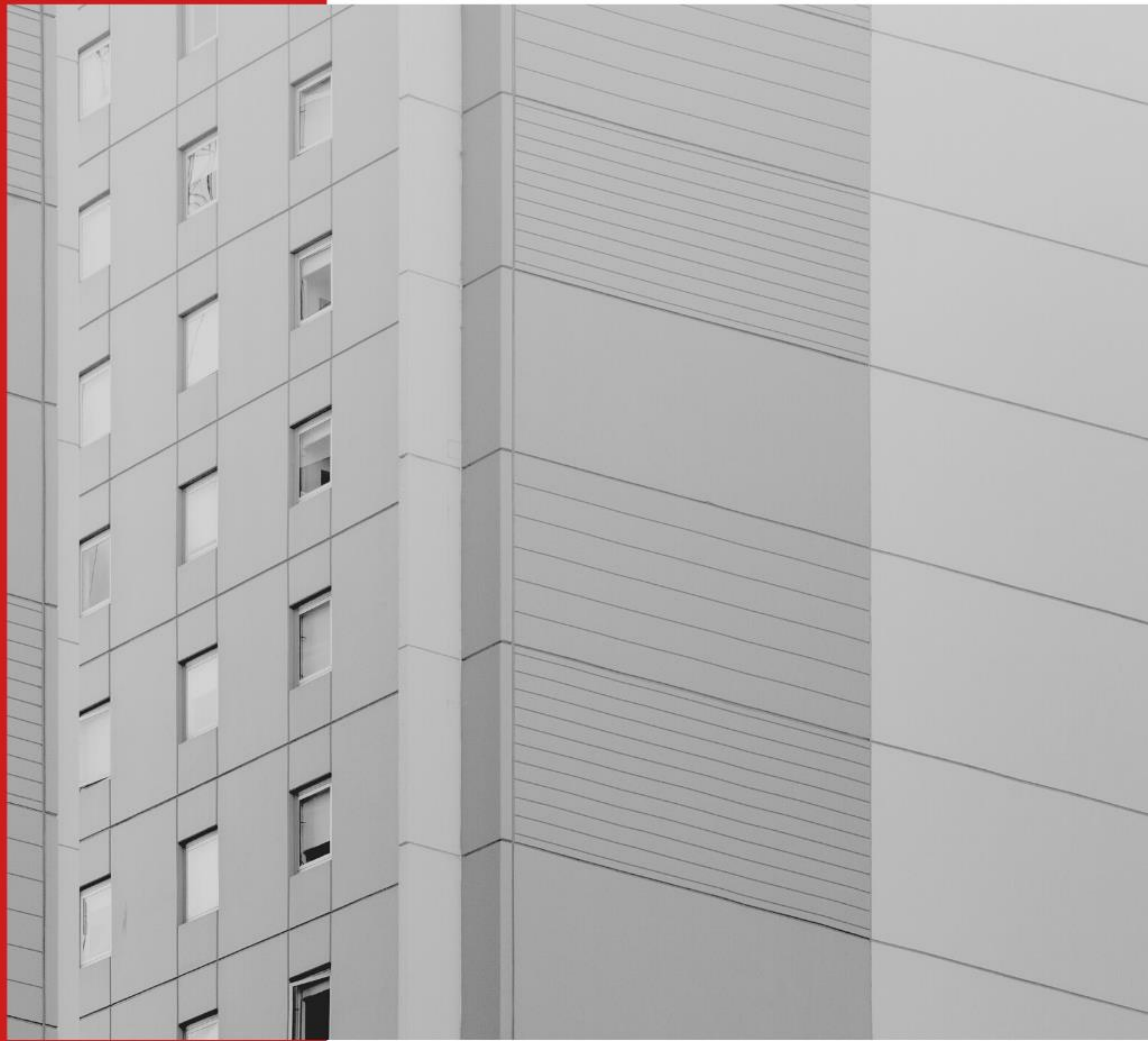
Komplek Sinergi Antapani  
Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia  
Contact: (+62) 811227479 / (+62) 8112331733  
Email: [contact@researchsynergy.org](mailto:contact@researchsynergy.org)

Sixth publication, November 2021

Copyright © 2021 by Yayasan Sinergi Riset dan Edukasi.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

# FOREWORD





**Research Synergy Foundation** is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

***Our Vision:***

*As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.*

***Our Mission:***

*First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.*

<https://www.researchsynergy.org/>

# TABLE OF CONTENTS

---

<b>FOREWORD .....</b>	<b>IV</b>
<b>TABLE OF CONTENTS.....</b>	<b>VI</b>
<b>ORGANIZING COMMITTEE .....</b>	<b>VII</b>
<b>PROGRAM COMMITTEE .....</b>	<b>VII</b>
<b>SCIENTIFIC COMMITTEE .....</b>	<b>VIII</b>
<b>CONFERENCE CHAIR MESSAGE .....</b>	<b>IX</b>
<b>SESSION CHAIR .....</b>	<b>X</b>
<b>CONFERENCE PROGRAM.....</b>	<b>XI</b>
<b>Track: Economics .....</b>	<b>14</b>
<b>The Reputation of Universities as Impact of Brand Equity and Service Quality Affects Student Intention to Choose a University .....</b>	<b>15</b>
<b>The Effect of Continuing Planning Triagle on The Financial Performance of Family Businesses..</b>	<b>16</b>
<b>Track: Management .....</b>	<b>17</b>
<b>A Survey of Consumer Behavior on SMEs during Covid-19 Pandemic: Marketplace, e-Wallet and Review .....</b>	<b>18</b>
<b>FUTURE EVENT .....</b>	<b>20</b>

# ORGANIZING COMMITTEE

---

## PROGRAM COMMITTEE

### Conference Chair

Dr. Hendrati Dwi Mulyaningsih  
*Research Synergy Foundation*

### Organizing Committee

Santi Rahmawati

Ani Wahyu Rachmawati

### Conference Support

Diah Rahmadani

Risky Adha

Information and Technology Support by Scholarvein Team

## SCIENTIFIC COMMITTEE

**Dr. Haliza Mohd Zahari**

National Defence University of Malaysia,  
Malaysia

**Dr. Benlahcene Abderrahmane**

University Utara Malaysia, Malaysia

**Dr. Jacinta Dsilva**

Modul University, UAE

**Prof. Stephen Capilitan**

Centro Escolar University, Philippines

**Dr. KVD Edirisooriya**

Sabaragamuwa University of Sri Lanka, Sri  
Lanka

**Dr. Hazem Ali**

Zhejiang Gongshang University, China

**Dr. Raheel Yasin**

Universiti Sains Malaysia, Malaysia

**Dr. Normia Akmad Salindal**

Cotabato City State Polytechnic College,  
Philippines

**Dr. Eric Agullana Matriano**

Columban College, Inc.

**Dr. Aliasuddin**

Universitas Syiah Kuala

**Dr. Muraina Kamilu Olanrewaju**

Al-Hikmah University Ilorin

**Dr. Izyan Munirah Mohd Zaideen**

Universiti Malaysia Terengganu

**Dr. Kardison Lumban Batu**

Polytechnic State of Pontianak

**Dr. Afrina Sari**

Universitas Budi Luhur Jakarta

**Dr. Jo-Ting Wei**

International Business Department,  
Providence University



## CONFERENCE CHAIR MESSAGE

---

We are delighted to welcome you to The 6th International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (6<sup>th</sup> RESBUS) by Research Synergy Foundation as official partner held virtually on November 8, 2021.

The aim of Conference is to bring together leading academician, researchers and scholars to exchange and share their experiences and research results on all aspects of Education, Economic Studies, Business and Social Science. The 6<sup>th</sup> RESBUS 2021 International Conference shows up as a cutting-edge Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih

Conference Chair of 6<sup>th</sup> RESBUS 2021

## SESSION CHAIR

---



***Dr. Prameshwara Anggahegari***

---

***SBM-ITB Indonesia***

Wara, as Prameshwara Anggahegari is known, is a lecturer in the School of Business and Management. She holds her Doctoral of Philosophy from Institut Teknologi Bandung, Indonesia. She teaches courses in social entrepreneurship, community project management, corporate social responsibility, and environmental management systems, all of which are closely related to her research interests in triple bottom line and blended values. She is also the Community Engagement Specialist at teras Hijau Project, an empowerment movement located in Indonesia. This movement attempts to decrease food insecurity in Bandung by promoting urban farming, which is driven by low-income housewives living in high-density areas. She also participates in numerous government initiatives as a member of the Social Expert Team. Under the Research Synergy Foundation, Wara is also the director of Reviewer Track, a hub for empowering other academicians and reviewers all around the world. Her current interest is about gender, social entrepreneurship and empowerment.

# CONFERENCE PROGRAM

---

Monday | November 8, 2021

Time (UTC+7)	Activity
08.50- 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 - 09.05	Welcome Address
09.05 - 09.25	<b>Global Research Ecosystem Introduction</b>  Ani Wahyu Rachmawati, S.Psi., MSM Founder & Director of Publication Research Synergy Foundation
09.25 - 09.30	Group Photo Session
09.30 - 09.35	Preparation for Online Presentation

Time (UTC+7)	Activity
09.35 - 10.20	<p><b>Online Presentation Session</b></p> <p>Session Chair: Dr. Prameshwara Anggahegari</p> <p>School of Business and Management, Institut Teknologi Bandung</p>
10.50 - 11.00	<p><b>Open Research Discussion Session &amp; Participant Testimonial</b></p>
11.00 - 11.10	<p><b>Closing and Post-conference information announcement</b></p>

Monday, 8 November 2021

Session Time : 09.35 – 10.20

Session Chair : Dr. Prameshwara Anggahegari

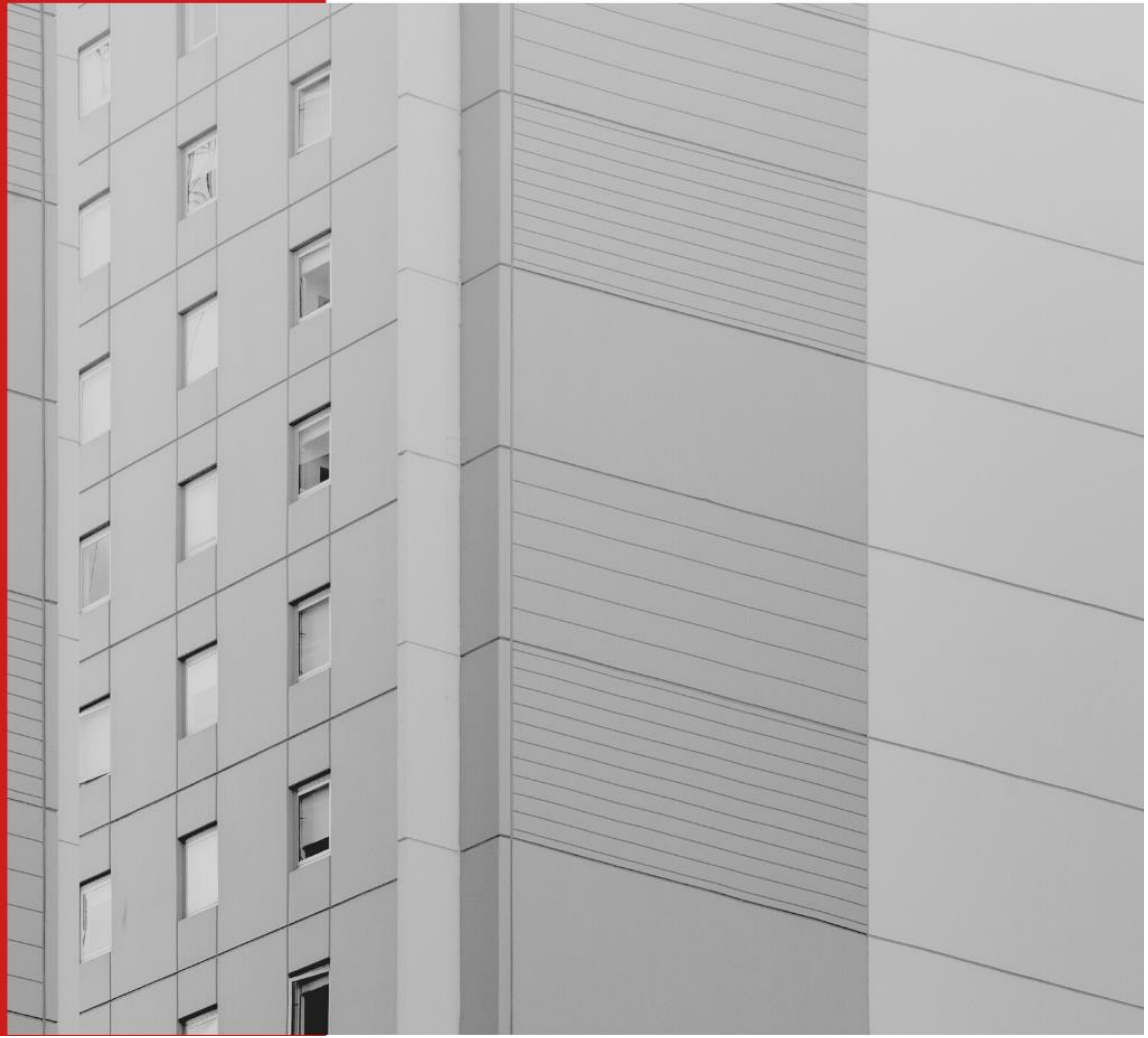
**Track Economics**

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
<b>RES21101</b>	Sylvia Rozza	The Reputation of Universities as Impact of Brand Equity and Service Quality Affects Student Intention to Choose a University Moderated by Study Expense
<b>RES21103</b>	Theresia Dwi Hastuti	The Effect of Continuing Planning Triagle on The Financial Performance of Family Businesses

**Track Management**

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
<b>RES21104</b>	Ira Dwi Mayangsari	A Survey of Consumer Behavior on SMEs during Covid-19 Pandemic: Marketplace, e-Wallet and Review

# Track: Economics



# The Reputation of Universities as Impact of Brand Equity and Service Quality Affects Student Intention to Choose a University

Sylvia Rozza<sup>1</sup>, Bambang Waluyo<sup>2</sup>, Irwandi Jaswir<sup>3</sup>

<sup>1</sup>Politeknik Negeri Jakarta, <sup>2</sup>Politeknik Negeri Jkrata, <sup>3</sup>International Islamic University Malaysia

---

## Abstract

**Background** - Many kinds of research on the impacts of higher education (HE) brand equity and service quality on its reputation and students satisfaction have been conducted. Universitas Islam Negeri (UIN) in Indonesia and the International Islamic University Malaysia (IIUM) in Malaysia are HEs that draw much interest from Indonesian students.

**Purpose** - This research aims at comparing the impact of Brand Equity and Service Quality on a University's Reputation which affects Indonesian students' intention to choose the University and is moderated by study expense (price).

**Design/methodology/approach** - The unit of analysis of the research was 114 Indonesian students at UIN, and 114 Indonesian students at IIUM. The statistic tool used was Structural Equation Modeling (SEM).

**Findings** - Results show that the Universities' Reputation affects Students' intention to choose the Universities positively and significantly. Students' intention to choose IIUM is higher than UIN. The reason for this as can be seen in the result of the statistics test might be the reputation of IIUM is higher than UIN.

**Research limitations** - The limitation of this research is the effect of study expense on the intention of Indonesian students to study at UIN or IIUM has not been analyzed.

**Originality/value** - It will be conducted in the next research. Research that compares Indonesian students' intention to study in Indonesia and Malaysia with a similar University concept as far as researchers' knowledge cannot be found. The intention to study at IIUM is higher than at UIN. The results of the study are expected to be useful for UIN, IIUM, and since it is applicable to Politeknik Negeri Jakarta it can be added information in determining the strategy to enhance the reputation and intention of Indonesian students to study in the universities.

*Keywords* : brand equity, price, service quality, students' intention, university's reputation

---

# The Effect of Continuing Planning Triagle on The Financial Performance of Family Businesses

Theresia Dwi Hastuti<sup>1</sup>, Kristiana Haryanti<sup>2</sup>, Agustine Eva Maria Soekesi<sup>3</sup>

<sup>1,2,3</sup>Soegijapranata Catholic University

---

## Abstract

**Background** - *Today's family business continues to grow in big cities and in rural areas throughout Indonesia in line with the development of the business world and global competition. The family business from year to year also continues to increase in line with the government's attention to SMEs that are developing in the community. The contribution of family businesses in Indonesia is quite significant in improving the economic welfare of the community. SMEs have developed into family businesses that are mushrooming everywhere. In the history of the development of the family business, the life cycles that are passed vary according to the dynamics in the family business itself. From the various dynamics of the family business, various aspects that affect the growth and development of the business can be traced until it can become big or it will collapse in the next generation. In the long-term planning of family companies, there is a company development approach known as the continuity planning triangle.*

**Purpose** - *This study aims to analyze the implementation of the continuity planning triangle in family businesses in Central Java associated with the financial performance of family businesses.*

**Design/methodology/approach** - *The research method was carried out quantitatively with multiple regression. The independent variables in this study are leadership, ownership, management and personal values associated with company performance.*

**Findings** - *The results of this study indicate that leadership and personal values of family business management have a positive effect on financial performance. while ownership succession and planned succession have no effect on the financial performance of a family business*

**Research limitations** - *This research has a limited number of respondents due to the scarcity of the subject*

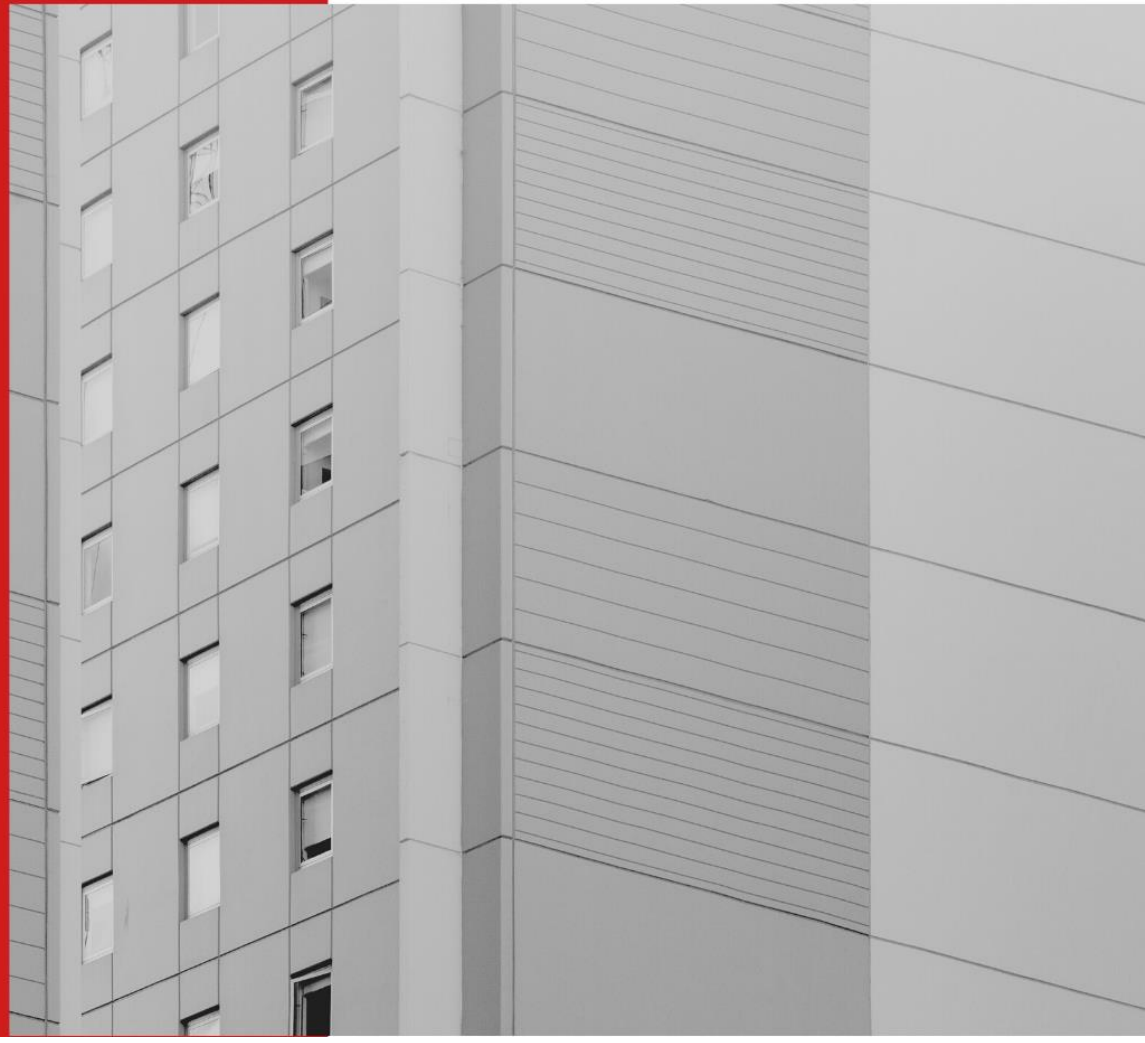
**Originality/value** - *The originality of this study are the proxies of the continuing planning triangle and is associated with financial performance.*

*Keywords : financial performance, personal value, planned succession , continuing planning triangle*

---



# Track: Management



# A Survey of Consumer Behavior on SMEs during Covid-19 Pandemic: Marketplace, e-Wallet and Review

Ira Dwi Mayangsari<sup>1</sup>, Marheni Eka Saputri<sup>2</sup>, Elis Hernawati<sup>3</sup>

<sup>1,2,3</sup>Telkom University

---

## Abstract

**Background** - Small Medium Enterprises (SMEs) faced challenges during Covid-19 pandemic. Many consumers reduce their expenses as a consequence of lower economic growth. To overcome this situation, SMEs should understand the change of their consumer behavior and adapt to the situation.

**Purpose** - This research was carried out to investigate consumer behavior on SMEs during Covid-19 pandemic in terms of marketplace, e-wallet and review.

**Design/methodology/approach** - A survey method is conducted to examine the consumer behavior of 388 respondents from big cities in Indonesia. It also provides descriptive statistics to show the consumer condition during the pandemic.

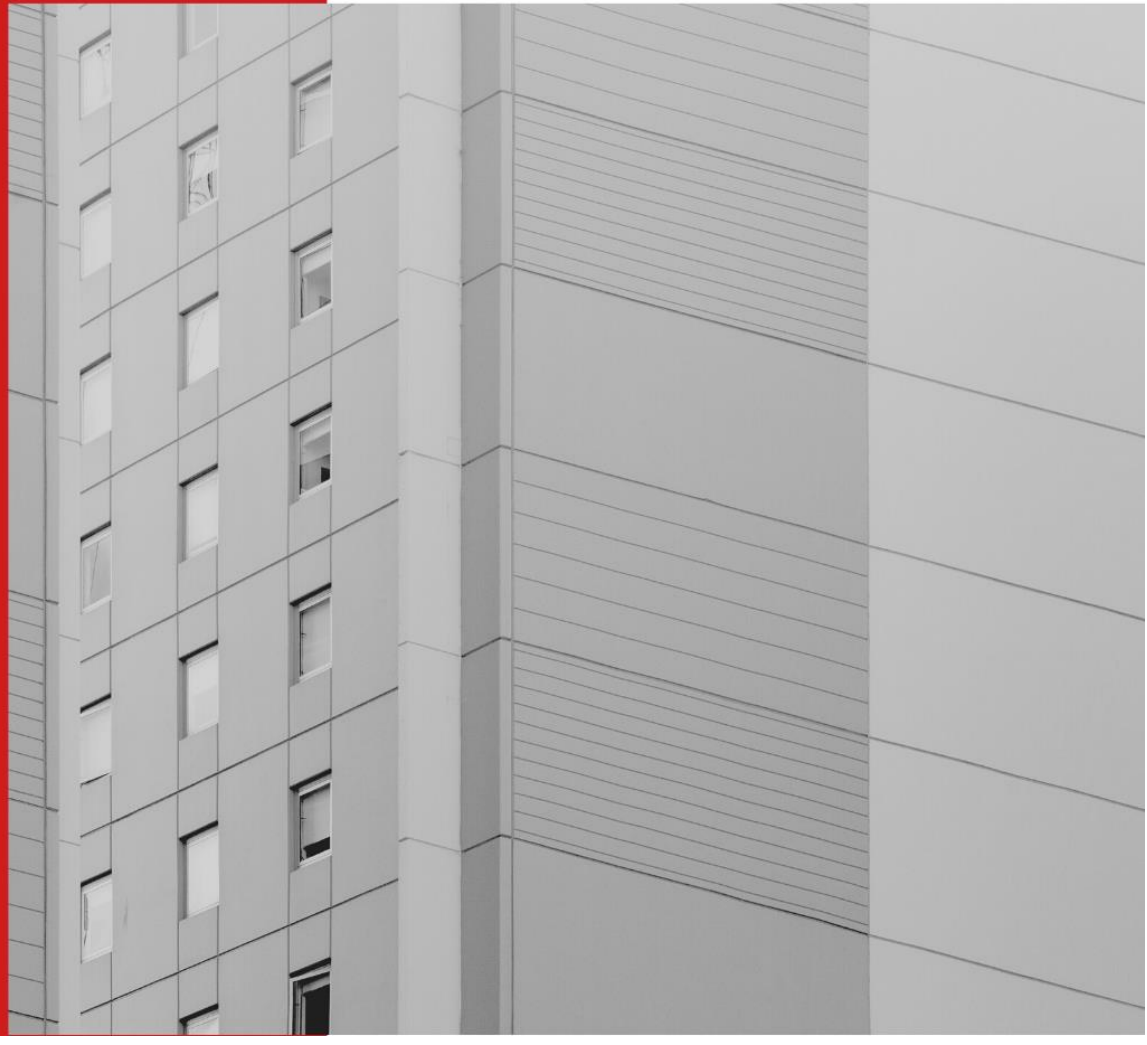
**Findings** - The result showed that Shopee is the most marketplace application preferred by respondents. Further, respondents chose banking transfer for the most convenient digital transaction. It is also found that respondents actively review their positive buying experience through social media.

**Research limitations** - Future research could investigate using a qualitative approach to get deeper consumers' opinions about the marketplace, e-wallet and review.

**Originality/value** - The marketplace, e-wallet and review factors could be a new model to understand consumer behavior in digital marketing.

*Keywords* : Marketplace, e-wallet, review, covid-19

---



## **FUTURE EVENT**

---

November 10, 2021 | Virtual Conference

International Conference on Post-Pandemic Society (ICPPS)

<https://paramadinaconference.com>

November 22, 2021 | Virtual Conference

International Conference on Governance Risk-management and Compliance (ICGRC)

<https://www.icgrc.com/>

November 29-30, 2021 | Virtual Conference

The 2<sup>nd</sup> International Conference on IT, Communication, and Technology for Better Life (2<sup>nd</sup> ICT4BL)

<http://ict4blconference.com/index.php/home-2021/>

December 6, 2021 | Virtual Conference

7th Japan International Business and Management Research Conference (7th JIBM)

<http://www.jibmconference.com/index.php/7th-jibm/>

December 14 - 15, 2021 | Virtual Conference

The International Halal Science and Technology Conference 2021 (IHSATEC):  
14th Halal Science and Business (HASIB)

<https://www.ihsatec.com>



***Book of Abstract  
Conference Proceeding***

**6th**  
**RESBUS**

***International Conference on  
Interdisciplinary Research on  
Education, Economic Studies,  
Business and Social Science***