



# 2nd MESS

## Book of Abstract

# The 2nd International Conference on Management, Education, and Social Science

Virtual Conference  
July 28, 2021

Supported by:



# **Book of Abstract**

## **The 2<sup>nd</sup> International Conference on Management, Education and Social Science**

**Virtual Conference**

**July 28, 2021**



# **Book of Abstract**

## **The 2<sup>nd</sup> International Conference on Management, Education and Social Science**

**E-ISBN No.:**

978-602-5902-96-3

**Chief of Editor:**

Dr. Hendrati Dwi Mulyaningsih

Santi Rahmawati

**Cover and layout:**

Diah Rahmadani

Risky Adha P

**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)

Second publication, July 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.*

# Table of Contents

---

<b>FOREWORD</b> .....	<b>I</b>
<b>TABLE OF CONTENTS</b> .....	<b>III</b>
<b>ORGANIZING COMMITTEE</b> .....	<b>IV</b>
PROGRAM COMMITTEE .....	IV
ORGANIZING COMMITTEE .....	IV
CONFERENCE SUPPORT .....	IV
SCIENTIFIC COMMITTEE .....	V
<b>CONFERENCE CHAIR MESSAGE</b> .....	<b>VI</b>
<b>CONFERENCE PROGRAM</b> .....	<b>1</b>
Wednesday, July 28 <sup>th</sup> , 2021 .....	1
<b>TRACK: FINANCE IN MANAGEMENT</b> .....	<b>5</b>
Factors Contributing To Financial Literacy Level Among Youth.....	6
<b>TRACK: MARKETING MANAGEMENT</b> .....	<b>7</b>
Factors Influencing Consumers' Purchase Behaviour towards Green Packaged Products .....	8
Impact of COVID-19 Pandemic on Consumers Purchase Behaviour Through Social Media .....	9
<b>TRACK: SECONDARY EDUCATION</b> .....	<b>10</b>
Intervening Effect of Hybrid Method in Enhancing Teachers' Engagement and Satisfaction .....	11
<b>TRACK: SOCIAL SCIENCE</b> .....	<b>12</b>
The Influence of Social Media on Young Consumers' Purchase Intention during Global Pandemic	13
Counterfeit Products in Online Platform: A Systematic Review .....	14
Determinants of Online Food Delivery towards Customer Behaviour: A systematic review .....	15
<b>TRACK: MANAGEMENT</b> .....	<b>16</b>
A Study of Online Purchase Intentions Among Gen X.....	17
<b>FUTURE EVENT</b> .....	<b>18</b>

# **ORGANIZING COMMITTEE**

---

## **PROGRAM COMMITTEE**

### **Conference Chair:**

Dr. Hendrati Dwi Mulyaningsih  
*Research Synergy Foundation*

## **ORGANIZING COMMITTEE**

Ani Wahyu Rachmawati

Santi Rahmawati

## **CONFERENCE SUPPORT**

Diah Rahmadani

Risky Adha P

Information and Technology Support by Scholarvein Team

## **SCIENTIFIC COMMITTEE**

Dr Adil Siswanto – University of Brawijaya

Engr. Dr. Muhammad Mujtaba Asad – Universiti Tun Hussein Onn Malaysia

Dr. Eric Agullana Matriano – Columban College, Inc.

Prof. Dr.Rashmi Gujrati – KC Group Of Institutions

Dr. Ranawaka Arachchige Ravin Sachindra De Alwis – University of Kelaniya

Dr. Tareq Hashem – Isra University

Prof. Chaabita Rachid – Faculty of Legal, Economic and Social Sciences, Hassan II University

Asst Prof. Jo-Ting Wei – Department of International Business, Providence University.

Dr. Supachart Iamratanakul – Kasetsart Business School

Dr. Nuru-Deen Mohammed – Walden University

Dr. Normia Akmad Salindal – Cotabato City State Polytechnic college

Dr. Tan Fee Yean – Universiti Utara Malaysia

Dr. Dr. Siti Nur 'Atikah Zulkiffli – Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu,

Prof. Jessie I. Quierrez – Polytechnic University of the Philippines

Dr. Maryam sadat khalili azad – Islamic Azad University, Science And Research Branch

Dr. Mohd Haniff Bin Mohd Tahir – Universiti Teknologi MARA Cawangan Perak

Prof. Salina Daud – Universiti Tenaga Nasional (UNITEN)

Dr. Wisnu Adihartono – Ecole des Hautes Etudes en Sciences Sociales (EHESS)

Dr. Vineet Singh – Govind Ballabh Pant Social Science Institute, University of Allahabad

Dr. Piyanard Ungkawanichakul – Srinakharinwirot University, Thailand



## CONFERENCE CHAIR MESSAGE

---

We are delighted to welcome you to the 2<sup>nd</sup> International Conference on Management, Education and Social Science (2<sup>nd</sup> MESS) by Research Synergy Foundation (RSF) that held virtually on July 28, 2021.

This conference not only give you global forum to share and exchange idea, research, and work. But also, provide wider network and research ecosystem for further collaboration and projects. We are glad to share this good opportunities in the scientific community, that will be offered only for all participants who participate in the conference.

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 through 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 2<sup>nd</sup> MESS 2021

## SESSION CHAIR

---

### **Dr. Hendrati Dwi Mulyaningsih**

Dr. Hendrati Dwi Mulyaningsih is the chairman and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 15.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and RSF Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Swedia 2019.



As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her being invited as reviewer in many reputable Scopus and WOS indexed journals and also as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan and US. She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international journals. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

# CONFERENCE PROGRAM

---

Wednesday, July 28<sup>th</sup>, 2021

<b>Time (UTC+7)</b>	<b>Activity</b>
08.50 – 09.00	<b>Participant Login and Join Virtual Conference by ZOOM</b>
09.00 – 09.05	<b>Welcome Address</b>
09.05 – 09.25	<b>Global Research Ecosystem Introduction</b> Mrs. Santi Rahmawati, MSM <i>Founder &amp; Director Global Network Operation of Research Synergy Foundation</i>
09.25 – 09.30	<b>Group Photo Session</b>
09.30 – 09.35	<b>Preparation for Online Presentation</b>
09.35 – 11.35	<b>Online Presentation Session</b> Session Chair: Dr. Hendrati Dwi Mulyaningsih <i>Founder &amp; Chairman of Research Synergy Foundation</i>
11.35 – 11.45	<b>Open Research Discussion Session &amp; Participant Testimonial</b>
11.45 – 11.55	<b>Closing and Post-conference information announcement</b>

Wednesday, July 28<sup>th</sup> 2021

Session Time : 09.35 – 11.35

Session Chair : Dr. Hendrati Dwi Mulyaningsih

***Track Finance in Management***

Paper ID	Presenter	Paper Title
MSS21103	Hazlaili Hashim	Factors Contributing to Financial Literacy Level among Youth

***Track Marketing Management***

Paper ID	Presenter	Paper Title
MSS21104	Mei Ling Goh	Factors Influencing Consumers' Purchase Behaviour towards Green Packaged Products
MSS21105	Kah Boon Lim	Impact of COVID-19 Pandemic on Consumers Purchase Behaviour Through Social Media

***Track Secondary Education***

Paper ID	Presenter	Paper Title
MSS21101	Jennifer Herosa Operio	Intervening Effect of Hybrid Method in Enhancing Teachers' Engagement and Satisfaction

***Track Social Science***

Paper ID	Presenter	Paper Title
MSS21106	Yeow Jian Ai	The Influence of Social Media on Young Consumers' Purchase Intention during Global Pandemic
MSS21107	Nor Sheena Andon	Counterfeit Products in Online Platform: A Systematic Review
MSS21108	Nursyuhada Ain Ali Husin	Determinants of Online Food Delivery (OFD) towards Customer Behaviour: A systematic review

***Track Management***

Paper ID	Presenter	Paper Title
MSS21102	Anushia Chelvarayan	A Study Of Online Purchase Intentions among Gen X in Malaysia



**Track:  
Finance in  
Management**

# Factors Contributing to Financial Literacy Level Among Youth

Hazlaili Hashim<sup>1</sup>, Andy Lim Yee Chee<sup>2</sup>, Dr. Yeo Sook Fern<sup>3</sup>, Anushia Chelvarayan<sup>4</sup>, Khairol Nizat Bin Lajis<sup>5</sup>

<sup>1,2,3,4,5</sup>Multimedia University

---

## Abstract

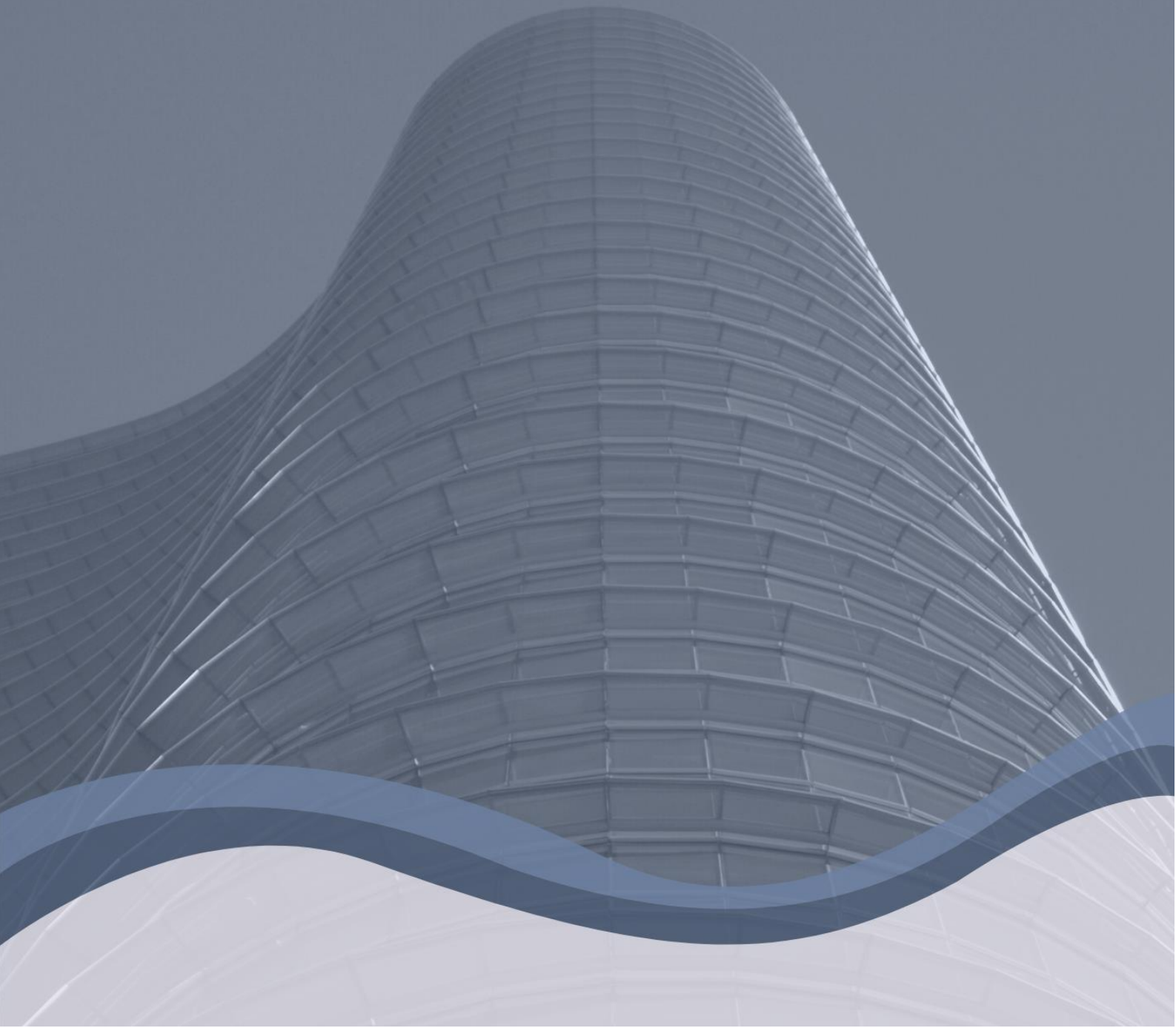
*The number of bankruptcy cases registered from 2017 to April 2021, according to the Malaysian Insolvency Department, is 58,065. Bankruptcy cases involving people under the age of 34 accounted for 24.28 percent of all filings. The inability to pay personal loans, instalment purchases, and credit card debt led to the majority of bankruptcy cases. This is alarming because it suggests that young Malaysians are still unaware of their financial situation. As a result, the goal of this research is to investigate the level of financial literacy among youth, as well as the relationship between financial knowledge, financial behavior, financial attitude, and familial influences on financial literacy. A non-probability convenience sampling method was used to gather information from 181 respondents. The findings of the study show that financial knowledge ( $p=0.000$ ), financial behavior ( $p=0.000$ ), and family influence ( $p=0.000$ ), are significantly associated to financial literacy, the dependent variable in this study, with the exception of financial attitude ( $p=0.418$ ). The sample size is among the limitation of this study which does not represent the population of youth in Malaysia. The conclusions of this study have significant consequences for a variety of stakeholders, including university students, universities, students' parents, government, and future researchers. The factors that influence financial literacy among youth were investigated in this study, and several significant factors were revealed. This will also add to the supports the agenda in the National Strategy for Financial Literacy 2019 to 2023.*

*Keywords : Financial Literacy, Knowledge, Behavior, Attitude, Youth*

---



# Track: Marketing Management



# Factors Influencing Consumers' Purchase Behaviour towards Green Packaged Products

Mei Ling Goh<sup>1</sup>, Sew Tiep Ho<sup>2</sup>, Sook Fern Yeo<sup>3</sup>, Wei Lun Teh<sup>4</sup>

<sup>1,2,3</sup>Multimedia University, <sup>4</sup>Bigbigplace

---

## Abstract

*Disposal of plastic packaging has caused the amount of waste generation which have negative impact on the environment. Green packaging which is more eco-friendly packaging is harmless to human health and biodegradable. Many businesses have turned to the movement of going green by providing green products and services. Hence, the objective of this study is to investigate the factors that influence purchase behaviour of consumers towards the green packaged products. A total of 200 respondents was recruited using convenience sampling. Data was collected with a set of self-administered questionnaires that covered respondents' profile and all the variables in the research model. Partial Least Square Structural Equation Modeling was used to assess the measurement model and structural model. Both convergent validity and discriminant validity were deemed satisfactory. The findings have revealed 0.444 of R2 means that the model explains 44.4% of total variation of purchase behaviour. Environmental concern and environmental attitude were found affecting consumers' purchase behaviour positively towards green packaged products. Environmental knowledge and social influence, however, were found to be non-significant. This study will be able to provide valuable information to the marketers to focus not only on their products but the packaging of their products as well. This study also provides an insight into the consumers' purchase behaviour towards green packaged products. It is recommended to future research to recruit more respondents with more diversify background.*

*Keywords : Consumers'Purchase Behaviour, Environmental Knowledge, Environmental Concern, Environmental Attituded, Social Infleunce*

---

# Impact of COVID-19 Pandemic on Consumers Purchase Behaviour Through Social Media

Kah Boon Lim<sup>1</sup>, Yeo Sook Fern<sup>2</sup>, Tan Cheng Ling<sup>3</sup>, Wong Wei Wen<sup>4</sup>

<sup>1</sup>Multimedia University, <sup>2,4</sup>Multimedia University, <sup>3</sup>Universiti Sains Malaysia

---

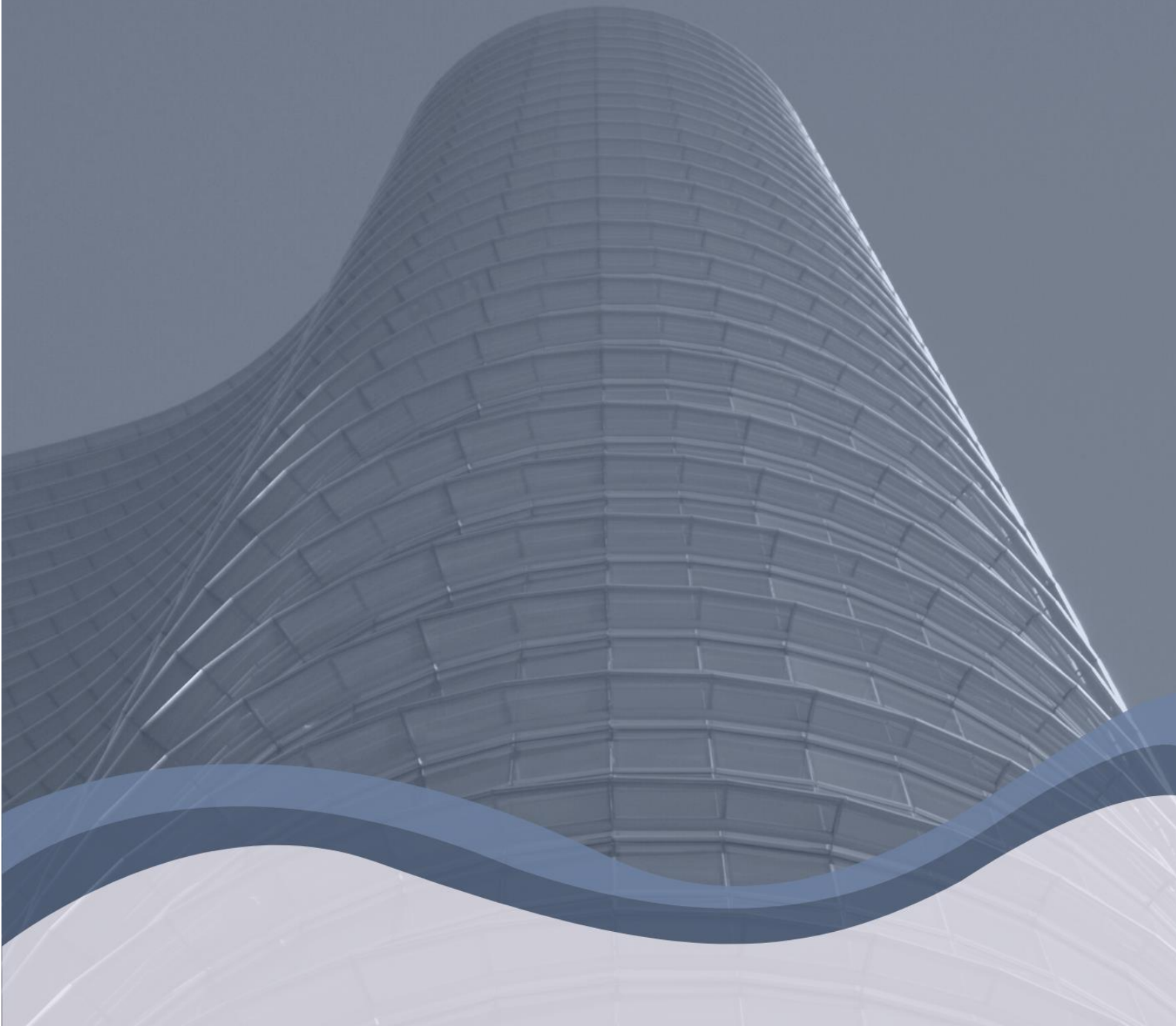
## Abstract

*Social media refers to any digital tool that allows users to quickly create and share content with the public. The COVID-19 pandemic has indirectly changed consumers' purchasing habits, causing them to shift from traditional store purchases to online retail store purchases. Social media also changes the specialised strategies among sellers and purchasers. The main objective of this study is to investigate the factors affecting consumer purchase behavior through social media during the COVID-19 outbreak. A set of self-administered questionnaire has been distributed to 215 targeted young adults in three states of Malaysia which are Johor, Melaka and Selangor. The four independent variables which are price, convenient, product variety and risk are tested on their relationship towards the dependent variable which is purchase behavior of consumers during the COVID-19 outbreak. The collected data were keyed into SPSS version 26 and followed by using Partial Least Square Structural Equation Modeling (PLS-SEM 3.3.3) to assess the hypothesis. The analysis result showed that all hypotheses are supported. Lastly, the result of this research will be benefits the marketers for their information to understand the consumer purchase behaviour through social media during COVID-19 pandemic.*

*Keywords : Convenient, Price, Product variety, Purchase behavior, Risk*

---

# Track: Secondary Education



# Intervening Effect of Hybrid Method in Enhancing Teachers' Engagement and Satisfaction

Jennifer Herosa Operio<sup>1</sup>

<sup>1</sup>Holy Angel University

---

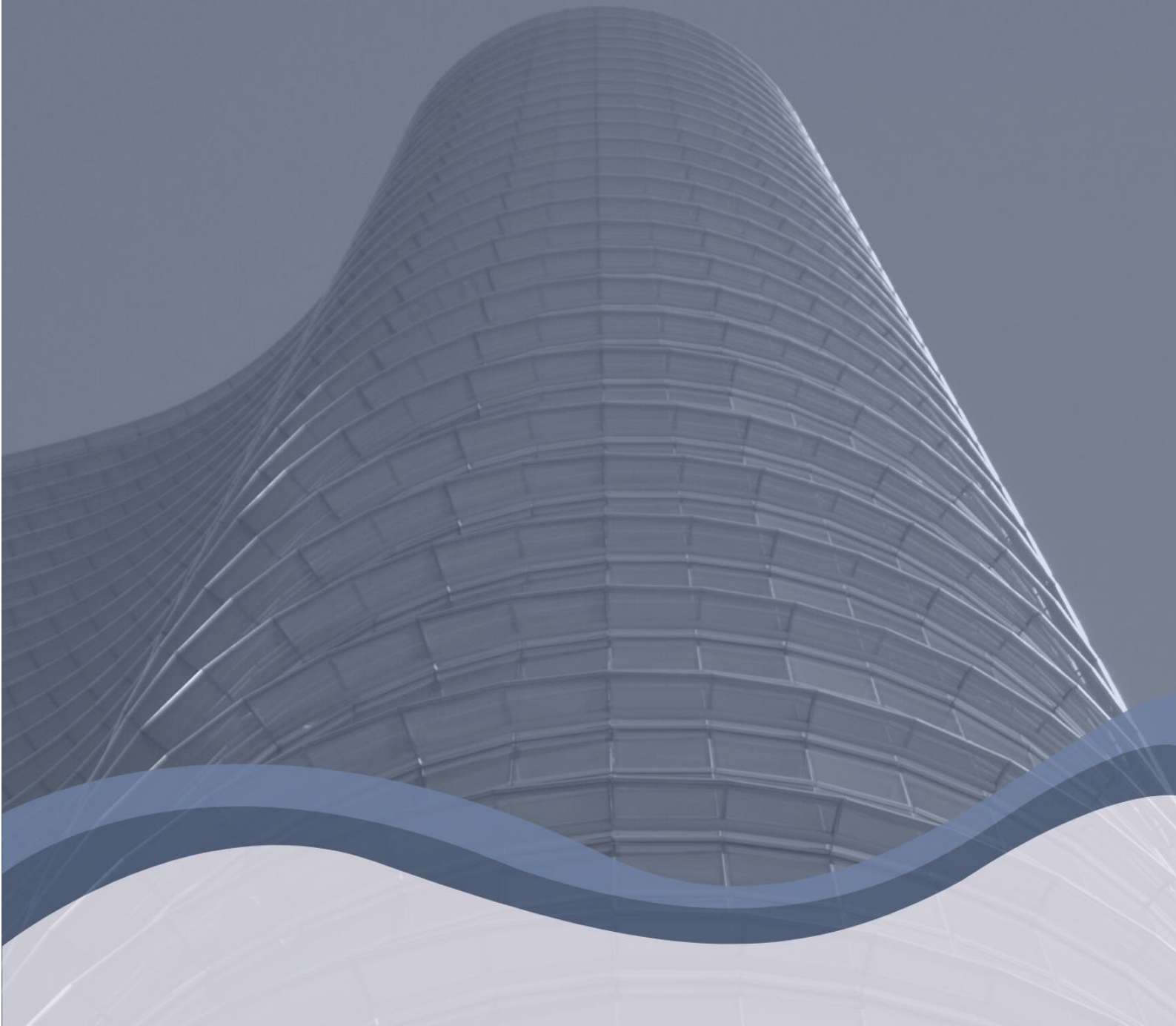
## Abstract

*This paper examined the intervening effect of mixture learning method to students' education particularly in the Senior High School level. Fifty senior high school teachers teaching the Accountancy, Business and Management students were targeted. The possible integration of technology in teaching subjects to students in SHS level was identified. Ethical considerations were employed in conducting the research. Results show that though teachers utilised the hybrid method, a little percentage of them still fully utilised the traditional approach in providing information to learners. As a recommendation, the researched proposed a further research that could be triangulated which will involve students and school administrators to further validate the mediating effect of hybrid learning into students' engagement.*

*Keywords : Traditional education, SAMR model, hybrid*

---

# Track: Social Science



# The Influence of Social Media on Young Consumers' Purchase Intention during Global Pandemic

Yeow Jian Ai<sup>1</sup>

<sup>1</sup>Multimedia University

---

## Abstract

*The year of 2020 was undoubtedly going down in history as one of the worst years ever due to Covid-19 pandemic. Many countries around the world were forced to impose a total lock down and this situation occurred again in early June 2021 in Malaysia. Many countries were in their 2nd wave or 3rd wave of lockdown which caused several restrictions such as movement control, limit of travel or inter-states. Many businesses were affected. Some big corporations were forced to shut down their productions, layoff, and causing huge numbers of unemployment in the country. There was several news reported that Malaysia's retails faced bad financial losses and even wave a "white flag" campaign to strike for help from the public. However, instead of begging for help, retailers or businesses should adapt to a new channel and accepting to a more sophisticated computerised operations and diversify into electronical (e-retails) or mobile retails (m-retails) via social media. This study aims to study the causes of young consumer purchase intention using social media during the global pandemic. There are five main variables being studied the five factors such as perceived ease of use, perceived usefulness, performance expectancy, interactivity, and intention to express empathy were selected and analyzed using SPSS Software. This study concluded that perceived ease of use, perceived usefulness, and interactivity have significant relationship with young consumer purchase intention using social media, while performance expectancy and intention to express empathy have not significant relationship with young consumer purchase intention. This study benefits to newly operate SMEs or existing SMEs as they can provide better marketing through social media in order to sustain their businesses.*

*Keywords : social media, young consumer, purchase intention, global pandemic*

---

# Counterfeit Products in Online Platform: A Systematic Review

Nor Sheena Andon<sup>1</sup>

<sup>1</sup>University Teknologi Mara

---

## Abstract

*The counterfeit products had been widely consumed even before the online platform usage among the consumers emerges. There are several reasons the author seeks to find on how such phenomenon occurred hence, making the purpose of this paper to identify how consumers nowadays consuming counterfeited products impulsively through online platform and how does it happen using the explanation of the underlying theory. The present study's undergone a systematic review process which are the question formulation, locating studies, study selection/evaluation, analysis/synthesize and reporting/using results. The result of the study is discussed in line with the objective to answer the formulated research questions on the flow theory able to explain how online impulsive buying behavior occurs among the online users and how the online impulsive buying behavior enhance the purchase of counterfeit products.*

*Keywords : counterfeit products, online impulsive buying behavior, social media, flow theory*

---



# Determinants of Online Food Delivery towards Customer Behaviour: A systematic review

Nursyuhada Ain Binti Ali Husin<sup>1</sup>

<sup>1</sup>University Teknologi Mara

---

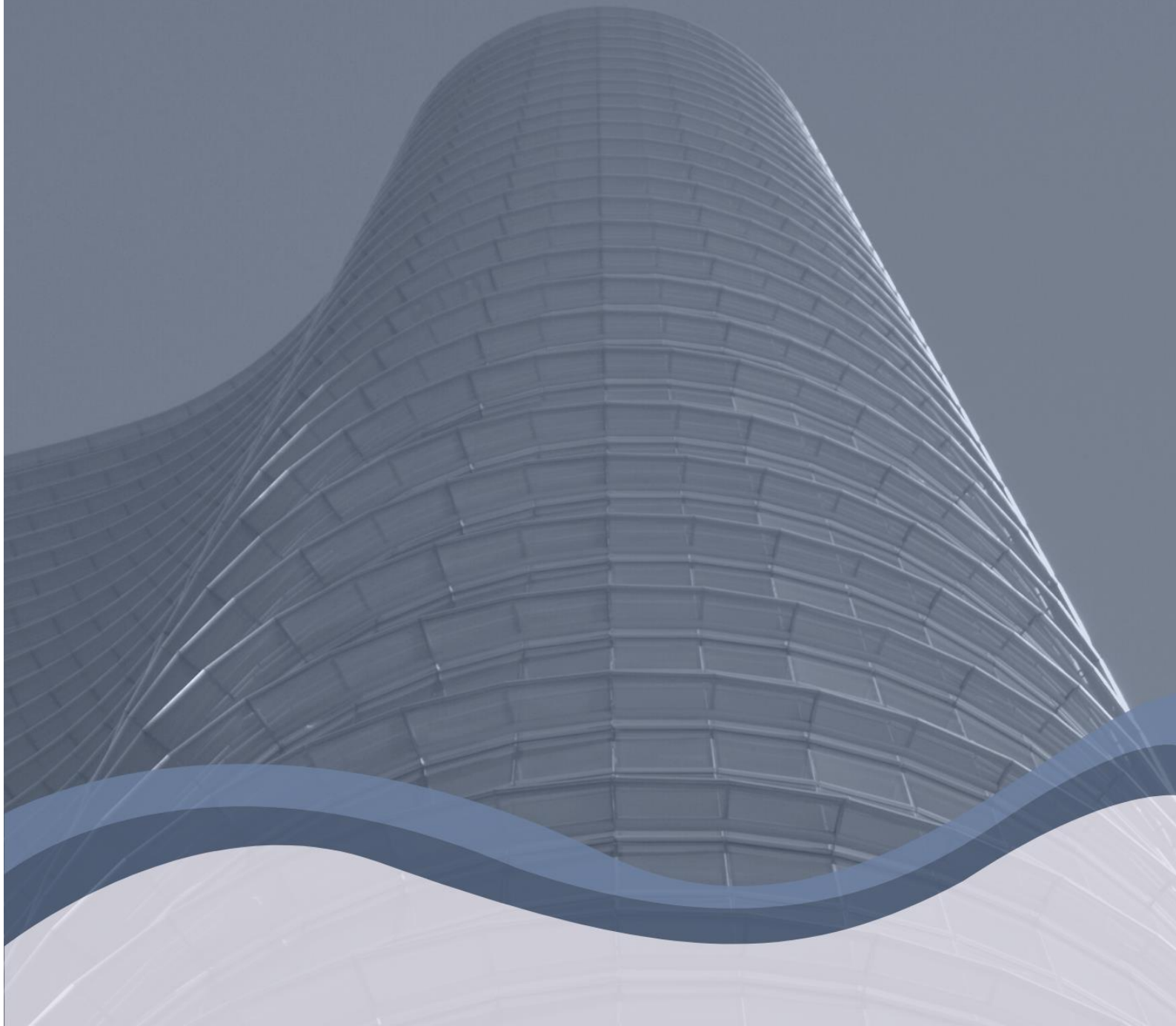
## Abstract

*Online food delivery (OFD) has becoming a trend worldwide. As it has emerged and revolving in the era of gig economy, OFD considered as a gig career where it has been popularized among urban cities and widely spread around the world. The demand of OFD has open the opportunities for food aggregator in the industry to grasp whatever chances they had to open a medium to serve the consumers' need which is food. The packed daily schedule and convenience of OFD system led consumers' motivation to utilize OFD as the answer to their hunger call. Therefore, scholars incorporate with the food aggregators in the industry were focusing on the customer behaviour and factors triggered the consumers towards OFD over the recent years. Due to the many overlapping interest of studies, there is a gap in our understanding of consumers' reasons of OFD usage. We addressed the gap by conducting interdisciplinary systematic review of the relevant literature. Through critical evaluation and analysis on the literature, we identify major determinants that been mostly considered by the consumers relating the OFD usage: service quality, food quality, consumer experience and practicality. Finally, we propose few suggestions that can be useful as guidance for future research and create an insight for food aggregator to note.*

*Keywords : online food delivery, satisfaction, loyalty, determinants*

---

# Track: Management



# A Study of Online Purchase Intentions Among Gen X

Anushia Chelvarayan<sup>1</sup>, Lim Fu Hao<sup>2</sup>, Yeo Sook Fern<sup>3</sup>, Hazlaili Hashim<sup>4</sup>

<sup>1,2,3,4</sup>Multimedia University

---

## Abstract

*In recent years, changes in the commercial sector, along with the growing popularity of the Internet, have made Malaysian businesses increasingly conscious of the relevance of E-business in establishing a competitive advantage in the worldwide market. As a result, a greater knowledge of the elements that impact online purchase intent might aid in the development of more effective marketing strategies for certain segments. Four variables affecting online purchase intent were chosen for this study: trust, product and service quality, customer satisfaction, and delivery time. Three factors substantially affected online purchase intention, according to 203 Generation X respondents. The only exception was the quality of the product and service. Researchers, online platform developers, financial institutions, marketers, and the government would benefit greatly from the data and information gathered in this study since we will be able to assess and understand the variables that influence Gen X in Malaysia to purchase online.*

*Keywords : Generation X, Purchase intention, Online shopping*

---

## FUTURE EVENT

---

August 11, 2021 | Virtual Conference

5th International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (5th IBEMS)

<https://www.ibemsconference.com/index.php/ibems-5th/>

August 30, 2021 | Virtual Conference

7th International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy (7th BEMSS)

<http://www.bemssconference.com/index.php/7th-bemss/>

September 8-9, 2021 | Virtual Conference

5<sup>th</sup> International Conference Postgraduate School

<http://icpsunair.com/>

September 14, 2021 | Virtual Conference

2nd International Conference on Language, Education and Teaching Research (2nd ICLET)

<http://www.icletconference.com/index.php/2nd-iclet/>

September 25-26, 2021 | Virtual Conference

Bandung International Conference on Medical and Health Sciences (BICMHS)

<https://bicmhs.com>

October 4, 2021 | Virtual Conference

LPPM UPN “VETERAN” Yogyakarta Conference Series 2021 – Economic and Business, Political and Social Science, & Engineering and Science

<https://upnconfeseries.com/2021-2/>

October 5-7, 2021 | Virtual Conference

7th Singapore International Conference on Management, Business, Economic and Social Science (7th SIMBES)

<http://www.simbescconference.com/7th-simbesc/>

November 8, 2021 | Virtual Conference

6th International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (6th RESBUS)

<http://resbusconference.com/index.php/6th-resbus/>

November 10, 2021 | Virtual Conference

International Conference on Post-Pandemic Society (ICPPS)

<https://paramadinaconference.com>

November 22-23, 2021 | Virtual Conference

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

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

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.ihatec.com>



2nd  
**MESS**

Book of Abstract  
**The 2nd International Conference on  
Management, Education and Social Science**  
Virtual Conference July 28, 2021