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# 5TH IBEMS

**Book of Abstract  
Conference Proceeding**  
5th International Conference  
on Interdisciplinary Business,  
Economy, Management, and  
Social Studies  
**Virtual Conference  
August 11, 2021**

Supported by:



# **Book of Abstract Conference Proceeding**

## **The 5<sup>th</sup> International Conference on Interdisciplinary Business, Economy, Management, and Social**

**Virtual Conference  
August 11, 2021**



# **Book of Abstract Conference Proceeding**

## **The 5th International Conference on Interdisciplinary Business, Economy, Management, and Social**

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# FOREWORD



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***Our Vision:***

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

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# **ORGANIZING COMMITTEE**

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## **PROGRAM COMMITTEE**

### **Conference Chair:**

Dr (c) Agus Maolana Hidayat, S.E., M.Si

### **Co-Conference Chair:**

Dr. Hendrati Dwi Mulyaningsih

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Prof. Dr. Rashmi Gujrati (KC Group Of Institutions, India)

Dr. Rilla Gantino (Esa Unggul University, Indonesia)

## CONFERENCE CHAIR MESSAGE

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We are delighted to welcome you to the 5th International Conference on Interdisciplinary Business, Economy, Management, and Social (5<sup>th</sup> IBEMS) by Research Synergy Foundation (RSF) that held virtually on August 11<sup>th</sup>, 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 (c) Agus Maolana Hidayat, S.E., M.Si

Conference Chair of 5<sup>th</sup> IBEMS 2021

## KEYNOTE SPEAKER

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### **Assoc. Prof. Dr. Cham Tat Huei**

Dr. Cham Tat Huei is currently an Associate Professor and Head of Research at the UCSI University, Malaysia. Dr. Cham holds the position of Research Associate at Universiti Putra Malaysia (UPM), Research Consultant for Co-operative Institute of Malaysia (CIM), and Visiting Lecturer for St. Vincent College Incorporated (Philippines). Dr. Cham also serves as an editorial review board member for several international journals and is currently serving as the editor-in-chief for Journal of Marketing Advances and Practices (JMAP).



As for research publication, Dr. Cham has published several international refereed journal articles and has presented at various conferences. His publications are seen in indexed (SSCI and/or SCOPUS) journals such as Journal of Hospitality Marketing and Management, Asia Pacific Journal of Marketing and Logistics, Industrial Management & Data Systems, Internet Research, Journal of China Tourism Research, European Business Review, Telematics and Informatics, The International Review of Retail, Distribution and Consumer Research, VINE Journal of Information and Knowledge Management Systems, British Food Journal, and Quality & Quantity.

Dr. Cham is actively involved in training, consultancy projects and supervision of postgraduate students. Dr. Cham also serves as the auditor of the Malaysian Research Assessment (MyRA) under the purview of the Malaysian Government and as the academic assessor for the Alliance on Business Education and Scholarship for Tomorrow (ABEST21), Japan. Dr. Cham is a certified trainer for Alibaba.com, Human Resources Development Fund (Malaysia), and Malaysia Digital Economy Corporation (MDEC).

## SESSION CHAIR

---

### **Dr. Silvia Catalan Ambag**

Dr. Silvia C. Ambag is an expert in the field of education, research, publications and extensions. Currently Education Consultant in Quezon City University, and Editorial Board in International Journal of Theory and Application in Elementary and Secondary School Education (IJTAESE). Indonesia, Board Member and Finance Officer in Asia Pacific Consortium of Researchers and Educators (APCORE), Malaysia Management Committee. Invitations as an expert in research made Dr. Ambag a recognized Senior Reviewer in the Fifth Annual Conference on Asian Studies, Japan and a member of the Royal Fellow Institute in Singapore. Journal reviewer in WASET Journal in New York. She is also member of the Association of Scholarly Editors and Association of Scholarly Reviewers of Philippine Association of Institutions for Research, Inc.



## SESSION CHAIR

---

**Dr. Seryl H. Ramirez, RN, MAN, LPT, Ph. D.**

Dr. Sheryl H. Ramirez is a Registered Nurse and a Licensed Professional Teacher from the Philippines with advanced degrees in Nursing from the University of the Philippines and a Ph. D in Educational Policy and Administration. Her career evolved from clinical practice as an ICU Nurse with US RN recognition as a 'Magnet Nurse' by the American Nurses Credentialing Center to teaching practice as Nursing Faculty and Professor at the Graduate School of Education at Universidad De Manila where she is currently the Research Director.



Her research areas of interest are innovative pedagogy, resilience, and transformation across health and education to respond to the global pandemic challenges. A researcher, a research collaborator, and a reviewer of the International Journal of Africa Nursing Sciences published by Elsevier with previous works on Emotional Quotient and Leadership; Organizational Climate, Organizational Learning, and Research Efficacy of Teachers.

# CONFERENCE PROGRAM

Wednesday, August 11<sup>th</sup>, 2021

Time (UTC+7)		Dur'	Activity
<b>Main Room</b>			
8:50	- 9:00	0:10	<b>Participant Login and Join Virtual Conference by ZOOM</b>
9:00	- 9:10	0:10	Welcome Address and Conference Publication Announcement by MC
9:10	- 9:20	0:10	<b>Opening Speech</b> Dr (c) Agus Maolana Hidayat, S.E., M.Si Conference chair of 5th IBEMS, Telkom University
9:20	- 9:40	0:20	<b>Global Research Ecosystem Introduction</b> Dr. Hendrati Dwi Mulyaningsih Founder & Chairman of Research Synergy Foundation
9:40	- 9:45	0:05	<b>Group Photo Session</b>
9:45	- 10:30	0:45	<b>Keynote Speaker</b> Dr. Cham Tat Huei Asst. Prof., Universiti Tunku Abdul Rahman Head of Programme, PhD and MPhil, Programme EiC, Journal of Marketing Advances and Practices
10:30	- 10:35	0:05	<b>Token of Appreciation for Keynote Speaker</b>
10:30	- 10:40	0:10	<b>Preparation for Online Presentation Session &amp; Break out Room Session Announcement</b>

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
<b>Breakout Room 1 &amp; 2</b>		
10:40 - 10:50	0:10	<b>Online Presentation Session and Session Chair Introduction</b>
10:50 - 12:35	1:45	<b>Online Presentation Session</b> 7 presenters - 15 minutes each
12:35 - 13:05	0:30	<b>Break</b>
13:05 - 14:35	1:30	<b>Online Presentation Session</b> 6 presenters - 15 minutes each
14:35 - 14:45	0:10	<b>Appreciation Moment</b> Presenters
14:45 - 14:55	0:10	<b>Testimonial and Post-Conference Information Announcement</b>
14:55 - 15:00	0:05	<b>Break &amp; Announcement to go to Main Room</b>
<b>Main Room</b>		
15:00 - 15:10	0:10	<b>Awarding Ceremony</b> Best Presentation Session Chairs
15:10 - 15:20	0:10	<b>Closing</b>

## Breakout Room 1

Session Time : 10.40 – 15.00

Session Chair: Dr. Silvia Ambag

### Track Risk Management and Insurance

Paper ID	Presenter	Paper Title
IEM21111	Cut Irna Setiawati	Relationship Marketing and Service Quality Towards Customer Loyalty among Telecommunication Product Users (Indihome)
IEM21121	Kristina Sisilia	Gold Jewellery Purchase Decision Behaviour During the Covid-19 Pandemic

### Track Operations Management

Paper ID	Presenter	Paper Title
IEM21110	Akhmad Yunani	Determining Inventory Level in Uncertainty Condition; A Case of a Dairy Milk Cooperative

### Track Economics

Paper ID	Presenter	Paper Title
IEM21112	Ahmad Soleh	Impact of Asean Trade Integration for the Economies of Countries in Southeast Asia
IEM21122	Agus Maolana Hidayat	The Influence of Inflation, Foreign Investment and International Trade on the Economic Growth of Asean Member Countries Post-Economic Crisis



#### Track Business

Paper ID	Presenter	Paper Title
IEM21103	Rennyta Yusiana	Green Purchase Intention: An Investigation Green Brand Knowledge and Green Perceived Value
IEM21108	Arry Widodo	Mediating Role of Environmental Attitude Between Consumers' Satisfaction and Repeat Purchase of Eco-Friendly Petrol in Indonesia
IEM21120	Retno Setyorini	Impulse Buying Strategy in E-commerce: Shopping Lifestyle and Fashion Engagement
IEM21124	Rennyta Yusiana	Integration Consumer Response During the Pandemic Covid-19 on Advertising: Perception Study on Eco-Labeling and Eco-Brand Products Eco Care
IEM21127	Imanuddin Hasbi	Business Model Canvas Village Tourism Cangkuang Kulon Kampung Sepatu

#### Track Digital Marketing

Paper ID	Presenter	Paper Title
IEM21123	Arry Widodo	The Role of Impulse Buying in Online Stores: An Empirical Study of Indonesian Consumers

#### Track Finance

Paper ID	Presenter	Paper Title
IEM21125	Eneng Nur Hasanah	Financial Robo-advisor: A Bibliometric Analysis and Systematic Literature Review

#### Track Public and Corporate Governance

Paper ID	Presenter	Paper Title
IEM21113	Thanapum Limsiritong	A Challenge of Macro-Meso-Micro Analysis Impacts on Multiracial Nationality Decision Making: Multiracial Thai-Japanese in Bangkok

## Breakout Room 2

Session Time : 10.40 – 15.00

Session Chair: Dr. Sheryl H. Ramirez

### Track Social Studies

Paper ID	Presenter	Paper Title
IEM21126	Sita Deliyana Firmialy	Investigation on the Vaccine Hesitancy : Identifying the Perceived Risks Associated with Covid-19 Vaccination among Generation Z in Indonesia

### Track Tourism Management

Paper ID	Presenter	Paper Title
IEM21116	Narendra Ikhwan Arif Rianto	Reciprocity, Commitment, and Employee Behavior During a Pandemic in the Hospitality Industry
IEM21118	Sherly Artadita	The Integration of Halal and Cultural Tourism: A New Challenge and Opportunity in Tourism Sector

#### Track Management

Paper ID	Presenter	Paper Title
IEM21101	Krishna Kusumahadi	E - Service Quality Model and Kano Model: Integration Improvement on Service Quality in E - Commerce Services in 2020
IEM21102	Krishna Kusumahadi	Customer Experience, Customer Value and Customer Trust Influence Customer Loyalty Through Customer Satisfaction on E - Commerce 2020
IEM21105	Dwi Hartanto	Coal Hauling Business Remodeling as a Key Success Factor of Business Turnaround Strategy for Coal Transporter Company
IEM21106	Sugesko	SWOT Analysis on Credit Card Marketing Strategy for a Foreign Bank in Indonesia
IEM21107	Ahmad Sugiono	Applying ERRC of Blue Ocean Strategy: A Value Innovation for Contracting Carrier Company Study Case in Indonesia
IEM21109	Ganjar Mohamad Disastra	The Relationship Between Organizational Support and Performance in Higher Education: The Role of Digital Capabilities, Innovativeness and Commitment
IEM21114	Trisha Gilang Saraswati	Legal and Paid Online Movie Streaming Services: Resubscribe Intention in Indonesia
IEM21119	Ganjar Mohamad Disastra	Local Product Purchase Intention: Does Product Quality, Trust, and Emotional Value Matters?

#### Track Decision Making and Negotiation

Paper ID	Presenter	Paper Title
IEM21115	Fitriani Nur Utami	Analyzing Factor Affecting the Usage of Pirated Software in Indonesia



**Track:  
Risk Management and  
Insurance**

# Relationship Marketing and Service Quality Towards Customer Loyalty among Telecommunication Product Users (Indihome)

Cut Irna Setiawati<sup>1</sup>, Gilang Rayhan Fadilla<sup>2</sup>

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

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## Abstract

**Background** - The development of information technology in Indonesia is growing rapidly with the mark of the growth of internet users which is increasing every year. The increase in the number of internet users in Indonesia is influenced by the distribution of infrastructure or broadband in Indonesia. With the spread of infrastructure or broadband, opportunities for telecommunications service companies to provide fixed broadband services have increased. One of the fixed broadband service companies in Indonesia, namely PT. Telekomunikasi Indonesia, Tbk with a broadband service called Indihome. One of the largest users of Indihome is in the Bogor City Area. However, the number of Indihome users in Bogor City fluctuated in 2020. This indicates that there are customers who are not loyal to Indihome products.

**Purpose** - This study aims to determine the impact of relationship marketing and service quality variables on customer loyalty among Indihome product in Bogor.

**Design/methodology/approach** - This research used quantitative methods by distributing questionnaires in collecting primary data and this research used a Likert scale as a measurement. The sampling technique used in this study is purposive sampling. The population in this study were Indihome users located in Bogor City and the research sample was 400 respondents using the Slovin formula. The analysis technique used is descriptive analysis, classical assumption test, multiple linear regression analysis, correlation analysis, and hypothesis testing.

**Findings** - The results of this study indicate that relationship marketing and service quality partially have a positive and significant impact on customer loyalty. Based on the results of hypothesis testing through SPSS version 23, the relationship marketing variable obtained a  $t$ -count value (7.075) >  $t$ -table (1.966) and the service quality variable obtained a  $t$ -count value (8.716) >  $t$ -table (1.966). In addition, relationship marketing and service quality variables simultaneously obtain the  $F$ -count value (345.019) >  $F$ -table (3.018). This shows that relationship marketing and service quality have a positive and significant effect on customer loyalty among telecommunication product.

**Research limitations** - The limitations of this research is limited number of respondents and only distributed at the beginning of 2021, since the fluctuation has been remained in the 2020. This research also have another variable such as product quality and the process offering that can influence the consumer loyalty in telecommunication product for further research opportunity.

**Originality/value** - the originality of this research was focused on telecommunication product because in pandemic this telecommunication product is increasing but on the contrary condition on Indihome product. This is an interesting object to research.

**Keywords** : relationship marketing, service quality, customer loyalty, telecommunication product

# Gold Jewellery Purchase Decision Behaviour During the Covid-19 Pandemic

Riqqah Zhafirah Benzy<sup>1</sup>, Kristina Sisilia<sup>2</sup>

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

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## Abstract

**Background** - *The pandemic lockdown causes declining sales experienced by small businesses such as gold shops named Toko Mas Winna. Other similar gold shop businesses have also experienced the same in other cities in Indonesia since the lockdown was imposed. Initially, consumers periodically bought gold jewellery to decorate and invest in storing the gold jewellery. Consumer priorities changed during the lockdown, starting to sell their gold jewellery collections to purchase and keep more groceries at home.*

**Purpose** - *This study examines consumer behaviour related to gold jewellery purchasing decisions at small gold shops in South of Jakarta City during the Covid-19 pandemic.*

**Design/methodology/approach** - *The research was conducted using the factor analysis with Principal Component Analysis (PCA) extraction method using questionnaires to 100 respondents who are also consumers of Mas Winna's gold jewellery store in South of Jakarta City about their gold purchase decisions.*

**Findings** - *The survey results indicate that the most dominant component in purchasing gold jewellery is the perception factor; psychologically, a consumer tends to choose gold jewellery that is considered following her personality.*

**Research limitations** - *The limitation of this research was only conducted on one gold shop in the provincial capital, Jakarta City, and only on woman consumers in the same city.*

**Originality/value** - *Therefore, this result is important for gold jewellery shop owners to understand their consumers' perceptions.*

*Keywords : purchase decision, factor analysis, gold jewellery, consumer perception*

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**Track:  
Operations  
Management**

# Determining Inventory Level in Uncertainty Condition; A Case of a Dairy Milk Cooperative

Akhmad Yunani<sup>1</sup>, Arif Kuswanto<sup>2</sup>

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

---

## Abstract

**Background** - Inventory level is such of important decision in maintaining both service level and efficiency. Determining inventory level becomes complex under conditions of uncertainty. The accuracy of inventory level decisions is a determinant of business performance from an institutional as well as financial perspective.

**Purpose** - This research aims to propose a model of determining the inventory level of fodder concentrate that covers both service level and efficiency. This research also shows the impact of the model proposed on the business performance in terms of service level and inventory costs, comparing to the existing inventory policy.

**Design/methodology/approach** - This research is a case study of a dairy milk cooperative. There are two uncertainty conditions in the case, i.e., demand and purchasing. To determine inventory level, the probabilistic model in managing inventory is applied. The demand of fodder concentrate is forecasted using Monte Carlo simulation involving 12 past series data, while estimated cycle inventory is calculated using a continuous review policy model. The impact of using the proposed model is measured by service level.

**Findings** - Applying current policy, to meet the needs of 790,000 kg a year, the cooperative must order 53 times. The total inventory cost is IDR165.14 million with excess inventory of 13,819 kg a year. Using probabilistic inventory management model, a safety stock of 4,314 kg a day is proposed to meet 98% service level. The expected shortage cycle is only 15 kg of the order of 139,950 kg, so the fill rate is almost 100%, and the total cost of inventory is 67.47 million. Thus it obviously reveals that the proposed model can save inventory costs of IDR97.67 million without any excess or shortage of inventory.

**Research limitations** - This research uses only a single price of the material. In order to get a real picture of the impact of the proposed model, especially in terms of inventory costs, further research is recommended to calculate inventory costs using dynamic real prices.

**Originality/value** - The application of the probabilistic model of inventory management is rare research in the cooperative type of business.

*Keywords* : inventory level, uncertainty, service level, probabilistic model, cooperative business

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# Track: Economics

# Impact of ASEAN Trade Integration for the Economies of Countries in Southeast Asia

Ahmad Soleh<sup>1</sup>, Adhitya Wardana<sup>2</sup>, Prima Audia Daniel<sup>3</sup>, Agus Maolana Hidayat<sup>4</sup>, Cut Irna Setiawati<sup>5</sup>

<sup>1,3</sup>Universitas Muhammadiyah Jambi, <sup>2</sup>Universitas Padjadjaran, <sup>4,5</sup>Telkom University

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## Abstract

**Background** - *The development of a region can be influenced by the availability of various sources of power. This development can be seen from the increase in national income (GDP) to create regional economic development. To increase regional development, many countries have developed the trade sector by establishing trade integration in various regions, not least in Southeast Asia through the establishment of AFTA. The Importance of Trade integration is a significant and exciting issue to study.*

**Purpose** - *Based on the terms that the research is aimed to analyze the role of the integration of trade of ASEAN as a global, trade intra ASEAN and trade extra ASEAN.*

**Design/methodology/approach** - *The study is to be descriptive and verification by using secondary data sourced from UNCTAD and ASEAN Statistical Year Book (ASYB), from 2004 to 2018. Model in research is regression linear multiple OLS, through testing statistics to establish a model (PLS, FEM AAU REM).*

**Findings** - *The study results show that inflation, the planting of foreign capital and trade globally ASEAN, trade intra-ASEAN and trade extra ASEAN give effect positive are significant for improving economy (GDP) of the countries members of ASEAN. Because the integration of Trade ASEAN in efforts to strengthen trade in Southeast Asia is a matter that is important for the countries in the region, their integration can increase the exchange of ASEAN globally, especially trade intra-ASEAN and grow the economy or GDP for each country- country member.*

**Research limitations** - *Limitations of the study are the variable used to measure trade only on goods sectors, do not involve the services sectors, and do not involve infrastructure support trade.*

**Originality/value** - *Freshness in research is located on the role at an impact of the integration of trade to trade intra- Asean and exchange is global to country members of ASEAN.*

*Keywords : Integration of Trade ASEAN, Inflation, Investment Capital Foreign, Crisis World, and GDP*

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# The Influence of Inflation, Foreign Investment and International Trade on the Economic Growth of ASEAN Member Countries Post-Economic Crisis

Agus Maolana Hidayat<sup>1</sup>, Ferry Hadiyanto<sup>2</sup>, Ahmad Soleh<sup>3</sup>

<sup>1</sup>Universitas Telkom, <sup>2</sup>Universitas Padjadjaran, <sup>3</sup>Universitas Muhammadiyah Jambi

---

## Abstract

**Background** - *The goal of the economic development is to create prosperity for the people, and aimed at increasing national income sustainably. The role of macro and monetary variables is crucial in economic development process, so it is necessary to analyze them comprehensively so that their role can be optimal. Based on such thought, the research was important to conduct.*

**Purpose** - *The purpose of the research was to analyze the impact of inflation, foreign direct investment, and international trade on the ASEAN economic growth post-economic crisis.*

**Design/methodology/approach** - *The research used the quantitative and qualitative methods descriptively and verification by using the secondary data from the United Nations Conference on Trade and Development (UNCTAD) from 1998 to 2019. The model used in this research was the multiple-linear regression model through election suitability models, namely, Common Model, Fixed Effect Model (FEM), and Random Effect Model (REM).*

**Findings** - *The result of the research showed that inflation (INF) and foreign direct investment (FDI) had the significant impact on the economic growth (LGDP). Besides, in international trade showed the balance of trade (BOT) had positive impact significantly on the economic growth, but separately export (EXP) had the positive impact significantly, on the contrary, the import (IMP) had the negative impact significantly on each ASEAN country's economic growth.*

**Research limitations** - *Limitations of the research was in the use of export and import variables, which only counted the goods sector, did not count the service sector, nor consumption variable.*

**Originality/value** - *The originality in this research was the combination of variable usage in internal monetary sector (inflation) and external real sector (foreign direct investment, export, and import), therefore it gave the more comprehensive result in economic growth analysis in the members of ASEAN countries.*

*Keywords : Export and Import, Inflation, Foreign Direct Investment and Economic Growth*

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# Track: Business

# Green Purchase Intention: An Investigation Green Brand Knowledge and Green Perceived Value

Rennyta Yusiana<sup>1</sup>, Arry Widodo<sup>2</sup>, Agus Maolana Hidayat<sup>3</sup>

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

---

## Abstract

**Background** - Currently, there is environmental and ecosystem damage, one of which is due to the accumulation of waste residue or waste originating from industry and households. Difficult waste to decompose is plastic, they tend to accumulate in landfills, wasted in the sea, and can threaten marine ecosystems. However, if burned will produce substances that are harmful to health. This phenomenon supports people using plastic substitutes, bioplastics. It made from cassava and vegetable derivatives, and environmentally friendly and not harmful if ingested by animals.

**Purpose** - This study aims to determine the effect of Green Brand Knowledge (GBK) and Green Perceived Value (GPV) on Green Purchase Intention (GPI) of bioplastic products in Bandung, Indonesia.

**Design/methodology/approach** - This research is a quantitative research with descriptive and causal data analysis. Respondents were 100 people, which uses bioplastics products in Bandung-Indonesia. Data collected from the questionnaire, processed using SPSS application and path analysis method.

**Findings** - The results showed that the respondents' perceptions of each variable: Green Brand Knowledge (GBK), Green Perceived Value (GPV) and Green Purchase Intention (GPI) were in the good category. There is a partially significant relationship between Green Brand Knowledge (GBK) and Green Purchase Intention (GPI) and a simultaneous relationship, Green Brand Knowledge (GBK) and Green Perceived Value (GPV) with Green Purchase Intention (GPI) has a very strong and significant relationship.

**Research limitations** - To improve the dimensions of Green Brand Knowledge (GBK), Green Perceived Value (GPV) and Green Purchase Intention (GPI), so the memory with many associations related to the environment and environmental awareness increases.

**Originality/value** - This study provides input on relevant theories regarding the effect of Green Brand Knowledge (GBK) and Green Perceived Value (GPV) on Green Purchase Intention (GPI) of bioplastic products in Bandung-Indonesia and supports increased consumer use of environmentally friendly products. It is known that improvements in the customer dimension and environmental concern are to increase Green Perceived Value (GPV), so that consumers get overall benefits and something is sacrificed based on environmental desires, in the hope that there will be sustainability and an increase in green needs.

**Keywords** : Green Brand Knowledge, Green Perceived Value, Green Purchase Intention

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# Mediating Role of Environmental Attitude between Consumers' Satisfaction and Repeat Purchase of Eco-Friendly Petrol in Indonesia

Arry Widodo<sup>1</sup>, Nabsiah Abdul Wahid<sup>2</sup>

<sup>1</sup>Telkom University, <sup>2</sup>Universiti Sains Malaysia

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## Abstract

**Background** - Indonesia has serious air pollution. The joined effort between the Indonesian government and PT. Pertamina, to minimize pollution problems, has resulted in introducing eco-friendly petrol known as Peralite RON 90, which is targeted for four-wheel vehicle consumers in the country. Since its introduction in 2015, petrol has been observed to received acceptance by consumers.

**Purpose** - This study investigates whether environmental attitude plays a mediating role between consumers' satisfaction and repeat purchase behavior in consuming Peralite.

**Design/methodology/approach** - A survey carried out on 469 Peralite consumers in Jakarta petrol stations confirmed that consumers' satisfaction and repeat purchase behavior is mediated by environmental attitude.

**Findings** - The tests carried out between satisfaction and attitude, perspective, repeat purchase, and satisfaction and repeat purchase also found the significant relationships between the variables. The results imply the critical roles played by three variables as displayed from the direct and indirect connections. In other words, consumers purchase Peralite RON 90 because they are satisfied and have a positive environmental attitude about it. For future promotion, the focus can be emphasized on the quality of eco-friendly petrol. It influences consumers' satisfaction and continuous education to enhance consumers' positive attitudes towards the environment.

**Research limitations** - Consider the influence of other individual characteristics such as those that can encourage consumers to take action and behave in an environmentally friendly manner by considering various other supporting aspects.

**Originality/value** - This research describes a caring attitude towards the environment which is stimulated by consumer satisfaction in consuming green innovative products, which currently has become a highlight of environmental issues in various parts of the world.

*Keywords* : Satisfaction, Environmental Attitude, Repeat Purchase, Eco-friendly

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# IMPULSE BUYING STRATEGY IN E-COMMERCE: SHOPPING LIFESTYLE AND FASHION ENGAGEMENT

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## Abstract

**Background** - Shopping lifestyle refers to how people live, spend money, and allocate time (Mowen & Minor, 2018) while involvement in fashion products is measurable through the importance of self-expression, the importance of hedonism, practical relevance, and purchase risk. Individuals who involve themselves in using a product are supposed to make a purchase due to their needs and interests (Sangadji & Sopiah, 2018).

**Purpose** - This study aims to analyze the effect of Shopping Lifestyle and Fashion Involvement on Impulse Buying of Zilingo e-commerce consumers.

**Design/methodology/approach** - This study employed a quantitative method with a descriptive causal research type, in which the sampling applied nonprobability sampling through purposive sampling with a sample size of 100 respondents. The data were analyzed using descriptive and multiple linear regression analysis.

**Findings** - Observed from the finding, it is discovered that shopping lifestyle and fashion involvement simultaneously have a positive and significant effect on impulse buying of Zilingo e-commerce consumers. It means that, in promoting products through advertisements, Zilingo e-commerce pays attention to product categories, product brands, and the quality offered. In addition, offering products with certain brands will be able to influence self-expression

**Research limitations** - The research limitations are still on one of the e-commerce in the fashion field; it is hoped that further research can be expanded to several SME sectors.

**Originality/value** - This study is designed for e-commerce selling fashion products, particularly for MSME players who, in promoting their products, pay more attention to fashion models, ways to promote products, product quality and lifestyle characteristics of the targeted community that can influence interest in making unplanned purchase decisions.

*Keywords* : e-commerce, Impulse Buying, Fashion involvement, Shopping Lifestyle,

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# Integration Consumer Response During the Pandemic Covid-19 on Advertising: Perception Study on Eco-Labeling and Eco-Brand Products Eco Care

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## Abstract

**Background** - *Environmentally friendly assurance, or commonly known as eco-label, indicates that the product is guaranteed quality. Currently, the Indonesian government supports green marketing actions carried out by companies. One of the supports provided by the government is the provision of eco-labels for green products.*

**Purpose** - *To analyze an advertisement through the concept of green marketing, one of the supporting elements of communication in promotion is and eco-brand and eco-label.*

**Design/methodology/approach** - *This research is descriptive analysis using quantitative methods involving 100 respondents who buy eco care products during the covid-19 pandemic. The data analysis technique used is multiple linear regression analysis.*

**Findings** - *The results of hypothesis testing demonstrate a significant difference in customer buying behavior between the eco-label, eco-brand, and environmental advertisement. F count (32.687) > F table (2.699) and a significance value of 0.000 support this. The partial hypothesis test (t test) revealed that the factors (e.g eco-brand, environmental advertisement and eco-label) had a substantial impact on customer buying behavior. The coefficient of determination depicts the relationship between the variables (e.g., eco-brand, environmental advertisement, and eco-label) Consumer purchasing behavior is affected by 50.5 percent of the time, with the remaining 49.5 percent influenced by external factors.*

**Research limitations** - *This study is to determine the effect of using environmentally friendly products on consumers to buy as measured through, eco brands, environmental advertisements and eco-labels in the market either directly or indirectly.*

**Originality/value** - *This study provides input on relevant theories on the theory of reasoned action, especially on the sub-variables regarding the eco label, eco brand, environmental advertiment, and consumer purchase behavior, and supports increased use and consumer behavior. Furthermore, analysis is deemed necessary to expand the sample size and investigate a broader cluster of samples to boost the understanding of consumer purchase behavior.*

*Keywords : Consumer purchase behavior, eco-label, eco-brand, environmental advertisement*

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# Business Model Canvas Village Tourism Cangkuang Kulon Kampung Sepatu

Imanuddin Hasbi<sup>1</sup>, Putu Nina Madiawati<sup>2</sup>, Nuslih Jamiat<sup>3</sup>, Arif Kuswanto<sup>4</sup>, Brady Rikumahu<sup>5</sup>, Dicky Hidayat<sup>6</sup>, Ahmad Nur Sheha Gunawan<sup>7</sup>

<sup>1,2,3,4,5,6,7</sup>Universitas Telkom

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## Abstract

**Background** - *The Cibaduyut small shoe industrial center area is one of the tourist destinations that has existed since 1918, including three sub-districts, one of which is Cangkuang Kulon Village which is included as a Shoe Village with an area of 14 square km. The Cibaduyut shoe center area is visited by many local tourists, domestic tourists, and foreign tourists. Since the Covid-19 pandemic, the Cibaduyut shoe center area has experienced a significant decline in tourist visits, resulting in a drastic drop in shoe sales. Many shoe entrepreneurs have reduced their production, and some even have not produced them at all. This, of course, needs to be carried out as a sustainable strategy for the post-covid-19 shoe craft business by managing business with an entrepreneurial spirit.*

**Purpose** - *The researcher took a Business Model Canvas approach in designing a sustainable strategy in developing a tourist village in Kampung Shoes by describing and defining each main activity to create value to generate income for Badan Usaha Milik Desa (BUMDES) of Cangkuang Kulon Village.*

**Design/methodology/approach** - *This type of research used a qualitative research approach with SWOT analysis and Business Model Canvas. Respondents using key informants from business actors, community leaders, and local government officials.*

**Findings** - *There were nine main activities in establishing a business development strategy to increase business actors' product value and income in Shoes Village, Cibaduyut Kulon Village.*

**Research limitations** - *Limitations of study in Cangkuang Kulon Village.*

**Originality/value** - *This research is designed for a sustainable strategy for developing a business specifically for the Shoe Village Tourism Village, Cangkuang Kulon Village, by defining the problems of shoe artisans and taking into account local conditions so that the results of the study can be applied directly to shoe artisans in Shoe Village, Cangkuang Kulon Village.*

*Keywords : Business Model Canvas, Tourism Village, Kampung Sepatu, Small Industry, Creative Industry*

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# Track: Finance

# Financial Robo-Advisor: A Bibliometric Analysis and Systematic Literature Review

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## Abstract

**Background** - *Financial Robo-Advisor become common investment advisor in many countries. It becomes hot issue to attract lay investor and guide new investor to give investment recommendation. In the financial industry perspective, the Financial Robo-Advisor is the developing approach to improve its facilities, but in the academic perspective, Financial Robo-Advisor are still under discussion.*

**Purpose** - *This study aims to explore the Financial Robo-Advisor based on academic perspective by using specific keyword.*

**Design/methodology/approach** - *There are 71 literatures which consist of journal articles and conference proceeding. The methodology that is used consist of bibliometric analysis and systematic literature review. The bibliometric analysis process divided into five steps: determine keyword, collecting data, cleaning process, data processing, and data analysis. Then, data processing use VOS Viewer software to conduct the keyword mapping and clustering. Furthermore, the systematic literature review constructed by manually, then mapping it into a comprehensive and concise table.*

**Findings** - *The result show that there are twenty-one objective categories and methodology in the Financial Robo-Advisor field study. Furthermore, the most discussion in this field is about investment, which relevant with the study because Financial Robo-Advisor used as investment advisor. Then, the study also shows many proposed framework and model from the authors, such as regulatory and legal, system architecture, recommendation system, etc.*

**Research limitations** - *This research data only comes from Scopus publisher with university limited access.*

**Originality/value** - *The originality of this research is the comprehensive study that mapping the Financial Robo-Advisor based on its objective and methodology, and give the position overview based on the keywords.*

*Keywords : robo-advisor, finance, bibliometric, systematic review*

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**Track:  
Public and Corporate  
Governance**

# A Challenge of Macro-Meso-Micro Analysis Impacts on Multiracial Nationality Decision Making: Multiracial Thai-Japanese in Bangkok

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<sup>1,2</sup>Keio University Japan, <sup>3</sup>Siam University

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## Abstract

**Background** - Nationality decision making could impact immensely to country structural, society issues, and future population. Exploring the factors and model prediction could dramatically benefit to Thailand-Japan or as a reference country toward government direction and policy approach to country and human development strategies. The case study of Thai-Japanese multiracial decision making could crucially explain of international community transformation in a different country status.

**Purpose** - (1) To study the possibility factors of multiracial decision making (2) To adjust the factors of multiracial decision making into a model prediction (3) To assess a model in separation of developing and developed country context toward multiracial decision making.

**Design/methodology/approach** - This research conducted in quantitative method which n=685 sampling of questionnaire survey data by purposive sampling via online in Bangkok. The main criteria to get the data were age over 18 years old, having an experience in both country of Thailand and Japan, and being a half Thai-Japanese. Formulating to the PLS-SEM model by SMART PLS.

**Findings** - The results shows that Thailand development has a problem of combining policies and mangement between macro meso and micro structure which happens to a nationality decision making of multiracial meanwhile Japan has a potential to escalate a policy toward international in a positive way with a significant support of the link between macro meso and micro structure both direct and indirect way of multiracial natonality decision making.

**Research limitations** - Focusing in this paper can explain only a multiracial who choose to be as a dual nationality only. Further research should provide more in terms of multiracial who decide to choose in one racial.

**Originality/value** - factor formation from the characteristic of migration and tourism to test in multiracial nationality decision making and explain the possibility of multiracial nationality decision making in a new structure of Macro Meso and Micro analysis which adapted from the model of migrant decision making.

*Keywords* : a. Multiracial, b. Thailand, c. Japan, d. Decision making, e. PLS-SEMmodel

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# Track: Social Studies

# Investigation on the Vaccine Hesitancy : Identifying the Perceived Risks Associated with COVID-19 Vaccination among Generation Z in Indonesia

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## Abstract

**Background** - Researchers struggle to find the antidote for COVID-19 that later on came in the form of vaccines against COVID19 and considered as the new hope in the battle against the COVID19. However, the reality is not exactly worked as the earlier plan, especially with numerous people feeling disbelief toward the vaccine's efficacy thus refused to be vaccinated. Between X, Y, and Z generations in Indonesia, the highest refusal rate against the COVID19 vaccines stands for generation Z and thus serves as a challenge and a threat that must be observed in the form of research.

**Purpose** - Thus, this study aimed to answer the challenge and explore the issues to determine perceived barriers that may affect vaccination decision-making among generations Z.

**Design/methodology/approach** - A cross-sectional study was carried out among Generation Z in Indonesia, more specifically focused on the capital of West Java Province, Bandung City. Data collection was done via an online questionnaire from June 2021 until July 2021 from 350 respondents. Quantitative data was collected and further analyzed using descriptive analysis and Exploratory Factor Analysis (EFA) analysis.

**Findings** - The study found evidence of ten (10) perceived barriers that may affect the decision-making process related to the vaccination process for Generation Z in Indonesia, specifically in West Java Province. In this study we found evidences of fear of any potential adverse effect and insufficient trust in the vaccine providers as the most dominant barrier(s) that influences public hesitancy to get vaccinated.

**Research limitations** - The study limits the exploration to the issues related to the perceived barriers that may induce COVID-19 vaccines hesitancy of Generation Z in Indonesia.

**Originality/value** - This study fills the gap from previous research where no study explores perceived barriers against COVID19 vaccinations for Generation Z in Indonesia. Previous studies found in the literature majority focused on the differences across generations; however, none specifically focused on Generation Z, especially within the Indonesian context.

**Keywords** : COVID-19, vaccine acceptance, Generation Y and Z, Indonesia, vaccine hesitancy

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# Track: Tourism Management



# Reciprocity, Commitment, and Employee Behavior During a Pandemic in the Hospitality Industry

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<sup>1,2</sup>Universitas Indonesia

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## Abstract

**Background** - *The tourism industry in Indonesia is severely affected by the Covid-19 crisis. Employees who are still working during the pandemic have a high probability of termination of employment. In times of crisis, the role of superiors is very important for the sustainability of the company's operations and creates commitment to companies in the Tourism Industry in difficult times so that employees do not behave counter-productively.*

**Purpose** - *This study aims to examine the effect of Job Insecurity (JI), Perceived Leader-Member Exchange (PLMX), Organizational Commitment (OC) on Job Search Behavior (JSB)*

**Design/methodology/approach** - *This study used a Cross-Sectional Research design where the sample are working-employee in Hospitality Industry during the COVID-19 pandemic. This study collected 191 data, then as a prerequisite, through a screening question sorted 107 employees (56%) who still working for more than 1 year in their company. This study analyzed data using the Partial Least Square (PLS) method to determine the relationship between the construct variables with a total of 51 question items*

**Findings** - *Results from this study show that high level of job insecurity has a significantly negative effect and high level perceived leader-member exchange has a significantly positive effect on organizational commitment, which is significant driver of job search behavior and mediates the effect of job insecurity and perceived leader-member exchange on job search behavior*

**Research limitations** - *This study only collects data from the tourism industry in several regions in Indonesia. So the results of this study may not capture as a general condition in Indonesia.*

**Originality/value** - *While previous studies that raised a similar phenomenon only included the predictable Turnover Intention, this study focused on Job Search Behavior in the tourism industry. Whereas Job Insecurity is proven as a predictor of Job Search Behavior from Hospitality employees.*

**Keywords** : *Perceived Leader-Member Exchange, Job Insecurity, Job Search Behavior, Organizational Commitment, COVID-19*

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# The Integration of Halal and Cultural Tourism: A New Challenge and Opportunity in Indonesia Tourism Sector

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## Abstract

**Background** – Four areas (i.e., accessibility, communication, environment, and service) are evaluated in Indonesian Muslim Travel Index (IMTI) 2019. Unfortunately, service area which accommodates 45% of accumulative assessment score, exhibits the lowest average assessment score. This concerning revelation has inspired the initiation of this study.

**Purpose** – This study aims to advance the underachievement of service areas by proposing a framework that mixed cultural elements into consideration. The cultural elements were adapted from cultural tourism components. Relying on that, the integration of halal tourism and cultural tourism specified to tempt visitors' interests. Thereafter, the overall assessment of the projected halal tourism destinations in Indonesia is expected to improve.

**Design/methodology/approach** – To achieve the objectives, this study adopts qualitative methodology and conducts a careful literature review of previously established research related to halal tourism and cultural tourism. Among all the examined scientific publications, this study also incorporates IMTI report and World Tourism Organization (UNWTO) report as official reports that underlie the proposed framework's foundation.

**Findings** – This study presents a proposed framework of halal tourism along with noteworthy directions. The preliminary assessment shows that halal restaurants and prayer facilities are two essential supports that should be accessible in any airports, hotels, and attractions of the projected halal tourism destinations. The findings also featured the interactions of intangible heritage and contemporary culture as components of cultural tourism that hold the potential to improve the service area of Indonesia's halal tourism.

**Research limitations** – Integrating cultural element into service area of halal tourism hopefully could increase its quality and score for future IMTI evaluation. However, further research is needed to validate the effect quantitatively. Along the way, future research also encouraged to add more tourism elements or other elements into the mix that potentially can improve the service area.

**Originality/value** – Among the proliferation of studies in halal tourism, this study is the first to consider improving the overall performance of Indonesia halal tourism by focusing on mixing cultural elements into the service area. Most importantly, this study justifies an executable action plan grounded on prior scientific articles and relevant official reports that deserve consideration of halal tourism decision-makers.

*Keywords:* Halal tourism, cultural tourism, Indonesia, integration

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# Track: Management

# E - Service Quality Model and Kano Model: Integration Improvement on Service Quality in E - Commerce Services in 2020

Krishna Kusumahadi<sup>1</sup>, Widya Sastika<sup>2</sup>, Fanni Husnul Hanifa<sup>3</sup>

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

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## Abstract

**Background** - *Almost all aspects of the industry require faster transactions, easy access to information, and seamless communication. Nowadays every industry needs online media, where transactions, information, and communications will be quickly carried out and conveyed.*

**Purpose** - *This study integrates two models, which are e-service quality and the Kano model. The results obtained from customer needs will become True Customer Needs that can be analyzed to increase satisfaction.*

**Design/methodology/approach** - *The need attributes that have been obtained through Voice of Customer will be grouped into the dimensions of E-Service Quality which contain reliability, responsiveness, fulfillment, ease of use, information, security, efficiency.*

**Findings** - *Based on the results of data processing integration of Electronic Service Quality and the Kano Model, there are 8 out of a total of 14 attributes that become True Customer Needs, of which 7 attributes are recommended to be improved and 1 attribute is recommended to be developed.*

**Research limitations** - *Dimensions of E-Service Quality which contain reliability, responsiveness, fulfillment, ease of use, information, security, efficiency. E - Commerce Services in 2020*

**Originality/value** - *every industry needs online media, where transactions, information, and communications.*

*Keywords : eServiceQuality, KanoModel, eCommerce, ServiceQuality*

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# Customer Experience, Customer Value and Customer Trust Influence Customer Loyalty through Customer Satisfaction on E - Commerce 2020

Krishna Kusumahadi<sup>1</sup>, Widya Sastika<sup>2</sup>, Fanni Husnul Hanifa<sup>3</sup>

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

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## Abstract

**Background** - A survey conducted by startup company AI-Enabled Customer Experience Management Platform SurveySensum involving 1,000 consumers and 300 brands in Indonesia shows that when a business can put customer experience as the top priority, their business can get multiple benefits.

**Purpose** - The purpose of this study is to confirm the influence of Customer Experience, Customer Value, and Customer Trust on Customer Loyalty through Customer Satisfaction in E-commerce in 2020.

**Design/methodology/approach** - The method used in this research is Structural Equation Modeling (SEM) using SmartPLS software.

**Findings** - Based on the research results, the contribution of customer experience, customer value, and customer trust is 80.19% which affects customer satisfaction. The remaining 19.81% is influenced by other factors that not be explained in the study.

**Research limitations** - Variables :Customer Experience, Customer Value, and Customer Trust on Customer Loyalty through Customer Satisfaction Time : E-commerce in 2020.

**Originality/value** - Confirmation the influence of Customer Experience, Customer Value, and Customer Trust on Customer Loyalty through Customer Satisfaction in E-commerce in 2020.

**Keywords** : CustomerExperience, CustomerValue, CustomerTrust, CustomerSatisfaction, CustomerLoyalty

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# Coal Hauling Business Remodeling as a Key Success Factor of Business Turnaround Strategy for Coal Transporter Company

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<sup>1,2,3,4</sup>Kalbis Institute

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## Abstract

**Background** - Srikandi Utama Makmur Corporation has experienced financial distress, as seen in the financial ratios presented which is categorized as not having the ability to repay the debts from the lenders.

**Purpose** - This study aims to analyze the effectiveness of Business Remodeling strategy as a part of the Turnaround Strategy implemented in business recovery of Srikandi Utama Makmur Corporation, as one of the biggest Coal Transporter in Indonesia.

**Design/methodology/approach** - This study uses observational research, brainstorming to explore idea within advisor teams, formulation of an integrated improvement plan and direct decision-making as well as the implementing the balance scorecard tools as a tools for setting targets, monitoring performance and evaluating results.

**Findings** - Based on the improvement progress of this study, a turnaround strategy is the most appropriate choice in an effort to improve the business of Srikandi Utama Makmur Corporation who almost went bankrupt, where the performance increased from 29% to be 90%. Business Remodeling was the key strategy that most contributed to improvement in the initial 5 months of the study.

**Research limitations** - The improvement phases and success that have been achieved have not been maximized and have not been proven to be a standard / reference process, evaluation stages are still needed to ensure that success is not something that is lucky. The management of Srikandi Utama Makmur Corporation needs to continue to do its best to realize the target of the turnaround strategy that has been announced, in accordance with the final deadline in December 2021.

**Originality/value** - Business Remodeling implementation using the basic principle of partnership with the following objectives: (1) Develop upgrading competent strengths by synergizing several superior competencies in their respective fields into one strength. (2) Shifting the cost structure from fix cost to variable cost, so in the short term the variable cost approach using other people's resources is more effective.

**Keywords** : Turnaround strategy, business remodeling, integrated Key Performance Indicators, tight monitoring, continuous improvement

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# Applying ERRC of Blue Ocean Strategy: A Value Innovation for Contracting Carrier Company Study Case in Indonesia

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<sup>1,2,3</sup>Indonesian Education University

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## Abstract

**Background** - Companies are currently facing very tight competition by using the red ocean strategy so that other approaches are needed to create value and make the competition irrelevant.

**Purpose** - This study aims to determine the strategy's ability to make price competition irrelevant and optimize the company's operating costs.

**Design/methodology/approach** - This type of research uses descriptive qualitative research

**Findings** - The results also show that focusing on being a contractual carrier and procurement of warehouses is also proven to positively impact operational costs and company performance, provide added value to customers, and support the company's main business.

**Research limitations** - This study only applies to one company. Further research is recommended to conduct research on other companies.

**Originality/value** - It can be used to help companies find ways to compete and avoid red oceans. It also contributes scientifically to the blue ocean strategy.

*Keywords* : Blue Ocean Strategy, Contractual Carrier, Logistic

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# THE RELATIONSHIP BETWEEN ORGANIZATIONAL SUPPORT AND PERFORMANCE IN HIGHER EDUCATION: THE ROLE OF DIGITAL CAPABILITIES, INNOVATIVENESS AND COMMITMENT

Ganjar Mohamad Disastra<sup>1</sup>

<sup>1</sup>Telkom University

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## Abstract

**Background** - Indonesian scientific publications are experiencing rapid development. However, the proportion of publications produced compared to the number of lecturers in Indonesia is still low, besides that the productivity of Indonesian scientific publications is still dominated by State University lecturers.

**Purpose** - This study aims to investigate the relationship between organizational support and lecturer performance, which are mediated by digital capabilities and innovativeness, and moderated by commitment.

**Design/methodology/approach** - Data were collected through distributing questionnaires to the university lecturers, as respondents in this study. The collected data was tested using SmartPLS software as an alternative to the Partial Least Square Structural Equation Model.

**Findings** - Based on the results of hypothesis testing, this study found a significant effect on all proposed hypotheses, except for the moderating role of the commitment variable, on the relationship between digital capabilities and performance. The research results and discussion are further elaborated at the end of this article.

**Research limitations** - The data for this study were collected using convenience sampling and have limitations on sample size, so a replication studies are needed to increase the generalizability and representativeness of the study data.

**Originality/value** - This study allows for empirical examination of the effects of organizational support, digital capabilities, innovativeness, and commitment on lecturer's performance, which, as far as we can see, this research framework has never been studied before. This research will add value to the related literature by filling the void of previous research and also will provide practical implications for private universities on improving positive lecturer outcomes.

*Keywords* : Organizational Support, Digital Capabilities, Innovativeness, Commitment, Performance

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# Legal and Paid Online Movie Streaming Services: Resubscribe Intention in Indonesia

Trisha Gilang Saraswati<sup>1</sup>, Farah Oktafani<sup>2</sup>, Marheni Eka Saputri<sup>3</sup>

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

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## Abstract

**Background** - *The switching business method from offline to online has open wider business opportunities, such as online movie streaming services. Amidst the many illegal services offers for the same product for free and other legal providers, the legal and paid online movie streaming service provider keep struggling both to maintain and add the subscriber*

**Purpose** - *The purpose of the research is to analyze the factors that will influence the resubscribe intention of online streaming in Indonesia*

**Design/methodology/approach** - *This study is included in a descriptive study with an associative method using Path Analysis involving each of the 100 subscribers of legal and paid online movie streaming services who had subscribe the services in the last one year as respondents.*

**Findings** - *The result of this study stated that functional value, social value, emotional, epistemic value and conditional value has influence on resubscribe intention, both directly or when tested using resubscribe satisfaction as an intermediate variable which shows greater effect. For that reason, online movie streaming services provider can pay attention and trying to understand the reason why legal and paid online movie streaming subscriber are still willing to spend money to resubscribe.*

**Research limitations** - *This research is limited by the number of respondents and research area that limited in Indonesia area only.*

**Originality/value** - *This research proposes some factors that can influence the continuity of movie streaming business and investigating its relationship with the law of legality.*

*Keywords : Resubscribe Intention, Resubscribe Satisfaction, Online Movie Streaming Services*

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# Local Product Purchase Intention: Does Product Quality, Trust, and Emotional Value Matters?

Ganjar Mohamad Disastra<sup>1</sup>, Fanni Husnul Hanifa<sup>2</sup>, Widya Sastika<sup>3</sup>, Bethani Suryawardani<sup>4</sup>

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

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## Abstract

**Background** - This research is driven by the lack of consumer purchase intention in local electronic products in Indonesia. There is a common perception among people in developing countries that imported products are of much better quality than local products.

**Purpose** - Based on the Stimulus-Organism-Response (SOR) theory, this study attempts to examine a structural model that contains the relationship between Product Quality (Stimulus) and Purchase Intention (Response), involving Trust and Emotional Values (Organism) as intervening variables.

**Design/methodology/approach** - The authors collected data through a survey of consumers. In total there are 180 questionnaires that have been filled out and can be used for data processing. Subsequently, an examination of the proposed hypotheses was carried out using the Partial Least Square - Structural Equation Modeling (PLS-SEM) approach, assisted by WarpPLS 5.0 software.

**Findings** - The results of the study indicate that there is a significant influence on the relationship between Product Quality and Purchase Intention, which in turn, Product Quality also significantly influences consumer Trust and Emotional Value. In addition, this study also found that consumer Trust and consumer Emotional Value were able to significantly mediate the relationship between Product Quality and Purchase Intention.

**Research limitations** - This study discusses consumer Purchase Intention in local electronic products in Indonesia. However, this research also has some limitations. First, this research was conducted in the context of electronic products only, where this could be an obstacle to generalizing consumer intention in non-electronic local products. Second, the data in this study were obtained through a cross-sectional design only. For this reason, it is necessary to replicate similar research in order to obtain comprehensive and generalizable research results.

**Originality/value** - This study shows the importance of the impact of product quality, trust, and emotional value, in influencing consumer purchase intention. To the best of our knowledge, this framework has never been studied before. This research will add value to the related literature by filling the gap of previous research and also will provide practical implications for the local manufacturers to maintain their product quality, in order to increase consumer trust, emotional value, and purchase intention.

**Keywords** : Product Quality, Trust, Emotional Value, Purchase Intention

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# SWOT Analysis on Credit Card Marketing Strategy for a Foreign Bank in Indonesia

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## Abstract

**Background** – *Bank's face high pace competition in running a credit card business in Indonesia.*

**Purpose** – *This study examines the credit card marketing strategy of a foreign bank in Indonesia.*

**Design/methodology/approach** – *Methodology used is a descriptive research design that describes various conditions and situations within certain period of time. The method of analysis is descriptive method, by using SWOT analysis through external factor analysis (EFAS) and internal factor analysis (IFAS).*

**Findings** – *The results of the study show that determining the company's strengths, weakness, opportunities, and threats needs to be done before making a company's internal and external analysis strategy. Scoring through weights and ratings helps determine core strategy through SWOT coordinate matrix analysis. Strategy implementation is carried out through detailed action plans.*

**Research limitations** – *Data collection can be carried out more deeply and thoroughly through qualitative methods in order to obtain a better level of accuracy. The analysis carried out can be maximized using different analytical tools other than SWOT in further research in the future.*

**Originality/value** – *The swot analysis stage is carried out based on data on the implementation of work in the field.*

*Keywords : Marketing Strategy, SWOT Analysis, Internal/External Factor Analysis, SWOT Matrix Analysis, Action Plan.*

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# Track: Digital Marketing

# The Role of Impulse Buying in Online Stores: An Empirical Study of Indonesian Consumers

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## Abstract

**Background** - Online shopping competition in Indonesia is currently very competitive, where online/virtual retail stores are very active in conducting sales promotions. Indonesia is very profitable with very high internet penetration and creates online business opportunities, especially during the current Covid-19 pandemic. In online transactions, the website is the only medium used by buyers to find information about products.

**Purpose** - To find out how much influence sales promotions have on impulse buying mediated by website quality in the Indonesian online/virtual market.

**Design/methodology/approach** - The research method is a type of quantitative descriptive verification research. The data analysis method used Structural Equation Modeling (SEM). Data processing using SmartPLS. With some respondents as many as 400 people.

**Findings** - Based on the findings that sales promotions have a positive and significant effect on website quality, sales promotions a significant effect on impulse buying. On the other hand, website quality has a significant effect on impulse buying. It can be concluded that sales promotion is in the appropriate category, website quality is in the good category, impulse buying is in the good category. The results of SEM analysis state that sales promotion and website quality a significant effect on impulsive buying at Berrybenka.

**Research limitations** - This study proposes to empirically examine the impact of positive e-commerce attributes on sales promotion and website quality on online customers who result in impulse purchases. With the advent of e-trade/digital marketing, which includes elements of internet sites, product services, promotion factors, and different functions, which use resources in making clean choices, emerges as a critical exogenous element influencing client behavior.

**Originality/value** - This study provides input on relevant theories on the theory of reasoned action, especially on the sub-variables regarding the influence of Sales Promotion, Website Quality, and impulse buying on Berrybenka products in Bandung, West Java-Indonesia, and supports increased use and consumer behavior. Furthermore, it is known that impulse purchases are also influenced by the quality of the website, where currently the use of digital marketing provides a role and convenience for buyers and sellers.

**Keywords** : Online marketing, sales promotion, website quality, impulse buying

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**Track:  
Decision Making and  
Negotiation**

# Analyzing Factor Affecting the Usage of Pirated Software in Indonesia

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## Abstract

**Background** - Software piracy in recent years by end-users has become a complicated problem to overcome, as seen from the still high level of software piracy in Indonesia at 82% (Statista.com, 2021). Previous research mentioned factors that influence the interest in the use of pirated software based on two factors, namely Theory of Planned Behavior (TPB) (Cronan & Al-Rafee, 2008) and Ethics Theory (Yoon, 2011)

**Purpose** - This study aims to analyze the factors that most affect end-users in using pirated software in Indonesia.

**Design/methodology/approach** - This study uses a quantitative method with a descriptive research type. Sampling techniques used are nonprobability through accidental sampling with a sample size of 114 respondents. The data is analyzed using Explanatory Factor Analysis.

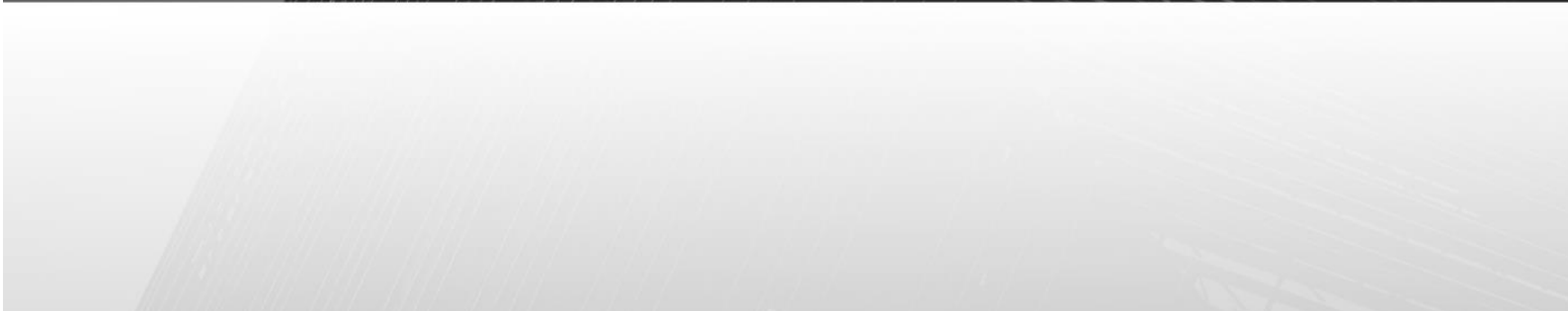
**Findings** - The results showed that subjective norms, moral obligations, attitudes, perceived behavioral control, past piracy behavior, and perceived benefits are six factors that affect end-users using pirated software in Indonesia. The factor that most influences end users to use pirated software in Indonesia is past piracy behavior.

**Research limitations** - This study has limitations, namely on only one computer system device. Hoping this research can expand into other areas such as illegal online movie streaming or illegal websites.

**Originality/value** - There is a lot of study on analyzing factors that affect usage of pirated software, but the locations in other countries. This study is specific to Indonesia only because it has never been done before.

**Keywords** : Pirated Software, Theory of Planned Behavior, Ethics Theory, Explanatory Factor Analysis

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## **FUTURE EVENT**

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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/>

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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 5-7, 2021 | Virtual Conference

LPPM UPN "VETERAN" Yogyakarta Conference Series 2021 – Economic and Business,  
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<https://upnconfeseries.com/2021-2/>

October 4, 2021 | Virtual Conference

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

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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)

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November 22, 2021 | Virtual Conference

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

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

November 29-30, 2021 | Virtual Conference

International Conference on IT, Communication, and Technology for Better Life (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.ihatec.com>



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