

31.20

The International Conference
on Entrepreneurship, Business, and Social Science

Proceedings

Department of Management
Faculty of Economics and Business
Diponegoro University



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DEAN'S WELCOME

I am delighted to welcome you to ICEBSS 2015 and Yogyakarta, Indonesia.

For the first time, this conference is held under the name ICEBSS – the International Conference on Entrepreneurship, Business and Social Sciences. This year's conference brings together more than 150 presenters and participants around the world to discuss the latest advances issues on entrepreneurship, business and social sciences. ICEBSS is planned to be held continually every year in different places.

We are honored to have two keynote speakers in this conference: Professor Thomas J. Chemmanur from the Carroll School of Management at Boston College and Professor Jamie S. Davidson from Faculty of Arts and Social Sciences, National University of Singapore.

We are hoping that you take time not only for paper presentation, but also to actively engage with the presenters and participants and to take this opportunity to further develop your professional links.

The conference will not be possible to be organized without the dedicated efforts of many individuals who have contributed to the various processes that make up this event. For their dedication, I sincerely convey my appreciation. My sincere gratitude also goes to our institutions' partners that provide their supports as co-hosts and sponsors in this conference.

Last but not least, Yogyakarta with its traditional, exotic and unique atmosphere is very interesting to be explored. You can find many classical Javanese arts such as batik, silver crafts, handy crafts, to mention a few, in here. Also, the world famous *Borobudur* and *Prambanan* temples are very fascinating objects to visit.

So, enjoy your stay in Yogyakarta and happy conferencing.

Dean of the Faculty of Economics and Business

Diponegoro University

Dr. Suharnomo



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KEYNOTE SPEAKERS

Prof. Thomas J. Chemmanur
(Carroll School of Management at Boston College USA)

Prof. Jaime D. Davidson
(Faculty of Arts and Social Science, National University of Singapore)

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PROGRAM

DATE	HOUR	PROGRAM
Thursday, August 13	07.30-15.00	Registration
	08.40-08.45	Welcoming Address by the dean of FEB UNDIP
	08.45-09.45	Keynote speech I by Prof. Thomas Chemmanur
	09.45-10.00	Coffee Break
	10.00-12.00	Concurrent Sessions I
	12.00-13.00	Lunch
	13.00-14.00	Keynote speech II by Prof. Jamie Davidson
	14.00-16.00	Concurrent Sessions II
	16.00-16.10	Coffee Break
	16.10-17.30	Concurrent Sessions III
Friday, August 14	07.30-10.00	Registration
	08.00-09.40	Concurrent Sessions IV
	09.40-09.50	Coffee Break
	09.50-11.30	Concurrent Sessions V
	11.30-11.35	Closing
	11.35-13.00	Lunch



PROGRAM SCHEDULE

Day 1, 10.00am – 12.00pm

Room	A	B	C	D	E
10.00-10.20	<p>TEACHING ESL WRITING USING COLOURED SCAFFOLDS Noor Hanim Rahmat (University Technology Mara)</p>	<p>Real Estate Sensitivities of Bank Stock Returns: Are the Sensitivities to Commercial and Residential Markets the Same? Ming-Te Lee (Ming Chuan University), Ming-Long Lee (National Dong Hwa University), Shew-Huei Kuo (National Yunlin University of Science and Technology)</p>	<p>Linking Education and Business Across Geography of Erasmus +. Improving Relationships Between Vocational Training and Job Market Pedro Antonio Balaguer (IES La Creueta Higher Vocational Training School)</p>	<p>A national good leader, masculinity, feminine or androgyny? Handrix Chris Haryanto, Tia Rahmania, Fatchiah E. Kertamuda (Paramadina University)</p>	<p>Perspektif Balanced Scorecard Pada Organisasi Kesehatan di Pulau Jawa dan Sulawesi (Kasus Pada RSUD Kota Semarang, RSUD Prof. Dr. Soekandar Mojosari dan Balai Kesehatan Mata Masyarakat Makassar) Esi Fitriani Komara (Universitas Padjadjaran)</p>
10.20-10.40	<p>UNIVERSITY INNOVATION THROUGH QUALITY MATTERS (QM) Daryono, Mafudi (Jenderal Soedirman University)</p>	<p>EFFECTS OF THE IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE ON PROFITABILITY Elly Halimatussadiyah, Diamonalisa Sofianty, Husnah Nurlaela Emaya (Trisakti University)</p>	<p>ANALYSIS OF MANAGEMENT CONFLICT STYLE AND EXTRINSIC SATISFACTION ON BUSINESS PERFORMANCE SERVICES COMPANIES (CASE STUDY OF IPIEMS LEARNING CENTER, EAST JAVA) A. Yani Antariksa, Sri Purwati (Sekolah Tinggi Ilmu Ekonomi Bisnis Indonesia)</p>	<p>Learning Experience with Entrepreneurs as a Role Model: What I Expected and Perceived and These are I Know Hafiz Rahman (Andalas University)</p>	<p>PENGARUH SUMBER DAYA DAN KEMITRAAN PERUSAHAAN TERHADAP KINERJA PERUSAHAAN DAERAH AIR MINUM (PDAM) DI INDONESIA SHOHIBUL IMAM (UNIVERSITAS AL AZHAR INDONESIA)</p>
10.40-11.00	<p>SMEs MARKETING STRATEGIES DEVELOPMENT IN IMPROVING COMPETITIVE ADVANTAGES (STUDY ON CENTER OF MAKING BEADS IN JOMBANG) Widyastuti, Nadia Asandimitra Haryono, Monika Tiarawati (Universitas Negeri Surabaya)</p>	<p>An Empirical Study of Academic and Non-academic Staff's Job Satisfaction and Organizational Commitment in an Institute of Higher Learning Ernest Lim Kok Seng, Cho Cho Wai (Taylor's University)</p>	<p>The Influence of Macroeconomic Factors on Corporate Bond Issues in Indonesia Fathia Fadilla Shani (Padjadjaran University)</p>	<p>The Factor's Affecting the Household Energy Consumption, Energy Elasticity, and Energy Intensity in Indonesia Tongam Sihol Nababan (University of HKBP Nommensen)</p>	<p>Kepemimpinan Strategis dalam Menunjang Good Corporate Governance pada Perusahaan Jasa Maskapai Penerbangan di Indonesia (Kasus Pada PT. Garuda Indonesia) Yun Yun (Universitas Padjadjaran)</p>
11.00-11.20	<p>Inventory Management for Raw Material: Case Study of A Textile Industry in Bandung</p>	<p>MODERATING EFFECT OF INFORMATION ASYMMETRY ON THE SIGNALING ROLE OF</p>	<p>Market Concentration and Banking Profitability (Study at Indonesian Commercial Banking in the Period of</p>	<p>Dynamic Capabilities in Manufacturing : The Main Role of Manufacturing Capability.</p>	<p>MANAJEMEN KEPENGAHASAN SEBAGAI UPAYA</p>



x





	Ronald Steven Tjan (Institut Teknologi Bandung)	INSTITUTIONAL INVESTORS" Norliza Che-Yahya (Universiti Teknologi MARA), Ruzita Abdul-Rahim (Universiti Kebangsaan Malaysia), Rasidah Mohd-Rashid (Universiti Utara Malaysia)	2001-2012" Sapto Jumono (Esa Unggul University), Chajar Matari Fath Mala University of Indonesia)	Knowledge Resources and Environmental Turbulence to Improve Enterprise Performance" Sri Sarjana (Padjadjaran University)	MENINGKATKAN MUTU LULUSAN" Elfrianto (Universitas Muhammadiyah Sumatera Utara)
11.20-11.40	"TESTING RICHINS AND DAWSON' MATERIAL VALUES SCALE FOR INDONESIANS" Lerbin R. Arifonang R. (Tarumanagara University)	"DETERMINANTS OF ORGANIZATIONAL PERFORMANCE, AND ITS IMPLICATION ON HOSPITALS SERVICE EXCELLENCE (A Study at Public Hospitals in West Kalimantan)" Helman Fachri	"ENTREPRENEUR STUDENT'S CREATED MODEL BASED ON BUSINESS INCUBATOR AT STATE POLYTECHNIC OF SRIWIJAYA" Bainil Yulina, Pridson Mandiangan, Indah Indra Andi (State Polytechnic of Sriwijaya)	"Talent management: challenges for HRD practices" Regina Detty (Universitas Katolik Parahyangan)	"Analisis Persepsi & Peta Posisi Atribut Produk Fashion Pakaian Kasual Merek Luar Negeri, Merek Tiruan Luar Negeri, dan Merek Dalam Negeri (Studi pada Wanita Usia 18-65 tahun di Bandung tahun 2013-2014)" Istiharini (Universitas Katolik Parahyangan)
11.40-12.00	"Improving Spirit of Entrepreneur Practice of Student Through Learning With Electronic-Based Module of Entrepreneurship" Ninik Sudarwati, Umi Nur Qomariyah, Lina Susilowati (STKIP PGRI Jombang)	"Typology of Business Strategy and Company Performance: A Case Study of Indonesia Large Scale Herbal Medicine Industry" Ningky Sasanti Munir (PPM School of Management)	"Analysis Development Vision and Mission Statement as Corporate Strategy Formulation Indonesia Top 10 Most Admired Companies 2015" Reminta Lumban Batu, Sarah Suecia Ramadhani, Inc Nurwulandari (Universitas Pendidikan Indonesia)	"Modelling the impact of oil prices on JKSE, KLSSE, STI" Ramadya Tridhana Rachman (Padjadjaran University)	"Model Sistem Insentif dengan Orientasi Ekonomi dan Kognitif Untuk Meningkatkan Kinerja Tim Pada Perusahaan BUMN di Indonesia" NUR DJANA, MASLICHAH (Universitas Islam Malang)

Day 1, 02.00pm – 04.00pm

Room	A	B	C	D	E
02.00-02.20	"Domestic Volatility Transmission on Jakarta Stock Exchange: Evidence on Finance Sector" Nanda Putra Eriawan & Heriyaldi (Universitas Padjadjaran)	"Earning Management Practices in Companies Listed on Indonesian Stock Exchange in 2013" Dwi Puryati (STIE Ekuitas Bandung)	"Parental Mediation of TV Viewing in Indonesia: What Findings Indicate Between Mothers' and Children's Confession?" S. W. Herieningsih, Nurist Suryaya, Tandiyo Pradekso (Diponegoro University)	"INFLUENCE OF TOURISM DESTINATIONS IMAGE BELITUNG DISTRICT TO INCREASE POST-VISIT BEHAVIOR DOMESTIC TOURISTS" Scoria Novrisa Dewi, Sulastri, Ashri Hsian Ekaputri (Indonesia University Of Education)	"ANALISIS KOMPARATIF WEBSITE DESIGN DALAM AKTIVITAS ELECTRONIC SHOPPING UNTUK MENENTUKAN MINAT BELI PELANGGAN (Pada Zalora dan Lazada)" Riska Febriana Pratiwi, Riri Ariyanty, Irine Dilla Andika (Universitas Pendidikan Indonesia)
02.20-02.40	"THE IMPACT OF AUTOMATED TELLER	"Use of Motor Gasoline and Factors Affecting (Case: Indonesia)"	"Employer Branding Strategies, Perceived Job Attributes of Employer	"Does Accountability has more Impact compared to Rewards on	"STRATEGI PENINGKATAN DAYA SAING UMKM



02.40-03.00	<p>MACHINE (ATM) INTENSITY TOWARD COST EFFICIENCY OF THE BANKS IN INDONESIA" Tofik Hidayat, Asep Darmansyah (Institute Teknologi Bandung)</p>	<p>Diah Lufi Wijayanti, FX. Sugiyanto, Firmansyah (Universitas Diponegoro)</p>	<p>Image and Organizational Prestige Effect on Job Pursuit Intention of Business School Undergraduates: Case Study of Oil Companies in Indonesia" Monica Devina, Melia Retno Astrini, Muhammad Irfan Syaebani (Universitas Indonesia)</p>	<p>Training Transfer" Umair Ahmed, Abdul Halim Abdul Majid, Md Lazim Mohd Zin (Universiti Utara Malaysia)</p>	<p>MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)" Nurhajati (Universitas Islam Malang)</p>
02.40-03.00	<p>"Factors Affecting Foreign Direct Investment in ASEAN: A Comparison between ASEAN-5 and ASEAN-4 and its Implication for the Implementation of ASEAN Economic Community" Stefanus Yufra M. Tanco (Universitas Ma Chung)</p>	<p>"Investigating Risk-Return Payoff Using GARCH Model: Evidence from Jakarta Islamic Index" Adinda M P Fermana (Universitas Padjadjaran)</p>	<p>"Interest Rate Changes of Finance Sector Stock Returns in Indonesia" Primayanti Dewi (Universitas Padjadjaran)</p>	<p>"The Influence of Consumer Moral, Risk Perception, and Consumer Motive to Consumer Buying Intention of Pirated CDs/DVDs" Firsan Nova, Ellena Nurfaizria Handayani, Dini Rahayu (Universitas Darma Persada)</p>	<p>"TEORI KEADILAN JOHN RAWLS DAN IMPLEMENTASINYA DALAM PROSES LEGISLASI DEMI PERWUJUDAN KEADILAN SOSIAL DI INDONESIA" Sumaryati</p>
03.00-03.20	<p>"ACCESS TO FINANCE AMONG THE DETERMINANTS OF THE DEVELOPMENT OF RATTAN INDUSTRY PADANG CITY" Rika Desiyanti, Novia Rahmawati (Universitas Bung Hatta)</p>	<p>"Do Compensation and Organizational Climate Affect Organizational Commitment in Higher Educational Institutions" Ashfaq Ahmad, Abdul Halim Abdul Majid & Md Lazim Mohd Zin (UUM College of Business)</p>	<p>"MEASURING FINANCIAL INFORMATION QUALITY AND ITS INFLUENCE ON CORPORATE INVESTMENT EFFICIENCY: EVIDENCE FROM INDONESIAN PROPERTY AND REAL ESTATE SECTOR" Julio Alexander, Tuntun Salamatum Zen (Bandung Institute of Technology)</p>	<p>"Inventory Management Improvement Case Study: a Furniture Firm in Indonesia" Diana Octavia (Institut Teknologi Bandung)</p>	<p>"Pengaruh Fasilitas, Jalur Masuk, Pacar, dan Uang Saku Pada Kinerja Mahasiswa Studi Kasus pada Mahasiswa Semester Akhir (Tahun Keempat Perkuliahan)" Hujjatullah Fazlurrahman, Hafid Kholidi Hadi (Universitas Negeri Surabaya)</p>
03.20-03.40	<p>"THE INFLUENCE OF JOB SATISFACTION AND TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR OF SERANG WORKERS SOCIAL SECURITY AGENCY" Urika, Nisa Kencana Putri, and Ari Hendra Saputro (Indonesia University of Education)</p>	<p>"Privatization effects on Zakat and dividends: Empirical evidence From Malaysia and Jordan" Ridzwan Bakar (Multimedia University Malaysia), Riyad Neman Darwazah (Multimedia University Malaysia), Wardah Sakinah (Standard Chartered Saggiq Bank)</p>	<p>"REINVENTING MEATBALL TO BECOME HIGHLY NUTRITIOUS FOOD" HARI MINANTYO, ALEXANDER HARIOHOEDOJO, NURYATI PRAMONO PANGESTU, PRASETYON SEPSI WINARNO (Universitas Ciputra)</p>	<p>"The Relationship of IDR to Dollar Nominal Exchange Rate and Indonesia's Stock Price Index: Evidence from Multivariate Cointegration and Error Correction Model" Erin Rachel Friska Manurung (Universitas Padjadjaran)</p>	<p>"FAKTOR PENENTU FOREIGN DIRECT INVESTMENT DI INDONESIA" Sipa Paujiah (Universitas Padjadjaran)</p>
03.40-04.00	<p>"Social Work Students' Attitudes towards Marriage Immigrants: The Case of Chinese Female</p>	<p>"Leadership behavior based on the local culture: The contingency theory Review"</p>	<p>"THE EFFECT OF FINANCIAL INCENTIVE TO INDIVIDUAL PERFORMANCE WITH SELF</p>	<p>"Porter Competitiveness Analysis in Crafts Cluster Kajigalem, Bantul, Yogyakarta"</p>	<p>"KARAKTERISTIK EKSEKUTIF, TAX AVOIDANCE DAN NILAI PERUSAHAAN</p>





	Immigrants in Taiwan" Shou-Lu Lee (Tzu Chi University)	Adi Indrayanto, Grace M. F. Panggabean, Daryono, Haryadi (Jenderal Soedirman University)	EFFICACY AS MODERATING VARIABLE" Dian Wijayanti, Aprilian Listiani Notoarmodjo (Ma Chung University)	Ratna Roostika, Tri Wahyuningsih, Sigit Haryono (UPN "Veteran" Yogyakarta) 08156581301	PADA PERUSAHAAN YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2010-2013" Yosevin Karnawati (Universitas Esa Unggul)
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Day 1, 04.10pm – 05.30pm

Room Hours	A	B	C	D	E
04.10-04.30	"Perilaku Pengikutan di Pasar Modal" Setiyono (Universitas Teknologi Yogyakarta)	"MAPPING OF STUDENTS' ENTREPRENEURSHIP ACTIVITY" Mahyarni, Astuti Meilinda, Henni Indrayani, Harkaneri (University of Sultan Syarif Kasim Riau)	"INDONESIA STOCK EXCHANGE ANOMALY: DOES "THE WEEK-FOUR ANOMALY" AFFECT THE STOCK RETURN?" Tarsisius Renald Suganda (Universitas Ma Chung)	"THE INFLUENCE OF SERVANT LEADERSHIP ON A COMMITMENT TO CHANGE WITH A PROCEDURAL JUSTICE AS A MEDIATION VARIABLE" Ahmad Arif Al Hazmi, Nury Ariani Wulansari (Semarang State University)	"Studi Fenomenologi Pengetahuan Produk Para Pedagang Jajanan Kaki Lima di Sekolah Dasar Kota Malang" Anna Triwijayati, Denny (Universitas Ma Chung)
04.30-04.50	"WILLINGNES TO PAY ANALYSIS OF AIR POLLUTION USE OF FOUR WHEELS VEHICLE IN BANYUMAS DISTRICT CENTRAL JAVA PROVINCE" Nurul Anwar (Jenderal Soedirman University)	"FINANCIAL BEHAVIOUR IN EARNING MANAGEMENT IN BANKING SECTOR THAT GETS INVESTMENT GRADE RATING" Mentiana Sibarani, Efraim Waraney Sumual (STIE Harapan Bangsa)	"An Analysis of Relationship between Macroeconomic Variables and Stock Market: What is the difference between Singapore and Indonesia?" Enjang Prila Sita (Universitas Padjadjaran)	"STOCK INVESTMENT DECISION MAKING OPTIMAL IN INDONESIA STOCK EXCHANGE (IDX)" Dihin Sepiyanto (Universitas Esa Unggul)	"Pengaruh Strategic Group Terhadap Rivalitas Perusahaan" Siti Annisa Rahmawati (Universitas Padjadjaran)
04.50-05.10	"Analyzing The Interrelationship Among U.S. and Southeast Asian Stock Markets" Yosafat Adianto, Heriyaldi (Universitas Padjadjaran)	"ENHANCING COMPETITIVE ADVANTAGE MODEL THROUGH INDUSTRY STRUCTURE ANALYSIS ON SMALL ANDMEDIUM INDUSTRIES The case study on SMEs in Semarang District" Vini Wiratno Putri, Anindya Ardiansari, Desti Ranibusna (Universitas Negeri Semarang)	"LIQUIDITY RISK EFFECT ON THE PERFORMANCE OF BANKS IN INDONESIA (Study of Banking Companies Listed on the Stock Exchange)" Yeni Widiastuti, Rini Dwiyani Hadwi:djaja (Universitas Terbuka)	"DETERMINANT FACTORS A HYPERCOMPETITIVE ENVIRONMENT IN MANUFACTURING INDUSTRY" ARUM SILVIANI (Universitas Padjadjaran)	"KEUNGGULAN PENGERAK PERTAMA PADA PT. LEN INDUSTRI (Persero)" Husni Muharam (Universitas Padjadjaran)



05.10-05.30	MEMBANGUN MODEL PROFITABILITAS BANK MELALUI KUALITAS KOMPETENSI FUNGSIONAL KREDIT DAN PENGGUNAAN TEKNOLOGI INFORMASI BERBASIS PENDAPATAN (Studi Pada Bank Umum Di Indonesia) Wisnu Mawardi (Diponegoro University)	CO-CREATION: EMBRACING CUSTOMER INVOLVEMENT STRATEGY IN LEVERAGING THE COMPETITIVE ADVANTAGE OF SMALL MEDIUM ENTERPRISES OF CREATIVE FASHION INDUSTRY IN MALANG CITY" Elsa Astridya Setiyati, Robert Natanael Wijaya (Universitas Ma Chung)	THE DETERMINANTS OF STOCK HIT LIMIT ON INDONESIA STOCK EXCHANGE Antin Azizah Ali, ErmanDenny (Diponegoro University)	SMEs COMPETITIVE ADVANTAGE AND ENTERPRISE RESOURCE PLANNING IMPLEMENTATION: FINDING FROM CENT Mudiantono, Susilo Toto Raharjo, Mirwan Surya Perdhana (Diponegoro University)
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Day 2, 08.00am – 09.40am

Room	A	B	C	D	E
08.00-08.20	"THE CREATION OF SUSTAINABILITY CAPABILITIES AND STRATEGIC SUSTAINABILITY IN ACHIEVING SUSTAINABLE COMPETITIVE ADVANTAGE Case Study : Indonesia Tourism " Diaz Pramita (Padjadjaran University)	"The Impact of Economic Potential to Bank Branch Performance: A Case study in Islamic Bank In Indonesia" Firman Jatnika (Universitas Padjadjaran)	"Hexa-helix Alliance Tourism Development History War of Independence of the Republic of Indonesia: Academics, Business, Community, Government, Media and Offenders History (Veteran)" Joko Rizkie Widokarti (Universitas Terbuka)	"The Performance Implication of Matching Marketing Strategy to Business Strategy Typology among Garment SMEs in Yogyakarta" Dyna Herlina Suwanto, Nurhidayati Kusumaningtyas, (Universitas Negeri Surabaya)	"Pembinaan Model 1Sekolah ke Arah Merealisasikan Konsep 1Malaysia: Satu Pendekatan Pendidikan Multi Budaya" Mohd Zailani Mohd Yusoff, Fahainis Mohd Yusof, Ruzlan Md.Ali, Arumugam A/L Raman, Abu Hassan Othman, Shuhaili Samsuddin (Universiti Utara Malaysia)
08.20-08.40	"Strategic Real Estate Development: Mixed Method Using Sequential Explanatory Strategy – Research Methodology" HASTJARJO (Padjadjaran University)	"INFLUENCES SERVICE QUALITY TOWARD CUSTOMER SATISFACTION SUNDA RESTAURANT" Rr Dyah Eko Setyowati, Kadek Ayu Susiani Dewi (Sekolah Tinggi Ilmu Ekonomi Bisnis Indonesia)	"ANALYSIS OF AUDITOR SWITCHING ON MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE" Henny, Syarif Y unindiah Lestari (Sekolah Tinggi Ilmu Ekonomi Bisnis Indonesia)	"GOING CONCERN AUDIT OPINION AT THE TIME OF ECONOMIC CRISIS" Sriwati, Niko Silitonga (Trisakti University)	"STRATEGIC MANAGEMENT CONCEPTS OF THE 1980 -2014" Dian Mala Fithriani Aira (Universitas Padjadjaran)
08.40-09.00	"CULTURAL CAPITAL" Zulfikar Ikhsan Pane, Edi Sukarmanto (Trisakti University)	EFFECT OF RETURN ON ASSETS (ROA), RETURN ON EQUITY (ROE) AND PRICE EARNINGS RATIO (PER) ON STOCK PRICE	"FOREIGN EXCHANGE IN ASEAN: PREDICTION OF FUTURE SPOT RATE" Anderson,	"TAX EVASION: A MEASUREMENT OF TAX AWARENESS, TAX SERVICE	"SIGNALLING AND OPPORTUNISTIC EARNINGS MANAGEMENT WITH





09.00-09.20	"RELIGIOUS COGNITIVE BEHAVIOR THERAPY FOR DECREASING WEIGHT THROUGH DIETARY BEHAVIORAL CHANGE FOR THE OBESITY" Ismi Zulaehah, Sri Handini, Srimulyani Imran, Irwan Rosadi, Yuniarti, Mutingatu Sholichah (Ahmad Dahlan University)	"The Integration of Cost Accounting Learning with Entrepreneurship Education: A Case in Accounting Department of Ciputra University" Maria Assumptia Evi Marlina (Ciputra University)	"The Effect of Changes in Tick Price and Lot Size on Stock Liquidity: Evidence from Indonesia Stock Market" Liem Pei Fun, Kevin Budi, and Billy Mogie (Universitas Kristen Petra)	Aminullah Assagaf Muhammad Zilal Hamzah (STIEBI)	AND TAX MORALE AN EMPIRICAL STUDY OF JAKARTA CITY, INDONESIA" Yohanes Mardinata Rusli (Universitas Pelita Harapan), Mohammad Suryo Alam (Trisakti University)	REGARDS TO THE ROLE OF VALUE RELEVANCE" Abdurrahman, Darmansyah (Universitas Esa Unggul)			
09.20-09.40	"Strategic Real Estate Development: Pragmatic Qualitative Research Using Snowball Deep Interview – Research Phase 2" HASTJARJO (Padjadjaran University)	"GENERAL AND SPECIFIC PERCEPTIONS OF MALAYSIANS TOWARDS THE POLICE SERVICE" Zulnaidi Yaacob (Universiti Sains Malaysia)	"In the Pursuit of Windfalls: Internal Migration and Natural Resources in Indonesia" Inggrid (Universitas Kristen Petra)		"THE IMPACT OF SUPPLY FLEXIBILITY ON SUPPLY CHAIN PERFORMANCE" Meirani Harsasi, Heriyanni Mashithoh (Universitas Terbuka)	"COMPANIES ENVIRONMENTAL COMMITMENT AND COMPETITIVENESS" Sri.handayani, Yosevin Karnawati (Universitas Esa Unggul)			

Day 2, 09.50am – 11.30am

Room	A	B	C	D	E
09.50-10.10	"Reexamines the emission-growth-energy nexus in Malaysia: Does trade matters?" AS. Abdul-Rahim1, AW. Noraida, C. Ye, CJ. Shan, SCT Lui (Universiti Putra Malaysia)	"Role of Value Co-Creation in Agriculture Business: Case Study of Agriculture Exporter in Indonesia" Leonardi Edo Saputra, Yuanita Handayati (Institut Teknologi Bandung)	"International diversification opportunities for Indonesian investors in the integration of ASEAN Capital Market" Irving Anggasta Kristiawan, Tuntun Salamaton Zen (Institut Teknologi Bandung)	"Internal and External Factor Analysis for Determinant of Credit Market in Indonesia Banking Industry" Sugyianto, Sapto Jumono (Universitas Esa Unggul)	"PURCHASE INTENTION CONSUMER AQUA WATER BOTTLES OF PACKAGING 600ml IN AQUA GOLDEN MISSISSIPPI Tbk" Jatmiko (Universitas Esa Unggul)



10.10-10.30	"CUSTOMER LOYALTY OF ISLAMIC BANKS" Pramono Hari Adi (Jenderal Soedirman University)	"Exploring Corporate Social Responsibility in Small and Medium Enterprises (SMEs) A Case Study of SMEs Batik" Hijroh Rokhayati, Adi Wiratno, Margani Pinasti (Jenderal Soedirman University)	"The Impact of Telkom's Leadership Development Program Stages to Employees' Behavior Changes" Dwi Heriyanto B. (Universitas Padjadjaran)	"CORPORATE STRATEGY TO IMPROVE PERFORMANCE BASED ON ENVIRONMENTAL TURBULANCE, DYNAMIC CAPACITY AND LEADERSHIP STRATEGY (Survey on Telecommunication Provider Industry in Indonesia)" Dewi Mustikangsih (Universitas Padjadjaran)	"Cost Stickiness dan Prediksi Laba Perbankan" Windyastuti, Kunti Sunaryo, Sri Hastuti (UPN "Veteran" Yogyakarta)
10.30-10.50	"Strategic Real Estate Development: Advanced Topics of Partial Least Squares – Research Phase 1" HASTJARJO (Padjadjaran University)	"IMPACT OF MICROFINANCE ON BUSINESS INCOME OF SMEs IN MALAYSIA" Zariyawati, M. A., Diana-Rose, F., Annuar, M.N., Mokhtar, S.H. (Universiti Putra Malaysia)	"Perceived Service Quality of Foreign owned Fast Food Restaurant" Wiwek Rabiatal Adawiyah (Jenderal Soedirman University)	"AGENCY CONFLICT IN INDOONESIAN MANUFACTURE COMPANY" Darmansyah, Sri Handayani (Universitas Esa Unggul)	"COMPETITIVE ADVANTAGE MODEL OF RATTAN HANDICRAFTS SME IN JAVA" Dwi Suryatini
10.50-11.10	"The Influence of Business Strategy on Company Performance" (Survey on Internet Service Providers in Indonesia" Henry Christiadi (Universitas Padjadjaran)	"COLLABORATION OF OPERATIONS SYNERGY AND MARKETING SYNERGY TO SUPPORT BUSINESS STRATEGY OF PT TELKOM AND PT TELKOMSEL" M. Riza Sutjipto (Padjadjaran University)	"PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN (Survei Pada Konsumen Distrik UNKL347 di Kota Bandung)" Ridwan Nurdiansyah, Fajar Mochamad Sidik, Yopa Faizal Reza (Universitas Pendidikan Indonesia)	"STRATEGIC EVALUATION AND CONTROL : The case on PT. ELEKOMUNIKASI INDONESIA, Tbk." Asthi Fitri Arfinda (Universitas Padjadjaran)	"Brand Relationships Serta Pengaruhnya Terhadap Brand Evangelism Pada Jasa Perbankan" Sri Vandayuli Riorini (Universitas Trisakti), Christine Catur Widayati (Universitas Mercu Buana)
11.10-11.30	"STAR THREE (3) HOTEL PROJECT FEASIBILITY STUDY, THE HOME AND ON THE ROAD PUSDIKLAT PGN SERANG, BANDUNG" Ghina Istiqomah, Ligia Rifani, Wahida Jamal (Indonesia University Of Education)	"Future Analysis between Crude Palm Oil Price and Agriculture Sector on Jakarta Stock Exchange" Akmal Mahardika & Heriyaldi (Universitas Padjadjaran)	"ANALISIS UNDERPRICING PADA PENAWARAN PERDANA (IPO). STUDI PADA PERUSAHAAN MANUFAKTUR BURSA EFEK INDONESIA" Tri Gunarsih, Panca Adyitia Prasasti, Sabarudin (Universitas Teknologi Yogyakarta)	"PENGARUH DANA PIHAK KETIGA, KREDIT, KREDIT BERMASALAH, DAN LIKUIDITAS TERHADAP NET INTEREST MARGIN (NIM) PADA BANK DEvisa DAN BANK NON DEvisa TAHUN 2009-2013" Umi Mardiyati, Muhammad Ihsan Harahap, Gatot Nazir Ahmad (Universitas Negeri Jakarta)	"PENGARUH KEMAMPUAN INTELEKTUAL DAN KEMAMPUAN FISIK PEGAWAI TERHADAP KINERJA KARYAWAN DI KANTOR PUSAT DISNAKERTRANS PROVINSI JAWA BARAT" Hani Humaeriah, Siti Rafi Anggitasari (Universitas Pendidikan Indonesia)





INDEX

DEANS WELCOME	iii
PATRONS	v
PROGRAM COMMITTEE	vii
PROGRAM	ix
PROGRAM SCHEDULE	x
INDEX	xvii
TEACHING ESL WRITING USING COLOURED SCAFFOLDS Dr Noor HanimRahmat	1
REAL ESTATE SENSITIVITIES OF BANK STOCK RETURNS: ARE THE SENSITIVITIES TO COMMERCIAL AND RESIDENTIAL MARKETS THE SAME? Ming-Te Lee, Ming-Long Lee and Shew-Huei Kuo	2
IMPROVING RELATIONSHIPS BETWEEN VOCATIONAL TRAINING AND JOB MARKET. Pedro Antonio Balaguer	3
RELATIONSHIP MARKETING FACTOR, CUSTOMER VALUE, MODERATING DEMANDING CUSTOMER ROLE OF AND SWICTHING BEHAVIOR Purwanto, Lulus Margiati, Hardiono and Kuswandi	4
A NATIONAL GOOD LEADER, MASCULINITY, FEMININE OR ANDROGYNY? Handrix ChrisHaryanto, Tia Rahmania, and Fatchiah E. Kertamuda	5
THE PERFORMANCE IMPLICATION OF MATCHING MARKETING STRATEGY TO BUSINESS STRATEGY TYPOLOGY AMONG GARMENT SMEs IN YOGYAKARTA Dyna Herlina Suwarto and Nurhidayati Kusumaningtyas	6
STRATEGIC REAL ESTATE DEVELOPMENT: MIXED METHOD USING SEQUENTIAL EXPLANATORY STRATEGY Hastjarjo	7
STRATEGIC REAL ESTATE DEVELOPMENT: ADVANCED TOPICS OF PARTIAL LEAST SQUARES Hastjarjo	8
STRATEGIC REAL ESTATE DEVELOPMENT: PRAGMATIC QUALITATIVE RESEARCH USING SNOWBALL DEEP INTERVIEW Hastjarjo	9
LEARNING EXPERIENCE WITH ENTREPRENEURS AS A ROLE MODEL: WHAT I EXPECTED AND PERCEIVED AND THESE ARE I KNOW	10
Hafiz Rahman	10



SOCIAL WORK STUDENTS' ATTITUDES TOWARDS MARRIAGE IMMIGRANTS: THE CASE OF CHINESE FEMALE IMMIGRANTS IN TAIWAN Shou-Lu Lee	11
SMEs MARKETING STRATEGIES DEVELOPMENT IN IMPROVING COMPETITIVE ADVANTAGES (STUDY ON CENTER OF MAKING BEADS IN JOMBANG) Widyastuti, Nadia Asandimitra Haryono and Monika Tiarawati	12
AN EMPIRICAL STUDY OF ACADEMIC AND NON-ACADEMIC STAFF'S JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT IN AN INSTITUTE OF HIGHER LEARNING Ernest Lim Kok Seng and Cho Cho Wai.....	13
MANAJEMEN KEPENGAWASAN SEBAGAI UPAYA MENINGKATKAN MUTU LULUSAN Elfrianto	14
TESTING RICHINS AND DAWSON' MATERIAL VALUES SCALE FOR INDONESIANS Lerbin R. Aritonang R.	15
THE FACTORS AFFECTING THE HOUSEHOLD ENERGY CONSUMPTION, ENERGY ELASTICITY, AND ENERGY INTENSITY IN INDONESIA Tongam Sihol Nababan	16
INVENTORY MANAGEMENT FOR RAW MATERIAL: CASE STUDY OF A TEXTILE INDUSTRY IN BANDUNG Ronald Steven Tjan.....	17
MODERATING EFFECT OF INFORMATION ASYMMETRY ON THE SIGNALING ROLE OF INSTITUTIONAL INVESTORS Norliza Che-Yahyaa1, Ruzita Abdul-Rahimb and Rasidah Mohd-Rashide.....	18
THE IMPACT OF TELKOM'S LEADERSHIP DEVELOPMENT PROGRAM STAGES TO EMPLOYEES' BEHAVIOR CHANGES Dwi Heriyanto Budisusetio.....	19
DYNAMIC CAPABILITIES IN MANUFACTURING: THE MAIN ROLE OF MANUFACTURING CAPABILITY, KNOWLEDGE RESOURCES AND ENVIRONMENTAL TURBULENCE TO IMPROVE ENTERPRISE PERFORMANCE Sri Sarjana	20
COMPETITIVE ADVANTAGE MODEL OF RATTAN HANDICRAFTS SME IN JAVA Dwi Suryatini.....	21



THE IMPACT OF AUTOMATED TELLER MACHINE (ATM) INTENSITY TOWARD COST EFFICIENCY OF THE BANKS IN INDONESIA Tofik Hidayat and Asep Darmansyah	34
ANALISIS KOMPARATIF WEBSITE DESIGN DALAM AKTIVITAS ELECTRONIC SHOPPING UNTUK MENENTUKAN MINAT BELI PELANGGAN (Pada Zalora dan Lazada) Riska Febriana Pratiwi, Riri Ariyanty and Irine Dilla Andika.....	35
USE OF MOTOR GASOLINE AND FACTORS AFFECTING CASE: INDONESIA Diah Lufti Wijayanti, FX. Sugiyanto and Firmansyah	36
EMPLOYER BRANDING STRATEGIES, PERCEIVED JOB ATTRIBUTES OF EMPLOYER IMAGE AND ORGANIZATIONAL PRESTIGE EFFECT ON JOB PURSUIT INTENTION OF BUSINESS SCHOOL UNDERGRADUATES: CASE STUDY OF OIL COMPANIES IN INDONESIA Monica Devina, Melia Retno Astrini and Muhammad Irfan Syaebani.....	37
THE RELATIONSHIP OF IDR TO DOLLAR NOMINAL EXCHANGE RATE AND INDONESIA'S STOCK PRICE INDEX: EVIDENCE FROM MULTIVARIATE COINTEGRATION AND ERROR CORRECTION MODEL Erin Rachel Friska Manurung	38
STRATEGI PENINGKATAN DAYA SAING UMKM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA) Nurhajati.....	39
INVESTIGATING RISK-RETURN PAYOFF USING GARCH MODEL: EVIDENCE FROM JAKARTA ISLAMIC INDEX Adinda M P Fermana	40
FACTORS AFFECTING FOREIGN DIRECT INVESTMENT IN ASEAN: A COMPARISON BETWEEN ASEAN-5 AND ASEAN-4 AND ITS IMPLICATION FOR THE IMPLEMENTATION OF ASEAN ECONOMIC COMMUNITY Stefanus Yufra M. Taneo	41
INTEREST RATE CHANGES OF FINANCE SECTOR STOCK RETURNS IN INDONESIA Primayanti Dewi.....	42
THE INFLUENCE OF CONSUMER MORAL, RISK PERCEPTION, AND CONSUMER MOTIVE TO CONSUMER BUYING INTENTION OF PIRATED CDS/DVDS Firsan Nova, Ellena Nurfazria Handayani and Dini Rahayu.....	43
ANALYZING THE INTERRELATIONSHIP AMONG U.S. AND SOUTHEAST ASIAN STOCK MARKETS Yosafat Adiando and Heriyaldi.....	44



STRATEGIC MANAGEMENT CONCEPTS OF THE 1980 -2014

Dian Mala Fithriani Aira 45

BRAND RELATIONSHIPS SERTA PENGARUHNYA TERHADAP
BRAND EVANGELISM PADA JASA PERBANKAN

Sri Vandayuli Riorini and Christine Catur Widayati..... 46

ACCES TO FINANCE AMONG THE DETERMINANTS OF THE DEVELOPMENT
OF RATTAN INDUSTRY PADANG CITY

Rika Desiyanti and Novia Rahmawati 47

PENGARUH FASILITAS, JALUR MASUK, PACAR, DAN UANG SAKU PADA
KINERJA MAHASISWA STUDI KASUS PADA MAHASISWA SEMESTER AKHIR
(Tahun Keempat Perkuliahan)

Hujjatullah Fazlurrahman and Hafid Kholidi Hadi 48

DO COMPENSATION AND ORGANIZATIONAL CLIMATE AFFECT
ORGANIZATIONAL COMMITMENT IN HIGHER EDUCATIONAL
INSTITUTIONS

Ashfaq Ahmad, Abdul Halim Abdul Majid and Md Lazim Mohd Zin..... 49

MEASURING FINANCIAL INFORMATION QUALITY AND ITS INFLUENCE ON
CORPORATE INVESTMENT EFFICIENCY: EVIDENCE FROM INDONESIAN
PROPERTY AND REAL ESTATE SECTOR

Julio Alexandra and Tuntun Salamatus Zen 50

FAKTOR PENENTU FOREIGN DIRECT INVESTMENT DI INDONESIA

Sipa Paujiah..... 51

PERSPEKTIF BALANCED SCORECARD PADA ORGANISASI KESEHATAN
DI PULAU JAWA DAN SULAWESI (Kasus Pada RSUD Kota Semarang, RSUD
Prof. Dr. Soekandar Mojosari dan Balai Kesehatan Maia Masyarakat Makassar)

Esi Fitriani Komara 52

KEPEMIMPINAN STRATEGIS DALAM MENUNJANG GOOD CORPORATE
GOVERNANCE PADA PERUSAHAAN JASA MASKAPAI PENERBANGAN
DI INDONESIA (Kasus Pada Pt. Garuda Indonesia)

Yun Yun 53

INVENTORY MANAGEMENT IMPROVEMENT CASE STUDY:
A FURNITURE FIRM IN INDONESIA

Diana Octavia 54

CORPORATE STRATEGY TO IMPROVE PERFORMANCE BASED ON
ENVIRONMENTAL TURBULENCE, DYNAMIC CAPACITY AND LEADERSHIP
STRATEGY (Survey on Telecommunication Provider Industry in Indonesia)

Dewi Mustikaningsih 55





PRIVATIZATION EFFECTS ON ZAKAT AND DIVIDENDS: EMPIRICAL EVIDENCE FROM MALAYSIA AND JORDAN Ridzwan Bakar, Riyad Neman Darwazeh and Wardah Sakinah	56
DETERMINANT FACTORS A HYPERCOMPETITIVE ENVIRONMENT IN MANUFACTURING INDUSTRY Arum Silviani	57
REINVENTING MEATBALL TO BECOME HIGHLY NUTRITIOUS FOOD Hari Minantyo, Alexander Harihoedjo, Nuryati Pramono Pangestu and Prasetyon Sepsi Winarno	58
PENGARUH SUMBER DAYA DAN KEMITRAAN PERUSAHAAN TERHADAP KINERJA PERUSAHAAN DAERAH AIR MINUM (PDAM) DI INDONESIA Shohibul Imam	59
DOES ACCOUNTABILITY HAS MORE IMPACT COMPARED TO REWARDS ON TRAINING TRANSFER? Umair Ahmed, Abdul Halim Abdul Majid and Md Lazim Mohd Zin	60
LEADERSHIP BEHAVIOR BASED ON THE LOCAL CULTURE: THE CONTINGENCY THEORY REVIEW Adi Indrayanto, Grace M. F. Panggabean, Daryono and Haryadi	61
TEORI KEADILAN JOHN RAWLS DAN IMPLEMENTASINYA DALAM PROSES LEGISLASI DEMI PERWUJUDAN KEADILAN SOSIAL DI INDONESIA Sumaryati	62
STRATEGIC EVALUATION AND CONTROL: THE CASE ON PT. TELEKOMUNIKASI INDONESIA, TBK. Asthi Fitri Arfinda	63
THE INFLUENCE OF SERVANT LEADERSHIP ON A COMMITMENT TO CHANGE WITH A PROCEDURAL JUSTICE AS A MEDIATION VARIABLE Ahmad Arif Al Hazmi and Nury Ariani Wulansari	64
THE EFFECT OF FINANCIAL INCENTIVE TO INDIVIDUAL PERFORMANCE WITH SELF EFFICACY AS MODERATING VARIABLE Dian Wijayanti and Aprilian Listiani Notoarmodjo	65
COST STICKINESS DAN PREDIKSI LABA PERBANKAN Windyastuti, Kunti Sunaryo and Sri Hastuti	66
MAPPING OF STUDENTS' ENTERPRENEURSHIP ACTIVITY Mahyarni, Astuti Meflinda, Henni Indrayani and Harkaneri	67
INDONESIA STOCK EXCHANGE ANOMALY: DOES "THE WEEK-FOUR ANOMALY" AFFECT THE STOCK RETURN? Tarsisius Renald Suganda	68



INFLUENCES SERVICE QUALITY TOWARD CUSTOMER SATISFACTION SUNDA RESTAURANT Rr Dyah Eko Setyowati and Kadek Ayu Susiani Dewi	81
ANALYSIS OF AUDITOR SWITCHING ON MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE Henny and Syarifah Yunindiah Lestari	82
GOING CONCERN AUDIT OPINION AT THE TIME OF ECONOMIC CRISIS Sriwati and Niko Silitonga	83
CULTURAL CAPITAL Zulfikar Ikhsan Pane and Edi Sukarmanto	84
EFFECT OF RETURN ON ASSETS (ROA), RETURN ON EQUITY (ROE) AND PRICE EARNINGS RATIO (PER) ON STOCK PRICE COMPANIES LISTED IN THE JAKARTA ISLAMIC INDEX (JII) PERIOD 2008-2012 Andriana and Yoyok Priyo Hutomo	85
FOREIGN EXCHANGE IN ASEAN: PREDICTION OF FUTURE SPOT RATE Andison, Aminullah Assagaf and Muhammad Zilal Hamzah	86
TAX EVASION: A MEASUREMENT OF TAX AWARENESS, TAX SERVICE AND TAX MORALE AN EMPIRICAL STUDY OF JAKARTA CITY, INDONESIA Yohanes Mardinata Rusli and Mohammad Suryo Alam	87
EFFECTS OF THE IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE ON PROFITABILITY Elly Halimatusadiah, Diamonalisa Sofianty and Husnah Nurlaela Emaya	88
THE INTEGRATION OF COST ACCOUNTING LEARNING WITH ENTREPRENEURSHIP EDUCATION: A CASE IN ACCOUNTING DEPARTMENT OF CIPUTRA UNIVERSITY Maria Assumpta Evi Marlina	89
THE EFFECT OF CHANGES IN TICK PRICE AND LOT SIZE ON STOCK LIQUIDITY: EVIDENCE FROM INDONESIA STOCK MARKET Liem Pei Fun, Kevin Budi and Billy Mogie	90
THE IMPACT OF SUPPLY FLEXIBILITY ON SUPPLY CHAIN PERFORMANCE Meirani Harsasi and Heriyanni Mashithoh	91
PARENTAL MEDIATION OF TV VIEWING IN INDONESIA: WHAT FINDINGS INDICATE BETWEEN MOTHERS' AND CHILDREN'S CONFESSION? S. W. Herieningsih, Nurist Surayya and Tandiyo Pradekso	92



RELIGIOUS COGNITIVE BEHAVIOR THERAPHY FOR DECREASING WEIGHT THROUGH DIETARY BEHAVIORAL CHANGE FOR THE OBESITY Ismi Zulaehah, Sri Handini, Srimulyani Imran, Irwan Rosadi, Yuniarti and Mutingatu Sholichah	93
IN THE PURSUIT OF WINDFALLS: INTERNAL MIGRATION AND NATURAL RESOURCES IN INDONESIA Ingrid.....	94
EARNING MANAGEMENT PRACTICES IN COMPANIES LISTED ON INDONESIAN STOCK EXCHANGE IN 2013 Dwi Puryati.....	95
GENERAL AND SPECIFIC PERCEPTIONS OF MALAYSIAANS TOWARDS THE POLICE SERVICE Zulnaidi Yaacob	96
KARAKTERISTIK EKSEKUTIF, TAX AVOIDANCE DAN NILAI PERUSAHAAN PADA PERUSAHAAN YANG TERDAFTAR DI BURSA EFEK INDONESIA PERIODE 2010-2013) Yosevin Karnawati.....	97
SIGNALING AND OPPORTUNISTIC EARNINGS MANAGEMENT WITH REGARDS TO THE ROLE OF VALUE RELEVANCE Abdurrahman and Darmansyah	98
DETERMINANTS ANALYSIS OF STOCK RETURN: EVIDENCE FROM INDONESIAN STOCK EXCHANGE Gatot Nazir Ahmad, Umi Mardiyati and Willy Novianto Thomas.....	99
COMPANIES ENVIRONMENTAL COMMITMENT AND COMPETITIVENESS Sri.handayani and Yosevin Karnawati.....	100
MODEL SISTEM INSENTIF DENGAN ORIENTASI EKONOMI DAN KOGNITIF UNTUK MENINGKATKAN KINERJA TIM PADA PERUSAHAAN BUMN DI INDONESIA. Nur Diana and Maslichah	101
REEXAMINES THE EMISSION-GROWTH-ENERGY NEXUS IN MALAYSIA: DOES TRADE MATTERS? AS. Abdul-Rahim, AW. Noraida, C. Ye, CJ. Shan and SCT Lui.....	102
AGENCY CONFLICT IN INDONESIAN MANUFACTURE COMPANY Darmansyah and Sri Handayani.....	103
PURCHASE INTENTION CONSUMER AQUA WATER BOTTLES OF PACKAGING 600ML IN AQUA GOLDEN MISSISSIPPI TBK. Jatmiko.....	104



MARKET CONCENTRATION AND BANKING PROFITABILITY (Study at Indonesian Commercial Banking in the Period of 2001-2012) Sapto Jumono and Chajar Matari Fath Mala	105
INTERNAL AND EXTERNAL FACTOR ANALYSIS FOR DETERMINANT OF CREDIT MARKET IN INDONESIA BANKING INDUSTRY Sugiyanto and Sapto Jumono	106
STOCK INVESTMENT DECISION MAKING OPTIMAL IN INDONESIA STOCK EXCHANGE (IDX) Dihin Septyanto.....	107
PENGARUH DANA PIHAK KETIGA, KREDIT, KREDIT BERMASALAH, DAN LIKUIDITAS TERHADAP NET INTEREST MARGIN (NIM) PADA BANK DEvisa DAN BANK NON DEvisa TAHUN 2009-2013 Umi Mardiyati, Muhammad Ihsan Harahap and Gatot Nazir Ahmad	108
IMPACT OF MICROFINANCE ON BUSINESS INCOME OF SMEs IN MALAYSIA Zariyawati, Diana-Rose, Annuar, and Mokhtar.....	109
PEMBINAAN MODEL 1SEKOLAH KE ARAH MEREALISASIKAN KONSEP 1MALAYSIA: SATU PENDEKATAN PENDIDIKAN MULTI BUDAYA Mohd Zailani Mohd Yusoff, Fahainis Mohd Yusof, Ruzlan Md.Ali, Arumugam A/L Raman, Abu Hassan Othman and Shuhaili Samsuddin.....	110
CUSTOMER LOYALTY OF ISLAMIC BANKS Pramono Hari Adi.....	111
PERCEIVED SERVICE QUALITY OF FOREIGN OWNED FAST FOOD RESTAURANT Wiwiek Rabiatul Adawiyah	112
UNIVERSITY INNOVATION THROUGH QUALITY MATTERS (QM) Daryono and Mafudi.....	113
ROLE OF VALUE CO-CREATION IN AGRICULTURE BUSINESS: CASE STUDY OF AGRICULTURE EXPORTER IN INDONESIA Leonardi Edo Saputra and Yuanita Handayati.....	114
INTERNATIONAL DIVERSIFICATION OPPORTUNITIES FOR INDONESIAN INVESTORS IN THE INTEGRATION OF ASEAN CAPITAL MARKET. Irving Anggasta Kristiawan and Tuntun Salamatus Zen	115
EXPLORING CORPORATE SOCIAL RESPONSIBILITY IN SMALL AND MEDIUM ENTERPRISES (SMEs) A CASE STUDY OF SMES BATIK Hijroh Rokhayati, Adi Wiratno and Margani Pinasti	116

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105	ANALISIS PERSEPSI & PETA POSISI ATRIBUT PRODUK FASHION PAKAIAN KASUAL MEREK LUAR NEGERI, MEREK TIRUAN LUAR NEGERI, DAN MEREK DALAM NEGERI (Studi pada Wanita Usia 18-65 tahun di Bandung tahun 2013-2014) Istiharini and Ivenne Lestari 117
106	WILLINGNES TO PAY ANALYSIS OF AIR POLLUTION USE OF FOUR WHEELS VEHICLE IN BANYUMAS DISTRICT CENTRAL JAVA PROVINCE Nurul Anwar 118
07	STAR THREE (3) HOTEL PROJECT FEASIBILITY STUDY, THE HOME AND ON THE ROAD PUSDIDKLAT PGN SERANG, BANDUNG Ghina Istiqomah, Ligia Rifani and Wahida Jamal 119
08	PENGARUH KEMAMPUAN INTELEKTUAL DAN KEMAMPUAN FISIK PEGAWAI TERHADAP KINERJA KARYAWAN DI KANTOR PUSAT DISNAKERTRANS PROVINSI JAWA BARAT Hani Humaeriah and Siti Rafi Anggitasari 120
09	ANALYSIS DEVELOPMENT VISION AND MISSION STATEMENT AS CORPORATE STRATEGY FORMULATION INDONESIA TOP 10 MOST ADMIRER COMPANIES 2015 Reminta Lumban Batu, Sarah Sucia Ramadhani and Ine Nurwulandari 121
10	PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN (Survei Pada Konsumen Distro UNKL347 di Kota Bandung) Ridwan Nurdiansyah, Fajar Mochamad Sidik and Yopa Faizal Reza 122
1	INFLUENCE OF TOURISM DESTINATIONS IMAGE BELITUNG DISTRICT TO INCREASE POST-VISIT BEHAVIOR DOMESTIC TOURISTS Scoria Novrisa Dewi, Sulastri and Ashri Hasian Ekaputri 123
2	THE INFLUENCE OF JOB SATISFACTION AND TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR OF SERANG WORKERS SOCIAL SECURITY AGENCY Urika, Nisa Kencana Putri, and Ari Hendra Saputro 124
4	ANALISIS UNDERPRICING PADA PENAWARAN PERDANA (IPO). STUDI PADA PERUSAHAAN MANUFAKTUR BURSA EFEK INDONESIA Tri Gunarsih, Panca Adytya Prasasti and Sabaruddin 125
5	MEMBANGUN MODEL PROFITABILITAS BANK MELALUI KUALITAS KOMPETENSI FUNGSIONAL KREDIT DAN PENGGUNAAN TEKNOLOGI INFORMASI BERBASIS PENDAPATAN (Studi Pada Bank Umum Di Indonesia) Wisnu Mawardi 126
6	THE DETERMINANTS OF STOCK HIT LIMIT ON INDONESIA STOCK EXCHANGE Antin Azizah Ali and Erman Denny 127



PERILAKU PENGIKUTAN DI PASAR MODAL

Setiyono..... 128

SMEs COMPETITIVE ADVANTAGE AND ENTERPRISE RESOURCE PLANNING IMPLEMENTATION: FINDING FROM CENTRAL JAVA

Mudiantono, Susilo Toto Raharjo and Mirwan Surya Perdhana..... 129

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TESTING RICHINS AND DAWSON' MATERIAL VALUES SCALE FOR INDONESIANS

Lerbin R. Aritonang R.
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Abstract

The present study aims to test reliability and validity of Richins and Dawson' Material Values Scale in Indonesia. The respondents are 262 adults in Jakarta, Indonesia. The present study uses 5 alternative instruments, i.e. 18-, 15-, 12-, 9-, and 6-items. Second-order of materialism variable is tested. Results of the study show that 6-items is the best alternative.

Keywords: *materialism, second-order, the Materialism Value Scale, Indonesia*

