



Program Conference and ABSTRACT

**Pursuing Pentahelix Industry Collaboration:
An ASEAN Regional Integration Challenge**

**October 14th – 15th 2015
Bali, Indonesia**

**The Global Advanced Research Conference on
Management and Business Studies
(GARCOMBS)**

Hosted by:



**KEDGE
BUSINESS SCHOOL**

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PREFACE

The Global Advanced Research Conference on Management and Business Studies (GARCOMBS) is the academic forum for the presentation of new advances and research results in the fields of Management and Business.

The GARCOMBS 2015 will be held on October 14-15, 2015 in Bali, which is now a major heart of tourist place of Indonesia. The Conference venue will be held in Inna Grand Bali Beach Hotel, Indonesia.

The GARCOMBS 2015 conference will bring together leading international researchers, practitioners, and scientists in universities and industries.

Considering the needs for responding the complex and dynamics environment, the second international joint conference will be focused on: Pursuing Pentahelix Industry Collaboration: An ASEAN Regional Integration Challenge.

Theoretical and empirical papers are also invited for submission to six major areas.

- A. Organizational Behavior, Leadership and Human Resources Management
- B. Innovation, Operations and Supply Chain Management
- C. Marketing Management
- D. Financial Management and Accounting
- E. Strategic Management, Entrepreneurship and Contemporary Issues
- F. Green Business



Organizing Committee

The Global Advanced Research Conference on Management and Business Studies (GARCOMBS)

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REMARKS

RECTOR OF UNIVERSITAS PADJADJARAN

Assalamu'alaikum wr.wb.,
Warm greeting!

It is a great pleasure to welcome you all in the Global Advanced Research Conference on Management & Business Studies (GARCOMBS) 2015 in Bali. Selamat Datang!

This international conference is another proof that Universitas Padjadjaran (UNPAD) has strong commitment to pursue its vision, which is being an internationally recognized leading university in 2026. UNPAD is a big university and one of the top five universities in Indonesia.

UNPAD has consistently encouraged all its faculties to speed up their institutional development programs by joining multilateral collaboration. The collaboration, like what we have seen in this joint international conference, enables us not only to access broader stakeholders and networks, but also to realize the program more effectively and efficiently.

That participants are gathered in Bali, with such varied representation, is expressive demonstration to the great interest of practitioners and academicians in Management and Business issues. Hopefully the participants can find new potential academic collaboration involving multi-institutions during this event.

Nevertheless, while you are in Bali, you need to spare your time to enjoy the warm hospitality of the island. Bali is the most wanted tourism destination in the world, and well known as Gods Island. The island offers a lot of interesting places to visit, as well as traditional art performances to watch and art product shops to explore. So, I wish you enjoyable moment in Bali.

Wassalamu'alaikum wr.wb.

Rector, Universitas Padjadjaran
Prof. Dr. med.Tri Hanggono Ahmad, dr.



REMARKS

HEAD OF DOCTORATE PROGRAM IN MANAGEMENT UNIVERSITAS PADJADJARAN

Assalamu'alaikum wr.wb.,

It gives me a great pleasure to welcome all of you in the Global Advanced Research Conference on Management & Business Studies (GARCOMBS) 2015 in Bali. This event is organized by the Doctorate Program in Management (DIM), Faculty of Economics & Business, Universitas Padjadjaran, Bandung.

This event is greatly supported by our valuable partners. Therefore, on behalf of the organizing committee, and DIM UNPAD, I hereby express my gratefulness to 1) PT. Telkom; 2) Bank BJB; 3) Durakij Pundit University Thailand; and 4) KEDGE Business School France;

for their significant support to the conference. Last but not least, I would also like to thank to several partners for their cooperation in this event. They are PT. Biofarma, Bank BNI, Bank BRI Jawa Barat, Telkom Regulatory, PT.PELNI, PT. Perhutani, PT. Kabepe Chakra, PT. Alfamart, STMT Trisakti, PT. Promosindo Medika, Mr. Iwa Kartiwa, Mr Irwan Lubis, and Mr Sigit Rahardjo. May our synergy last long.

Participants in this conference come from seven countries, including Indonesia, France, Thailand, Sudan, Malaysia, Sweden, and India. From almost 300 papers submitted in this conference, only the best 30 papers will get published in one of the following affiliated international journals: a) International Journal of Business & Globalisation; b) Academy of Strategic Management Journal; c) Academy of Marketing Studies Journal; d) Academy of Entrepreneurship Journal; and e) Academy of Accounting & Financial Studies Journal.

Meanwhile, as you are here in Bali, in one of the best tourism spot in the world, you may want to relax your tension little while after the conference. There are so many well-known destinations in this Island to explore. I wish all participants a great academic and leisure time here. Thank you for coming. Enjoy the beauty of Bali!

Wassalamu'alaikum wr.wb.

Bali 14 October 2015

Head, Doctorate Program in Management UNPAD
Prof. Dr. Ernie Tisnawati Sule



WELCOMING SPEECH FROM

THE PRESIDENT OF GARCOMBS 2015 COMMITTEE

Warm greeting!

Dear participants,

On behalf of the organizing committee, we would like to welcome you to Bali and to GARCOMBS 2015 in Inna Grand Bali Beach, Sanur.

This conference has three main objectives, i.e., to help participants get inputs for their research improvement, expand their academic networks, and enjoy the beauty of Bali. GARCOMBS2015 organizing committee kindly re-introduces the academic-tourism concept, in which academic event is designed to provide economic impacts on tourism industry. By consistently doing this, we expect to broaden the impact of our academic event in the near future, particularly on tourism business development.

We hope you can enjoy academic atmosphere during the conference as well as leisure time in Bali.

Thank you for your participation in GARCOMBS2015.

3rd GARCOMBS Chairman,

Erie Febrian, SE, MBA, M.Comm, PhD



OFFICIAL GARCOMBS 2015 COMMITTEE

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17. Cindy Caroline
18. Nyoman Ayu Oktaviani
19. Haniffa Arista Putri
20. Gita Syeba Lubis



Map Venue

INNA
GRAND BALI BEACH
SANUR

BALI ISLAND NORTH

Places of Interest

1. Denpasar - Museum & Art Market	17. Triayun - Village of Bali Aga
2. Sanur - Street Center	18. Sanur - Temple & Volcano Lake
3. Cangah - Gold & Silver Works	19. Kintamani - Mountain Village
4. Masu - Wood Center	20. Tengan Kuning - Tirta Empul Springs
5. Ubud - Art Center	21. Mangaj - Tengan Area Temple
6. Badung - Elephant Care (Sisa Gajah)	22. Ubud Laci - Temple
7. Peling	23. Batu Kaya - Temple
8. Center of Early Balinese Dynasties	24. Belong - Mountain Village
9. Gunung Kawi	25. Sanur - Tourist Center
10. White Balinese Sanctuary	26. INNA GRAND BALI BEACH
11. Shopping - Court of Justice (Glenagregory)	27. Kula Ancient Remot
12. Kesehatan - Fishing Village	28. Uluwatu Temple
13. Bali Cars - Road Lovers	29. Gilimanuk - Ferry to Java
14. Padang Bai - Ferry to Lombok	30. Air Sanih - Water Springs
15. Denpasar - Village of Bali Aga	31. Puri - Hindu Temple
16. Tirta Gangga - Old Bathing Palace	32. Nusa Dua - Tourist Center
	33. Lovina Beach - Tourist Center
	34. Candu Dua - Tourist Center

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SANUR

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Overview Agenda 3rd GARCOMBS 2015

1st Day-14th October 2015

Grand Inna Bali Beach Hotel Sanur

Time	Breakdown	Activities	Location
14.00 - 17.30		Registration (Bring Transfer Slip, Paper Code)	Agung Room
17.30 - 19.00		Gala Dinner + Cultural Activities Indonesian Local cultural show	Agung Room
	17.30 - 18.00	Dinner	Agung Room
	18.00 - 18.05	MC Opening	Agung Room
	18.05 - 19.00	Welcoming Dancing + Legong Dance	Agung Room
19.00 - 21.30		Opening Ceremony	Agung Room
	19.00 - 19.05	Indonesia Raya	Agung Room
	19.05 - 19.10	Welcoming Speech: Prof. Dr. Ernie Tisnawati Sule, SE, M.Si	Agung Room
	19.10 - 19.20	Welcoming Speech + Opening; Prof. Dr. med. Tri Hanggono Achmad, dr. (Rector of Padjadjaran University)	Agung Room
	19.20 - 19.25	Praying	Agung Room
	19.25 - 20.00	Key Note Speaker: Prof. Dr. I Gde Pitana (Representation of Ministry of Tourism)	Agung Room
	20.00 - 20.15	Plenary Session 1: Prof. John Paul (Kedge Business School France)	Agung Room
	20.15 - 20.30	Plenary Session 2: Prof. Dr. Ina Primiana, SE, MT (Padjadjaran University Indonesia)	Agung Room
	20.30 - 20.45	Plenary Session 3. Asst. Prof. Dr. Teerasak Khanchanapong (Dhurakij Pundit University Thailand)	Agung Room
	20.45 - 21.00	Plenary Session 4. Ir. Moh. Awaluddin, MBA (PT.Telkom)	Agung Room
	21.00 - 21.30	Question and Answer	Agung Room
21.30 - 21.45		Closing + Announcement + Photo Session	Agung Room



2nd Day-15th October 2015

Time	Breakdown	Activities	Location
07.30 - 09.30		Class Session I	Classroom
09.30 - 09.45		Coffee Break + Poster Presentation	Agung Room
09.45 - 11.45		Class Session II	Classroom
11.45 - 12.45		Lunch Break + Poster Presentation	Agung Room
12.45 - 14.45		Class Session III	Classroom
14.45 - 15.00		Trip Preparation	Hotel Lobby
15.00 - 16.00		Journey to Tanah Lot	Bus
16.00 - 16.30		Photo Session	Warung Mandala Tanah Lot
16.30 - 18.30		Sight viewing Tanah Lot + Free Time	Tanah Lot
18.30 - 19.30		Kecak Dance	Tanah Lot
19.30 - 19.40		Move to Restaurant	Warung Mandala Tanah Lot
19.40 - 21.00		Gala Dinner + Closing	Warung Mandala Tanah Lot
21.00 -		Return to Hotel	Bus



RUNDOWN ORAL PRESENTATION

HUMAN RESOURCE MANAGEMENT ISSUES

October 15th, 2015, Legong Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair & PIC
07.30-09.30	G010	Leadership For Public Leaders In Indonesia Muhtosim Arief	Dharma Deo Sharma
	G014	Group Emotional Intelligence On Effectiveness Total Rewards Prima Vandayani	
	G015	The Role Of Personal Values, Behavior, In The Cross-Cultural Interaction Through The Organization's Environment In Banten Province - Indonesia Rusman Frenдика	
	G028	Efforts In Performing Multilevel Modelling To Improve Learning Organization Research Rina Anindita	
	G040	The Influence Of Organizational Climate And Employee Commitment To Employee Performance Regional Secretariat Ngawi Regent Ifada Rahmayanti	
	G063	The Readiness Of Organization To Adapt The Future Ratri Wahyuningtyas	
	G145	The Model Of Strategic Planning, Human Capital Competence, And Corporate Governance In Increasing The Competitiveness And Its Effect On The Corporate Performance (Survey On Finance Sector Of The State Owned Governance In Indonesia) Harry Soeratin	
G192	Career Planning As A Strategy To Increase Educators Performance Through The Work Attitude And The Meaning Of Working (A Study In Private Colleges In West Java) Ifada Rahmayanti		
09.30-09.45	Coffee Break		OC & LO
09.45-11.45	G097	Human Capital Training Model To Develop Work Opportunity For Local People At Geothermal Project Cibuni West Java Joeliaty Sufwana	Prerapha Taweasuk
	G114	The Influence of Strategic Human Resources Management on Employee Engagement Christanto Triwibisono	
	G073	Job Insecurity As Moderation Effect A Commitment Employees Of Intention To Quit In The Banking Sector Bandung Deddy Rusyandi	



	G174	Work Status, Satisfaction And Organizational Citizenship Behavior (Ocb): A Case Study Of Syariah Bank In Bangka, Province Of Bangka Belitung Hamsani	
	G175	Neoclassical Growth Model :Application To The Analysis Of Human Capital For Regional Development Aulia A. Abdhy	
	G177	Understanding And Leading Generation Of Various Groups In The Workplace Rita Yuni Mulyanti	
	G092	Quality Management Systems And Performance Organization Koernia Purwihartuti	
	G196	Spirituality And Leadership: A Case Study Of A Business Leader In Indonesia Marwansyah	
11.45-12.45	Lunch Break		OC&LO
12.45-14.45	G218	Designing Training And Development Model Based On Social Preneurship To Create Sustainable Competitiveness For Employee Penta Sukmawati	Che Maznah Mat Isa
	G230	Human Resources Planning (The Strategy Of Successful Organization) Yudhi Dien	
	G239	The Influence Of Merit Pay Towards The Achievement Motivation Febi Inas Anisah	
	G249	Spirituality In The Workplace To Create A Professional Resource Rolland Fanggaldae	
	G250	Talent Management, Quality Management, And Good University Governance: Conceptual Framework From Human Resource Management Perspective Donni Juni Priansa	
	G262	The Organizational Culture And Transformational Leadership, The Influence To The Performance Of Study Program By Learning Organization Agus Fauzi	



RUNDOWN ORAL PRESENTATION

OPERATION AND MARKETING MANAGEMENT ISSUES

October 15th, 2015, Pended Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair & PIC
07.30-09.30	G111	A Case Study Of Analytic Hierarchy Process Modeling For Research & Development Project Selection Johnny	Aditya M.Salya
	G044	Effect Of Supply Chain Management Practices, Supply Chain Strategy And Environmental Uncertainty Of Competitive Advantage And Impact To Business Performance Satria Yunas	
	G045	Current Findings Of Performance Management Practices Of State Own Energy Company In Indonesia (Case Of PT XYZ) Muhammad Tresnadi Hikmat	
	G062	Inventory Planning Policy Using P Model (Periodic Review) Inventory Management For Starter Pack (Case Study: Telecommunication Company In Indonesia) AV. Rahajeng Widyarsih	
	G119	How To Build Sustainable Innovation Capability In Supply Chain Management Paul John, Zhou Yanhua	
	G261	Predictive Modeling For Entry Timing Decisions Of Malaysian Construction Firms In International Markets Che Maznah Mat Isa	
	G002	Influence Of Supply Chain Integration On Company Performance In Indonesian Pharmaceutical Industry Efrata Denny Saputra Yunus	
09.30-09.45	Coffee Break		OC & LO
09.45-11.45	G001	The Feasibility Of Implementing E-Commerce In Sudan Hayder A. A. Mohammed	Johannes
	G006	Market Orientation, Buyer-Supplier Relationship And Firm Performance With Dynamic Capabilities As An Intervening Variable: A Research Model Moh Farid Najib	
	G007	Hedonic Motivation, Intention And The Demand For Luxury Brand Counterfeit Product Musnaini, Syahmardi Yacob	
	G016	Bilding The Tourist Trust Based On Integrated Marketing Communication And Tourist Experience (A Survey To The Culture And Marine Tour Object At Tour Destination Of Ambon Island) Dian Utami Sutiksno	



	G018	Do Indonesian Consumers Have Intention To Purchase Low Price Cars? Edhie Budi Setiawan	
	G019	The Influence Of Collaborative Communication And Franchisee Trust On Franchisee Intention To Remain In Franchise System In Aceh Provice Erlinda	
	G033	Marketing Agility (Study On Export Manufacturing Smes In East Java Indonesia) A. Yahya Surya Winata	
11.45-12.45		Lunch Break	OC&LO
12.45-14.45	G035	Consumers` Trust As The Mediating Factor Of Insurance Buying Intention In Indonesia Hasyim	Pherapa
	G037	Effect Of Market Orientation On Marketing Performance Through Innovation In Small Industrial Melayu Woven Fabrics Riau Province Rosmayani Thamrin	
	G042	The Effect Of Core Quality, Relational Quality, Perceived Value, Customer Satisfaction And Service Switching Towards Custome Loyalty At Beauty Clinic Lusi Suwandari, Nur Chairul Afif	
	G047	Perception Toward Service Quality Of Police: A Comparison Between Police Family Members And Non-Family Members Zulnaidi Yaacob	
	G052	Understanding Of Customer Loyalty At Islamic Banks In Indonesia : A Qualitative Study Resanti Lestari	
	G051	The Development Of Integrated Marketing Communication (IMC) Concept Arfendo Propheto	
	G060	The Emergent Of Brand Image And Industry Attractiveness On Competitive Strategy And Hotel Business Performance: A Study In Indonesian Hotel Industry Nila Krisnawati	



RUNDOWN ORAL PRESENTATION

MARKETING MANAGEMENT ISSUES

October 15th, 2015, Joged Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-9.30	G075	Factor Analysis Experiential Marketing Student Which Study At STIE Ekuitas Bandung Deni Hamdani	Hayder A. A. Mohammed
	G079	A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India K. Maran	
	G081	The Role Of Green Innovation Adoption In Determining Organizational Performance: An Empirical Evidence From Hospitality Industry In Pangandaran Edy Suroso	
	G083	The Models Of Tourism Sector Development Of Bandung Regency And Jember Regency In Relating With Own-Source Revenue Elizabeth Tiur Manurung	
	G078	Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India K. Maran	
	G090	Spirituality As One Dimensional Concept In Market Orientation Jajang Burhanuddin	
	G115	Coherent Strategy Life Science Company To Achieve Competitive Advantage In The Global Marketplace Evi Sylvia	
	G091	The Analysis Of Household Involvement Toward Prepaid Electricity Usage At Jambi City Johannes And Jhoni Pasaribu	
09.30-09.45	Coffee Break		OC&LO
09.45-11.45	G126	The Using Marketing Metrics To Measure Customer Value Nanang Suryadi	Aditya M.Salya
	G127	Market Reaction Around Ex-Dividend Dates: Empirical Study Using The Agriculture Firms In Indonesia Stock Exchange Bram Hadiano	
	G128	The Attractiveness Of Differentiation Marketing In Korean Restaurant At Cihampelas Walk Bandung Using Discriminant Analysis (Study At Korean Mujigae Resto And Yoogane) Aldina Shiratina	
	G129	Study On Health Service Management Regional Public Hospital Raden Mataher Zulfina Adriani	



	G141	Company Reputation And Customer Relation Management Influence To Competitive Advantage And Its Influence On Purchasing Decision (The Research On Indonesian Sphygmomanometers Global Business Customers) Gagan Sugandi	
	G142	Improve Marketing Performance Telecommunication Industry In Indonesia Dewi Mustikaningsih, Joko Rizkie Widokarti, and Dwi Heryanto	
11.45-12.45	Lunch Break		OC&LO
12.45-14.45	G191	Entrepreneurial Marketing To Innovation And Its Impact On Business Performance On Small Industries Of Wearing Apparel Sambudi Hamali	Hayder A. A. Mohammed
	G202	Mapping The Development (Trend) Of Researches In The Field Of Marketing Management For Company Type Of Cooperative Rizal Ramdan Padmakusumah	
	G207	Indonesia Performance On Global Competitiveness Market In Asean Teuku Abdullah Sanny	
	G214	Influence Of Experiential Marketing, And Customer Satisfaction Of Customer Loyalty To The 3 Star Hotel 5 In Bandung And Surrounding. Henny Utarsih	
	G162	A Study Of Political Choice Among Political Parties In Legislative Election 2014:The Case Of Jawa Barat I Electoral District Agus Aribowo	



RUNDOWN ORAL PRESENTATION

MARKETING AND FINANCIAL MANAGEMENT ISSUES

October 15th, 2015, Kecak Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-09.30	G223	Opinions On Marketing Mix Strategy Of Organic Vegetable And Fruit Entrepreneurs In Thailand Prerapha Taweasuk, Teerasak Khangchanpong	Prerapha Taweasuk
	G226	The Relationship Of Entrepreneurial, Market Orientation, Marketing Mix Strategy, And Business Performance Cecep Hidayat	
	G234	The Influence Of Service Quality, Product Quality, Price And Switching Cost On The Customer Satisfaction And It's Implication On Customer Loyalty (Study On Prepaid Card User IM3 In Lampung) Rahmat Simon Gultom	
	G232	Branding Strategy Development Based On Innovative Behavior Popy Rufaidah	
	G243	Influence The Marketing Mix And Business Customer Buying Behavior On Customer Loyalty At PT Sapta Larna Muda Chree Dasri	
	G268	Green Consumer Behavior: Concept, Dimension And Proposition Julina & Popy Rufaidah	
	G270	Strategy Formulation For Penetrating Market: A Case Study Of Abdul-Aziz Kindergarten Aldio Pramudya Gunadi	
09.30-09.45	Coffee Break		OC&LO
09.45-11.45	G272	Service Devlivery And Corporate Performance: Case In Indonesia Port Business Miskul Firdaus	Budi Harsanto
	G274	The Relationship Between Market Orientation On Performance Marketing: A Research Model Rizki Zulfikar	
	G247	Customer Value, Customer Relationship And Its Effect On Reputation Of Courses In Jakarta Miguna Astuti	
	G011	The Influence of GCG on Earning Management Mardiani Tanjung	
	G012	Week Of The Month On The Monday Effect: Evidence From The Indonesian Stock Exchange Ika Pratiwi Simbolon	



	G022	Analysis Of Good Corporate Governance (Gcg) Quality, Information Technology (It) Cost And Human Resources Development (Hrd) Cost Against Performance Of Indonesian Conventional Banks Listed In Idx Year 2008 To 2013 Apep Mokhamad Komarna Noormansyah	
11.45-12.45	Lunch Break		OC&LO
12.45-14.45	G024	The Impact Of Taxation And Macroeconomic Condition On Bank Capital Structure And Profitability Of Indonesian Banking Sector Yuli Teguh Hidayat	Mery Citra
	G029	Contagion And Systemic Risks : The Case Of Indonesian Banking Alfiana	
	G034	Shareholders' Preferences On Initial Leverage In The Determination Of Firm's Leverage Nuridin	
	G039	Liquidity Adjusted Capital Asset Pricing Model: A Critical Review Erna Garnia	
	G043	Developing Islamic Financial Literacy Index : A Conceptual Paper Taofik Hidajat	
	G053	The Comparative Analysis Of Mixed, Stock, And Fixed Income Portfolios Performance At Bullish And Bearish Market Conditions In Indonesia Capital Market Annisa Hartika	
	G054	Good Corporate Governance Preception And Program Funds Of Corporate Social Responsibility Case Of Corporation In Indonesia Oktovianus Nawa Pau	



RUNDOWN ORAL PRESENTATION

MARKETING AND FINANCIAL MANAGEMENT ISSUES

October 15th, 2015, Ball Room #1, First Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-09.30	G058	Hybrid-Ann Prediction Method For Stock Indices High-Frequency Trading Around Macroeconomic News Announcements : A Review Of Literature Andy Ismail	Teuku Abdullah Sanny
	G074	The Influence Of Stock Ownership Structure On The Capital Structure And The Firm Performance Dede Hertina	
	G091	The Analysis Of Household Involvement Toward Prepaid Electricity Usage At Jambi City Johannes And Jhoni Pasaribu	
	G116	Sustainability Of Microfinance Services To The Poor : An Intermediation Approach Of Islamic Microfinance In Indonesia Besse Wediawati	
	G131	Firm' Specific Factors, Country' Specific Factors, And Firm' Investment In Indonesia Atong Soekirman	
	G133	The Analysis Of Financial Ratio On Predicting Earning Growth In Selected Mining Company Purwanto	
09.30-09.45	Coffee Break		OC&LO
09.45-11.45	G139	Effect Of Capital Structure Toward Firm Value At Different Levels Of Managerial Ownership Leni Susanti	Nila Krisnawati
	G134	The Influence Of Fundamental Analysis And Systematic Risk Towards Stock Price Of Banks In Indonesia Purwanto And Erynda Bhita Safira	
	G143	The Task Uncertainty Role As Moderator Between Knowledge Management And Quality Budget In Public Sector Muhammad Ishak	
	G159	The Influence Of Value Creation And Competitive Strategy And Business Performance Of Business Units Of Green Tea Product Industry In Indonesia Sukiman	
	G172	The Influence Of Bank Internal Financial Characteristic: Liquidity, Capital Adequacy, Intermediary Function, Market Discipline, And External Banking Conditions To The Bank Performance By Using Seemingly Unrelated Regression (SUR) Ahmad Herlanto Anggono	



	G160	The Influence Of Intern Audit Toward Good Governance At Banten Province Rakhmini Juwita and Galuh Tresna Murti	
11.45-12.45	Lunch		OC&LO
12.45-14.45	G161	Testing Indicators Determinants Of Financial Distress On Manufacturing Companies In Indonesia Eka Bertuah	Dharma Deo Sharma
	G170	The Influence Of Company Resources And Partnership Strategy On Competitive Strategy And The Implication On Company Performance Of Banking Industry In Indonesia Tri Wintarto	
	G171	The Influence Of Value Creation And Competitive Strategy On The Performance Of Go Public Banking Companies In Indonesia Verry	
	G181	Analysis Of Capital Market Reaction To Oil Price Change Aldrin Herwany	
	G185	Analysis Of Macro Economy On Stock Price Indexes Eka Sutisna	
	G186	Fundamental Analysis And It's Impact To Price Earning Ratio Of The Banking Stock In Bursa Efek Indonesia M. Chaldun	



RUNDOWN ORAL PRESENTATION

FINANCIAL AND STRATEGIC MANAGEMENT ISSUES

October 15th, 2015, Ball Room #2, First Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-09.30	G197	Banking Financial Performance Model In Indonesia Before And After Implementation Of PBI No.13/1 / Pbi / 2011: Regional Development Bank 2009-2014 Lis Sintha	Che Maznah Mat Isa
	G194	The Effect Of The Foreign Bank Penetration To The Bank Concentration And The Impact On The Banking Profitability: The Case Of Conventional Bank In Indonesia Raya Panjaitan	
	G198	Financial Literacy And Islamic Financial System: A Literature Study Rike Setiawati	
	G204	Investment Competitive Strategy Analysis: Case Study Of Bengkulu Province Musriyadi Nabiu	
	G206	The Impact Of Financial Conglomeration On Risk And Return Performance In Indonesia Banking Industry Taufiq Hidayat	
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	G225	Society assistance financial report based on financial accounting standard of entities without public accountability standard in encouraging Small and middle enterprises development Galuh Tresna Murti	Zhou Yanhua
	G235	Credit Risk Management To Reduce Of Non-Performing Loans To Banks In Indonesia Ramli	
	G236	Securities And Its Impact On Banking Performance Sri Mulyantini	
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	G227	How Do Strategic Capabilities And Niche Marketing Strategy Affect The Effectiveness Of Value Co Creation? Diaz Pranita	
	G276	Good Corporate Governance Perception And Program Funds Of Corporate Social Responcibility Case Of Corporation In Indonesia Naz'aina	



	G121	Customer Retention Created By Customer Characteristics, Customer Satisfaction, Performance Of Service Delivery, Brand And Switching Barrier (A Study Of Customers Domestic Scheduled Flight Service) Juliater Simamarta	
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12.45-14.45	G009	Business Strategy In Optimizing The Realization Performance Of Food And Energy Security Credit (FESC) Kristina Lestariningsih	K.Maran
	G013	Effect Created By The Power Of Competition In Digital Creative Industry And Value Creation Toward Competitive Strategy And Implications To Business Performance (A Survey In Digital Creative Industry In Indonesia) Muhammad Awaluddin	
		Business-Level Strategy On The Banking Industry In Dealing With The Similarity In Industry (Isomorphism) Ferry Novindra Idroes	
	G023	Efficiency And Innovation In Pharmaceutical Industry In Indonesia Ratna Komara	
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	G064	Finding The Strategic Solutions Towards The Implementation Of Space Technology Program In Indonesia Brian Pratistha	
	G069	The Concept Of Core Competencies In Business Organization Hamdi Harmen	
	G072	The Formation Of Dynamic Capability On Indonesian Credit Co-Operatives Muhtosim Arief	
	G038	The Influence Of Entrepreneurial Orientation And Dynamic Capabilities Towards Business Strategy Implementation Effectiveness And Its Role To Build Sustainable Competitive Advantage Of E-Commerce Based Sme In Indonesia John Sihotang	
	G050	The Influence Of Partnering In TQM Practices, Innovation, And Its Impact On Project Performance In Residential And Non Residential Building In Jakarta And Bandung Firdaus Basbeth	
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09.45-11.45	G082	Strategy Implementation As An Intervining For Company's Resources And Regulations In Order To Form Business Performance Elfien Goentoro	Dharma Deo Sharma
	G088	The Influences Of Partnership Strategy And Competitive Strategy On Business Performance Of Minimarket Chain In Indonesia Hans Harischandra Tanurahrarjo	
	G105	Effect Of Capabilities Resources To Cross Functionals Coordination In The Micro Footwear Industry In West Java Utangjujur	
	G107	The Development Model Of Value Creation For Competitive Advantage Yenny Maya Dora	
	G108	The Influence Of Distinctive Capability And Functional Strategy On The Business Performance (Survey On Shipyards Industry In Indonesia) Wahyuddin Bagenda	



11.45-12.45	Lunch		OC&LO
12.45-14.45	G253	The Influences Of Company Resources And Value Creation On Business Performance (A Research On Rural Bank Owned City District Government Of West Java And Banten) Iwa Kartiwa	Zhou Yanhua
	G021	Business-Level Strategy On The Banking Industry In Dealing With The Similarity In Industry (Isomorphism) Ferry Novindra Idroes	
	G132	Innovation And R&D Partnership It's Impact On Competitiveness And Implication To Pharmaceutical Companies Performances Mas Rahman Roestan	
	G140	Business Transformation And Business Performance PT Len Industri (1991 - 2014) Abraham Mose And Syaifuddin	



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STRATEGIC MANAGEMENT , ENTREPRENEURSHIP AND SMALL MEDIUM ENTERPRISES, AND CORPORATE SOCIAL RESPONSIBILITY ISSUES

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	G164	Effectiveness In Implementation Of Corporate Strategy Eri Novari	
	G165	The Influence Of Value Creation And Competitiveness Strategy On Business Performance (A Survey On Non-Machine Woven Industry In West Java) Ade Sulchi	
	G211	Effect Of Business Strategies, Regulatory Support, Leadership, And Work Culture On Business Performance And Impact On Competitiveness Of Bank Of Jabar And Banten (BJB) Ahmad Irfan	
	G087	Analysis Of The Effect Of Export Sme Owner Competencies On Export Smes Performance Of Bandung City Wa Ode Zusnita Muizu, Yusuf Pankesit	
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09.45-11.45	G031	The Influence Of Entrepreneurship Characteristic And Market Orientation On The Competitive Advantage And Its Effect Towards Business Performance (Case Study At Sentra Rajut Binong Jati Bandung) Dwi Wulandari	Mery Citra
	G056	Networking And Entrepreneurial Orientation In Increasing Innovation And The Impact On Business Performance For Women Entrepreneur In Jakarta Province Aryanti Puspokusumo	
	G216	The Application Of Multi-Criteria Decision Making For Strategy Formulation To Develop Organic Agriculture In Bengkulu Province Teguh Adiprasetyo	
	G094	The Influence Of Entrepreneurial Mindset Toward Competitive Advantage Of Young Entrepreneurs In West Java New Entrepreneur Program Meriza Hendri	
	G120	Capabilities, Business Strategy And Performance : A Case In Internet Service Provider In Indonesia Nurul Hermina	



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	G184	The Adoption Knowledge Management In Small And Medium-Sized Enterprises On Competitive Environment Nizar Alam Hamdani	
	G155	The Influence Of CSR Program Towards Company's Reputation And Customers Loyalty In Formulating The Policy Of Company's For Company Performance Improvement Nur Hassim Rusdi	
	G059	Application Of Lean Manufacturing In Reducing Chrome Waste On Sukaregang Tannery Industry Muhamad Dzikron	
	G159	The Influence Of Value Creation And Competitive Strategy And Business Performance Of Business Units Of Green Tea Product Industry In Indonesia Sukiman	
G158	The Impact Of Foreign Franchise Characteristics And Entrepreneurial Orientation On Competitive Response And Local Franchise Performance : Evidence From Indonesia Rambat Lupiyoadi		



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	G222	Increasing Organizational Commitment: The Role Of Leadership Style Christanto Triwibisono	
	G224	The Effect Of The Big Five Personality Traits On The Performance Of Pt.Century 21 Liberty Employees Refi Endo	
	G269	Sustainability Of Indonesian Mining Companies Through Implementation Assessment Of Principles Of International Council On Mining And Metal Dede Abdul Hasyir	
	G008	Profile Of Syari'a Banking Marketers in Surah Al-Mudatsir Ayat 1-7 Perspective Afif Zaerofi	
09.30-09.45		Coffee Break	OC&LO
09.45-11.45	G085	The Determinants And Consequences Of E-Retail Service Quality Fitroh Adhilla	K. Maran
	G117	Market Strategy And Market Orientation And Its Effect On Uniqueness Resources Through Marketing Performance Empirical Studies On: Small Industries Product Processing Seaweed In South Sulawesi Mohammad Risal	
	G121	Customer Retention Created By Customer Characteristics, Customer Satisfaction, Performance Of Service Delivery, Brand And Switching Barrier (A Study Of Customers Domestic Scheduled Flight Service) Juliater Simamarta	
	G199	The Influence Of Social Media On Moslem Consumer Behaviour Shinta Rahmani	
	G203	The Creation Of Value In The Political Marketing On Political Parties In The City Pekanbaru Gatot Wijayanto	
	G220	Overall Advertising Involvement Effect On Brand Attitude And Its Impact On Consumer Behavior Dwinto Martri Aji Buana	



	G227	How Do Strategic Capabilities And Niche Marketing Strategy Affect The Effectiveness Of Value Co Creation? Diaz Pranita	
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	G264	Marketing Strategy Of Words-In-Mouth Deliver Customer Value In Consumer Products In Indonesia Handry Sudiarta Athar	
	G265	Promotion And Designan Analysis To Corporate Image PT. De Bale Property Lombok Handry Sudiarta Athar	
	G003	The Impact Of Automated Teller Machine Toward Cost Efficiency Of The Banks In Indonesia Tofik Hidayat	
	G100	Analysis Of Earning Management And Underperformance In Companies Which Pursue Policies Ipo (Case Study In Companies That Go Public In Indonesia Stock Exchange Indonesia 2012-2013) Rr.Yoppy Palupi Purbaningsih	
	G136	The Influence Of Firm Characteristics On Capital Structure And Firm Value (Empirical Study Of Indonesia Insurance Companies) Didy Handoko	
	G178	Analysis On The Factors Causing The Bankruptcy Of Domestic Airline Companies In Indonesia Suharto Abdul Majid	



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	G254	he Effect Of The Implementation Of Government Internal Control System (Gics) On The Quality Of Financial Reporting Of The Local Government And Its Impact on the Principles of Good Governance: A Research in District,City, and Provincial Government in South Sumatera Peny Cahaya Azwari	
	G005	Designing Performance Management System Using The Balanced Scorecard Method In Non-Profit Organization (Study Case: United In Diversity) Dara Maisarah	
	G017	Key Performance Indicator (KPI) Validation Methodology To Assess Performance Management System Effectiveness In Oil And Gas Company Amalia Wine Prasetya	
	G278	Dividend Policy On State Owned Enterprises Sulaeman Rahman Nidar	
	G030	The Influence Of Product Innovation And Process Innovation Toward Business Performance At Online Business Ziviti Projects Gheassani Filma Izani	
	G276	Good Corporate Governance Perception And Program Funds Of Corporate Social Responcibility Case Of Corporation In Indonesia Naz'aina	
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	G156	Analysis Of Sovereign Rating Indicators Ahmad Hamdi	
	G271	The Effect Of Dynamic Capability To Technology Adoption And Its Determinant Factors For Improving Firm's Performance; Toward A Conceptual Model Zainal Arifin	



	G103	Analysis Of The Entrepreneurs Characteristics Of Mses Tempe In Bogor, West Java Tita Nursiah	
	G144	Product Clustering By Enterpreneurial Students In Medan City Ani Murwani Muhar	
	G195	Could Creative Economics Be A Sustainable Competitive Advantage In Indonesia ? A Study Of Business Model Development On The Indonesian Creative Industries Siti Wulansari	
	G256	The Impact Of Cooperative Entrepreneurs' Commitment, Creativity And Innovativeness Toward Competitive Advantage And It's Implication To Sustainable Competitiveness Of Women'S Cooperatives In West Java Sri Djatnika	
	G275	Effect Of Work Meaning On Work Performance Among Javanese And Non Javanese Entrepreneurs In Indonesia Eddy Soeryanto Soegoto	
	G067	The Influence Of Corporate Governance On Csr And Its Impacts On Performance In Top 100 Listed Companies In Indonesia Taridi Kasbi Ridho	
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IMPROVE MARKETING PERFORMANCE TELECOMMUNICATION INDUSTRY IN INDONESIA

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ABSTRACT

The purpose of this research is to determine and analyze the influence of buyers relationship, suppliers relationship, and company resources partially or simultaneously on competitive advantage. To determine and analyze the influence of buyers relationship, suppliers relationship, company resources, and competitive advantage partially or simultaneously on marketing performance. The method used in this research was a descriptive survey method and explanatory survey with a sample size of 285 respondents , and the data analysis methods used are SEM (Structural Equation Modeling) Based on the research results, the following findings obtained buyers relationship, suppliers relationship, and company resources jointly provided partially or simultaneously positive and significant influence on competitive advantage. Buyers relationship partially dominant effect on competitive advantage. Buyers relationship, suppliers relationship, company resources and competitive advantage proved partially or simultaneously positive and significant effect on the performance of marketing. Company resource partially dominant effect on marketing performance .

Keywords : *Buyers Relationship, Suppliers Relationship, Company Resources, Competitive Advantage, Marketing Performance*



Improve Marketing Performance Telecommunication Industry in Indonesia

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ABSTRACT

The purpose of this research is to determine and analyze the influence of buyers relationship, suppliers relationship, and company resources jointly partially or simultaneously on competitive advantage. To determine and analyze the influence of buyers relationship, suppliers relationship, company resources, and competitive advantage partially or simultaneously on marketing performance.

The method used in this research was a descriptive survey method and explanatory survey with a sample size of 285 respondents, and the data analysis methods used are SEM (Structural Equation Modeling)

Based on the research results, the following findings obtained buyers relationship, suppliers relationship, and company resources jointly provided partially or simultaneously positive and significant influence on competitive advantage. Buyers relationship partially dominant effect on competitive advantage. Buyers relationship, suppliers relationship, company resources and competitive advantage proved partially or simultaneously positive and significant effect on the performance of marketing. Company resource partially dominant effect on marketing performance.

Keywords : Buyers Relationship, Suppliers Relationship, Company Resources, Competitive Advantage, Marketing Performance

Introduction

- 1) The industry remains a monopoly structures: an obstacle to get high. Behavior: the price discrimination with the advertising and marketing lower than cellular. Performance: the cable Telkom still lower compared his cellular segments.
- 2) Industry wireless fixed network structure: oligopoli with obstacles in high. Behavior: limit pricing and discrimination price with investment of 20 % in the cost of advertising or marketing. Performance: CDMA industry profitability having a fairly high and the tendency increasing every year with the performance of Bakrie most better than Telkom.
- 3) Communication and cellular services industry: oligopoli of moving with high into the problem. The price fixing, or the cost of marketing and advertising is higher compared with the same lines. Performance of the company, PT Telkomsel is the best performance and stable profitability.

Problem

1. How the influence of buyers relationship, suppliers relationship, company resources partially or simultaneously on competitive advantage?
2. How the influence of buyers relationship, suppliers relationship, company resources and competitive advantages partially or simultaneously on performance of marketing?

Objectives

1. To determine how much influence of buyers relationship, suppliers relationship, and company resources partially or simultaneously on competitive advantage
2. To determine how much influence of buyers relationship, suppliers relationship, company resources, and competitive advantages partially or simultaneously on performance marketing.

Hypothesis

- H1 : There is the influence of relationship buyers on competitive advantage
 H2 : There is the influence of relationship suppliers on competitive advantage.
 H3 : There is the influence of company resources on competitive advantage.
 H4 : There is the influence of relationship buyers, relationship suppliers, company resource together on competitive advantage.
 H5 : There is the influence of relationship buyers on performance marketing
 H6 : There is the influence of relationship suppliers on marketing performance.
 H7 : There is the influence of company resources to performance marketing.
 H8 : There is the competitive advantage influence on marketing performance.
 H9 : There is the relationship buyers, relationship suppliers, company resources and competitive advantage together on marketing performance.

Methods

The nature of this research is descriptive and verification, the research method used was a descriptive survey method and explanatory survey. Type of investigation in this study is causality. The unit of analysis in this study is the organization, which is a Telecommunication industry unit of observation is the manager of the Telecommunication industry in Jakarta, West Java, and Banten. Time horizon in this study is cross-sectional, the information of most of the population (the sample of respondents) were collected directly from empirically location, in order to know the opinion of the majority population towards the object being studied. Variable operational definition is intended to clarify the variables to be studied, which consists of:

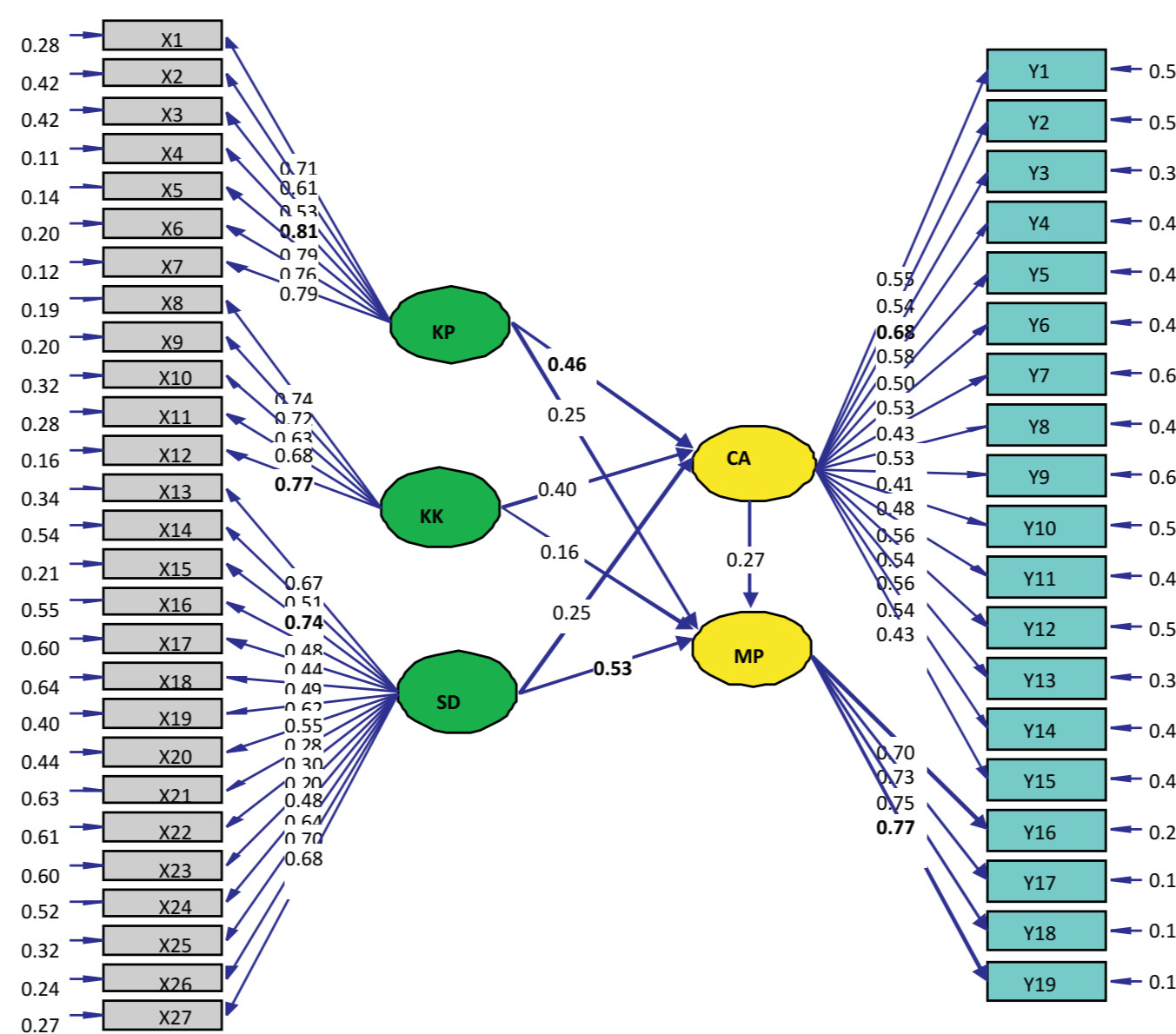
1. Buyers relationship (ξ_1) as independent variables.
2. Suppliers relationship (ξ_2) as independent variables.
3. Company resources (ξ_3) as independent variables.
4. Competitive advantage (η_1) as an intermediate variables.
5. Performance marketing (η_2) as the dependent variables.

Discussion

GOF Indicator	Expected Result	Estimation Result	Conclusion
Absolute Fit			
GFI	GFI > 0,90	0,63	Marginal Fit
RMSEA	RMSEA < 0,08	0,03	Good Fit
Incremental Fit			
NNFI	NNFI > 0,90	0,71	Marginal Fit
NFI	NFI > 0,90	0,70	Marginal Fit
AGFI	AGFI > 0,90	0,78	Marginal Fit
RFI	RFI > 0,90	0,57	Marginal Fit
IFI	IFI > 0,90	0,64	Marginal Fit
CFI	CFI > 0,90	0,63	Marginal Fit

Source: Result of processing LISREL 8.30

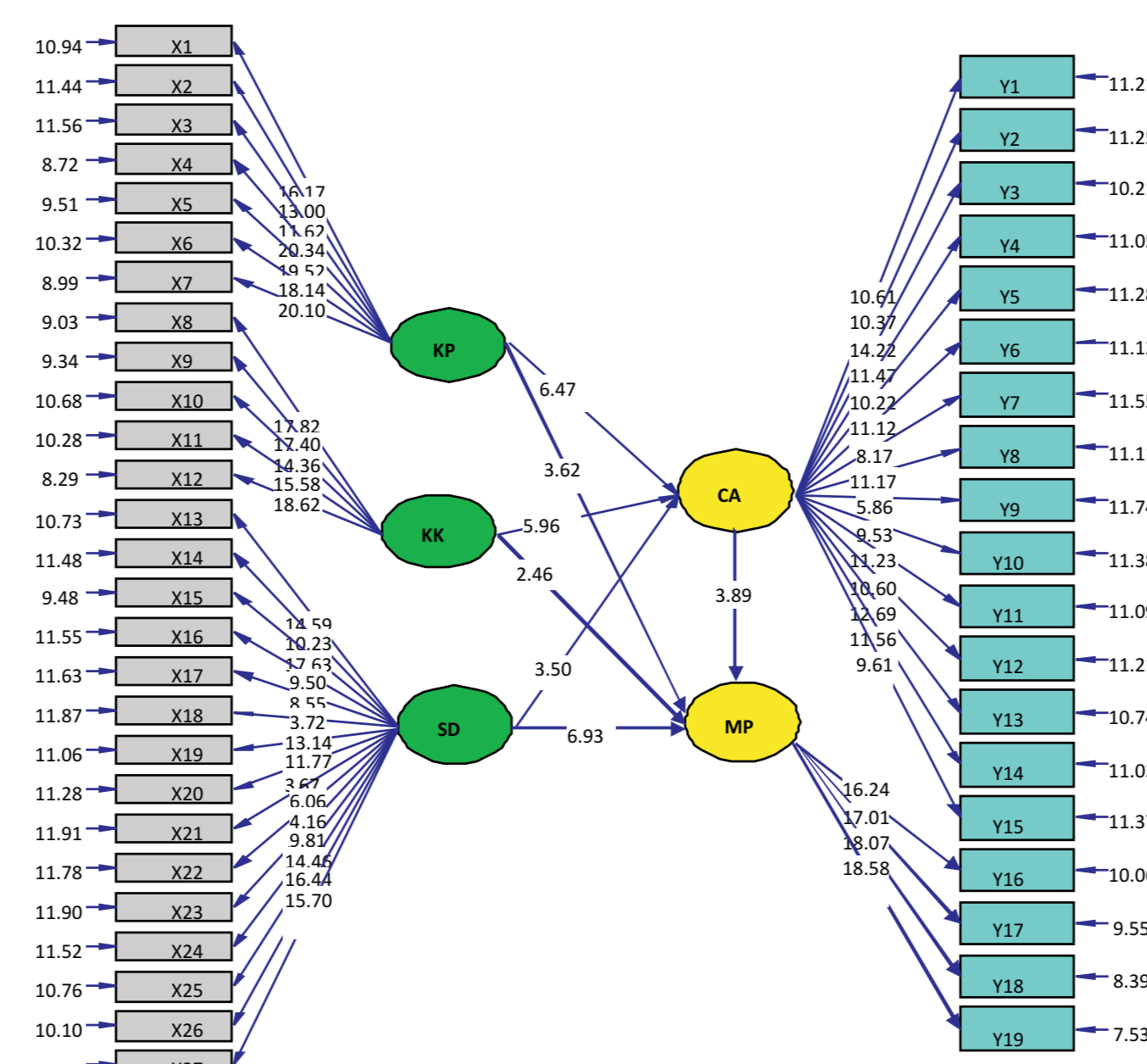
Based on Table 4 above, eight sizes obtained suitability suitability index models have a good, which has a good model suitability index (good fit) just RMSEA, suitability index other models are under size compatibility is good, but still be within the scope of the suitability of the marginal fit). Marginal fit is the congruence condition measurement model under the criterion measure of absolute fit, incremental fit well, but can still be passed on further analysis, because it is close to the size criteria of good fit (Hair, Andersen, Tatham, and Black, 2003: 623). Lisrel 8.30 model of processing results in accordance with the hypothesis of the research described in the following path diagram:



Chi-Square=5739.18, df=979, P-value=0.00000, RMSEA=0.031

Source: Result of processing LISREL 8.30

Figure 1. Calculation Results of SEM (Standardized Model)



Chi-Square=5739.18, df=979, P-value=0.00000, RMSEA=0.031

Source: Result of processing LISREL 8.30

Figure 2. Calculation Results of SEM (t-value Model)

Hypothesis	Description	Conclusion
H1	Buyers relationship influence on the competitive advantage.	Supported by data
H2	Suppliers relationship influence on the competitive advantage.	Supported by data
H3	Company resources influence on the competitive advantage.	Supported by data
H4	Buyers relationship, suppliers relationship, and company resources together influence on the competitive advantage.	Supported by data
H5	Buyers relationship influence on the marketing performance.	Supported by data
H6	Suppliers relationship influence on the marketing performance.	Supported by data
H7	Company resources influence on the marketing performance.	Supported by data
H8	marketing performance influence on the marketing performance.	Supported by data
H9	Buyers relationship, suppliers relationship, company resources, and competitive advantage together influence on the marketing performance.	Supported by data

Source: Results of processing LISREL 8:30

Conclusion

1. Buyers relationship proved significantly influence on competitive advantage with the influence of 0.46, with the most influential indicator is the dominant element of sharing product information
2. Suppliers relationship proved a significant influence on competitive advantage, with the effect of 0.40, with the most influential indicator is the dominant element of a joint investment with suppliers
3. Company resources proved to significantly influence on competitive advantage with the effect of 0.25, with the most influential indicator is the dominant element of education.
4. Buyers relationship, suppliers relationship, and company resource jointly proven to significant effect on competitive advantage with a contribution of 32%. buyers relationship with 0.46 great effect is the most dominant influence on competitive advantage.
5. Buyers relationship proved a significant effect on the performance of marketing with the effect of 0.25, with the most influential indicator is the dominant element of sharing product information.
6. Suppliers relationship proved a significant effect on the performance of marketing with the influence of 0.16, with the most influential indicator is the dominant element of a joint investment with suppliers.
7. Company resources that are well proven significant effect on the performance of marketing with the influence of 0.53, with the most influential indicator is the dominant element of education.
8. Competitive advantage proved to have a significant effect on the performance of the marketing premises influence of 0.27, with the most influential indicator is the dominant element of the production cycle time.

Buyers relationship, suppliers relationship, company resources and competitive advantage proved jointly significant effect on the performance of marketing with a contribution of 42%. Company resources with the influence 0.53 is the most dominant influence on marketing performance.

Suggestions for Researchers

1. There are many other factors that affect the performance of the marketing of the Telecommunication industry in West Java Province in addition to the variables in this research, for example the image of the Telecommunication industry, marketing communications, customer satisfaction, and other factors to be investigated further, as it may be there are other factors other than one in the research had a dominant influence to improve marketing performance.
2. The results could also be applied to similar firms or manufacturing, such as beverage companies, a company that is under strategic industries (BUMNIS), automotive companies, electronics companies. Therefore, this research is expected to continue with a different object, so that the benefits of this research will be more extensive.
3. The research was carried out only at the managerial level (manager) in the Telecommunication industry in West Java Province to it in future research may also be involved supervisors and staff levels.

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