



Sertifikat



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Ketua Panitia
Forum Manajemen Indonesia 7

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Ketua Umum
Forum Manajemen Indonesia

Sri Gunawan, DBA.

PROSIDING

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“DINAMIKA DAN PERAN ILMU MANAJEMEN UNTUK MENGHADAPI AEC”

**Forum Manajemen Indonesia
Jakarta
November 2015**

REVIEWER FMI-7 JAKARTA

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KATA SAMBUTAN

Para peserta Seminar FMI 7 yang saya hormati,

Selamat datang di Seminar Nasional dan Call for Paper FMI yang ke 7. Seminar FMI yang ke 7 ini diselenggarakan di Jakarta dibawah koordinasi Forum Manajemen Indonesia, Korwil DKI Jakarta.

Saya mengucapkan selamat kepada FMI, Korwil DKI Jakarta serta konsorsium Perguruan Tinggi di wilayah DKI Jakarta yang telah berhasil menyelenggarakan acara ini. Ucapan terima kasih juga saya persembahkan ke pada Bu Yasintha Soelasih, beserta seluruh anggota panitia FMI 7, yang telah bekerja keras dalam menyiapkan dan menyelenggarakan acara ini.

Hadirin yang saya hormati,

Tema Seminar pada tahun ini adalah: **Dinamika dan peran ilmu manajemen untuk menghadapi AEC**. Tema ini diambil mengingat dampak pemberlakuan AEC yang akan berlangsung pada akhir tahun 2015 ini terhadap perekonomian Indonesia.

Pemberlakuan AEC dapat dimaknai sebagai harapan akan prospek dan peluang bagi kerjasama ekonomi antar kawasan dalam skala yang lebih luas, melalui integrasi ekonomi regional kawasan Asia Tenggara, yang ditandai dengan terjadinya arus bebas (*free flow*) : barang, jasa, investasi, tenaga kerja, dan modal.

Tantangan utama dalam bisnis di era AEC adalah meningkatkan kemampuan SDM mengenai daya saing dan keunggulan kompetitif di semua sektor industri dan jasa pada tingkat persaingan global. Organisasi pun dituntut untuk mampu memberikan pelayanan yang memuaskan (*customer satisfaction*) serta nilai pelayanan itu sendiri (*customer value*). Diperlukannya pengembangan SDM berbasis kompetensi ini dilakukan agar dapat memberikan hasil yang sesuai dengan tujuan dan sasaran organisasi berdasarkan standar kinerja yang ditetapkan. Karena itu dapat dipahami apabila Manajemen yang baik disegala bidang akan dapat menjadi kunci keberhasilan dalam persaingan di era AEC ini.

Selamat mengikuti seminar dan Call for Paper FMI yang ke 7. Semoga dengan acara ini, kita dapat memberikan sumbangsih yang berarti bagi Indonesia dalam menghadapi era AEC yang akan segera berlangsung.

Terima kasih dan selamat berseminar.

Sri Gunawan

Ketua Umum, Forum Manajemen Indonesia

KATA PENGANTAR

Puji syukur kami panjatkan kepada Tuhan Yang Maha Esa atas anugerahNya, sehingga kegiatan Seminar Nasional dan *Call for Paper* Forum Manajemen Indonesia (FMI) ke -7 dapat terselenggara dengan baik. Kegiatan ini merupakan Agenda Tahunan dari Forum Manajemen Indonesia. Tema tahun ini adalah Dinamika dan Peran Ilmu Manajemen untuk menghadapi *Asean Economic Community (AEC)*.

Forum Manajemen Indonesia menjadi forum pertemuan dan komunikasi dosen Manajemen Perguruan Tinggi se-Indonesia, baik negeri maupun swasta. Dalam forum tersebut, diharapkan terjadi sharing data, informasi, serta pengetahuan terkini baik untuk kepentingan industri, manajerial pengelolaan institusi, perumusan kurikulum dan silabi maupun keilmuan. Melalui proses yang cukup ketat serta sangat selektif, kami berhasil meloloskan 90% dari jumlah artikel yang dikirim oleh peserta.

Kami mengucapkan terimakasih pada pihak-pihak yang telah mendukung kegiatan ini sehingga dapat terselenggara dengan baik. Ucapan terimakasih ini, secara khusus, kami sampaikan pada Bapak Sri Gunawan, DBA sebagai Ketua FMI Pusat dan delapan Perguruan Tinggi di Jakarta yang menjadi panitia pada acara ini, yaitu Universitas Negeri Jakarta, Universitas Sahid Jakarta, Lembaga Pendidikan Tinggi YAI, Universitas Bina Nusantara, Kalbis Institute, Perbanas Institute, Universitas Budi Luhur dan Universitas Katolik Atma Jaya Jakarta.

Semoga kegiatan inipun menjadi bentuk partisipasi dunia akademik dalam membangun bangsa dan Negara Indonesia, terutama berkaitan dengan pengembangan Ilmu Manajemen di Indonesia.

Selamat dan sukses

Jakarta, 10 November 2015

Ketua Penyelenggara

Dr. Yasintha Soelasih, SE., M.Si

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2	Said, Sugeng Riyadi	ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI TINGKAT UNDERPRICING PADA PERUSAHAAN YANG MELAKUKAN INITIAL PUBLIC OFFERING (IPO) (Studi Empiris Pada Bursa Efek Indonesia (BEI) Periode tahun 2011-2013)	Universitas Budi Luhur Jakarta
3	DR. SAHARUDDIN, SE., M.Si. DR. HUSNAH, SE., M.Si., HUSEN MUH. SALEH, SE., M.Si.	OPTIMALISASI PEMANFAATAN DANA CORPORATE SOCIAL RESPONSIBILITY (CSR) PADA UKM DISEKITAR KAWASAN TAMBANG NIKEL DI SULAWESI	Universitas Tadulako
4	Gregorius Anthony Wijaya , Dra. Umi Murtini M,Si	PENGARUH EXCESS CASH HOLDINGS TERHADAP RETURN SAHAM DENGAN INVESTMENT OPPORTUNITY SET SEBAGAI VARIABEL MODERASI	Universitas Kristen Duta Wacana Yogyakarta
5	Fitri Ismiyanti, Merien Assafitri	BUSINESS CYCLES, FINANCIAL MARKETS FLUCTUATIONS DAN BANK INCOME STRUCTURE PADA INDUSTRI PERBANKAN DI DINDONESIA	Universitas Airlangga
6	Anggitya Larasaty, I Made Sudana	FUNDAMENTAL BANK, TINGKAT BUNGA DEPOSITO, DAN PERUBAHAN PENJAMINAN SIMPANAN BANK DI INDONESIA	Universitas Airlangga
7	Senna Saraswati, Indro Kirono	ANALISIS PERBANDINGAN BIAYA PERSEDIAAN BAHAN BAKU TEMBAKAU DENGAN METODE LOT SIZING PADA PERUSAHAAN ROKOK PUTRA MAJU JAYA	Universitas Airlangga
8	Selly Dwi Oktafiani, Muhammad Madyan	STRUKTUR KEPEMILIKAN, CORPORATE PYRAMID, DAN KEBIJAKAN DIVIDEN PERUSAHAAN	Universitas Airlangga
9	Puput Tri Komalasar, Juwita	CAPITAL STRUCTURE AND COMPETITION IN PRODUCT MARKET: IS THERE A RELATIONSHIP ?	Universitas Airlangga
10	Y. Lilik Rudianto Dimas Kurnia Aditiawan	SHOPPER-BASED MALL EQUITY DAN LOYALITAS PEMBELANJA PUSAT PERBELANJAAN	Universitas Airlangga
11	ARIS ARMUNINGGAR	THE PRINCIPLE OF FREEDOM OF CONTRACT IN THE IMPLEMENTATION OF THE FRANCHISE CONTRACT INDOMARET AS BEING RISK MANAGEMENT	Universitas Airlangga
12	Sri Hermuningsih, Diah Lestari Mumpuni	PENGARUH FAKTOR-FAKTOR FUNDAMENTAL TERHADAP NILAI PERUSAHAAN DAN RETURN SAHAM (STUDI EMPIRIS PT INDOSAT TBK)	Universitas Sarjanawiyata Tamansiswa

Moderator : Hedwigis Esti Riwayati, SE., ME	Ruang : KEDOYA / Sesi 2 Jam : 14.00 – 18.00
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1	Sugeng Hariadi	ANALISIS SISTEM BAGI HASIL DAN BUNGA PERBANKAN DALAM RANGKA MENGHADAPI INTEGRASI EKONOMI	Universitas Surabaya
2	Kartika Dewi Sri Susilowati	ANALISIS PENGARUH PROFITABILITAS DAN PERTUMBUHAN PERUSAHAAN TERHADAP PENGUNGKAPAN TANGGUNG JAWAB SOSIAL PERUSAHAAN (STUDI KASUS PADA BANK SYARIAH DI INDONESIA)	Politeknik Negeri Malang
3	Sidik Ismanu	PENGARUH LINGKUNGAN INDUSTRI TERHADAP KINERJA KEUANGAN DENGAN INOVASI SEBAGAI MEDIASI (STUDI PADA USAHA KECIL DAN MENENGAH DI MALANG)	Politeknik Negeri Malang
4	Ahmad Andy Adinegara, Lina Said	PENGARUH PENERAPAN SISTEM INFORMASI AKUNTANSI DAN KOMPETENSI STAF AKUNTANSI TERHADAP KUALITAS LAPORAN KEUANGAN PEMERINTAH DAERAH	STIE Ekuitas
5	Abdur Rafik	KINERJA JANGKA PANJANG PADA PEMBELIAN KEMBALI SAHAM	Universitas Islam Indonesia
6	CECEP TAUFIQURROCHMAN	PENGARUH LOAN TO DEPOSIT RATIO (LDR) DAN RASIO EFISIENSI (BOPO) TERHADAP PROFITABILITAS	STIE EKUITAS
7	Dihin Septyanto, Darwin Simanjuntak, Bob Kertopati	“ MODEL KINERJA PORTFOLIO SAHAM BERBASIS METODE SHARPE, TREYNOR DAN JENSEN UNTUK KESEHATAN INVESTASI SAHAM DI BURSA EFEK INDONESIA (BEI) “	Universitas Esa Unggul Jakarta
8	Wahyudi Wibowo, Deddy Marciano, Liliana Inggrit Wijaya	KOMPARASI MODEL CORPORATE GOVERNANCE DAN BANK MONITORING DALAM MEMPENGARUHI KINERJA PERUSAHAAN	Universitas Surabaya
9	Umi Murtini, Insiwijati Prasetyaningsih	UNDERPRICING: REPUTASI UNDERWRITER, SIZE DAN USIA PERUSAHAAN	Universitas Kristen Duta Wacana Yogyakarta
10	Nur Indah Riwijanti	PRACTICES AND STRATEGIES FOR FINANCING AND NON FINANCING SERVICES: ISLAMIC MICROFINANCE INSTITUTIONS' PERSPECTIVE IN EAST JAVE	Politeknik Negeri Malang
11	Herry Subagyo, Ana Kadarningsih	PERAN PELUANG INVESTASI DAN KEBIJAKAN UTANG TERHADAP KEBIJAKAN DIVIDEN (Studi kasus perusahaan Non Finansialdi BEI Tahun 2011-2013)	Universitas Dian Nuswantoro
12	Dwinanda Ripta Ramadhan, Sutrisno	ANALISIS PENGARUH REVERSE STOCKSPLIT TERHADAP KINERJA SAHAM PADA PERUSAHAAN YANG TERDAFTAR PADA BEI	Universitas Islam Indonesia
13	Ari Christianti	PERBANDINGAN KINERJA PORTOFOLIO OPTIMAL SAHAM LQ 45: SINGLE-INDEX, MARKOWITZ, DAN TREYNOR-BLACK MODEL	Universitas Kristen Duta Wacana
14	Nyi Mas Rizki Noviyah Hedwigis Esti Riwayati	ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI STRUKTUR MODAL PERBANKAN	Perbanas Institute

Moderator : Dr. Gatot Nazir Ahmad, MSi	Ruang : KECAPI / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Achmad Kautsar Trias Madanika Kusumaningrum	ANALISIS PENGARUH GOOD CORPORATE GOVERNANCE TERHADAP DIVIDEN PERUSAHAAN PROPERTI DAN KONSTRUKSI PADA BEI TAHUN 2010-2013	Universitas Negeri Surabaya
2	Astuti Yuli Setyani, Zet Sumbang	ANALISI PENGARUH ASSET GROWTH, MANAJEMEN LABA, DAN PRICE TO BOOK VALUE TERHADAP RETURN SAHAM	Universitas Kristen Duta Wacana
3	Dede Nova Agus Kuswandi, Sri Mulyati, Dra., M.Si.	PENGARUH RASIO KEUANGAN TERHADAP RETURN SAHAM PADA PERUSAHAAN LQ 45 YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2011-2013	Universitas Islam Indonesia Yogyakarta
4	Muhammad Nastain, Zaenal Arifin	PENGARUH PORSI HUTANG, KESEMPATAN INVESTASI, DAN KEPEMILIKAN KELUARGA TERHADAP KEBIJAKAN DIVIDEN	Universitas Islam Indonesia
5	Novita Kusuma Maharani, Zaenal Arifin	ANALISIS PERBANDINGAN KINERJA SAHAM SYARIAH ANTARA DOW JONES ISLAMIC MARKET INDICES, FSTE GLOBAL ISLAMIC INDICES, KUALA LUMPUR STOCK EXCHANGE SYARIAH INDEX, DAN JAKARTA ISLAMIC INDEX	Universitas Islam Indonesia
6	Arjun Budiawan, Nurfauziah, Dra, MM, CFP, QWP	OVERREACTION PADA KELOMPOK SAHAM LQ-45 DI BURSA EFEK INDONESIA PERIODE 2009-2014	UII Yogyakarta
7	Arif Singapurwoko	ANALISIS KINERJA SAHAM-SAHAM PERUSAHAAN KELUARGA DI BURSA EFEK INDONESIA	Universitas Islam Indonesia
8	Eka Bertuah, R.A. Nurlinda	PRICE MOMENTUM DALAM KONDISI BULL DAN BEAR MARKET DI BURSA EFEK INDONESIA	UNIV. ESA UNGGUL
9	Hamdi Agustin, SE.MM. Ph.D, Raja Ria Yusnita, SE. M. Econ, Hasrizal Hasan, SE.MM	DOES CORPORATE GOVERNANCE AFFECT FIRM VALUE? EVIDENCE FROM INDONESIA BANKING SECTOR	Universitas Islam Riau
10	Umi Murtini	PENGARUH MARKET VALUE ADDED DAN PROFITABILITAS TERHADAP PERUBAHAN KESEJAHTERAAN PEMILIK USAHA	Umi Murtini Universitas Kristen Duta Wacana Yogyakarta
11	Handy Imaduddin, Sutrisno	PENGARUH KINERJA PERUSAHAAN PERBANKAN TERHADAP GOOD CORPORATE GOVERNANCE YANG TERDAFTAR DI BURSA EFEK INDONESIA	Universitas Islam Indonesia
12	Rosemarie, S.N.	DINAMIKA PEMAHAMAN, PENGAPLIKASIAN DAN ETIKA DALAM MANAJEMEN KEUANGAN DAN PELAPORAN KEUANGAN PERUSAHAAN DALAM UPAYA MENCIPTAKAN PERUSAHAAN YANG KUAT	Universitas Kristen Maranatha

Moderator : Dr. Gatot Nazir Ahmad, MSi	Ruang : KECAPI / Sesi 2 Jam : 14.00 – 18.00
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No	Author	Judul	PT
1	Ervina Yosephine Sumani	ANALISIS PENGARUH LAGGED RETURN INDEKS SAHAM AMERIKA DAN TINGKAT SUKU BUNGA BEBAS RISIKO DOMESTIK TERHADAP RETURN INDEKS SAHAM NEGARA ASEAN TAHUN 2003-2013	Universitas Katolik Indonesia Atma Jaya
2	Yanuar Trisnowati, Mia Fathia	KINERJA INTELLECTUAL CAPITAL SUBSEKTOR INDUSTRI SEMEN DI INDONESIA	Universitas Internasional Semen Indonesia
3	Liliana Inggrit Wijaya, Deddy Marciano, Riska Ayu Setiawati	PENGGUNAAN BINARY LOGIT UNTUK PREDIKSI FINANCIAL DISTRESS PADA PERUSAHAAN SEKTOR INDUSTRI MANUFAKTUR YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI) PERIODE 2009-2013	Universitas Surabaya
4	Christiana Fara Dharmastuti, Yudith Dyah	ANALISIS FAKTOR DEMOGRAFI, LITERASI KEUANGAN DAN PERILAKU KEUANGAN MAHASISWA	Universitas Katolik Indonesia Atma Jaya
5	Hamidah, Hartini	EFFECT OF INFLATION, INTEREST RATE, PROFITABILITY AND RISKS TO CORPORATE VALUE OF PROPERTY AND REAL ESTATE SECTORS LISTED ON THE STOCK EXCHANGE 2011-2013	Universitas Negeri Jakarta
6	Umi Mardiyati, Naezmi, Gatot Nazir Ahmad	ANALISIS KINERJA PERBANDINGAN BANK DEvisa BUMN DAN BANK DEvisa SWASTA PADA TAHUN 2006-2011	Universitas Negeri Jakarta
7	AGUS HARJITO, AHMAD DWI MURDANI	PENGARUH PERUBAHAN TICK SIZE TERHADAP LIKUIDITAS SAHAM LQ-45 YANG DIUKUR DENGAN BID-ASK SPREAD, DEPTH, DAN VOLUME PERDAGANGAN	UII, JOGJA
8	Khairunnisa	EFFICIENT MARKET HYPOTHESIS REVISITED:INDONESIA STOCK EXCHANGE	Universitas Telkom
9	Sopiani Saragih, Nisrul Irawati	ANALISIS MANAJEMEN LABA DAN KINERJA KEUANGAN PERUSAHAAN PENGAKUISISI SEBELUM DAN SESUDAH AKUISISI YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2009-2010	USU
10	Fransisco Nicolas Sapari, Agus Zainul Arifin	STUDI PERBANDINGAN NILAI VALUE AT RISK ANTARA SAHAM BERBASIS SYARIAH DENGAN SAHAM NON SYARIAH PERIODE 2010-2012	Universitas Tarumanagara Jakarta
11	Aidha Trisanty	IMPLEMENTASI PRINSIP BAGI HASIL PADA PEMBIAYAAN DI PERBANKAN SYARIAH INDONESIA	UII
12	Suad Husnan, Arrianti Sariartha	PENGARUH DIVERSIFIKASI PENDAPATAN TERHADAP RISIKO DAN KINERJA BANK	Universitas Gadjah Mada
13	Yayuk Karliena, Ignatius Roni Setyawan	PEMILIHAN & PEMBENTUKAN PORTOFOLIO OPTIMAL DENGAN SINGLE INDEX CUT OFF MODEL PADA SAHAM LQ45 DI BEI: PENGAMATAN 2011-2013	Universitas TARUMANEGARA

Moderator : Ika Suhartanti Darmo, SE., MM	Ruang : PALA / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Fernando Ricky, Christina Whidya Utami	THE EFFECTS OF WORD OF MOUTH AND PRODUCT ATTRIBUTES TOWARD PURCHASE DECISION ON ICE MANIAS	Universitas Ciputra
2	Ani Murwani Muhar, Audia Junita	PENGLASTERAN JENIS PRODUK DAN SEGMENTASI PASAR	STIE Harapan Medan
3	Lily Suhaily, YasinthaSoelasih	ANALISIS PENGARUH SELF CONCEPT, GROUP CONFORMITY, ATTITUDE, BRAND ASSOCIATION DAN BRAND IMAGE TERHADAP MINAT BELI PAKAIAN DALAM NEGERI	Universitas Katolik Atma Jaya Jakarta
4	Ivan Prasetya, Agus Hasan Pura Anggawijaya, Wisnu Wardhono	PENGARUH PROMOSI PENJUALAN PADA NIAT BELI DAN NIAT BAYAR KONSUMEN (SUATU KASUS PADA PRODUK GADGET)	Universitas Katolik Parahyangan
5	Hermawanto, Nimas Mustika Rini	USAHA PENINJAUAN PENILAIAN PIHAK KE 2 ATAS PENILAIAN PIHAK KE 3 DAN USULAN PERBAIKAN KUALITAS JASA PENDIDIKAN PADA SEKOLAH MENENGAH ATAS NEGERI "X" SURABAYA YANG TELAH BERSERTIFIKASI ISO 9001	Universitas Airlangga
6	Masmira Kurniawati	STRATEGI KONTEN DAN KETERLIBATAN ANGGOTA KOMUNITAS MEREK DI MEDIA SOSIAL FACEBOOK (Studi pada Hotel Bintang Lima Di Surabaya)	Universitas Airlangga
7	Sony Kusumasondjaja	PENGARUH IDENTITAS SOSIAL, KEPERCAYAAN, DAN NORMA KELOMPOK TERHADAP ONLINE HELPING BEHAVIOR PADA FORUM ONLINE ASOSIASI IBU MENYUSUI INDONESIA DI MEDIA SOSIAL FACEBOOK	Universitas Airlangga
8	Tanti Handriana, Dimas Januar Perdana	ANTESEDEN KOMITMEN RELASIONAL ANGGOTA PADA KOMUNITAS VIRTUAL REMAJA	Universitas Airlangga
9	Indrianawati Usman, Donatus Dendy Saniscara	IMPLEMENTASI BENCHMARKING UNTUK PENINGKATAN CAPAIAN KEY PERFORMANCE INDICATOR (STUDI PADA AUTO2000 SURABAYA)	Universitas Airlangga
10	Dien Mardhiyah	ALTRUISME ATAUKAH NIAT RETALIASI?	Universitas Airlangga
11	Hendry, Devi Angrahini Anni Lembana	ANALISIS PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER SATISFACTION DENGAN EMOTIONAL VALUE SEBAGAI VARIABEL MEDIASI PADA KONSUMEN CINEMA XXI IMAX (STUDI KASUS MAHASISWA/I UNIKA ATMA JAYA, JAKARTA)	Universitas Katolik Indonesia Atma Jaya Jakarta
12	Desy Andriani, Devi Angrahini Anni Lembana	ANALISIS PENGARUH VARIABEL RETAIL MARKETING MIX TERHADAP CUSTOMER RETENTION PADA GERAI ACE HARDWARE PONDOK INDAH MALL	Universitas Katolik Indonesia Atma Jaya Jakarta

Moderator : Ika Suhartanti Darmo, SE., MM	Ruang : PALA / Sesi 2 Jam : 14.00 – 18.00
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No	Author	Judul	PT
1	Sri Setyo Iriani, Rosa Prafitri Juniarti	MEMAHAMI MINAT KONSUMEN MENGGUNAKAN E-MONEY: PENGARUH PERCEIVED INNOVATION, PERCEIVED RISK, PERCEIVED VALUE	Universitas Negeri Surabaya
2	Laili Savitri Noor,SE,MM	PENGARUH PRODUCT QUALITY, PERSONAL SELLING, CUSTOMER SATISFACTION, DAN CUSTOMER TRUST DALAM PENCIPTAAN CUSTOMER LOYALTY PADA USAHA BATU MULIA DI JAKARTA	Univ Pancasila - Jakarta
3	Adella Hotnyda S, Endang Lestariningsih, Djumarno	KEPUTUSAN PEMBELIAN PRODUK “MULIA” GALERI 24 (STUDI KASUS PT PEGADAIAN (PERSERO),)	UPN”Veteran “Jakarta,Jakarta, Indonesia
4	Irena Sastaviyana, Dra.ec. Indarini, M.M., Christina R. Honantha, S.E.,M.M.	PERILAKU KONSUMEN PASHMINA IMPOR DI SURABAYA	Universitas Surabaya
5	Dr. Deasy Wulandari,SE,Msi	IMPLIKASI CITY MARKETING TERHADAP PENINGKATAN BRAND IMAGE KABUPATEN JEMBER	Universitas Jember
6	Prof. Dr. Abd. Wahid Syafar, SE., M.Si., Dr. Husnah, SE., M.Si., Asngadi, SE., M.Si.	MODEL PENGEMBANGAN CORE COMPETENCIES PRODUK DAERAH DENGAN PENDEKATAN RESOURCES BASED VIEW (KAJIAN PADA UKM MANUFAKTUR DI KOTA PALU)	Untad.Palu
7	Triesti Candrawati	ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA JASA TRANSPORTASI KING TRAVEL DI KOTA MALANG	Politeknik Negeri Malang
8	Fitri Novika Widjaja Raditya Pratama Akbari Widyatmoko	KUALITAS FESTIVALPADA JEMBER FASHION CARNAVAL (JFC) MENURUT PERSEPSI PENONTON	Universitas Surabaya
9	Putri Dwijayanti, Albari	PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN	Universitas Islam Indonesia
10	Riska Chaerunnisa, I’in Endang Mardiani	PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK BEDAK WARDAH	Universitas Esa Unggul
11	Sri Widyastuti, Nana Nawasih	MEMPERTAHANKAN LOYALITAS PELANGGAN AUTO 2000 MELALUI PENCAPAIAN CUSTOMER SATISFACTION DAN TRUST	Univ. Pancasila
12	Peter Wijaya	PENGARUH PESAN IKLAN, KETERLIBATAN IKLAN, KREDIBILITAS, DAN KECOCOKAN ENDORSER TERHADAP MINAT BELI MELALUI SIKAP KONSUMEN	Universitas Katolik Indonesia Atma Jaya

Moderator : Andrian Hero, SPd., MM.	Ruang : BUNNI / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Anas Hidayat, Muhammad Noor Fahmy	INVESTIGASI PERASAAN PASCA BELI SEPATU OLAHRAGA BAJAKAN	Universitas Islam Indonesia
2	Hasyim, Rina Anindita	MEMBANGUN MODEL KONSEPTUAL KATEGORI PENERIMA INOVASI (ADOPTER CATEGORY) PADA BELANJA ONLINE DI INDONESIA(KONFIRMATORY TEORI DIFFUSI INNOVASI)	Universitas Esa Unggul, Jakarta
3	Purwani Retno Andalas, Lucia Nurbani Kartika	PENGARUH CITRA DESTINASI TERHADAP MINAT UNTUK MEREKOMENDASIKAN KUNJUNGAN WISATAWAN DOMESTIK KE KOTA YOGYAKARTA	Universitas Kristen Duta Wacana
4	Adjeng Mariana Febrianti	PENGARUH DIFERENSIASI PRODUK, KOMUNIKASI PEMASARAN TERHADAP POSITIONING SERTA DAMPAKNYA PADA EKUITAS PELANGGAN (Penelitian terhadap kerajinan perak Bali di Ds Celuk, Kec. Sukawati, Kab Gianjar, Bali)	Universitas Widyatama, Bandung, Indonesia
5	Amri Dzul Fajri	LION EXPRESS: STUDI ADOPSI INOVASI KONSUMEN TERHADAP PRODUK BARU LION AIR GROUP	UNDIP
6	Ambar Kusuma Astuti, Agustini Dyah Respati	PENGARUH PRODUK TERHADAP LOYALITAS NASABAH DENGAN KEPUASAN NASABAH SEBAGAI PEMODERASI: STUDI PADA BANK SWASTA DI DIY	Universitas Kristen Duta Wacana
7	Chandra Kartika,SE.,MM, Dr. Soenarmi, SE.,MM	ANALISIS MODEL KETERKAITAN ADVERTISING, DAN (BRATRUSIMA) BRAND TRUSH, BRAND IMAGE , SERTA PRICE TERHADAP INTEREST PURCHASE DAN CUSTOMER SATISFACTION MEDIA LUAR RUANG PADA PERUSAHAAN PERIKLANAN SURABAYA	Universitas Wijaya Putra
8	Ratni Prima Lita	MODEL KETERKAITAN ATMOSFIR, KUALITAS PELAYANAN DAN BEHAVIORAL INTENTION	Universitas Andalas
9	Fauziah Reni Kartika, Liliani	PENGARUH KUALITAS INFORMASI DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PADA USAHA FESYEN RITEL “MOKSLO”	Universitas Ciputra
10	Muniaty Aisyah	THE DIRECT AND INDIRECT EFFECTS OF MUSLIM CONSUMERS’ ACTUAL PURCHASE AT HALAL RESTAURANTS	State Islamic University (UIN) Syarif Hidayatullah Jakarta
11	Dimas Aryo Wibisono, Liza Dwi Ratna Dewi, M.Si.	STRATEGI MARKETING PUBLIC RELATIONS REBYTH PRODUCTION SEBAGAI EVENT ORGANIZER MUSIK BRITISH	Universitas Budi Luhur
12	Nizwan Zukhri, Devi Valeriani, Jamilah Cholilah	BRANDINGISASI WISATA (Model Pengembangan Pariwisata Berbasis Momentum Laskar Pelangi Di Pulau Belitung)	Universitas Bangka Belitung

Moderator : Andrian Hero, SPd., MM	Ruang : BUNNI / Sesi 2 Jam : 14.00 – 18.00
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No	Author	Judul	PT
1	Muchsin Muthohar, Ika Permatasari Mulyaningsih	PENGARUH GREEN MARKETING DAN PERSEPSI INOVASI TERHADAP MINAT BELI KONSUMEN	UII, Yogyakarta
2	Rydho Styawan, Budi Astuti	ANALISIS EXPERIENTIAL MARKETING TERHADAP EXPERIENTIAL VALUE DI INDUSTRI SMARTPHONE	Universitas Islam Indonesia
3	Grace Felicia Djayapranata, Dudi Anandya, Indarini	PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP CORPORATE BRAND EQUITY MELALUI MEDIASI CORPORATE BRAND CREDIBILITY DAN CORPORATE REPUTATION PADA PT UNILEVER INDONESIA Tbk, DI SURABAYA	Universitas Surabaya
4	Fernando Ricky, Christina Whidya Utami	THE EFFECTS OF WORD OF MOUTH AND PRODUCT ATTRIBUTES TOWARD PURCHASE DECISION ON ICE MANIAS	Universitas Ciputra
5	Soemarjati Tjokroamidjojo	THE CUSTOMER LOYALTY FORMATION PROCESS FOR FAST FOOD RESTAURANT	Universiata Sebelas Maret
6	Gema Ramadhan, Rina Anindita	PERAN THREAT EMOTIONS DAN BRAND TRUST DALAM MENDORONG KEPUTUSAN PEMBELIAN PELANGGAN MASKAPAI PENERBANGAN	Universitas Esa Unggul
7	Raden Kelik Hardinto, Abdul Rozaq , Padli	MODEL PENGARUH KUALITAS LAYANAN PENDIDIKAN BERBASIS EDUQUAL TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN	Politeknik Negeri Banjarmasin
8	Erminati Pancaningrum, Ratna Dwi Jayanti	PENGARUH POLITICAL MARKETING MIX (PRODUK, PROMOSI, HARGA, TEMPAT) TERHADAP KEPUTUSAN MEMILIH YANG DIMEDIASI PERILAKU PEMILIH MAHASISWA DI JOMBANG	STIE PGRI Dewantara Jombang
9	Petra Surya Mega Wijaya, SE, Msi, Dra. Ety Istriani, MM	PENGARUH BRAND IMAGE DAN SALESPERSON EXPERTISE TERHADAP PEMBENTUKAN PURCHASING INTENTION INDUSTRI ASURANSI	Universitas Kristen Duta Wacana
10	Putu Nina Madiawati.	PENGARUH KUALITAS PELAYANAN JASA PENDIDIKAN DAN PERSEPSI RESIKO TERHADAP KEPUASAN MAHASISWA SERTA IMPLIKASINYA TERHADAP CITRA UNIVERSITAS DALAM MENGHADAPI AEC	Universitas TELKOM
11	Mohamad Hadi Prasetyo	BUILDING YOURSELF WITH MARKETING (PERSONAL BRANDING)	Sekolah Tinggi Ilmu Ekonomi (STIE) Ekuitas
12	Dr. Budhi Haryanto, M.M, Aji Cahaya Nusantara, SE	THE INFLUENCE OF SEX APPEAL ON CONSUMERS ATTITUDE TOWARD THE ADS MODERATED BY PRODUCT FACTORS	Sebelas Maret University
13	V.Rachmadi Parmono	PERSEPSI KONSUMEN JAKARTA PADA PERUBAHAN IKLIM	Unika Atma Jaya Jakarta
14	Drs. Murwanto Sigit,MBA, Rizki Putra	FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN KONSUMEN (STUDI KASUS DI BANK BRI CABANG YOGYAKARTA)	Universitas Islam Indonesia Yogyakarta

Moderator : Yohanes Ferry Cahaya, SE., MM	Ruang : JAMBLANG / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Drs.Murwanto Sigit,MBA, One Ocktata Nugraha Saputra	ANALISIS PENGARUH KEPUASAN ANGGOTA BMT BINA IHSANUL FIKRI TERHADAP KUALITAS PRODUK PEMBIAYAAN MURABAHAH	Universitas Islam Indonesia Yogyakarta
2	Verinita	ANALYSIS OF DOMESTIC TOURISTS ATTITUDE TOWARDS SUSTAINABLE TOURISM DEVELOPMENT CONCEPT WITH TRIPLE BUTTOM APPROACH AT BUKITTINGGI	Universitas andalas Padang
3	Levyda , Nadya Ramadhanty, Ni Luh Made Vinaya M.	PENGARUH KUALITAS PELAYANAN TERHADAP CITRA MEREK: STUDI KASUS PADA LONG-STAY GUEST OAKWOOD PREMIER COZMO JAKARTA	Univ. Sahid
4	Yasintha Soelasih	ANALISIS KUALITAS LAYANAN TERHADAP LOYALITAS DENGAN MEDIASI KEPUASAN BAGI PARA PENGGUNA PERGURUAN TINGGI DI JAKARTA	Universitas Katolik Atma Jaya Jakarta
5	Azwin Risquallah,SE., Titin Astuti, SE.,Msi., Ni Luh Made Vinaya M.,SE.,MM	ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BELANJA TERHADAP KEPERCAYAAN KONSUMEN PADA SITUS KASKUS (STUDI KASUS MAHASISWA UNIVERSITAS SAHID JAKARTA)	Univ. Sahid
6	ROSA NASRA SITORUS, Yohanes Ferry Cahaya.	ANALISIS KUALITAS PRODUK, HARGA, PENGIRIMAN, LAYANAN JASA TERHADAP KEPUASAN PELANGGAN PADA PT SURYA INDOTIM IMEX	PERBANAS
7	Kurniawan Gilang Widagdyo, SE.,MM.,MBA	HERITAGE CONSERVATION IN THE MIDDLE OF URBAN DEVELOPMENT AT DAERAH ISTIMEWA YOGYAKARTA	Univ. Sahid
8	Agung Wahyu Handaru, Hania Aminah	ANALISIS KARAKTERISTIK PENGGUNA SMARTPHONE MELALUI MULTIPLE DISCRIMINANT ANALYSIS (Survey Pada Pengguna Smartphone Android dan iPhone)	Universitas Negeri Jakarta
9	Andrian Haro, Hania Aminah	ANALISIS KUALITAS PELAYANAN (SERVICE QUALITY) TERHADAP KEPUASAN PELANGGAN PADA WAROENG STEAK N SHAKE JAKARTA	Universitas Negeri Jakarta
10	Prasetyo Hadi, Hery Pudjoprastyono, Sri Mulyaningsih	STRATEGI RELATIONSHIP MARKETING TERHADAP RETENSI PELANGGAN MELALUI METODE SURVIVAL ANALYSIS (STUDI RESTORAN DI SURABAYA)	UPN "VETERAN" Jawa Timur
11	Deki Fermansyah	MARKETING STRATEGY OF TV MANUFACTURING BUSINESS IN INDONESIA	Raden Intan State Islamic Institut - Lampung
12	Muhadjir Anwar dan Budi Priyantono	MEMBANGUN CITRA PERUSAHAAN (Studi Pada PT. Semen Indonesia. Tbk)	UPN "Veteran" Jawa Timur
13	Hendrik, Ari Anggarani Winadi Prasetyoning Tyas, SE, MM	PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE SAMSUNG	Universitas Esa Unggul Jakarta Barat
14	Mohammad Fakhruddin Mudzakkir, Iva Nurdiana Nurfarida	HUBUNGAN BRAND AWARENESS TERHADAP BRAND TRUST MELALUI BRAND IMAGE	Universitas Kanjuruhan Malang
15	Umaira Wardhani, Dra. Marhayanie, Msi	PENGARUH PROMOSI MELALUI MEDIA SOSIAL TERHADAP PREFERENSI KONSUMEN DAN MINAT BELI SMARTPHONE PADA PENGUNJUNG MILLENIUM ICT CENTRE MEDAN	Universitas Sumatera Utara
16	Sa'uddin, Kuncoro Harto Widodo	ANALISIS SPASIAL UNTUK PENENTUAN LOKASI OPTIMAL TOKO RETAIL MINIMARKET DI KABUPATEN SLEMAN DAERAH ISTIMEWA YOGYAKARTA	UGM
17	Nurunnia, Dr. Levyda, SE., MM, Susy Bhudiharty, S.Pd, MM	FAKTOR – FAKTOR YANG MEMPENGARUHI BRAND IMAGE MOBIL TOYOTA AVANZA: STUDI KASUS DI JAKARTA	Univ. Sahid

Moderator : Dr. Alex Zami, MM	Ruang : DISCOVERY 2 / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Siti Haerani, Nurjanah Hamid, Agus Yulianto	APLIKASI METODE DISTRIBUSI PAKSA DALAM PENILAIAN KINERJA DAN BUDAYA ORGANISASI SERTA IMPLIKASINYA TERHADAP KEPUASAN KERJA DAN KINERJA KARYAWAN PT BANK MANDIRI (PERSERO), Tbk.AREA JEMBER	Universitas Hasanuddin
2	Anita Maharani	WORKING PAPER: STUDI PENGGUNAAN MEDIA SOSIAL UNTUK REKRUTMEN	Universitas Paramadina
3	DEVA LUDIAN TANTYO, SITI SULASMI, IBG. ADI PERMANA	PENGARUH THE BIG FIVE PERSONALITY TERHADAP KINERJA AKADEMIK DENGAN MOTIVASI AKADEMIK SEBAGAI VARIABEL INTERVENING PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS PROGRAM STUDI MANAJEMEN UNIVERSITAS AIRLANGGA	Universitas Airlangga
4	Jovi Sulistiawan, SE., MSM, Dra. Ec. Nuri Herachwati, M.Si., M.Sc, Mario Gonzales Belando N.	KEPUASAN KARIR DAN SIKAP KERJA PADA KARYAWAN BOGASARI FLOUR MILLS DITINJAU DARI PERSPEKTIF PERBANDINGAN SOSIAL DAN TINGKAT PERSAINGAN KELOMPOK KERJA	Universitas Airlangga
5	RIA FITRIYANA, ANIS ELIYANA	PERAN MEDIASI KEPUASAN KERJA PADA PENGARUH WORKLOAD DAN AUTONOMY TERHADAP KOMITMEN ORGANISASIONAL	Universitas Airlangga
6	Nuri Herachwati, Sri Gunawan , Bagus Anggara Yudha N	SAFETY CLIMATE, COWORKERS SUPPORT, EMPLOYEE SAFETY VOICE DAN SUPERVISOR SAFETY SUPPORT PADA SUPIR BUS	Universitas Airlangga
7	NURTJAHJA MOEGNI KARJADI, FARDIAN PUTRA ARIFIEN	PENGARUH PERSON-ORGANIZATION FIT TERHADAP KEPUASAN KERJA KARYAWAN DENGAN BUDAYA ORGANISASI SEBAGAI VARIABEL MODERATOR PADA TENAGA ANALIS LABORATORIUM RUMAH SAKIT ANGKATAN LAUT SURABAYA	Universitas Airlangga
8	Nurullailiy Kartika	FAMILY SUPPORT, FAMILY ADAPTATION, DAN FAMILY TO WORK CONFLICT PENGARUHNYA TERHADAP PENYESUAIAN KARYAWAN DI LINGKUNGAN KERJA	Universitas Airlangga
9	Praptini Yulianti	PERAN CREATIVE ORGANIZATIONAL CLIMATE DALAM MEMPERKUAT PERILAKU INOVATIF DOSEN PERGURUAN TINGGI NEGERI DI SURABAYA	Universitas Airlangga
10	Marsa Hadi Iswara, Puspandam Katias	IDENTIFIKASI DAN USULAN PERBAIKAN KINERJA BERTH TIME KAPAL KARGO DI PELABUHAN PELINDO 3 BANJARMASIN	Universitas Airlangga

Moderator : Dr. Alex Zami, MM	Ruang : DISCOVERY 2 / Sesi 2 Jam : 14.00 – 17. 00
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No	Author	Judul	PT
1	Tri Siwi Agustina, Satria Luhur Wicaksono	PENGARUH PERAN MEDIASI DARI LOCUS OF CONTROL INTERNAL PADA STRES KERJA DAN KEPUASAN KERJA	Universitas Airlangga
2	Rahayu Endang Suryani	STRESS KERJA DAN DISIPLIN KERJA SERTA IMPLIKASINYA TERHADAP PRESTASI KERJA KARYAWAN	Universitas Persada Indonesia Y.A.I.
3	Yusrina Luthfa, Arif Firmansyah	PENGARUH IKLIM ORGANISASIONAL DAN WORK LIFE BALANCE TERHADAP EMPLOYEE RETENTION DENGAN STATUS PERNIKAHAN SEBAGAI VARIABEL PEMBEDA PADA WARTAWAN STASIUN TELEVISI JTV	Universitas Airlangga
4	Tuwanku Aria Auliandri, Saksono Wijayanto	EVALUASI HAMBATAN PENERAPAN 5S DENGAN MENGGUNAKAN ROOTCAUSE ANALYSIS PADA CV. X SURABAYA	Universitas Airlangga
5	Badri Munir Sukoco, Muslich Anshori	PENGARUH PERSEPSI KEADILAN TERHADAP KINERJA: EFEK MODERASI ASIMETRI DEPENDENSI	Universitas Airlangga
6	Ella Budiarti, Chorry sulistyowati	STRUKTUR KEPEMILIKAN DAN STRUKTUR DEWAN PERUSAHAAN	Universitas Airlangga
7	Wa Ode Zusnita Muizu, Ernie T. Sule	HRM STRATEGIC DALAM PENINGKATAN DAYA SAING PERUSAHAAN	Univ. Padjadjaran
8	Joseph L.Eko Nugroho, Andhy Setyawan	STUDI TENTANG SIKAP, SELF EFFICACY, UPAYA PEMBELAJARAN DAN KINERJA AKADEMIK DALAM KONTEKS KEHADIRAN MASYARAKAT EKONOMI ASEAN	Universitas Surabaya
9	Andhy Setyawan	PERAN MODERASI JENIS KELAMIN PADA PEMBENTUKAN KINERJA AKADEMIK DALAM KONTEKS KEHADIRAN MASYARAKAT EKONOMI ASEAN	Universitas Surabaya
10	Prof.Dr. Lia Amalia., SE, MM, Zairil., MM	ANALISIS PENGARUH KOMPETENSI, MASA KERJA, JAM KERJA EFEKTIF TERHADAP KINERJA KARYAWAN (Studi kasus : The Dharmawangsa Jakarta)	Universitas Esa Unggul, Jakarta
11	Abdul Fidayan	ANALISIS TANTANGAN PENGEMBANGAN SDM DI UKM (INDUSTRI BORONDONG)	USB YPKP
12	Kusni Ingsih, Sih Darmi Astuti, Deva Ivon Prakasiwi Asri	PERAN KEPEMIMPINAN, BUDAYA ORGANISASI, DAN KOMITMEN ORGANISASI DALAM MENINGKATKAN KINERJA PEGAWAI MELALUI KEPUASAN KERJA	Univ. Dian Nuswantoro Semarang
13	Anastasia Riani S. Ign. Sri Seventi	DAMPAK STRES DI TEMPAT KERJA DAN CYBERLOAFING PADA PRODUKTIVITAS KERJA	Universitas Sebelas Maret

Moderator : Dr. Setyani Dwi Lestari, ME	Ruang : DISCOVERY 3 / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	M. HASBI ZAIDI	PERAN SPIRITUALITAS DI TEMPAT KERJA DAN KOMITMEN ORGANISASIONAL TERHADAP PERILAKU KEWARGAORANISASIAN	Universitas Islam Riau
2	Jajuk Herawati Prayekti	PENGARUH KEPEMIMPINAN ETIS DAN KOMITMEN ORGANISASIONAL TERHADAP KINERJA KARYAWAN KOPERASI BATIK DI JOGJAKARTA	Universitas Sarjanawiyata Tamansiswa Yogyakarta
3	Elisabet Siahaan , Prihatin Lumbanraja, Yasmin Chairunisa Muchtar	ANALISIS KESUKSESAN KARIR PARA KONSULTAN PADA PERUSAHAAN MULTI LEVEL MARKETING	USU
4	Sri Rahayuningsih, Askar Yunianto	ANALISIS PENGARUH LOCUS OF CONTROL DAN SELF EFFICACY TERHADAP KINERJA DENGAN ETIKA KERJA ISLAM SEBAGAI VARIABEL MODERATING (Study Empiris pada Perawat di Rumah Sakit Islam Sultan Agung Semarang)	UNISBANK Semarang
5	Sri Hastuti, Asep Kurniawan	MODEL PEMOTIVASIAN DALAM UPAYA PENINGKATAN PRODUKTIVITAS KERJA PEGAWAI NEGERI SIPIL (PNS) KOTA CIMAHI	Universitas Jenderal Achmad Yani, Cimahi
6	Suhartini, Aji Candra Prakoso	PENGARUH EMOSI NEGATIF KARYAWAN TERHADAP KOMITMEN AFEKTIF DENGAN KEPUASAN KERJA SEBAGAI VARIABEL INTERVENING DI PT. BANK RAKYAT INDONESIA CABANG PEMALANG	Universitas Islam Indonesia
7	Annisa Noor Rahmatika, Trias Setiawati	"AUMAN SINGA BETINA: MENGGELORAKAN PELAUT NUSANTARA, MENGUASAI SAMUDRA DI SELURUH DUNIA" (STUDI KASUS KEPEMIMPINAN PEREMPUAN)	Universitas Islam Indonesia
8	Nabilah Ramadhan, S.MB., MM, Siska Ayudia Adiyanti, S.AB., MM	PENGARUH KEPEMIMPINAN TRANSFORMASIONAL DAN MOTIVASI TERHADAP KOMITMEN DAN KINERJA KARYAWAN PT.TIKI JNE BANDUNG DALAM MENGHADAPI AEC.	Universitas Widyatama
9	M. Danny Perdana, Hasyim Ahmad	PERAN ORGANIZATIONAL CITIZENSHIP BEHAVIOR DAN KOMITMEN ORGANISASIONAL DALAM MENINGKATKAN KEPUASAN KERJA PERAWAT	Universitas Esa Unggul
10	Rima Rahmayanti, Putu Nina Madiawati	PENGARUH KOMPETENSI DAN MOTIVASI PERAWAT TERHADAP KEPUASAN KERJA SERTA IMPLIKASINYA TERHADAP KINERJA PERAWAT DALAM MEMPERSIAPKAN ASEAN ECONOMIC COMMUNITY (AEC) 2015	Universitas Widyatama 1, Universitas Telkom2
11	Yayan Firmansyah, Dwinto Martri Aji Buana, Joeliaty	ANALISIS FAKTOR WORK-LIFE BALANCE DALAM MENGHADAPI ERA MASYARAKAT EKONOMI ASEAN: STUDI PADA MAHASISWA KELAS KARYAWAN DI BEBERAPA PERGURUAN TINGGI KOTA BANDUNG	Universitas Padjadjaran-Bandung

Moderator : Dr. Setyani Dwi Lestari, ME

Ruang : DISCOVERY 3 / Sesi 2
Jam : 14.00 – 17.00

No	Author	Judul	PT
1	Enggal Sriwardiningsih, Rudy Aryanto	DAMPAK SISTEM KOMPENSASI, MOTIVASI PEGAWAI DAN KOMITMEN ORGANISASI PEMERINTAH TERHADAP KINERJA PEGAWAI NEGERI DI INDONESIA	Univ. BINUS
2	Setyani Dwi lestari, Radona Eka Saputra	PENGARUH KEPEMIMPINAN, IKLIM ORGANISASI, DAN STRES KERJA TERHADAP TURNOVER INTENTION DENGAN KEPUASAN KERJA SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA PT. DWIDASA SAMSARA INDONESIA TANGERANG SELATAN)	Universitas Budi Luhur
3	Setyani Dwi Lestari, Ria Estiana	PENGARUH LINGKUNGAN KERJA DAN KOMPENSASI TERHADAP KEPUASAN KERJA DAN IMPLIKASINYA PADA KINERJA KARYAWAN STUDI KASUS PADA POLITEKNIK LP3I JAKARTA	Universitas Budi Luhur
4	Jessica Teny Lukito, Christine Winstinindah Sandroto	ANALISIS PENGARUH KOMPENSASI MONETER DAN NON-MONETER DENGAN JENIS KELAMIN SEBAGAI VARIABEL MODERASI TERHADAP MOTIVASI KERJA KARYAWAN PT MAYORA INDAH Tbk.”	Universitas Katolik Indonesia Atma Jaya
5	NURDJANAH HAMID, RIA MARDIANA YUSUF	ANTECEDENT OF EMPLOYEE’S COMMITMENT AND CONSEQUENCE TO THE PERFORMANCE OF PT. ANGKASA PURA MAKASSAR	HASSANUDDIN UNIV
6	ANIK HERMANINGSIH	PENGARUH PELATIHAN, MOTIVASI KERJA DAN BUDAYA ORGANISASI TERHADAP KINERJA PEGAWAI NEGERI SIPIL	MERCU BUNA
7	DYAH SAWITRI, ENLIK KRESNAINI, SUPARTOLO	KEMAMPUAN MANAJERIAL DAN MANAJEMEN KEPALA SEKOLAH PADA ERA OTONOMI DAERAH UNTUK MENINGKATKAN KINERJA GURU DI SDN KESATRIAN 1 MALANG	UNIV. GAJAH MALANG
8	EKO PURWANTO, EDDY WIYONO	KAJIAN KINERJA PEGAWAI PADA UNIT AIR MINUM DALAM KEMASAN PT. SWABINA GATRA GRESIK	UPN VETERAN JAWA TIMUR
9	TRI GINANJAR, ELFA FAIZAH	PENGARUH BUDAYA ORGANISASI DAN MOTIVASI PIMPINAN TERHADAP KINERJA PEGAWAI MENGGUNAKAN METODE PROPABILISTIK PADA BALAI PENDIDIKAN DAN PELATIHAN DI CIREBON	STMIK IKMI CIREBON
10	RAHAYU PURNAMI	PENGARUH KEPUASAN KERJA DAN KOMITMEN ORGANISASIONAL TERHADAP PERILAKU KEWARGAAN ORGANISASIONAL SERTA IMPLIKASINYA TERHADAP KINERJA PEGAWAI ADMINISTRASI (STUDI KASUS PADA PTS X DI BANDUNG)	UPI
12	Dr. Jerr Marcellinus Logahan, M.Si, Endira Rachma Filardi	PENGARUH WORKLOAD TERHADAP ROLE CONFLICT SERTA DAMPAKNYA PADA JOB PERFORMANCE PADA PT. ASSARAYA MULTI SARANA	UNIVERSITAS BINA NUSANTARA

Moderator : Siti Nurjanah, SE., MM	Ruang : KEMANG 1 / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Dwi Gemina, Endang Silaningsih, Erni Yuningsih, Lucky Hikmat Maulana	KEBERHASILAN USAHA IKM MAKANAN RINGAN BERBASIS MOTIVASI USAHA DAN KEMAMPUAN USAHA PRIANGAN TIMUR	Universitas Djuanda Bogor
2	Herlina Yoka Roida, N. Agus Sunarjanto	MERUMUSKAN MODEL KLASIFIKASI KEGAGALAN BISNIS USAHA MIKRO, KECIL, DAN MENENGAH DI INDONESIA	Widya Mandala Catholic University Surabaya
3	SYAMSUL BAHRI DG. PARANI, SE., MM, JOHNNY TANAMAL, SE., Msi, ARFAN NENO, SE., MBA	STRATEGI MODEL PEMBENTUKAN DAN PENGEMBANGAN KLASTER MENUJU PENINGKATAN DAYA SAING UKM DI KABUPATEN DONGGALA PROPINSI SULAWESI TENGAH	UNIVERSITAS TADULAKO
4	Sonata Christian	MENINGKATKAN DAYA SAING USAHA LOKAL INDONESIA MENGHADAPI MASYARAKAT EKONOMI ASEAN 2015	Universitas Ciputra, Surabaya
5	Sardjoeni Moedjiono, Winanti, Aries Kusdaryono	SISTEM PENGAMBILAN KEPUTUSAN MEMILIH MASAKAN BERDASARKAN JENIS PENYAKIT KRONIS MENGGUNAKAN METODE ANALYTICAL HIERARCHY PROCESS	Universitas Budi Luhur
6	Ahmad Rizki Sridadi	MANAGERIAL PREROGATIVE: SEPELEMPARAN BATU BELAKA ?	Universitas Airlangga
7	Muhammad Muhtadin Kholil , Gancar Candra Premananto	DINAMIKA KOMUNIKASI POLITIK DI KASKUS PADA PERIODE KAMPANYE PEMILIHAN PRESIDEN 5 JUNI – 5 JULI 2014 (Studi pada Aktifitas Kaskuser dalam Pemilihan Presiden 2014)	Universitas Airlangga
8	Rahmat Heru Setianto, Rory Asrhofi Andani	STRATEGI DIVERSIFIKASI DAN NILAI PERUSAHAAN	Universitas Airlangga
9	FEBRIANA WURJANINGRUM, MUKH. NASIR RAMDHANI	RANCANGAN PERBAIKAN KUALITAS PRODUK UKM SEPATU KULIT DENGAN MENGINTEGRASIKAN METODE ANALYTIC NETWORK PROCESS (ANP) DAN METODE QUALITY FUNCTION DEPLOYMENT (QFD)	Universitas Airlangga
10	Amaliyah Asad	BLUE BLOOD MADURA IN ORGANIZATIONAL STRUCTURE AND THE ECONOMIC COMMUNITY EDUCATION	STIAM Kepelabuhanan (Surabaya)
11	Hari Sukarno, Hadi Paramu, Yeni Hilma Dwiyaniti	DOMINASI DETERMINAN PENDAPATAN UMKM SEKTOR JASA DAN PERDAGANGAN DI KABUPATEN JEMBER	Universitas Jember
12	Mujino, Risal Rinofah	PENGARUH INFLASI DAN PDRB TERHADAP PENYALURAN KREDIT UMUM DAN UMKM DI DAERAH ISTIMEWA YOGYAKARTA	Universitas Sarjanawiyata Tamansiswa Yogyakarta

Moderator : Siti Nurjanah, SE., MM	Ruang : KEMANG 1 / Sesi 2 Jam : 14.00 – 18.00
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No	Author	Judul	PT
1	Anik Kusmintarti	THE RELATIONSHIPS AMONG ENTREPRENEURIAL EDUCATION, ENTREPRENEURIAL ATTITUDE, AND ENTREPRENEURIAL INTENTION	Politeknik Negeri Malang
2	Ade Indah Sari., SE., M.Si	STUDI EKSPERIMEN MODEL SINERGI PEMBERDAYAAN DALAM PENGEMBANGAN USAHA MIKRO DI SUMATERA UTARA	STIE Harapan Medan
3	Saskia, Alda Kartika, Teguh Setiawan	ANALISIS KEKUATAN KINERJA PERGURUAN TINGGIS WASTA (PTS) MELALUI ANALISA SWOT DI KOTA MEDAN	STIE Harapan Medan
4	Ita Rifiani Permatasari, Suselo Utoyo, ST, MMT, Ayu Sulasari, S.E., M.M	PENGEMBANGAN KEWIRAUSAHAAN MAHASISWA BERBASIS TECHNOPRENEUR	Politeknik Negeri Malang
5	Tapi Rondang Ni Bulan	PEMANFAATAN METODE KONTEKSTUAL DALAM PEMBELAJARAN KEWIRAUSAHAAN GUNA PENINGKATAN INTENSI	STIE Harapan Medan
6	Roos K. Andadari' Annie Susanto' Petrus Wijayanto	SERTIFIKASI PROFESI BIDANG MANAJEMEN BISNIS, AKANKAH MENINGKATKAN DAYA SAING?	Universitas Kristen Satya Wacana
7	Siti Rahayu, Erna Andajani	ANALISIS FAKTOR-FAKTOR FESTIVAL QUALITY: STUDI KASUS ANIME FESTIVAL ASIA INDONESIA 2014	Universitas Surabaya
8	Hujjatullah Fazlurrahman, SE, MBA Hafid Kholidi Hadi, S.E., M.SM.	ANALISIS KOMPARASI INTENSI KEWIRAUSAHAAN DOSEN DAN MAHASISWA	Universitas Negeri Surabaya
9	Yuyun Isbanah, Budiono	PENGARUH FAKTOR SPESIFIK BANK DAN MAKROEKONOMI TERHADAP KINERJA PERBANKAN INDONESIA	Universitas Negeri Surabaya
10	Achmad sobirin, Ulfa Sofiana, Al Hasin	TRANSFER PENGETAHUAN SEBAGAI BAGIAN DARI ALIH GENERASI PADA PERUSAHAAN KELUARGA	Universitas Islam Indonesia
11	Joeliaty	MODEL PENGELOLAAN PENGETAHUAN PENGRAJIN SEPATU DALAM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA) (Kajian Pada Sentra Sepatu Cibaduyut Jawa Barat)	Universitas Padjadjaran

Moderator : Dra. Umi Mardiyati, M.Si	Ruang : KEMANG 2 / Sesi 1 Jam : 11.00 – 13.00
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No	Author	Judul	PT
1	Ratna Widiastuti, Meily Margaretha	MEMBANGUN MUTU PERGURUAN TINGGI MELALUI PENGELOLAAN PERILAKU CYBERLOAFING PADA MAHASISWA	Universitas Kristen Maranatha
2	Sri Wahjuni Latifah, A. Waluya Jati, Erna Retno R	ANALISIS POTENSI USAHA DAERAH PENGIRIM TKI DI MALANG	Universitas Muhammadiyah Malang
3	Umi Kaltum, Riantari Tisna	APLIKASI SIX SIGMA PADA PENGUJIAN KUALITAS PRODUK UMKM: KASUS PADA HAZCLOTHING BANDUNG	UNPAD
4	DR. IDRIS AZIS, SE., M.Hum, DR. MAULED MOELYONO, SE., Msi, SYAMSUL BAHRI DG. PARANI, SE., MM	PERAN PEMERINTAH DALAM PENINGKATAN AKSES PASAR PRODUK KAKAO BAGI PENGUSAHA KECIL DAN MENENGAH DALAM PERCEPATAN DAN PERLUASAN PEMBANGUNAN EKONOMI DI KABUPATEN DONGGALA PROPINSI SULAWESI TENGAH	UNIVERSITAS TADULAKO
5	Haerul Anam	IMPLEMENTASI MODEL PENINGKATAN PRODUKSI DAN PEMASARAN KOMODITAS KEDELEI DI DAERAH TRANSMIGRASI JAWA-SUNDA DATARAN BULAN SEBAGAI UPAYA PERBAIKAN PENDAPATAN PETANI DI KABUPATEN TOJO UNA-UNA PROVINSI SULAWESI TENGAH	Universitas Tadulako
6	Hilda Monoarfa, Chalil	POTENSI PASAR PAKAN TERNAK UNGGAS SEBAGAI UPAYA MENGURANGI KETERGANTUNGAN IMPOR TEPUNG IKAN DI INDONESIA (Survey di Sentra Produksi Kabupaten Tojo Una-Una Sulawesi Tengah)	Universitas Tadulako
7	Suwarsono Muhammad	POSISI POLITIK KOMISI PEMBERANTASAN KORUPSI ANALISIS PEMANGKU KEPENTINGAN PADA ORGANISASI PUBLIK	UII
8	Elsye Tandelilin, SE, MM	KESIAPAN UMKM JAWA TIMUR DALAM MENGHADAPI PERSAINGAN DALAM ASEAN ECONOMIC COMMUNITY (AEC) 2015	Universitas Surabaya
9	Linda Ariany Mahastanti, Yeterina Widi Nugrahanti, Sri Hartini	PEMBERDAYAAN UMKM DALAM RANGKA PENINGKATKAN KEUNGGULAN KOMPETITIF MELALUI PROSES INOVASI MENGGUNAKAN PENDEKATAN KNOWLEDGE MANAGEMENT (STUDI PADA PENGUSAHA KERUPUK TUNTANG KAB. SEMARANG)	Universitas Kristen Satya Wacana
10	Hilmiana, Imas Soemaryani	MODEL OPTIMALISASI PENGELOLAAN ZAKAT MAAL MELALUI PENINGKATAN PEMAHAMAN DAN KESADARAN MASYARAKAT BERBASIS BUDAYA LOKAL DALAM MENUNTASKAN KEMISKINAN DI KOTA / KABUPATEN BANDUNG	Padjadjaran University
11	Wira Bobby Setya Raharja, Agus Suroso	ENVIRONMENT FRIENDLY PRODUCTS: FACTORS THAT INFLUENCE THE GREEN	UNSOED Purwokerto
12	Ariati Anomsari, Hertiana Ikasari, Ngatindriatun	MODEL PEMBERDAYAAN BATIK SEMARANG DALAM RANGKA MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)	Universitas Dian Nuswantoro Semarang

Moderator : Dra. Umi Mardiyati, M.Si	Ruang : KEMANG 2 / Sesi 2 Jam : 14.00 – 18. 00
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No	Author	Judul	PT
1	Nugroho Mardi Wibowo, Yuyun Widiastuti, Dwi Lesno Panglipursari	PELAYANAN KESEHATAN BERKEADILAN DAN KEPUASAN PASIEN MASYARAKAT MISKIN	Universitas Wijaya Putra
2	Farah Margaretha, Indah	FAKTOR- FAKTOR YANG MEMPENGARUHI KEBANGKRUTAN PADA INDUSTRI DASAR DAN KIMIA DI INDONESIA	Universitas Trisakti
3	Surachman Surjaatmadja, Ahmad Adriansyah	BENARKAH BANK SYARIAH BERBEDA DENGAN BANK KONVENSIONAL, PERSPEKTIF KEUNGGULAN BERSAING	STIE INDONESIA BANKING SCHOOL
4	Ratih Hurriyati, Mayasari, Sulastri	PENATAKELOLAAN PEDAGANG KAKI LIMA KOTA BANDUNG	Universitas Pendidikan Indonesia
5	Purwani Retno Andalas, Putriana Kristanti, Agustini Dyah Respati,	PENERAPAN GOOD CORPORATE GOVERNANCE PADA KELOMPOK TANI ORGANIK	Universitas Kristen Duta Wacana
6	Fransisca Desiana Pranatasari	SINERGI PERENCANAAN STRATEGIS BEBERAPA KEMENTERIAN INDONESIA DALAM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)	Universitas Ciputra
7	Tri Hendro Sigit Prakosa	TAKUT, MALU, LINGKUNGAN KELUARGA, DAN INTENSI KEWIRAUSAHAAN MAHASISWA PERGURUAN TINGGI SWASTA DI YOGYAKARTA	Sekolah Tinggi Ilmu Ekonomi YKPN Yogyakarta
8	Rorim Panday	ANALYSIS OF TECHNOLOGY READINESS AND TECHNOLOGY ACCEPTANCE OF GEODESY STUDENT IN USING INA GEOPORTAL	Bhayangkara Jaya University, Managemen, Jakarta, Indonesia
9	Sri Lestari Kurniawati, Linda Purnama Sari, Titis Puspitaningrum D.K	PENERAPAN GOOD CORPORATE GOVERNANCE (TATA KELOLA) PADA USAHA KECIL MENENGAH (UKM) DI SURABAYA DALAM MENGHADAPI MEA 2015	STIE Perbanas, Surabaya
10	Nindria Untarini, Yessy Artanti	PENERAPAN ADOPSI TEKNOLOGI INFORMASI GUNA MEMPERLUAS AKSES PASAR PADA UKM BATIK DI WILAYAH JETIS SIDOARJO	UNESA
11	Noviaty Kresna Darmasetiawan	PELATIHAN UMKM BERJENJANG DI KOTA SURABAYA: STRATEGI PENGUATAN DAYA SAING UMKM DALAM MENGHADAPI ASEAN ECONOMIC COMMUNITY (AEC)	Universitas Surabaya

Moderator : Nicodemus Simu, SE., MM	Ruang : KEMANG 3 / Sesi 1 Jam : 11.00 – 13. 00
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No	Author	Judul	PT
1	Dra. Friska Sipayung, Msi, Drs. Liasta Ginting, Msi, Dra. Lucy Anna, MS	MODEL IMPLEMENTASI STRATEGI SEBAGAI DETERMINAN KINERJA PERUSAHAAN	USU
2	Hardiyansyah , Mukran	MANAJEMEN STRATEGIS PENINGKATAN KUALITAS PELAYANAN PUBLIK DAN OPTIMALISASI PENERIMAAN PENDAPATAN ASLI DAERAH DI KOTA PALEMBANG	Universitas Bina Darma
3	MASLICHAH, NUR DIANA, MOHAMMAD CHOLID MAWARDI	MODEL PENGGUNAAN SISTEM INFORMASI AKUNTANSI UNTUK PENINGKATAN KINERJA INDUSTRI KREATIF UKM KOTA MALANG	Universitas Islam Malang
4	Ir. Alexander Wahyudi HS. MBA.MM	QUANTUM LEAP STRATEGY INDUSTRI PARIWISATA INDONESIA DALAM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)	Universitas Ciputra, Surabaya
5	Ferryal Abadi, Ika Suhartanti Darmo	HUBUNGAN LEARNING TO KNOW, LEARNING TO DO, LEARNING TO BE, LEARNING TO LIVE TOGETHER IN PEACE AND HARMONY SEBAGAI PEMBENTUK KARAKTER MORAL BANGSA.	Fakultas Ekonomi, Kalbis Institute
6	Dr. Tony Wijaya.,MM Dr. Santi Budiman.,MM	MODEL INTENSI BERWIRUSAHA	Fakultas Ekonomi UNY, STIE IEU
7	WIWIK MARYATI, BAMBANG SETYOBUDI	MODEL PAGUYUBAN UNTUK MEMPERTAHANKAN USAHA ENTREPRENEUR COMMUNITY DI KAWASAN PESANTREN KOTA JOMBANG	UNIPDU
8	Nyssa Andriani Chandra, Putu Anom Mahadwartha, Werner R. Murhadi	PENGARUH CORPORATE SOCIAL RESPONSIBILITY BIDANG LINGKUNGAN DAN GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN	Universitas Pelita Harapan Surabaya
9	Leonardi Lucky Kurniawan	ENERGIZING ENTREPRENEURIAL ECOSYSTEMS IN INDONESIA	Politeknik Ubaya, Surabaya
10	Hartini, Sri	CUSTOMER BASED BRAND EQUITY PRODUK UMKM : ANALISIS VARIABEL ANTESEDEN DAN KONSEKUENSI	Universitas Airlangga
11	Asep Mulyana Wa Ode Zusnita Muizu	ANALISIS KOMPETENSI WIRUSAHA UNTUK MENINGKATKAN DAYA SAING USAHA	Universitas Padjadjaran

Moderator : Nicodemus Simu, SE., MM	Ruang : KEMANG 3 / Sesi 2 Jam : 14.00 – 18. 00
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No	Author	Judul	PT
1	Muhamad Fahrurrozi Budi Harsanto	PENERAPAN SISTEM MANAJEMEN MUTU (SMM) ISO 9001:2008 PADA BAGIAN INCOMING EXPRESS MAIL SERVICE (EMS), KILAT KHUSUS, DAN POS EKSPRES DI MAIL PROCESSING CENTER (MPC) BANDUNG 40400 PT. POS INDONESIA (PERSERO)	Universitas Padjadjaran
2	Sardjoeni Moedjiono, Mahbul Wathoni, Aries Kusdaryono	MANAJEMEN TRAFFIC JARINGAN MENGGUNAKAN HIERARCHICAL TOKEN BUCKET (HTB) UNTUK PENINGKATAN QUALITY OF SERVICE (QOS) HOTSPOT PENDIDIKAN DAN PENGAJARAN (DIKJAR) KOMPUTER DAN MATEMATIKA : STUDI KASUS PADA PUSAT LABORATORIUM TERPADU UIN JAKARTA	Universitas Budi Luhur
3	Yetty dwi lestari	PERANCANGAN KINERJA RANTAI SUPLAI UKM DENGAN MENGGUNAKAN SCOR	Universitas Airlangga
4	Dwi Ratmawati, Tri Siwi Agustina, Novi Aditya Rosalita	PENGARUH SAFETY MANAGEMENT PRACTICES TERHADAP SAFETY PERFORMANCE DENGAN VARIABEL MEDIASI SAFETY KNOWLEDGE DAN SAFETY MOTIVATION STUDI PADA PELAKSANA PRODUKSI PABRIK III PT PETROKIMIA GRESIK	Universitas Airlangga
5	Rofi Rofaida, Chairul Furqon	PROFIL RANTAI NILAI (VALUE CHAIN) PADA INDUSTRI SUSU DI KABUPATEN BANDUNG BARAT (STUDI AWAL UNTUK PENGEMBANGAN MODEL KEMITRAAN RANTAI NILAI SEBAGAI UPAYA MENINGKATKAN DAYA SAING INDUSTRI)	Universitas Pendidikan Indonesia
6	Desi Tri Ariani, Siti Nursyamsiah	PENGARUH PENERAPAN PERBEDAAN ASPEK-ASPEK DALAM IMPLEMENTASI ISO : 9000 TERHADAP PRAKTEK SUPPLY CHAIN MANAGEMENT DAN KINERJA OPERASIONAL PERUSAHAAN MANUFAKTUR DI INDONESIA	Universitas Islam Indonesia
7	MARKONAH, MULJANTO SILADJAJA	PENGARUH SUPPLY CHAIN MANAGEMENT TERHADAP KINERJA OPERASIONAL PERUSAHAAN : KAJIAN SINGKAT INDUSTRI MANUFACTURING	PERBANAS INSTITUTE
8	Muslikh	UPAYA MENINGKATKAN DAYA SAING PRODUK UMKM DI KAMPUNG WISATA TEGALWARU BOGOR	YAI
9	Wilson Rajagukguk1	HUBUNGAN DEGRADASI LINGKUNGAN DAN PERTUMBUHAN EKONOMI: KASUS INDONESIA	Universitas Kristen Indonesia
10	Edy Dwi Kurniati, Nunuk Supraptini	PENGARUH LINGKUNGAN INDUSTRI TERHADAP KAPASITAS INOVASI DAN KINERJA USAHA DI SEKTOR PENGOLAHAN INDUSTRI KECIL KABUPATEN SEMARANG	Universitas Darul Ulum Islamic Centre Sudirman GUPPI (UNDARIS)
11	Endang Ruswanti, Arief Kusuma AP, Arief Suwandi	MODEL PEMBELAJARAN ENTREPRENEURSHIP INOVASI UNIVERSITAS ESA UNGGUL	Universitas Esa Unggul

Manajemen Keuangan

KEU-001	ANALISIS PENGARUH ASSET GROWTH, MANAJEMEN LABA, DAN PRICE TO BOOK VALUE TERHADAP RETURN SAHAM	Astuti Yuli Setyani Universitas Kristen Duta Wacana astutiys@staff.ukdw.ac.id Zet Sumbang Universitas Kristen Duta Wacana astutiys@staff.ukdw.ac.id
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Abstract – This study to examine the effect of asset growth, profit management and price to book value on return share of manufacturing companies listed on Indonesia Stock Exchange. The research variables are asset growth, Discretionary accruals, and Price to book value as independent variable and return as dependent variable.

Research sample were Financial Report the year 2008-2010 collected from 82 companies listed at Indonesia Stock Exchange. The Ordinary Least Square (OLS) is used to analyse the data. This analysis conforms that PBV and Asset growth influence the company stock return.

More over profit management variable has no effect on company stock return. These research findings indicate that companies were able to increase the stock price which positively impact on company stock return through increasing significantly asset growth as well as increasing price book value.

Key Word: Asset Growth, ordinary least square, Price to Book Value, Return share,

KEU-002	ANALISIS FAKTOR DEMOGRAFI, LITERASI KEUANGAN DAN PERILAKU KEUANGAN MAHASISWA	Christiana Fara Dharmastuti Universitas Katolik Indonesia Atma Jaya christiana.fara@atmajaya.ac.id Yudith Dyah Universitas Katolik Indonesia Atma Jaya christiana.fara@atmajaya.ac.id yudith.dyah@atmajaya.ac.id
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Abstract – Pengelolaan keuangan yang mencerminkan perilaku keuangan seseorang dipengaruhi oleh literasi keuangan dan faktor demografi seseorang. Mahasiswa yang merupakan kelompok awal dewasa, yang mulai belajar mengelola keuangannya sendiri. Unika Atma Jaya yang terletak di pusat kota, dekat pusat perbelanjaan, menjadi hal yang menarik untuk menjadi obyek penelitian perilaku keuangan mahasiswa. Tujuan penelitian ini adalah mengetahui bagaimanakah peran faktor demografi, literasi keuangan dalam mempengaruhi perilaku keuangan mahasiswa

Penelitian dilakukan dengan mengambil sampel menggunakan cluster sampling dari seluruh mahasiswa S1 Unika Atma Jaya yang tersebar dalam 17 program studi. Dari penelitian ini ditemukan bahwa faktor gender mampu membedakan secara signifikan atas perilaku keuangan mahasiswa, namun tidak signifikan untuk literasi keuangan. Penelitian ini juga menemukan bahwa latar belakang pendidikan mampu membedakan secara signifikan literasi keuangan dan perilaku keuangan mahasiswa.

Keywords: literasi keuangan, gender, pendidikan, perilaku keuangan.

KEU-003	ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI STRUKTUR MODAL PERBANKAN	<p>Nyi Mas Rizki Noviyah ABFI Perbanas Institute nyimas.rizki@perbanas.id</p> <p>Hedwigis Esti Riwayati ABFI Perbanas Institute hedwigis.esti@perbanas.id</p>
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Abstract – The purpose of this study is to analyze factors that influence capital structure at LQ45's bank during the period 2005-2013. In this study, there are six independent variables such as sales growth, profitability (Return On Assets), asset structure, operating leverage, liquidity (Load To Deposit Ratio), and taxes. The samples are 3 banks, they take by purposive sampling method. The data is processed by Eviews ver. 6.0. The results showed that the profitability (ROA) has a negative and significant influence to capital structure. In addition, the asset structure and operating leverage have positive and significant impact to capital structure. But sales growth, liquidity (LDR), and taxes do not effect to capital structure. Simultaneously, sales growth, profitability (ROA), asset structure, operating leverage, liquidity (LDR), and taxes have a significant effect to capital structure. Capital structure can be influenced by sales growth, profitability (ROA), asset structure, operating leverage, liquidity (LDR), and a tax of 88.74 per cent, while the remaining 11.26 percent is influenced by other factors, beside independent variables in this study.

Keywords: Sales growth, Profitability, Asset Structure, Operating Leverage, Liquidity, Taxes, Capital Structure

KEU-004	ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI TINGKAT UNDERPRICING PADA PERUSAHAAN YANG MELAKUKAN INITIAL PUBLIC OFFERING (IPO) (Studi Empiris Pada Bursa Efek Indonesia (BEI) Periode Tahun 2011-2013)	<p>Said Sampang Pascasarjana, Universitas Budi Luhur Jakarta Email: saidampang@gmail.com</p> <p>Sugeng Riyadi Pascasarjana, Universitas Budi Luhur Jakarta Email: sugengriyadi.ubl@gmail.com</p>
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Abstract – Underpricing is a phenomenon Initial Public Offering (IPO) which often occur on capital market and has been proven by researchers in many countries. This research aimed to analyze the factors affecting the level of underpricing. Underpricing as measured by the initial abnormal return is the dependent variable in this research. While the independent variable in this research is are company's profitability (ROA), financial leverage, firm age, firm size, and the intended use of funds for investment.

Sampling was done by using purposive sampling method resulted in 38 companies as research samples. Multiple regression model is used to test the relationship between the dependent and independent variables.

From the results of multiple regression analysis showed that the variables of the size in the company and intended use funds to invest significantly affect the underpricing. The direction of negative coefficients with three variables. There are variable, aged company, corporate profitability (ROA), and financial leverage (DER) shown to have no significant effect on the occurrence of underpricing.

Keywords: Underpricing, Initial Public Offering, the Company Profitability (ROA), Financial Leverage (DER), Age Company, Company Size, and Purpose Use of Funds for Investment

KEU-005

**ANALISIS KINERJA SAHAM-SAHAM
PERUSAHAAN KELUARGA DI
BURSA EFEK INDONESIA**

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Abstract – Penelitian ini bertujuan untuk menganalisis perbandingan kinerja pasar (*market performance*) dan portofolio (*portfolio performance*) antara perusahaan keluarga (*family firms*) dengan perusahaan bukan milik keluarga (*non-family firms*). Perusahaan keluarga diyakini oleh penelitian-penelitian terdahulu, bahwa keunikan yang dimiliki oleh perusahaan keluarga dalam tata kelola perusahaan (*corporate governance*) akan memberikan pengaruh positif pada kinerja perusahaan (*corporate performance*). Keunikan perusahaan keluarga dalam tata kelola perusahaan tercermin dari kepemilikan (*ownership*), manajemen (*management*), dan suksesi (*succession*). Penelitian ini menggunakan dua ukuran kinerja, yaitu kinerja pasar yang diproksikan oleh return saham dan kinerja portofolio yang diproksikan oleh nilai Sharpe, Treynor, dan Jensen. Penelitian ini menggunakan *independent sample t-test* untuk menguji dua kelompok sampel yang berbeda. *Levene test* dilakukan untuk menguji varians dan *t-test* untuk menguji rata-rata populasi. Hasil uji hipotesis menjelaskan terdapat perbedaan nilai rata-rata return yang signifikan antara perusahaan keluarga dengan perusahaan bukan milik keluarga. Nilai rata-rata return perusahaan keluarga menunjukkan hasil yang lebih tinggi daripada perusahaan bukan milik keluarga. Hasil uji hipotesis lainnya menunjukkan terdapat perbedaan nilai Sharpe dan Treynor yang signifikan, tetapi nilai Jensen tidak menunjukkan perbedaan yang signifikan. Nilai rata-rata Sharpe dan Treynor perusahaan keluarga lebih tinggi daripada perusahaan bukan milik keluarga. Penelitian ini memberikan kesimpulan bahwa keunikan perusahaan keluarga pada tata kelola perusahaan, tidak hanya berdampak pada kinerja perusahaan tetapi juga pada kinerja pasar dan kinerja portofolio. Peneliti juga memasukkan *market capitalization* untuk memisahkan dua kelompok di antara perusahaan-perusahaan keluarga yang *go public*. Peneliti melihat kapitalisasi pasar perlu dipertimbangkan karena diyakini dapat menunjukkan perbedaan hasil yang signifikan di antara dua kelompok tersebut. Hasilnya menunjukkan terdapat perbedaan yang signifikan, nilai rata-rata return perusahaan yang memiliki *big market capitalization* lebih besar daripada *small market capitalization*. Penelitian ini mendukung terbentuknya indeks perusahaan keluarga di Bursa Efek Indonesia, karena keunikan dan keunggulan yang dimiliki oleh perusahaan keluarga. Terbentuknya indeks perusahaan keluarga atau *Indonesia Family Firms Index*, dapat dijadikan sebagai referensi bagi investor dan manajer investasi untuk membentuk portofolio saham perusahaan keluarga.

Keywords: *Family firms, Stock Return, Portfolio, Sharpe, Treynor, dan Jensen*

KEU-006	ANALISIS KINERJA PERBANDINGAN BANK DEVISA BUMN DAN BANK DEVISA SWASTA PADA TAHUN 2006-2011	<p>Dra. Umi Mardiyati, M.Si Fakultas Ekonomi, Program Studi S1 Manajemen, Universitas Negeri Jakarta Email: umi.mardiyati@gmail.com</p> <p>Naezmi Renofa Email: Naezmirenofa@yahoo.com</p> <p>Dr.Gatot Nazir Ahmad M.Si Email: gatot11510@yahoo.com</p>
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Abstract – Peneliti bertujuan untuk membandingkan dan menganalisis kinerja bank devisa BUMN dan bank devisa Swasta dengan menggunakan rasio Capital Adequacy Ratio (CAR), Return On Asset (ROA), Return On Equity (ROE), dan Loan to Deposit Ratio (LDR). Sampel yang digunakan adalah empat bank devisa BUMN dan empat bank devisa Swasta berstatus go public. Data yang digunakan dalam penelitian ini diperoleh dari laporan keuangan tahunan perusahaan perbankan periode 2006-2011. Metode analisis yang digunakan dalam penelitian ini adalah analisis deskriptif, uji normalitas data dan uji hipotesis dua rata-rata sampel dengan menggunakan uji beda PairedSamplet-test. Hasil penelitian ini menunjukkan bahwa nilai CAR bank devisa BUMN ternyata tidak berbeda dengan nilai CAR bank devisa BUMN. Sedangkan nilai ROA, ROE, dan LDR terbukti berbeda antara bank devisa BUMN dan bank devisa swasta, dan nilai ROA, ROE, LDR bank devisa BUMN lebih besar dibandingkan dengan ROA, ROE, LDR bank devisa swasta.

Kata kunci : Capital Adequacy Ratio (CAR), Return On Asset (ROA), Return On Equity (ROE) dan Loan to Deposit Ratio (LDR)

KEU-007	ANALISIS MANAJEMEN LABA DAN KINERJA KEUANGAN PERUSAHAAN PENGAKUISISI SEBELUM DAN SESUDAH AKUISISI YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2009-2010	<p>Sopiani Saragih Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara nisrulirawati@yahoo.com</p> <p>Nisrul Irawati Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara nisrulirawati@yahoo.com</p>
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Abstract – The Purpose of this study to prove whether earnings management action occurs on the acquirer before the acquisition. In addition, this study also aimed to determine whether there is any difference in the acquirer's financial performance before and after the acquisition. The research was conducted in all non financial industry sector listed in BEI.

Earnings management made by firms is proxy by discretionari accruals (DA). Then for the measurement of firm performance measured by financial ratios which include net profit margin, return on equity, debt to equity ratio, debt ratio, total asset turnover, fixed asset turnover, current ratio. Further testing this hypothesis using independent sample t test and wilcoxon signed ranks test.

Based on the survey result revealed that the acquirer engage in earnings management action before and after acquisition. The seven ratios which include net profit margin, return on equity, debt to equity ratio, debt ratio, total asset turnover, fixed asset turnover, current ratio has no significance difference of the acquirer before and after the acquisition.

Keywords: Acquisitions, Earnings Management, Financial Performance, Discretionari Accruals

KEU-008	ANALISIS PENGARUH GOOD CORPORATE GOVERNANCE TERHADAP DIVIDEN PERUSAHAAN PROPERTI DAN KONSTRUKSI PADA BEI TAHUN 2010-2013	Achmad Kautsar Universitas Negeri Surabaya zar.manajemen@gmail.com Trias Madanika Kusumaningrum Universitas Negeri Surabaya triasmadanika@gmail.com
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Abstract – This paper aims to document the interaction between good corporate governance and dividend payout on the Indonesian Stock Exchange (IDX). Dividend payout has been an issue of interest in financial literature. Panel data covering a period from 2010 to 2013. The population are 55 companies in property and building construction sector. The paper reports institutional ownership have a statistically negative effect on dividend payout. But managerial ownership is not significant on dividend payout among the corporate governance variables. The results also indicate that profitability haven't effect on dividend payout. The other side, leveraged firms would significantly reduce dividend payments. Finally, firm size were found to be negative significant determinants of dividend payout on the property and building construction sector.

Keywords: good corporate governance, dividend payout

KEU-009	ANALISIS PENGARUH LAGGED RETURN INDEKS SAHAM AMERIKA DAN TINGKAT SUKU BUNGA BEBAS RISIKO DOMESTIK TERHADAP RETURN INDEKS SAHAM NEGARA ASEAN TAHUN 2003-2013	Ervina Yosephine Alumni Fakultas Ekonomi Universitas Katolik Indonesia Atma Jaya ervinayosephine@gmail.com Sumani Dosen Fakultas Ekonomi Universitas Katolik Indonesia Atma Jaya sumani@atmajaya.ac.id
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Abstract – The purpose of investing is to get return. There are many variables that can affect the return. Stock return of a country can be affected by events in the country as well as by stock returns of other countries. This study aims to determine the effect of lagged American stock index return and the domestic risk-free interest rate to stock return of ASEAN countries. The data used for this study is United States stock index, stock index and the risk-free interest rate of six ASEAN countries (Indonesia, Philippines, Malaysia, Singapore, Thailand, Vietnam) from 2003-2013. This study used estimation of GARCH (1, 1). From the estimation, it is known that simultaneously lagged US stock index return and the risk-free interest rate of domestic country have significant influence on stock index return from Indonesia and Malaysia. Partially, lagged US stock index return significantly affect the stock index return of two ASEAN countries, namely Malaysia and Thailand. While the influence of the risk-free interest rate to stock index return only significantly in the stock index return of Indonesia and the Philippines. This study concluded that stock investors can use the information about stock index return of United States and the domestic risk-free interest rate into consideration of future investment decisions.

Keywords: lagged return, domestic risk-free interest rate, stock index return

KEU-010	ANALISIS PENGARUH PROFITABILITAS DAN PERTUMBUHAN PERUSAHAAN TERHADAP PENGUNGKAPAN TANGGUNG JAWAB SOSIAL PERUSAHAAN (Studi Kasus Pada Bank Syariah di Indonesia)	Kartika Dewi Sri Susilowati Politeknik Negeri Malang kartika.dewi@polinema.ac.id
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Abstract – This study was aimed to identify factors affecting Corporate Social Responsibility (CSR) disclosure of Shariah Banks in Indonesia. There were two factors suspected to influence CSR disclosure, i.e. profitability and growth of the banks. CSR disclosure were evaluated based on content analysis, by analyzing annual reports and financial reports of seven Shariah Banks during the period of 2010 – 2013. CSR Index were developed based on Shariah Enterprise Theory (SET). The result from multiple linier regressions analysis showed that profitability which was proxied by ROE (Return of Equity) had a significant effect toward CSR disclosure for 0,004. While, the growth variable that was measured by using Assets Growth had negatively effect to CSR disclosure for - 0,0000436. The significance level of partial test (t) were 0,014 for ROE variable and 0,096 for Asset Growth variable and the simultaneous test (F) was obtained a significant level of 0,045. The conclusion of this study was, partially, profitability had a significant effect to CSR disclosure. Mean while, the company's growth had a negative effect and was not significant to CSR disclosure. Simultaneously, the bank's profitability and growth had an effect to CSR disclosure.

Keywords: CSR Disclosure, Shariah Enterprise Theory (SET), Tanggung jawab sosial perusahaan

KEU-011	ANALISIS PENGARUH REVERSE STOCKSPLIT TERHADAP KINERJA SAHAM PADA PERUSAHAAN YANG TERDAFTAR PADA BEI	Dwinanda Ripta Ramadhan Program Studi Manajemen - Fakultas Ekonomi, Universitas Islam Indonesia sutrisno_uui@yahoo.com Sutrisno Program Studi Manajemen - Fakultas Ekonomi, Universitas Islam Indonesia sutrisno_uui@yahoo.com
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Abstract – The main objective of this study was to examine differences between the Performance of the stock before and after the events of the reverse stock split. And to analyze the differences in trading volume before and after the reverse stock split. The data used in this study is the monthly stock price and the monthly JCI, total volume of shares traded during the period of 2011-2014. By using purposive sampling method Samples have been as many as five companies that perform the reverse stock split policy.

This study uses a different test Paired Samples Test to test for differences in stock returns and Trading Volume Activity Test to test for differences between the trading volume before and after the reverse stock split policy. Hypothesis testing results show that the company carried out its action reverse stock split not show a significant effect on the performance of stock

Keywords: Performance Shares, Trading Volume Activity, and the Reverse Stock Split.

KEU-012	ANALISIS PERBANDINGAN BIAYA PERSEDIAAN BAHAN BAKU TEMBAKAU DENGAN METODE LOT SIZING PADA PERUSAHAAN ROKOK PUTRA MAJU JAYA	Senna Saraswati Departemen Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga sennasarasw@gmail.com Indro Kirono Departemen Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga indrokirono@yahoo.com
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Abstract – Globalization pushes businesses indirectly to grow and develop so they could compete and survive in a competitive market. One of those is cigarette industry which also plays role as the country's economic drive with wide multiplier effect. To survive a competition, companies especially the small/medium-sized ones have to run their business process effectively and efficiently hence it could increase their profitability.

The goal of this research is to analyze comparison between inventory cost of tobacco between company's current method and lot sizing method with economic order quantity (EOQ), fixed order quantity (FOQ), and period order quantity (POQ). Furthermore, those methods were compared and the ones which were the most effective and efficient were chosen to be applied in the company. Qualitative approach with descriptive method was used in this research.

This research was conducted at Perusahaan Rokok Putra Maju Jaya, a cigarette industry with tobacco as its main material. Based on analysis, EOQ has shown Rp 49.426.426,54 on total inventory cost of Pakong tobacco with 6 times frequency and 15% cut off of ordering cost and POQ has shown Rp 48.034.100,98 on total inventory cost with also 6 times frequency and 19% cut off of ordering cost.

Keywords: Inventory, inventory management, lot sizing, EOQ, FOQ, POQ

KEU-013	ANALISIS PERBANDINGAN KINERJA SAHAM SYARIAH ANTARA DOW JONES ISLAMIC MARKET INDICES, FSTE GLOBAL ISLAMIC INDICES, KUALA LUMPUR STOCK EXCHANGE SYARIAH INDEX DAN JAKARTA ISLAMIC INDEX	Novita Kusuma Maharani Program Studi Manajemen Universitas Islam Indonesia vhyta.maharani@gmail.com Zaenal Arifin Program Studi Manajemen Universitas Islam Indonesia zaenalarifin.fe@uii.ac.id
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Abstract – This research investigate wheather the difference of Sharia stock screening mechanism in some countries will influence the index and stock performance. Surely each country has its own process and terms of Sharia stock screening, where some countries have tight screening policy and the other countries have loose screening policy. This research investigates 4 Sharia indices DJIMI, FTSE GIIS, KLSESI, and JII since October 2012 until September 2014. For stock performance comparison, we compare between JII and KLSESI since January 2011 until December 2013. This research shows that the performance of Sharia stock index do not affected by how tight the screening process of that index. Although KLSESI index has the tightest stock screening policy, but the performance is not different with the Sharia stock which has loosest stock screening policy which is DJMI index. When we compare the return of each index, the performance of the 4 indices show insignificant different also. The performance of JII stock which has the looser stock screening policy is also not different with the KLSESI stock performance which has the tighter stock screening policy.

Keywords: Sharia stock screening, Sharia index performance, Sharia stock performance, Sharia capital market.

KEU-014	ANALISIS SISTEM BAGI HASIL DAN BUNGA PERBANKAN DALAM RANGKA MENGHADAPI INTEGRASI EKONOMI	Sugeng Hariadi Fakultas Bisnis dan Ekonomika, Universitas Surabaya sugeng.hariadi@staff.ubaya.ac.id
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Abstract – ASEAN Economic Community by the end of 2015 will encourage new players financial services (including sharia) into Indonesia. 'Local players' should have the right strategy to be able to survive and win the competition. This study is an analysis of the difference between profit / loss sharing and interest rates. The result will be one of the major considerations of a person when making a choice on financial services. It would be very beneficial for the 'stakeholders' of Islamic banking. The study used a t test on the data equivalent to the rate of return / profit sharing on deposits and financing in Islamic banks against interest on deposits and loans in the conventional bank. The study found evidence that its customers on demand and time deposits in Islamic banks earn lower returns than if saving money in a conventional bank. For savings deposits, Islamic banks customers receive reward / higher profit sharing. Also, the results of current and savings accounts in Islamic banks do indeed differ significantly with interest demand deposits and savings in conventional banks. Meanwhile, profit sharing and interest on savings deposits in Islamic banks and conventional are essentially equal. Found also a result that financing in Islamic banks was higher (expensive) than conventional bank loans except for consumer credit. Another main finding is that the Islamic bank financing is significantly different from a conventional bank loan. In this case, the financing in Islamic banks are much more expensive compared to conventional bank credit.

Keywords: AEC, profit sharing, interest.

KEU-015	BUSINESS CYCLES, FINANCIAL MARKETS FLUCTUATIONS DAN BANK INCOME STRUCTURE PADA INDUSTRI PERBANKAN DI DINDONESIA	Fitri Ismiyanti Fakultas Ekonomi dan Bisnis, Universitas Airlangga Merien Assafitri Fakultas Ekonomi dan Bisnis, Universitas Airlangga
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Abstrak – Penelitian ini dilakukan untuk melihat apakah manajer perbankan di Indonesia, pemegang saham dan regulator dapat secara bersama-sama mengambil manfaat yang menguntungkan dari kelanjutan integrasi kegiatan non-interest income dalam bisnis perbankan. Penelitian dilakukan pada dua komponen bank revenue (net interest income, non interest income) terhadap shock yang berasal dari business cycle dan financial market fluctuation. Penelitian ini bertujuan untuk mengetahui analisis respon dari pertumbuhan net-interest income terhadap shock pada business cycle dan financial market fluctuation, serta untuk mengetahui analisis respon dari pertumbuhan non interest income terhadap shock pada business cycle dan financial market fluctuation. Penelitian ini menggunakan estimasi impulse response dan variance decomposition antar variabel menggunakan model restricted VAR yaitu Vector Error Correction Model (VECM). Model persamaan regresi yang menggunakan data time series adalah model VAR. Pembentukan model VAR ini juga terkait erat dengan masalah stasionaritas data dan kointegrasi antar variabel di dalamnya. Penelitian ini menggunakan model Vector Error Correction Model (VECM) yaitu model yang terestriksi (restricted VAR). VECM dapat digunakan untuk mengamati pergerakan atau trend data-data yang diteliti sehingga bisa melakukan peramalan jangka pendek dan jangka panjang. Dengan melihat dari hasil penelitian ini bahwa dalam jangka panjang financial market fluctuation lebih berpengaruh pada net interest income dari pada business cycle. Hasil penelitian menemukan bahwa pada kondisi normal ditemukan bahwa pertumbuhan pada business cycle memiliki pengaruh terhadap pertumbuhan bank income structure yang berasal dari non interest income dan saat shock terjadi pertumbuhan pertumbuhan non interest income lebih dipengaruhi oleh pertumbuhan financial market fluctuation. Vector Error Correction Model (VECM) menemukan pengaruh jangka panjang dan jangka pendek. Dalam jangka panjang business cycle dan financial market fluctuation berpengaruh terhadap pertumbuhan net interest income.

Keywords: Business Cycles, Financial Markets Fluctuations, Bank Income Structure, VECM

KEU-016	DINAMIKA PEMAHAMAN, PENGAPLIKASIAN DAN ETIKA DALAM MANAJEMEN KEUANGAN DAN PELAPORAN KEUANGAN PERUSAHAAN DALAM UPAYA MENCIPTAKAN PERUSAHAAN YANG KUAT	Rosemarie, S.N. Universitas Kristen Maranatha rosemarie.sutjiati@yahoo.com
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Abstract – A healthy finance that is well managed is a must for a company that seeks to accomplish its goals to build itself to be a strong and long-lived company. Therefore the quality of the management system and the managers become important. Companies hunt professional managers from good academics and also spend a lot of fund to build its management system. Even with all these, there are big companies that still suffer loss and failure. The capability of the management to understand the theory of financial management and how to apply it as well as the ethics-behavior aspect became attention of many people. This paper use study literature to examine the aspect of knowledge, skill, and ethic of management and managers and their importance to accomplish company's goals and for creating strong and long-lived company. The end result shows that knowledge, skill, ethic of financial management and the capability to applied it will affect the company strength as a whole and it competitiveness to survive future competition

Keywords: Financial, management, knowledge, skill, ethics.

KEU-017	DOES CORPORATE GOVERNANCE AFFECT FIRM VALUE? EVIDENCE FROM INDONESIA BANKING SECTOR	Hamdi Agustin, SE.MM. Ph,D Fakultas Ekonomi Universitas Islam Riau Hamdiagustin@yahoo.com Raja Ria Yusnita, SE. M. Econ Fakultas Ekonomi Universitas Islam Riau Hasrizal Hasan, SE.MM Fakultas Ekonomi Universitas Islam Riau
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Abstract – Increasing the value of the company, followed by increasing the company's share price would provide the advantage of capital gains for investors. This shows the level of investor confidence in a company to manage their funds will affect the company's stock price movement of capital market, because buying stocks is to instill confidence in the management of a company to manage their funds. The objective of this research is determinants of firm value in banking companies listed in Indonesia Stock Exchange are Examined context with reference to firm value theories. The population consists of 22 banks. The period under study is from 2007 to 2012 the data are taken from the banks' annual reports. In this study using panel data and analysis using pooled ordinary least squares (OLS). The results are ROA and Log Asset have no effect on banks value. Managerial ownership negative effect on banks value. The results of the study do not support agency theory to minimize the agency conflict is to increase managerial ownership in the company. Investment opportunity positive effect on banks value

Key Words : firm value, Managerial ownership and banking

KEU-018	<i>EFFECT OF INFLATION, INTEREST RATE, PROFITABILITY AND RISKS TO CORPORATE VALUE OF PROPERTY AND REAL ESTATE SECTORS LISTED ON THE STOCK EXCHANGE 2011-2013</i>	<p>Hamidah Fakultas Ekonomi Universitas Negeri Jakarta hamidahsam@gmail.com</p> <p>Hartini Fakultas Ekonomi Universitas Negeri Jakarta</p>
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Abstract – This study aims to determine the effect of inflation, BI interest rates, Profitability, and Financial Risk to the value of the company. The sampling technique used is purposive sampling with criteria (1) Property and real estate company listed on the Stock Exchange are regularly publish financial statements during the observation period (2011-2013). (2) The company must have been listed at the beginning of the observation period and not in delisting until the end of the observation period. Sample in this research are 32 companies out of 52 companies during the observation period. There are 42 outlier lost due to extreme data. The analysis technique used is the analysis of panel data with random effects methods. The analysis showed that inflation and interest rates partially significant negative effect on the value of the company. ROA and DER partially positive and significant impact on the value of the company. Simultaneously, inflation, interest rates BI, ROA and DER showed positive and significant impact on the value of the company.

Keywords: Inflation, interest rate BI, Return On Assets (ROA), Debt to Equity Ratio (DER) and Price to Book Value (PBV)

KEU-019	<i>EFFICIENT MARKET HYPOTHESIS REVISITED: INDONESIA STOCK EXCHANGE</i>	<p>Khairunnisa Universitas Telkom khairunnisa@telkomuniversity.ac.id</p>
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Abstract – In 2008, Indonesia Stock Exchange got suspended because it has the lowest market index in history due to global crisis. Partly because the irrational investor got panic to sold their stock immediately. Price is a reflection of all information available. If a price had reflected all information available then the market is efficient. There are some studies that have been carried out to test the randomness of returns series on Indonesia Stock Exchange. There are some inconsistencies in the previous research, therefore, this study applies two parametric test namely Ljung Box Auto-correlation and Augmented Dickey Fuller; also, one non parametric test namely Phillips Perron. This study found daily returns of Jakarta Composite Index do not confirm to a random walk under the observation on January 2008 until June 2015. The broad conclusion from this study shows that Indonesia Stock Exchange is inefficient in weak form.

Keywords: efficient market hypothesis, weak form market efficiency, random walk, Jakarta Composite Index

KEU-020	FUNDAMENTAL BANK, TINGKAT BUNGA DEPOSITO, DAN PERUBAHAN PENJAMINAN SIMPANAN BANK DI INDONESIA	Anggitya Larasaty Departemen Manajemen Fakultas Ekonomi dan Bisnis - Universitas Airlangga E-mail: anggitya.larasaty@gmail.com I Made Sudana Departemen Manajemen Fakultas Ekonomi dan Bisnis - Universitas Airlangga E-mail: imadesudana@yahoo.co.id
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Abstract – This study aimed to determine effect of bank fundamentals (capital adequacy, asset quality, management, earnings, and liquidity) on interest rate in blanket guarantee, one hundred million rupiahs guarantee, and two billion rupiahs guarantee in Indonesia. This study used regression analysis to determine the effect of independent variables consisting of CAR, NPL, NIETA, ROA and CTA, to interest rate. Based on the result of analysis, it could conclude that there are effect of bank fundamentals to interest rate when the amount of guarantee regulation changes. In blanket guarantee shows that only one variable has significant effect on interest rate, it is CTA. In one hundred million rupiahs guarantee shows that variables CAR, ROA, and CTA has significant effect on interest rate. In two billion rupiahs guarantee shows that only one variable has significant effect on interest rate, it is ROA. In brief, the change of guarantee regulation was influential on market discipline, the less the amount of deposits guaranteed will increase market discipline on community.

Keywords: bank fundamentals, interest rates, and deposit insurance.

KEU-021	IMPLEMENTASI PRINSIP BAGI HASIL PADA PEMBIAYAAN DI PERBANKAN SYARIAH INDONESIA	Aidha Trisanty Prodi Keuangan dan Perbankan D3 Ekonomi Universitas Islam Indonesia aidha.trisanty@uii.ac.id
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Abstract – One of the characteristics of Islamic banking is using the concept of profit sharing. This characteristic distinguishes the operation of Islamic banking with conventional banking. In applying the concept of profit sharing, most of the activities of Islamic banking especially in the distribution of funds or financing are actually dominated by the profit-sharing agreement. However, financing in the Islamic banking today mostly is dominated by features that use non-profit-sharing agreement such as murabahah. This paper examines about why the realization of financing of Islamic banking in Indonesia is still dominated by financing non-profit-sharing, and what solutions can be done in order to increase the financing based on profit sharing concept. This is consistent with the objectives stated in the blueprint for the development of Islamic banking in Indonesia, which clearly states that the vision will be achieved ten years. They are to establish Islamic banking system that is competitive, efficient, which meets the prudential principle, and to support the real sector through profit sharing financing and real transactions in the context of fairness, mutual help, and for betterment in order to achieve the mutual benefits for the society

Keywords : islamicbanking, profit sharing, syariah financing, mudharabah, musyarakah

KEU-022	KINERJA INTELLECTUAL CAPITAL SUBSEKTOR INDUSTRI SEMEN DI INDONESIA	Yanuar Trisnowati Universitas Internasional Semen Indonesia yanuar.trisnowati@uisi.ac.id Mia Fathia Universitas Internasional Semen Indonesia mia.fathia@uisi.ac.id
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Abstract – Intellectual Capital is an important foundation for a company to achieve competitive advantage generated by the company's intellectual ability (Value Added Intellectual Coefficient - VAIC) and in order to increase the value of the company. VAIC is an instrument for measuring performance of company's intellectual capital. This study aims to measure the performance of the cement industry sector in Indonesia for five years i.e. 2009 to 2013 and then rank the companies based on Best Performance Index (BPI) which were measured using Value Added Intellectual Capital (VAIC). The sampling process is performed by selecting the appropriate criteria for the established company. In this research, a total population of 4 cement sub-sector companies in Indonesia Stock Exchange was selected, which then reduced to 3 companies that continuously publish their financial statements in the year 2009 to 2013. The obtained samples include PT Indocement Tunggal Makmur Tbk, PT Holcim Indonesia Tbk, and PT Semen Indonesia (Persero) Tbk. Based on the performed analysis, it can be concluded that PT Semen Indonesia (Persero) Tbk consistently gets the index as "top performers". PT Indocement Tunggal Prakarsa Tbk was in the middle because it never got index "top performers" in 2009, 2010, and 2012. Furthermore in 2011 and 2013 the performance was dropped to "good performers". As for PT Holcim Indonesia Tbk, the company has shown worst performance among others because it was valued as "good performers" during 2009 - 2013.

Keywords: Intellectual Capital, Value Added Intellectual Capital, Best Performance Index

KEU-023	KINERJA JANGKA PANJANG PADA PEMBELIAN KEMBALI SAHAM	Abdur Rafik Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia Jln. Condong Catur-Depok-Sleman-DIY Telp: +6274-881546/885376/884019; Email: abdurrafik@uii.ac.id/abdurrafik01@gmail.com
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Abstract – Many studies consider the potential economic value of a stock repurchase. On average, the stock prices of repurchasing companies increase significantly in the short run and in the long run. The most common explanation for the short-term performance is that the repurchase announcement signal a positive information or that it reflects the benefits from a reduction in the agency costs of free cash flow. While the most common explanation for the long-run performance stands for market timing hypothesis that posits that managers can benefit long-term shareholders by buying back stocks when these are undervalued. A well-developed literature documents that shareholders have historically realized positive abnormal returns subsequent to repurchase programs. Of them conclude that repurchase companies' stocks are undervalued and that the market react slowly to the information implicit in the repurchase programs. This study tests the hypothesis in Indonesian context using event study methodology. The samples consist of all companies conducted stock repurchase programs from 2000-2014. The results provide an evidence that the repurchasing companies experienced long-term abnormal returns. Consistent with the findings of Ikenberry et al. (1995) suggesting that the market treats repurchase announcements with skepticism, the results also find a strong evidence that market slowly adjust the prices over times (5 years) following repurchase programs.

Keywords: pembelian kembali saham, kinerja jangka panjang, underreaction

KEU-024

**KOMPARASI MODEL CORPORATE GOVERNANCE
DAN BANK MONITORING DALAM
MEMPENGARUHI KINERJA PERUSAHAAN**

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Abstract – Penelitian ini bertujuan untuk membandingkan model corporate governance dan bank monitoring dalam mempengaruhi kinerja perusahaan industri manufaktur di BEI periode 2010-2012. Variabel-variabel yang diuji adalah variabel-variabel corporate governance dan bank monitoring yang dapat mempengaruhi kinerja perusahaan. Penelitian ini menggunakan metode analisis regresi linier berganda untuk menguji hipotesis dengan sampel berupa 82 perusahaan industri manufaktur di BEI periode 2010-2012. Jumlah 0246 poin observasi. Selain itu, penelitian ini juga melakukan uji non-nested terhadap model corporate governance dan bank monitoring untuk menemukan model mana yang lebih unggul dalam mempengaruhi kinerja perusahaan. Temuan penelitian menunjukkan bahwa variabel-variabel corporate governance yaitu board size, independent commissioner, dan ownership concentration, serta variabel-variabel bank monitoring, yaitu magnitude of bank loans dan length of bank loans outstanding period memiliki pengaruh positif signifikan terhadap kinerja perusahaan industri manufaktur di BEI periode 2010-2012. Selain itu, berdasarkan hasil uji non-nested, model corporate governance lebih unggul daripada model bank monitoring dalam mempengaruhi kinerja perusahaan industri manufaktur di BEI periode 2010-2012 dari sudut pandang pemegang saham.

Keywords: Corporate Governance, Bank Monitoring, Agency Theory, Agency Problem, Firm Performance.

KEU-025

**MODEL KINERJA PORTFOLIO SAHAM BERBASIS
METODE SHARPE, TREYNOR DAN JENSEN
UNTUK KESEHATAN INVESTASI SAHAM
DI BURSA EFEK INDONESIA (BEI)**

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Abstract – The final goal of this research is to determine the model of optimal stock portfolio performance and efficient. Achievement of the performance model portfolio as a result of stock-based performance assessment methods Sharpe, Treyno, and Jensen that can be used by investors or other user in investing in a healthy manner. Stock portfolio performance measurement methods can be facilitated by using a proxy LQ45 blue chip stocks which are 45 most liquid shares (high market capitalization), has a high-frequency trading, growth prospects and financial condition is quite good, is not volatile and has been selected objectively by BEI and a safe stock owned as a fundamental good performance of the stock, so that the risk of side LQ45 group has the lowest risk than other stocks. Calculation stock portfolio performance consistency in this study using a different test by using Kruskal-wallish.

This study used a sample of companies included in the LQ45 the period 2010 to 2014 and obtained a sample of 22 stocks. The results showed that by using the Markowitz model calculation results obtained from the selected 10 stocks 22 stocks formed of a diversified portfolio. The result of the formation of the optimal portfolio for the composition of the proportion of funds using optimum models using Solver applications that exist within the Microsoft Excel program. The findings of the study were 10 selected stocks which include stocks UNVR, BDMN, LPKR, BMRI, ADRO, ITMG, SMGR, BBKA, INDF, PGAS, with a combination of efficient porposi funds amounting to: ADRO = 11%, BBKA = 8%, BDMN = 12%, BMRI = 11%, INDF = 8%, ITMG = 10%, LPKR = 12%, PGAS = 7%, SMGR = 9%, UNVR = 12%.

The results show the value of Sharpe index = 7.20%; Jensen index value = 3.70%, and the Treynor index value = 1.004%. Of the three of these calculations, the greatest percentage obtained from the calculation Sharpe, amounting to 7.20%. The greater the percentage obtained, the better the portfolio. To determine whether the three models have different calculations, it is done using a different test Kruskal-Wallis test and the results The results show that Asymp. Sig amounted to 0.368 greater than the Alpha portfolio is equal to 0.014. This shows that the three methods of calculating the return there is no significant difference.

Keyword :Indeks Sharpe, Treynor, Jensen,Risk, Return, performanceof thestock portfolio

KEU-026

**OPTIMALISASI PEMANFAATAN DANA
CORPORATE SOCIAL RESPONSIBILITY (CSR) PADA
UKM DISEKITAR KAWASAN TAMBANG NIKEL
DI SULAWESI**

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Abstract – Tujuan jangka panjang yang ingin dicapai dalam penelitian ini adalah implementasi program/kegiatan berdasarkan Model dan Strategi Pemberdayaan Ekonomi Masyarakat Berbasis Kewirausahaan yang sesuai dengan kebutuhan dan minat masyarakat di Kawasan Tambang Nikel secara Sinergis melalui Optimalisasi Pemanfaatan Corporate Social Responsibility (CSR) di Koridor IV Sulawesi, sehingga pada akhirnya masyarakat di kawasan tambang memiliki kemampuan dan kemandirian secara ekonomi dan sosial berkelanjutan (sustainable economic and social) saat beroperasi maupun setelah tambang tersebut tidak lagi beroperasi (pascatambang). Keberhasilan kinerja model dan strategi tersebut diperlukan suatu pendampingan dari akademis, LSM, dinas terkait/teknis, serta lembaga keuangan.

Target khusus yang diharapkan dari hasil penelitian ini adalah: Tahun kedua (2015), (1) Penerapan model, strategi dan program atau kegiatan, sebagai pedoman pelaksanaan pemberdayaan ekonomi masyarakat berbasis kewirausahaan pada Kawasan Tambang Nikel secara sinergis melalui optimalisasi pemanfaatan Corporate Social Responsibility (CSR) di Koridor IV Sulawesi. (2). Tersedianya informasi gambaran tentang komitmen para stakeholders terhadap optimalisasi pemanfaatan Corporate Social Responsibility (CSR) di Sulawesi.

Untuk mencapai tujuan penelitian ini, maka digunakan metode sebagai berikut: target responden penelitian adalah pemilik usaha (UKM) pada kawasan Tambang Nikel Morowali, Pomalaa dan Sorowako, sebanyak 119 UKM. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer diperoleh dengan menggunakan teknik observasi, wawancara dan penyebaran kuisioner. Data sekunder diperoleh dari laporan CSR perusahaan Tambang, artikel dan literature yang mendukung. Informasi data yang diperoleh di analisis dengan metode deskriptif, disertai penjelasan kualitatif dan kuantitatif.

Hasil penelitian menunjukkan bahwa indikator dari model penelitian mayoritas telah diaplikasikan. Hasil dari pengaplikasian memberikan dampak yang berbeda dari tiga kawasan penelitian (Morowali, Sorowako dan Pomalaa), yakni variabel Pemberdayaan Ekonomi Masyarakat pada kawasan Morowali dan Sorowako, menunjukkan bahwa tanggapan responden memberikan nilai mean tertinggi dari kesadaran perusahaan. Untuk kawasan Pomalaa nilai mean tertinggi adalah penyadaran. Aplikasi variabel kemampuan kewirausahaan untuk kawasan Morowali, Pomalaa, dan Sorowako memiliki nilai mean tertinggi adalah peluang dan inisiatif. Aplikasi pengukuran Corporate Social Responsibility (CSR) untuk kawasan Morowali memberikan nilai mean tertinggi adalah orientasi pendekatan profit atau keuntungan. Untuk kawasan Pomalaa nilai mean tertinggi adalah orientasi kesejahteraan masyarakat. Hal ini mengindikasikan bahwa PT. Antam, dalam pemanfaatan dana CSR telah memperhatikan kesejahteraan masyarakat secara berkelanjutan. Pada kawasan tambang nikel Sorowako dari hasil tanggapan responden menunjukkan variabel program CSR memiliki mean tertinggi dari indikator pendekatan kesejahteraan masyarakat. Aplikasi variabel komitmen stakeholders, menunjukkan bahwa dari tiga kawasan tersebut tanggapan responden terhadap variabel komitmen stakeholders, pada kawasan Morowali, nilai mean paling tinggi pada komitmen kemandirian usaha. Untuk kawasan Pomalaa nilai mean tertinggi adalah komitmen terhadap bagi hasil dan komitmen terhadap kemandirian. Pada kawasan tambang nikel Sorowako, tanggapan responden terhadap komitmen stakeholder memberikan nilai mean tertinggi pada komitmen perjanjian.

Keywords : Corporate Social Responsibility (CSR)

KEU-027	OVERREACTION PADA KELOMPOK SAHAM LQ-45 DI BURSA EFEK INDONESIA PERIODE 2009-2014	<p>Arjun Budiawan Prodi Manajemen FE UII Yogyakarta Junaedhis@gmail.com</p> <p>Nurfauziah, Dra, MM, CFP, QWP Prodi Manajemen FE UII Yogyakarta nf.nurfauziah@gmail.com</p>
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Abstract – This research entitled “Overreaction in Stock Group LQ-45 at Indonesian Stock Exchange Period 2009-2014” and having purpose to explain the existence of overreaction anomaly in stock group LQ-45 at Indonesian Stock Exchange period 2009-2014. Using stock sample, during research periods always combine in LQ-45. In this research using Abnormal Return’s weekly stocks data and tested on semester period to know there is overreaction anomaly or not.

In this research, stock grouped into two categories that are winner stock and loser stock. Stock that grouped into winner category is stock that has return higher than market return (LQ45), Marked by stock that has positive abnormal return. Meanwhile, stock that include in loser stock category is stock that has return lower than market return (LQ45). Marked by stock that has negative abnormal return.

The result from this research shows that stock group LQ-45 in Indonesian Stock Exchange period 2009-2014 has overreaction anomaly. Supported by the result from t-test that shows abnormal return average differences between winner stock group and loser stock group in semester period year 2009-2014.

Key Words: Winner, Loser, Overreaction

KEU-028	PEMILIHAN & PEMBENTUKAN PORTOFOLIO OPTIMAL DENGAN SINGLE INDEX CUT OFF MODEL PADA SAHAM LQ45 DI BEI: PENGAMATAN 2011-2013	<p>Yayuk Karliena Alumni Fakultas Fakultas Ekonomi Universitas Esa Unggul</p> <p>Ignatius Roni Setyawan Fakultas Ekonomi Universitas Tarumanagara</p>
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Abstract – The aim of this study was to examine whether Cut Off Single Index Model is still relevant for investors in the Indonesian Stock Exchange (IDX). The analysis results using 10 stocks of LQ 45 during 2011-2013 proved that Cut Off Single Index Model can still be used with either. This model is able to provide an overview of optimum proportion to all stock of LQ 45 on IDX with does not include the negative proportion results confirm the fact that it was no occurrence of short selling in this study.

In addition Cut Off Single Index Model is still relevant for 10 stocks of LQ 45 in IDX, the study also found that changes in preferred stock from investors who look of ranking changes drastically for a stock in the data from 2011 to 2013. Changes in preferred stock indicate the investor demographic changes in IDX. This demographic change is due to the change in the emerging trend setter in the capital market as a theory Fad and Fashion in Capital Market of Shiller (1984).

The finding of this study is that ASII and UNVR included in this category, while it does not conduct for the mining stocks such as INCO and PTBA. This is because in 2012 they were elected in the primary sequence, but in 2013 they were instead distended position. Implications of relevance from Cut Off Single Index Model is reconfirmed that the more dominant types of investors who upholds the principle of objectivity in the Expected Utility. Investors in IDX still consider that ASII and UNVR as the best stocks to be the part of optimal portfolio.

Key words: Single Index Cut Off Model, LQ 45, Investors, IDX , Risk Avider, Risk Seeker

KEU-029	PENGARUH CURRENT RATIO, DEBT TO EQUITY RATIO DAN RETURN ON EQUITY TERHADAP RETURN SAHAM PADA PERUSAHAAN MANUFAKTUR YANG TERDAFTAR DI BEI	Wiwin Apriyanti UPN "Veteran" Jakarta Jubaedah UPN "Veteran" Jakarta Jubaedah_nawir@yahoo.co.id
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Abstract – This study aims to obtain the results of a study about the influence Current Ratio, Debt to Equity Ratio and Return on Equity on Stock Return on companies listed on the Indonesia Stock Exchange. The population in this study is the manufacturing companies which has been listed in the Indonesia Stock Exchange (IDX) period 2013. The sampling technique used is purposive sampling method with a sample of 20 companies. The analysis is using multiple linear regression and hypothesis test using the F test and t test statistics at significance level of 5%. The result shows: Current Ratio, Debt to Equity Ratio and Return On Equity simultaneously influence Stock Return. Current Ratio and Debt to Equity Ratio have negative significant impact on Stock Return, and Return on Equity has positive significant impact on Stock Return. The coefficient of determination (Adjusted R^2) in this study that only 0,268, which means 26,8% indicated a combination of variables Current Ratio, Debt to Equity Ratio, and Return On Equity of the Stock Return

Keywords: Current Ratio, Debt to Equity Ratio, Return on Equity and Stock Return.

KEU-030	PENGARUH DIVERSIFIKASI PENDAPATAN TERHADAP RISIKO DAN KINERJA BANK	Aryanti Sariartha Universitas Widyatama aryanti.sariartha@widyatama.ac.id Suad Husnan Universitas Gadjah Mada suad.husnan@lycos.com
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Abstract – This study examines the effect of bank revenue diversification on risk and performance of listed banks in Indonesia Stock Exchange over the period 2004-2012. Using panel data with measures of risk based on market data this study finds diversification reduces bank unsystematic risk and total risk. Banks gain benefits of decreasing unsystematic and total risk by increasing their fee income. This study finds no evidence of increasing market value from non-interest income. There is no difference of diversification effect on risk between large banks and small banks. Large banks only enjoy lower market beta compared to small banks when the proportion of non-interest income is high. Higher proportion of trading income leads to lower market beta.

Keywords: Revenue diversification, non-interest income, risk, bank performance

KEU-031	PENGARUH EXCESS CASH HOLDINGS TERHADAP RETURN SAHAM DENGAN INVESTMENT OPPORTUNITY SET SEBAGAI VARIABEL MODERASI	Gregorius Anthony Wijaya Universitas Kristen Duta Wacana Yogyakarta anthonywijy@gmail.com Dra. Umi Murtini M,Si Universitas Kristen Duta Wacana Yogyakarta umimt@staff.ukdw.ac.id
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Abstract – This research examines excess cash holdings determination on Indonesian manufacture firms stock return in the 2009 – 2014 period with investment opportunity set as a moderator variable. We find evidence that excess cash holdings have positive impact on stock return. At the same time, the investment opportunity set proxy based on price cannot strengthen the excess cash holdings positive impact on stock return.

Keywords: excess cash holdings, investment opportunity set, stock return

KEU-032	PENGARUH FAKTOR-FAKTOR FUNDAMENTAL TERHADAP RETURN SAHAM DAN NILAI PERUSAHAAN (Studi Empiris Pt Indosat Tbk)	Sri Hermuningsih Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa Email: hermun_feust@yahoo.co.id Diah Lestari Mumpuni Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa Email: diah4d@yahoo.com
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Abstract – The purpose of this research is to know about the fundamental factors compared to company value and the effect of company value to stocks return, PT Indosat Tbk period 2009-2014. The analytical methode that used is multi stage regression. The result of the research shows that Return on Assets (ROA)no significantly affecting to Company Value and Earning Per Share (EPS) significantly affecting to Company Value. Company Value effecting significantly to stock return of PT INDOSAT Tbk.

Keywords: Return on Assets, earning per share , return saham dan nilai perusahaan

KEU-033	PENGARUH KINERJA PERUSAHAAN PERBANKAN TERHADAP GOOD CORPORATE GOVERNANCE YANG TERDAFTAR DI BURSA EFEK INDONESIA	Handy Imaduddin Program Studi Manajemen Fakultas Ekonomi Univ. Islam Indonesia sutrisno_uui@yahoo.com Sutrisno Program Studi Manajemen Fakultas Ekonomi Univ. Islam Indonesia sutrisno_uui@yahoo.com
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Abstract – Corporate Governance is still a major problem during the post-financial crisis period in emerging markets, particularly in Indonesia. Especially, financial institutions have implemented corporate governance reform fatherly improve company performance and increase profits. The purpose of this study was to measure corporate governance and performance of the banking sector in particular determine the mechanisms of corporate governance.

Independent variables used in this study is the Return on Equity, Return on Assets, composition and size of the Company's Corporate Assets. While the dependent variable that is of good corporate governance. The sample used in this study is a banking company listed in Indonesia Stock Exchange 2011-2013. The data of this study is derived from the Indonesian Stock Exchange Corner, Corporate Governance Perception Index (CGPI) and the Indonesian Institute for Corporate Governance (IICG). The method of analysis used descriptive statistics and linear regression, according to the research objectives are to analyze the influence of independent variables on the dependent variable. Purposive sampling method is used to determine the sample size of the study. This method obtained from a sample of 10 commercial banks.

The analysis showed that the return on equity significantly and negatively related to corporate governance. Return on Assets second positive and significant effect on corporate governance. Third, the composition of the Company's assets and a significant negative effect on corporate governance. The latter, Company Size and significant positive effect on corporate governance.

Keywords : good corporate governance, corporate performance, corporate governance mechanisms

KEU-034	PENGARUH LINGKUNGAN INDUSTRI TERHADAP KINERJA KEUANGAN DENGAN INOVASI SEBAGAI MEDIASI (Studi Pada Usaha Kecil dan Menengah Di Malang)	Sidik Ismanu Politeknik Negeri Malang Sidik99@gmail.com
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Abstract – The aim of research to reveal information about the industrial environmental effects on the financial performance, and industrial environmental influences on the financial performance is mediated by innovation in small and medium enterprises in Malang. Population as object of research to business that produce goods that have a sensitivity of demand. The sampling technique was determined by purposive sampling. Data were analyzed using structural equation modeling. The results showed that the more dynamic industrial environment better financial performance, the more dynamic industrial environment further increased the power of innovation, innovation power and the higher the better financial performance.

Keyword: industrial environmental, financial performance and innovation

KEU-035	PENGARUH LOAN TO DEPOSIT RATIO (LDR) DAN RASIO EFISIENSI (BOPO) TERHADAP PROFITABILITAS	Cecep Taufiqurrochman STIE EKUITAS ctaofiq@yahoo.com
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Abstract – This research was conducted to determine the development of loan to deposit ratio, operational efficiencies, profitability, loan to deposit ratio effect on profitability, operational efficiencies effect on profitability, as well as the effect of loan to deposit ratio and operational efficiencies of the profitability in the banking company registered in BEI.

The methods used in this research is descriptive and assosiatif methods. The Data used are secondary data. Secondary Data obtained by indirectly through via website IDX, PT Bank Mandiri Tbk., PT Bank Tabungan Negara Tbk., PT Bank Negara Indonesia Tbk., PT Bank Rakyat Indonesia Tbk. financial statements balance sheets and profit loss in 2008-2012. Analysis tools are used multiple linear regression analysis, the determination coefficient, t-test and F-test. processing of data is performed using SPSS 21 software.

The result of the analysis of this study showed t-test influential loan to deposit ratio negative significantly. While the test t negative influential operational efficiencies negative significant. The F test of loan to deposit ratio and the significant positive effect with operational efficiencies test results of 26,598 . Influence of loan to deposit ratio and simultaneous profitability amounted to 75,8% and have a strong relationship. Generally the use of loan to deposit ratio, operational efficiencies and profitability was good, although loan to deposit ratio and operational efficiencies experienced fluctuations , these conditions need to be maintained and developed by the company.

Keywords : third party funds, operational efficiencies, profitability

KEU-036	PENGARUH MARKET VALUE ADDED DAN PROFITABILITAS TERHADAP PERUBAHAN KESEJAHTERAAN PEMILIK USAHA	Umi Murtini Universitas Kristen Duta Wacana Yogyakarta umimurtini@yahoo.com
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Abstract – This research aims to examine the influence of the change of market value added (MVA) and profitability to welfare of business owners. Market value added was represented with the difference between market value and book value of equity. Profitability was represented using the ratio of Basic Earning Power (BEP) and Earning Per Share (EPS). Business owners welfare was represented with relative stock market price changes against the stock price. Sample research used all the manufacturing companies listed on the Indonesia Stock Exchange period 2010 – 2014. The hypothesis is tested using multiple regression. Test results showed that the MVA, BEP and EPS positively effect to changes for the welfare business owners.

Keywords: Market Value Added (MVA), Basic Earning Power (BEP), EarningPper Share (EPS), the welfare of business owners

KEU-037	PENGARUH PENERAPAN SISTEM INFORMASI AKUNTANSI DAN KOMPETENSI STAF AKUNTANSI TERHADAP KUALITAS LAPORAN KEUANGAN PEMERINTAH DAERAH	Ahmad Andy Adinegara STIE Ekuitas ahmadadinegara@gmail.com Lina Said STIE Ekuitas linasaid312@yahoo.com
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Abstract – This research aims to obtain an overview in the form of facts whether the Application of the Accounting Information System and Accounting Staff to The Quality of the Local Government Finance Report Sumedang.

This research was done in the census against 63 head of the financial section of each Satuan Kerja Perangkat Daerah (SKPD) in Kabupaten Sumedang. The data processing is done using the Software SPSS 20 for Windows, where the method used is descriptive method and verifikatif method, testing analysis was performed by means of multiple regression testing, testing of T and testing of F.

Research results show that in deskriptive the Application of Accounting Information System and Accounting Staff Competence has significant effects on Quality of Local Government Financial Reports Sumedang 87,6%.

Keywords: *Application of the Accounting Information System, Accounting Staff Competencies, The Quality of the Local Government Finance Report*

KEU-038	PENGARUH PERUBAHAN TICK SIZE TERHADAP LIKUIDITAS SAHAM LQ-45 YANG DIUKUR DENGAN BID-ASK SPREAD, DEPTH, DAN VOLUME PERDAGANGAN	D. Agus Harjito Prodi Manajemen Fakultas Ekonomi Universitas Islam Indonesia Yogyakarta harjitok@yahoo.com ; agus_h@uii.ac.id Ahmad Dwi Murdani Prodi Manajemen Fakultas Ekonomi Universitas Islam Indonesia Yogyakarta murdani@yahoo.com
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Abstract – *This study aims to determine the effect of the policy changes or tick size fraction stock price based on Kep-00071 / BEI / 11-2013 on the liquidity of stocks of LQ-45 index. The population in this study is the all stocks listed in the Indonesian Capital Mrket with a sample of stocks listed in the index LQ-45 period August 2013- January 2014 with the incidence of 30-day period that is 15 days before and 15 days after the enactment of policy changes in tick size. Data collection method used in this research is secondary data in the form of daily data obtained through the Indonesia Securities Database (ISMD) and the Indonesian Capital Market Directory (ICMD). While the data analysis method used is paired sample t-test. Results of testing the hypothesis in this study indicate that the tick size change policies imposed by the Indonesia Stock Exchange on January 6, 2014 can increase trading liquidity of the shares of LQ-45 index. It can be inferred from the variable bid-ask spread and depth that is smaller after the enactment of changes in tick size and variable volume greater trade after the implementation of policy changes in tick size.*

Keywords: *Tick size, liquidity, bid-ask, depth, trade volume.*

KEU-039	<p>PENGARUH RASIO KEUANGAN TERHADAP RETURN SAHAM PADA PERUSAHAAN LQ 45 YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2011-2013</p>	<p>Muhammad Nastain Program Magister Manajemen Universitas Islam Indonesia muhammadnastain86@gmail.com</p> <p>Zaenal Arifin Program Magister Manajemen Universitas Islam Indonesia zaenalarifin.fe@uii.ac.id</p>
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Abstract – The objectives of this study are to determine the factors that influence a company's dividend policy. Previous research showed inconclusive results related to factors affecting the dividend so that this research wants to study more, specifically associated with the portion of the debt, investment opportunities, and family ownership. By using a sample of go public companies in Indonesia Stock Exchange which pay dividends in a row from 2010-2013 year, the study found the following results. The portion of the debt proved significant negative effect on the amount if dividend, investment opportunities are also significant negative effect on dividend as proposed in the hypothesis. But family ownership did not affect dividend policy. Thus no effort of the family that controls the the going public companies to control dividend policy. The study also found that the profitability has positive effect on the dividend policy as the existing theories.

Keywords: Dividend Policy, Family Ownership, Debt Ratio, Investment Opportunity, Profitability

KEU-040	<p>PENGARUH RASIO KEUANGAN TERHADAP RETURN SAHAM PADA PERUSAHAAN LQ 45 YANG TERDAFTAR DI BURSA EFEK INDONESIA TAHUN 2011-2013</p>	<p>Dede Nova Agus Kuswandi Prodi Manajemen FE Universitas Islam Indonesia Yogyakarta (Dedenovaaguskuswandi@yahoo.co.id)</p> <p>Sri Mulyati Prodi Manajemen FE Universitas Islam Indonesia Yogyakarta (smulyati32@yahoo.com)</p>
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Abstrak – Tujuan penelitian ini adalah menganalisis bagaimana pengaruh ratio keuangan terhadap return saham perusahaan LQ 45 selama periode 2011-2013. Sampel dipilih dengan menggunakan metode purposive sampling, diperoleh sampel sebanyak 24 perusahaan. Variabel dalam penelitian ini terdiri dari 4 variabel independen yaitu: current ratio, return on asset, total asset turn over, debt to equity ratio dan return saham sebagai variable dependen. Alat analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, sedangkan pengujian hipotesis menggunakan uji t dan F. Hasil dari penelitian ini menunjukkan bahwa secara bersama-sama current ratio, return on asset, total asset turn over, dan debt to equity ratio berpengaruh terhadap return saham, secara parsial variable debt to equity ratio berpengaruh signifikan terhadap return saham sedangkan variable current ratio, return on asset dan total asset turn over tidak berpengaruh signifikan terhadap return saham perusahaan yang tergabung dalam indeks LQ 45 tahun 2011-2013.

Kata Kunci : Current Ratio, Return On Asset, Total Asset Turn Over, Debt to Equity Ratio, dan Return Saham.

KEU-041	PENGUNAAN BINARY LOGIT UNTUK PREDIKSI FINANCIAL DISTRESS PADA PERUSAHAAN SEKTOR INDUSTRI MANUFAKTUR YANG TERDAFTAR DI BURSA EFEK INDONESIA (BEI) PERIODE 2009-2013	Riska Ayu Setiawati Fakultas Bisnis dan Ekonomika Universitas Surabaya Deddy Marciano Fakultas Bisnis dan Ekonomika Universitas Surabaya Liliana Inggrit Wijaya Fakultas Bisnis dan Ekonomika Universitas Surabaya Liliana_inggrit@yahoo.com
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Abstract – Penelitian ini bertujuan untuk menguji kemampuan rasio keuangan dalam membedakan perusahaan yang diindikasikan mengalami financial distress dan non financial distress dan menguji akurasi model prediksi financial distress yang dihasilkan melalui penggunaan rasio keuangan dengan teknik binary logit pada perusahaan di sektor industri manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) periode 2009-2013.

Penelitian ini menggunakan pendekatan kuantitatif dengan model uji Multivariate Analysis of Variance (MANOVA) dan Regression Binary Logistic. Penelitian ini menggunakan sampel berupa perusahaan/emiten yang berada di dalam sektor industri manufaktur di BEI periode 2009-2013.

Temuan penelitian menunjukkan bahwa rasio keuangan memiliki kemampuan untuk membedakan perusahaan yang mengalami financial distress dan non financial distress, penelitian ini juga menemukan bahwa model prediksi financial distress yang dihasilkan melalui penggunaan rasio keuangan dengan teknik binary logit memiliki akurasi yang tinggi pada perusahaan di sektor industri manufaktur yang terdaftar di Bursa Efek Indonesia periode 2009-2013.

Kata kunci: Financial Distress, Non Financial Distress, Rasio Keuangan

KEU-042	PERAN PELUANG INVESTASI DAN KEBIJAKAN UTANG TERHADAP KEBIJAKAN DIVIDEN (Studi Kasus Perusahaan Non Finansial di BEI Tahun 2011-2013)	Herry Subagyo Dosen tetap FEB Universitas Dian Nuswantoro (h3rry_sbg@yahoo.com) Ana Kadarningsih Dosen Tetap FEB Universitas Dian Nuswantoro
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Abstrak – Penelitian ini menguji peran Peluang Investasi dan Utang dalam memoderasi pengaruh Profitabilitas dan kebijakan dividen. Penempatan peluang investasi dan utang sebagai variabel yang diprediksi memperlemah pengaruh profitabilitas dilandasi alasan bahwa profitabilitas merupakan faktor yang secara langsung menentukan dividen. Data yang digunakan dalam penelitian ini adalah perusahaan non finansial yang terdaftar di BEI periode 2011-2013, teknik pengambilan sampel menggunakan purposive sample, sedangkan teknik analisis menggunakan model moderasi Selisih Mutlak. Tenuan hasil penelitian ini adalah bahwa peluang investasi dan utang memiliki koefisien arah yang berlawanan dengan dividen, peluang investasi secara statistik terbukti memoderasi pembayaran dividen.

Kata kunci : Profitabilitas, dividen, peluang investasi, utang

KEU-043	PERBANDINGAN KINERJA PORTOFOLIO OPTIMAL SAHAM LQ 45: SINGLE-INDEX, MARKOWITZ, DAN TREYNOR- BLACK MODEL	Ari Christianti Universitas Kristen Duta Wacana ari@staff.ukdw.ac.id
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Abstract – Optimazation portfolio is very important in an invesment. Using the Indonesia Stocks Exchange which are included in the LQ45 index in the period February 2011 to January 2014, this study is compare the performance of optimazation stock portfolio with Single Index, Markowitz and Treynor-Black Model. The selection of stocks in a portfolio is using single-index model with cut-off rate method and then the selection of stocks in a portfolio optimized by using Single Index, Markowitz and Treynor-Black Model.

The results show that optimazation portfolio using Treynor-Black model gives better performance than Single Index, and Markowitz model. But statistically using paired t-test, performance comparison between Single Index with Markowitz and Treynor-Black model as well as between Markowitz and Treynor Black model significantly are not different.

Keywords: Portfolio, Single Index, Cut-off Rate, Markowitz, Treynor-Black

KEU-044	PRACTICES AND STRATEGIES FOR FINANCING AND NON FINANCING SERVICES: ISLAMIC MICROFINANCE INSTITUTIONS' PERSPECTIVE IN EAST JAVE	Nur Indah Riwijanti Accounting Study Program, State Polytechnics Malang, East Java nur.indah@polinema.ac.id
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Abstract – Among other Shari'ah microfinance institutions in Indonesia, BMT (Baitul Maal wa Tamweel / Islamic Financial Cooperative) and BPRS (Shari'ah Rural Bank) are the main players and most popular Islamic microfinance institutions. The aim of this paper is to explore how they operate to provide micro financing to their borrowers. The survey research to collect primary data has been conducted through semi structure interview to 22 Directors/Managers of BMT and BPRS IN East Java to capture their perception on the operation of BMT and BPRS.

The findings suggest that both group and individual approaches are applied; murabahah is the most popular financing products due to its simplicity and high demand; ratio of profit sharing were varies by institution, some decide the ratio on an individual basis after analysing all related aspects while some have standard ratio sharing of 40:60 and 60:40; financing evaluation were based on some criteria such as collateral, annual revenue, etc; on average, it required 3 days to evaluate the financing application; the evaluation process mostly rely on the importance of trustworthy character and capability to repay, the repayment rate was above 90% and there were some cases of non performing financing (NPF) which mostly due to business failures; other than financing services, BMT and BPRS also provide non-financing services, such as religious meetings, consultation on business problems provided by Accounts Officers, and promoting networking amongst customers.

In attempt to improve the services and opening wider access to microenterprises, the proposed recommendation is considering establishing a national deposit and financing guarantee board to reduce the high dependency on collateral.

Keywords: Shari'ah, Islamic microfinance, BMT, BPRS

KEU-045	PRICE MOMENTUM DALAM KONDISI BULL DAN BEAR MARKET DI BURSA EFEK INDONESIA	Eka Bertuah Mahasiswa Doktoral Ilmu Manajemen Universitas Padjadjaran eka.bertuah@esaunggul.ac.id R.A. Nurlinda Universitas Esa Unggul nurlinda@esaunggul.ac.id
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Abstract – This research aims to test whether there are differences of psychological factors affect price momentum in bullish and bearish condition. Testing continued to know what psychological factors that can be an indicator of the establishment of bullish and bearish condition. The results of study is expected can provide support on weak form efficient market hypothesis (EMH) testing in The Indonesia Stock Exchange.

The research use 200 respondent who have invested in shares. The sample collection technique is proporsional stratified random sampling. The anlysis method used was dicriminant analysis.

The result show there are significant differences psychological factors that effect investors in making investment decision on the bullish and bearish market conditions. Pyschological factors which makes differences is their perception that formed the use of analysis based on market value based and trend stock movement analysis. The implication of research is supporting chaos theory, that information has the ongoing value, even after transactions occurred, with the result of the weak form efficiency on Efficient Market Hypothesis.

Keywords: bullish, bearish, psichological factors, EMH

KEU-046	SHOPPER-BASED MALL EQUITY DAN LOYALITAS PEMBELANJA PUSAT PERBELANJAAN	Y. Lilik Rudianto Fakultas Ekonomi dan Bisnis Universitas Airlangga Dimas Kurnia Aditiawan Fakultas Ekonomi dan Bisnis Universitas Airlangga
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Abstract – We propose a conceptual model that explains the psychological process bywhich shopper-based mall equity generates mall loyalty. We collected data fromshoppers in Kediri Mall (N = 100) using structural equation modelling analysis.The empirical results were generally supportive of the model: Mall loyalty wassignificantly predicted by the commitment that shoppers held toward the mall; andthat commitment was not significantly predicted by shopper’s positive awareness ofthe mall’s characteristics, but supported by shopper’s self-congruity. The latterconstruct, inturn, was significantly predicted by mall image dimensions such as themall’s quality of the services found in the mall, while convenience, environment,and mall’s quality of the product was not significantly predicted shopper’s selfcongruity.

Keywords: Shopper-Based Mall Equity, selfcongruity, loyalty

KEU-047	STRUCTURE AND COMPETITION IN PRODUCT MARKET : IS THERE A RELATIONSHIP ?	Puput Tri Komalasari Universitas Airlangga Juwita Universitas Airlangga
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Abstract – Capital structure decision is a complicated decision and is still causing much debate. Empirical studies conducted tend to use conventional framework in examining the determinants of capital structure. Empirical and theoretical studies linking the capital structure and competitive position in product market is very limited. This study aimed to examine the relationship between capital structure (leverage) and market share of manufacturing companies in Indonesia using both simultaneously and ordinary least square model. By using test period from 2009 until 2013, this study incorporated 19 sectors of manufacturing industry. Results of the study found that there was no simultaneous relationship between leverage and market share. The study failed to find the influence of leverage on market share. Nevertheless, OLS test results indicated that competitive position in product market (market share) affect the company's capital structure policy.

Keywords: capital structure, leverage, competitive position in product market, market share, simultaneous regression

KEU-048	STRUKTUR KEPEMILIKAN, CORPORATE PYRAMID, DAN KEBIJAKAN DIVIDEN PERUSAHAAN	Selly Dwi Oktafiani Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga Muhammad Madyan Departemen Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga
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Abstract – This study aimed to examine the influence of state ownership, managerial ownership, and corporate pyramid proxied by chain control on dividend policy. The dividend policy of the company is proxied by the Dividend Payout Ratio (DPR). This study also uses the firm size, profitability, and sales growth as control variables. The sample in this study were 74 companies listed on the Stock Exchange in accordance with predetermined criterias. This research method is purposive sampling technique that uses multiple regression analysis ($\alpha = 5\%$). The results of this study are the state ownership had significant positive effect on DPR, the managerial ownership had insignificant positive effect on DPR and the chain control had significant negative on DPR. Firm size and profitability of the company have significant positive effect on DPR, while sales growth has insignificant negative effect on DPR.

Keywords: Dividend, ownership structure, corporate pyramid

KEU-049	STUDI PERBANDINGAN NILAI VALUE AT RISK ANTARA SAHAM BERBASIS SYARIAH DENGAN SAHAM NON SYARIAH PERIODE 2010-2012	Fransisco Nicolas Sapari Program Magister Manajemen Universitas Tarumanagara Jakarta Agusza1808@gmail.com Agus Zainul Arifin Program Magister Manajemen Universitas Tarumanagara Jakarta Agusza1808@gmail.com
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Abstract – This study aims to compare risk between sharia based stock and non-sharia based stock investment due to the differences characteristic of these stocks of various company listed in Indonesian Capital Market (Bursa Efek Indonesia), all the stock sample are listed in LQ45 Index and JII index. This study will use GARCH model to estimate risk for every single stock . The finding show that there is different risk for sharia based stock and non-sharia based stock. It is also shown that non-Sharia based stock is riskier than sharia stock. Finally this study try to give information on risk characteristic in Indonesia's Capital Market.

Keyword : Sharia stock, Non-Sharia stock, Risk, Value at Risk, GARCH

KEU-050	THE PRINCIPLE OF FREEDOM OF CONTRACT IN THE IMPLEMENTATION OF THE FRANCHISE CONTRACT INDOMARET AS BEING RISK MANAGEMENT	Aris Armuninggar Universitas Airlangga
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Abstract – The realm of today's business grows and blossoms very rapidly, it is also inseparable from the role of business is also progressing. Progress is also encouraging the birth of the diversity of types and business systems among entrepreneurs. One business system that can be used as an alternative is a franchise. In the implementation of this system certainly requires a binder in the form of franchise agreement. Agreement also function as risk management for businesses. Arrangements were made so that the position of the parties to balanced and mutually protected. The parties will be able to pour all that has been agreed to in the contract of franchise made. Therefore, the contract can also be categorized as a risk management tool for the parties maker.

Keywords: The principle of freedom of contract, franchise agreements, risk managemen

KEU-051	UNDERPRICING: REPUTASI UNDERWRITER, SIZE DAN USIA PERUSAHAAN	<p>Umi Murtini Universitas Kristen Duta Wacana Yogyakarta umimt@staff.ukdw.ac.id</p> <p>Insiwijati Prasetyaningsih Universitas Kristen Duta Wacana Yogyakarta insi@staff.ukdw.ac.id</p>
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Abstract – Underpricing is a phenomenon occurring when companies do IPOS. This research aims to test the influence of underwriter reputation, size and age of the company's response underpricing companies do IPOS in the period 2009 to 2014. Testing is done using multiple regression. The test results showed that the company's underwriter reputation and size have negative influence towards underpricing. Mean while the age of the company have no effect against underpricing.

Keywords: underpricing, underwriter, size, age of the company's

KEU-052	FAKTOR-FAKTOR YANG MEMPENGARUHI RETURN SAHAM PERUSAHAAN LQ 45 DI BURSA EFEK INDONESIA	<p>Beby Kendida Hasibuan Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara Bebykendida08@gmail.com</p> <p>Isfenti Sadalia Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara isfentisadalia@gmail.com</p> <p>Amcho Turnip Alumni Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara amchoturnip@yahoo.com</p>
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Abstract – Tujuan penelitian ini adalah untuk menganalisis pengaruh Book to Market Value (BTM), Price to Earning Ratio (PER), Dividend Yield (DY), Size, Price to Net Asset Value (PNAV), dan Cash Flow to Price (CFTP) terhadap return saham perusahaan indeks LQ-45 di Bursa Efek Indonesia. Penelitian ini menggunakan perusahaan go public yang tercatat di Bursa Efek Indonesia sebagai objek penelitian dengan periode penelitian dari tahun 2010-2013. Teknik analisis yang digunakan terdiri dari 3 teknik yaitu regresi univariat, regresi bivariat dan regresi linear berganda serta asumsi klasik dengan tingkat signifikansi 5%. Hasil regresi univariat menunjukkan bahwa Book to Market Value (BTM) dan Dividend Yield (DY) berpengaruh negatif dan signifikan, Price Earning Ratio (PER) berpengaruh positif dan signifikan. Sementara Size, Price to Net Asset Value (PNAV) berpengaruh positif dan tidak signifikan dan Cash Flow to Price (CFTP) berpengaruh negatif dan tidak signifikan. Hasil regresi bivariat menunjukkan bahwa pasangan kombinasi variabel bebas yaitu 12 (dua belas) pasangan kombinasi variabel independen secara simultan berpengaruh signifikan terhadap return saham. Secara parsial, 3 pasangan variabel independen yaitu BTM dan DY, PER dan DY, dan PER dan PNAV berpengaruh signifikan terhadap return saham. Hasil regresi linear berganda (multivariat) menunjukkan bahwa Book to Market Value (BTM), Price Earning Ratio (PER), Dividend Yield (DY), Size, Price to Net Asset Value (PNAV) dan Cash Flow to Price secara simultan berpengaruh signifikan terhadap return saham perusahaan Indeks LQ 45 di Bursa Efek Indonesia. Secara parsial, Book to Market Value (BTM) berpengaruh negatif dan tidak signifikan. Dividend Yield (DY) berpengaruh negatif dan signifikan. Sementara Price Earning Ratio (PER), Size, Cash Flow to Price (CFTP) berpengaruh positif dan tidak signifikan, serta Price to Net Asset berpengaruh negatif dan tidak signifikan terhadap return saham perusahaan di Bursa Efek Indonesia.

Kata kunci : Book to Market Value, Price Earning Ratio, Dividend Yield, Size, Price to Net Asset Value, Cash Flow to Price, dan Return Saham

KEU-053	STOCK SPLIT, ABNORMAL RETURN, DAN STOCK LIQUIDITY	<p>Nicodemus Simu FEB, Perbanas Institute Jakarta nicosimu@perbanas.id</p> <p>Heni Pujiastuti FEB, Perbanas Institute Jakarta pujiastuti.heni1@gmail.com</p> <p>Chairiel Octaviar FEB, Perbanas Institute Jakarta chairiel.oktaviar@gmail.com</p>
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Abstract – Stock split is a corporate action which is projected to increase the returns and liquidity of the stock. This study aimed to determine the impact of the stock split policy on the movement of stock returns and liquidity of the stock. In this study, stock returns measured through abnormal return, while the liquidity of the stock is measured by trading volume activity. The data used in the study using data on 2010-2013 periods. The object of this study are 20 companies that implement a stock split. The research method using event study by taking the data five days before and five days after the stock split and the hypothesis testing using a paired t-test sampled. The study indicate that there is no significant difference in the abnormal return as well as trading volume activity before and after the stock split.

Keywords: stock split, abnormal return, stock liquidity

KEU-054	STUDI FENOMOLOGY SKIM PEMBIAYAAN UMKM DAN PENINGKATAN KINERJA UMKM FURNITURE JEPARA DALAM MENINGKATKAN DAYA SAING MENUJU MEA 2015	<p>Shoimatul Fitria Fakultas Ekonomika dan Bisnis Universitas Diponegoro shoi.fitria@gmail.com / 081392468622</p>
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Abstract – The government has been doing a lot of efforts to help SMEs capitalisation, various schemes of credit and funding for SMEs were launched as KUR, PMT, Gapoktan, etc. In the middle of 2015, KUR could be just absorbed although the conditions have softened. This is because SMEs are unique, that is feasible but not bankable. In addition, the funding only limited on distributing capital, in fact the SMEs problems not only in the capital, but concerning the expertise in marketing, financing, and managing the company. It need deep research about how to formulate funding schemes that is considered attractive by the SMEs. This research used qualitative method with the interpretive paradigm fenomology approach, case study in PT Jepara Express International (furniture supplier). This research was conducted through interview, observation and documentation by using data analysis technique, Milles and Hubberman method. Credibility of data was tested by using triangulation techniques, data sources, and time. From research methods, SMEs furniture in Jepara intrepreting that funding considered attractive if using partnership type with cluster and profit-sharing systems are becoming solution for SMEs furniture's funding distribution program. In addition, certain entities formed to become alternative distribution funding schemes. Through this entities, SMEs furniture in Jepara could access and also got assisstance in marketing, financing and managing the company. Finnally, SMEs furniture could increase its performance through assisstance program. In the future needs further research about appropriate entities to represent the SMEs needed in financing and assisstance.

Keywords: effectiveness funding schemes of SMEs, partnership, cluster, profit-sharing, certain entities.

Manajemen Operasi

OPS-001	MANAJEMEN TRAFFIC JARINGAN MENGUNAKAN HIERARCHICAL TOKEN BUCKET (HTB) UNTUK PENINGKATAN QUALITY OF SERVICE (QOS) HOTSPOT PENDIDIKAN DAN PENGAJARAN (DIKJAR) KOMPUTER DAN MATEMATIKA : STUDI KASUS PADA PUSAT LABORATORIUM TERPADU UIN JAKARTA	<p>Sardjoeni Moedjiono Magister Ilmu Komputer, Univ. Budi Luhur Jl. Ciledug Raya, Petukangan Utara, Jakarta Selatan, 12260. Indonesia. moedjiono@gmail.com</p> <p>Mahbubul Wathoni mahbubul.wathoni@gmail.com</p> <p>Aries Kusdaryono aries.kusdaryono@gmail.com</p>
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Abstract – Pemanfaatan teknologi berbasis jaringan pada laboratorium Dikjar Komputer & Matematika di Pusat Laboratorium Terpadu UIN Syarif Hidayatullah Jakarta, dalam perjalanannya banyak mengalami kendala pada saat menjalankan aktifitas menggunakan akses internet, seringkali ditemukan masalah-masalah terhadap penggunaan internet dimana pada layanan tertentu mengkonsumsi bandwidth dalam jumlah besar yang menyebabkan layanan lain tidak bisa mendapatkan bandwidth sesuai yang dibutuhkan. Untuk mengoptimalkan pemakaian bandwidth dilakukan monitoring dengan pembagian bandwidth setiap layanan yang sesuai dengan kebutuhan. Dengan menggunakan Hierarchical Token Bucket maka dapat mengoptimalkan pemakaian bandwidth. Quality Of Service dan Hierarchical Token Bucket dapat mengontrol jumlah volume trafik data yang dikirim ke dalam jaringan dan akan dikirim dengan melewati mikrotik. Dengan penerapan Hierarchical Token Bucket dapat menghasilkan kinerja jaringan yang lebih stabil pada setiap aplikasi e-jurnal, AIS, e-LKP yang ada di UIN sesuai yang dibutuhkan.

Kata kunci: Hierarchical Token Bucket, Bandwidth, Monitoring, Quality of Service, Hotspot, Traffic, Internet, Network, Mikroti

OPS-002	PENERAPAN SISTEM MANAJEMEN MUTU (SMM) ISO 9001:2008 PADA BAGIAN INCOMING EXPRESS MAIL SERVICE (EMS), KILAT KHUSUS, DAN POS EKSPRES DI MAIL PROCESSING CENTER (MPC) BANDUNG 40400 PT. POS INDONESIA (PERSERO)	<p>Muhamad Fahrurrozi Departemen Manajemen dan Bisnis, Fakultas Ekonomi dan Bisnis Universitas Padjadjaran fahrurrozi8293@gmail.com</p> <p>Budi Harsanto Departemen Manajemen dan Bisnis, Fakultas Ekonomi dan Bisnis Universitas Padjadjaran budi.harsanto@feb.unpad.ac.id</p>
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Abstract – Tujuan dari penelitian ini adalah untuk mengetahui penerapan sistem manajemen mutu ISO 9001:2008 pada bagian incoming Express Mail Service (EMS), kilat khusus, dan pos ekspres di Mail Processing Center (MPC) Bandung. Metode penelitian yang digunakan adalah metode kualitatif-deskriptif dengan pengolahan data primer hasil dari wawancara dengan manajer terkait dan kuesioner kepada sampel karyawan yang menjadi ruang lingkup penerapan ISO 9001:2008. Analisis kinerja sebelum dan sesudah penerapan ISO 9001:2008 menggunakan uji tanda. Berdasarkan penelitian yang dilakukan, diperoleh hasil bahwa : (1) Tujuh prinsip Total Quality Management (TQM) telah diterapkan; (2) Permasalahan yang ditemukan selama penerapan ISO 9001:2008 diantaranya masih terdapat karyawan yang tidak disiplin dalam pencatatan dokumen, terdapat ketimpangan antara database lokal dan nasional, serta terjadinya salah salur kiriman barang; (3) Terdapat perbedaan kinerja sebelum dan sesudah penerapan ISO 9001:2008.

Kata Kunci : Sistem Manajemen Mutu, ISO 9001:2008, Mutu, Incoming MPC Bandung, Jasa

OPS-003	PENGARUH PENERAPAN PERBEDAAN ASPEK-ASPEK DALAM IMPLEMENTASI ISO : 9000 TERHADAP PRAKTEK SUPPLY CHAIN MANAGEMENT DAN KINERJA OPERASIONAL PERUSAHAAN MANUFAKTUR DI INDONESIA	Desi Tri Ariani Fakultas Ekonomi Univ. Islam Indonesia Siti Nursyamsiah Fakultas Ekonomi Univ. Islam Indonesia inung.nursyamsiah@gmail.com
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Abstract – This study aimed to determine the effect of the application of the difference aspects of the implementation of ISO: 9000 on supply chain activity and to determine the effect of supply chain activities for the company's operational performance. The research sample is a company in Indonesia which already has ISO 9000 with a sample size of 200 perusahaan. Variabel this study is the implementation of ISO 9000, Supply Chain Management Practices and operating performance. Analysis of the data used is the analysis of SEM. The result showed that the implementation of basic, advanced, and supporting ISO 9000 affect the internal process management; Implementation of basic, advanced, and supporting ISO 9000 affect the Internal Process Management; Basic and advanced implementation of ISO 9000 affect the Supplier Management Process; Supporting the implementation of ISO 9000 did not affect the Internal Process Customer, Internal Process management has no effect on Operating Performance, Process Supplier Management and Customer Management Process effect on Operating Performance, Implementation basic, advanced, and supporting ISO 9000 affect the Internal Process Management, Implementation base, advanced, and the supporting effect on the ISO 9000 Internal Process Management, Implementation of ISO 9000 basic and further affect the Supplier Management Process, supporting implementation of ISO 9000 did not affect the Internal Process Customer, Internal Process Management has no effect on Operational Performance and Process Management and Process Suppliers Customer Management effect on Operational Performance.

Keywords : Implementation of ISO 9000, SCM Practice, Operational Performance.

OPS-004	PENGARUH SAFETY MANAGEMENT PRACTICES TERHADAP SAFETY PERFORMANCE DENGAN VARIABEL MEDIASI SAFETY KNOWLEDGE DAN SAFETY MOTIVATION STUDI PADA PELAKSANA PRODUKSI PABRIK III PT PETROKIMIA GRESI	Dwi Ratmawati Universitas Airlangga Tri Siwi Agustina Universitas Airlangga Novi Aditya Rosalita Universitas Airlangga
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Abstract – Safety management practices not only improve working conditions but also positively influence employees' attitudes and behaviors in relation to safety that finally reduce accidents in workplace. This study measured employees' perceptions on six dimensions of safety management practices, safety knowledge, safety motivation, safety compliance and safety participation by conducting a survey using questionnaire among 69 employees production implementing factory III PT. Petrokimia Gresik. Partial Least Square (PLS) analysis showed that safety management practices have a direct and indirect relationship with Safety Performance. Safety knowledge and safety motivation mediation were found to be in the indirect relationship. Management commitment, employee involvement and safety training were identified as the most important dimensions in Safety Management Practices that predict safety knowledge, safety motivation, safety compliance and safety participation. These findings provide advice for companies and further research to improve workplace safety.

Keywords: Safety management practices, safety knowledge, safety motivation, safety compliance, safety participation

OPS-005	PENGARUH SUPPLY CHAIN MANAGEMENT TERHADAP KINERJA OPERASIONAL PERUSAHAAN : KAJIAN SINGKAT INDUSTRI MANUFACTURING	Markonah Dosen Tetap Perbanas Institute Markonah8@Yahoo.Com Muljanto Siladjaja Dosen Tetap Perbanas Institute Muljanto_Siladjaja@Hotmail.Com
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Abstract – Commonly, Supply Chain Management is debateable topic in operational area, this research tend to measure how the this have contributed the signicant benefit in saving the cost operational. By reading over all theories and approach model about Supply Chain, we have conclude that Supply Chain have no the same platform for manufacturing company, it is a realty and phenomenon. This research used the primary data by collecting all person in charge, that involved with Supply Chain activity, the observation period had taken out one month, it can be estimated about 80 responden dan using SEM in analysis data. The one critical problem in making research Supply Chain is to get same perception about Supply Chain scope. We found so many modifications in SC implementation, it hard to take one single point about SC. This research tends to strength the previous theory, that SC have contribute the significant impact in enabling the efficient rate, but have the bullwhip effect. In reducing this impact, so modified model have been developed. This research have showed out, that all manufacturing UKM should implemented Supply Chain with using the partnership and relationship model, this model needs so much trust between two parties. Without partnership, the probility of critical ratio is more higher. The facts illustrates that so many company have failed in implemented Supply Chain, if we look over the comparative listing between the manufacturing company's operational cost. By implementing the success Supply Chain, greatly it have contributed the saving of operational cost.

Key word : supply chain manajemen, kinerja

OPS-006	PERANCANGAN KINERJA RANTAI SUPLAI UKM DENGAN MENGGUNAKAN SCOR	Yetty dwi lestari Yettydl76@yahoo.com Departemen Manajemen Universitas Airlangga
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Abstract – Perancangan kinerja perlu dibuat untuk mengetahui bahwa kolaborasi dan integrasi antar pihak sudah berjalan baik, sebagai dasar evaluasi posisi perusahaan saat ini di antara para pesaing dan mengetahui bagian mana dari jaringan supply chain yang perlu dilakukan perbaikan. Model SCOR (Supply Chain Operations Reference) merupakan model yang memudahkan perusahaan untuk menganalisis kinerja supply chain secara sistematis, meningkatkan komunikasi antar rantai dalam supply chain dan menciptakan jaringan supply chain yang lebih baik, melalui aktivitas supply chain yaitu plan, source, make atau assamble, deliver dan return. Kelima aktivitas ini masing-masing mempunyai atribut kinerja yang mempunyai fokus terhadap internal perusahaan maupun hubungan dengan pihak ketiga perusahaan yaitu, reliability, responsiveness, flexibility, cost dan assets.

Pada Perusahaan UKM yang dijadikan obyek penelitian , dibuat rancangan kinerja SCM yang disesuaikan dengan kondisi perusahaan UKM dan dihasilkan untuk, aktivitas source memiliki bobot yang paling besar dibandingkan dengan aktivitas-aktivitas yang lain yaitu 0,425 dan 10 KPI. Aktivitas make merupakan aktivitas terbesar kedua dengan 0,242 dengan 8 KPI. Selanjutnya aktivitas plan menempati peringkat ketiga dengan bobot sebesar 0,154 dengan 6 KPI dan diikuti aktivitas return dengan bobot 0,110 dengan 4 KPI. Aktivitas deliver mempunyai bobot nilai terendah yaitu 0,069 dengan 7 KPI.

Kata kunci : UKM, kinerja , SCOR, KPI

OPS-007	<p>PROFIL RANTAI NILAI (VALUE CHAIN) PADA INDUSTRI SUSU DI KABUPATEN BANDUNG BARAT</p> <p>(Studi Awal Untuk Pengembangan Model Kemitraan Rantai Nilai Sebagai Upaya Meningkatkan Daya Saing Industri)</p>	<p>Rofi Rofaida Program Studi Manajemen Universitas Pendidikan Indonesia rrofaida@yahoo.com</p> <p>Chairul Furqon Program Studi Manajemen Universitas Pendidikan Indonesia uqon2000@yahoo.com</p>
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Abstract – Kementerian Pertanian dan Kementerian Perindustrian menyebutkan bahwa industri susu merupakan salah satu industri yang menempati posisi yang strategis didasarkan pada potensi pengembangan dan peran strategis terhadap perekonomian nasional. Program pengembangan industri ini telah dikoordinasikan oleh Kementerian Koordinator Bidang Ekonomi melalui penyusunan Cetak Biru (blue print) Persusuan Indonesia 2012 – 2025. Pasar industri susu di Indonesia masih terbuka luas seiring dengan permintaan susu yang semakin meningkat. Pasar susu diperkirakan akan tumbuh sekitar 7,3% setiap tahun.

Namun demikian, hasil *scooping study* yang dilaksanakan oleh Badan Penelitian dan Pengembangan Pertanian, Kementerian Pertanian pada tahun 2012 menunjukkan beberapa permasalahan dalam penerapan pola kemitraan saat ini. Didasarkan pada hal di atas, diperlukan suatu upaya untuk melakukan evaluasi sekaligus upaya untuk meningkatkan kinerja kemitraan berdasarkan prinsip *business sustainability* untuk menghasilkan suatu model kelembagaan kemitraan yang efektif, efisien dan partisipatif yang sangat diperlukan untuk tumbuh kembangnya industri susu di salah satu sentra susu di Indonesia yaitu Kabupaten Bandung Barat.

Artikel ini merupakan hasil penelitian pada tahun pertama dari tiga tahun penelitian. Tujuan penelitian pada tahun pertama ini adalah: memperoleh deskripsi kemitraan rantai nilai pada industri susu di Kabupaten Bandung Barat; mengidentifikasi faktor-faktor apa saja yang menjadi faktor pendorong dan faktor penghambat/bottleneck dalam kemitraan rantai nilai pada industri susu di Kabupaten Bandung Barat.

Penelitian ini merupakan studi awal untuk mengembangkan model pemberdayaan pada industri kerajinan di Kabupaten Bandung

Keywords : industri susu, rantai nilai, kemitraan

Manajemen Pemasaran

PMS-001	ALTRUISME ATAUKAH NIAT RETALIASI?	Dien Mardhiyah FEB Universitas Airlangga E-mail: diena333@yahoo.co.id
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Abstract – Studi ini bertujuan untuk meneliti pengaruh motivasi altruisme, yang merupakan salah satu bentuk solidaritas sosial konsumen, terhadap komunikasi negatif WOM secara online di Indonesia. Hal ini memberikan wacana yang lebih luas tentang komunikasi WOM negatif secara online yang pada penelitian-penelitian terdahulu sebagian besar banyak dilakukan di Amerika dan Eropa. Selain itu diuji pula bagaimana pengaruh niat retaliasi pada komunikasi WOM negatif secara online. Retaliasi merupakan bentuk hukuman yang dilakukan oleh konsumen atas ketidakadilan yang dirasakannya sebagai akibat kerugian yang ditanggungnya atas layanan yang tidak menyenangkan yang diberikan oleh penyedia jasa. menjadi menarik karena dua hal ini adalah dua hal yang menyoroti kepentingan yang berbeda, yakni kepentingan orang lain pada altruisme dan kepentingan diri sendiri pada niat retaliasi.

Penelitian ini dilakukan kepada 123 konsumen yang memiliki pengalaman yang tidak menyenangkan terkait dengan penggunaan layanan medis baik secara langsung ataupun tidak langsung yang sekaligus juga sebagai pengguna internet mengingat setting penelitian pada lingkungan online. Hipotesis diuji dan dianalisis dengan menggunakan metode Regresi Berganda Hasil penelitian menunjukkan bahwa motivasi altruisme lebih besar pengaruhnya pada komunikasi komunikasi WOM negatif secara online dari pada niat retaliasi. Implikasi manajerial bagi penyedia jasa juga dibahas dalam studi ini.

Kata Kunci : Altruisme, retaliasi, layanan medis, word of mouth , WOM

PMS-002	ANALISIS EXPERIENTIAL MARKETING TERHADAP EXPERIENTIALVALUE DI INDUSTRI SMARTPHONE	Rydhho Styawan Prodi Manajemen Fakultas Ekonomi Universitas Islam Indonesia Budi Astuti Prodi Manajemen Fakultas Ekonomi Universitas Islam Indonesia
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Abstract – The stiff competition in the smartphone industry has forced the companies to embed the concept of experiential marketing and experiential value in positioning product to outdo their counterparts. Nowadays, the smartphone manufacturers are competing to offer their products and services for consumers based on the needs and desires development of consumers. Marketers are required to not just selling a product or service, but also to think how to create products and services that can provide a memorable experience for consumers.

Research by the title of analysis of experiential marketing towards experiential value in the smartphone industry, is a replication of a research conducted by Maghnati, et al, entitled "Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry". The purpose of this research is to determine the effect of experiential marketing indicators such as sense experience, feel experience, act experience, relate experience, think experience on experiential value. This research was conducted by distributing questionnaires to survey the 500 students from 5 universities in Yogyakarta, which obtained through judgemental sampling and quota sampling methods.

The result of Multiple Linear Regression Analysis with processing the data using software SPSS version 16 was: sense experience, feel experience, act experience, relate experience, think experience significant positive effect on experiential value. While the variables that have the most dominant influence in affecting the experiential value is variable think experience. The results concludes that this study supports the research of Maghnati. et al (2012) which found that experiential marketing is significant positive effect on experiential value.

Keywords: sense experience, feel experience, act experience, relate experience, think experience, experiential value

PMS-003	<p>ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BELANJA TERHADAP KEPERCAYAAN KONSUMEN PADA SITUS KASKUS (STUDI KASUS MAHASISWA UNIVERSITAS SAHID JAKARTA)</p>	<p>Azwin Risquallah,SE. Universitas Sahid Jakarta awindstruck@yahoo.com</p> <p>Titin Astuti, SE.,Msi. Universitas Sahid Jakarta titinastuti14@yahoo.co.id</p> <p>Ni Luh Made Vinaya M.,SE.,MM Universitas Sahid Jakarta madevinaya@gmail.com</p>
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Abstract – Rapid changes in technology affect consumer buying method. Technology and network transform the conventional way (physical stores) to modern way with online shop. This research aimed to determine factors that influence consumers to buy through online shop. Besides that, as result of consumer learning process, consumer attitude will choose website with good reputation to execute transaction by online. Respondents of this research are 96 students of Sahid University that already done transaction by online in one of the biggest e-commerce in Indonesia, KasKus. Researcher use questioners with 22 variables consist of consumer behavior and successful e-commerce indicators. Factoring analysis used to determine which factors of consumer behavior and e-commerce that affect the online buying. With acceptable score of Kaiser Meyer Olkin (KMO) measure of sampling adequacy and rotation result in 12 factors include culture, social, personal, and psychological affected consumer to do transaction by online. Furthermore, consumer trust and security of the site also cause repeat buying and loyalty to do online shopping in KasKus.

Keywords: consumer behavior, e-commerce, factors analysis

PMS-004	<p>ANALISIS KUALITAS LAYANAN TERHADAP LOYALITAS DENGAN MEDIASI KEPUASAN BAGI PARA PENGGUNA PERGURUAN TINGGI DI JAKARTA</p>	<p>Yasintha Soelasih Fakultas Ekonomi Univ. Katolik Atma Jaya yasintha.soelasih@atmajaya.ac.id; sinthajkt@yahoo.com</p>
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Abstract – Semakin banyaknya perguruan tinggi yang BERDIRI baik negeri maupun swasta menyebabkan daya persaingan menjadi lebih ketat. Oleh karena itu perguruan tinggi harus mempersiapkan sesuatu yang berbeda bagi pesaingnya. Untuk kurikulum relative tidak akan berbeda, tetapi yang dapat membedakan misalnya dari segi kelengkapan fasilitas, kehandalan pengajar dan sistem yang ada pada perguruan tinggi tersebut. Oleh karena itu perguruan tinggi perlu memperhatikan kualitas layanan bagi mahasiswa yang ada. Hal ini menjadi tuntutan bagi mahasiswa, karena mereka akan membandingkan dengan biaya yang dikeluarkan. Oleh sebab itu penelitian ini bertujuan untuk melihat kualitas layanan yang berpengaruh terhadap kepuasan dan secara tidak langsung menyebabkan loyalitas bagi para mahasiswa maupun alumni. Penelitian dilakukan di Jakarta. Pengambilan sampel dilakukan dengan simple random sampling. Jumlah sampel yang terkumpul sebanyak 300 responden. Hasil penelitian pada uji hipotesis menunjukkan bahwa kualitas layanan mempunyai pengaruh terhadap kepuasan, tetapi kepuasan tidak mempunyai pengaruh terhadap loyalitas. Pada hasil uji deskriptif menunjukkan bahwa terjadi kepuasan maupun loyalitas pada mahasiswa dan alumni.

Keywords: service quality, satisfaction, loyalty, student, university

PMS-005	ANALISIS KARAKTERISTIK PENGGUNA SMARTPHONE MELALUI MULTIPLE DISCRIMINANT ANALYSIS (Survey Pada Pengguna Smartphone Android dan iPhone)	Agung Wahyu Handaru Fakultas Ekonomi Univ.Negeri Jakarta Email: agung_1178@yahoo.com Hania Aminah Fakultas Ekonomi Univ.Negeri Jakarta Email:hania@feunj.ac.id
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Abstract – Studi yang di lakukan pada dua ratus orang pengguna smartphone Android dan iPhone menghasilkan beberapa temuan. Pertama, berdasarkan hasil uji Wilks' Lambda ditemukan fakta bahwa karakteristik pengguna smartphone Android adalah berbeda dengan karakteristik pengguna iPhone. Kedua, berdasarkan skor canonical correlation dapat dikatakan bahwa hubungan diskriminan dengan grupnya berada pada tingkat yang sedang. Ketiga, berdasarkan hasil uji Multiple Discrimination Analysis di peroleh informasi bahwa dari total dua puluh predictor yang dinilai hanya empat predictor yang secara jelas menjadi pembeda karakteristik dari kedua pengguna smartphone yaitu: harga yang murah, ketersediaan aplikasi gratis, games, dan terakhir adalah kepercayaan diri.

Keywords: Multiple Discriminant Analysis, Android and iPhone, User Characteristic

PMS-006	ANALISIS KUALITAS PELAYANAN (SERVICE QUALITY) TERHADAP KEPUASAN PELANGGAN PADA WAROENG STEAK & SHAKE DI JAKARTA TIMUR	Andrian Haro Fakultas Ekonomi Univ.Negeri Jakarta andrianharo@feunj.ac.id Hania Aminah Fakultas Ekonomi Univ.Negeri Jakarta hania@feunj.ac.id
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Abstract – The objective of this research was to analyze the service quality on customer satisfaction in Waroeng Steak & Shake in East Jakarta. The research was conducted in Waroeng Steak & Shake in East Jakarta from March to April 2015. The purpose of this data collection was to identify consumer behavior and to analyze the factors influenced consumer satisfaction in the purchase of steak at Waroeng Steak & Shake. One hundred and twenty respondents were chosen as samples by convenience sampling method. Data were analyzed by multiple regression analysis. The result showed that there were significant relationship and influence between tangible, reliability, responsiveness, assurance, and empathy to customer satisfaction.

Keywords: Customer Satisfaction, Service Quality

PMS-007	ANALISIS KUALITAS PRODUK, HARGA, PENGIRIMAN, LAYANAN JASA TERHADAP KEPUASAN PELANGGAN PADA PT SURYA INDOTIM IMEX	Rosa Nasra Sitorus Perbanas Institute rosanasra@yahoo.com Yohanes Ferry Cahaya. Perbanas Institute ferry@perbanas.id
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Abstract – This study aims to determine how the influence of product quality, price, delivery, and services to customer satisfaction PT Surya Indotim Imex, either partially or jointly. Design research is associative, while the type of research is the data subject. The study population is the consumer PT Surya Indotim Imex; whereas sampling using Slovin formula obtained as many as 38 samples. The analysis tool used is correlation, regression and hypothesis testing. The results showed that: (1) Product Quality Thitung value for the variable of 2.367 with a significant level of 0,024 by using significantly limit $\alpha = 5\%$ (0.05) the test results showed that Thitung (2,367) > t tabel (1,686) thus (H1) is accepted. (2) Price t hitung value for the variable of 0.079 with a significant level of 0.937 by using significantly limit $\alpha = 5\%$ (0.05) the test results showed that Thitung (0.937) < t tabel (1,686) thus (H2) is not accepted. (3) Delivery t hitung value for the variable of 2.029 with a significant level of 0.051 by using significantly limit $\alpha = 5\%$ (0.05) The test results showed that t hitung (2.029) > t tabel (1,686) thus (H3) is received. (4) Services Thitung value for the variable of 0.042 with a significant level of 0.966 by using significantly limit $\alpha = 5\%$ (0.05) The test results showed that t hitung (0.042) < t tabel (1,686) thus (H4) is not accepted, (5) The equation of linear regression of $Y = 1.432 + 0.426 X1 + 0.011 X2 + 0.436 X3 + 0,007 X4$, and the results of hypothesis testing with a value of f hitung > f table (19.576 > 2.659) indicates that the regression model is fit for use to predict all independent variable on dependent variable.

Keywords: Product Quality, Price, Delivery, Services, Customer satisfaction

PMS-008	ANALISIS MODEL KETERKAITAN ADVERTISING, DAN (BRATRUSIMA) BRAND TRUSH, BRAND IMAGE , SERTA PRICE TERHADAP INTEREST PURCHASE DAN CUSTOMER SATISFACTION MEDIA LUAR RUANG PADA PERUSAHAAN PERIKLANNAN SURABAYA	Chandra Kartika, SE., MM Fakultas Ekonomi, Universitas Wijaya Putra Email : chandrakartika@uwp.ac.id Dr. Soenarmi, SE., MM/ Fakultas Ekonomi, Universitas Wijaya Putra Email : soenarmi@uwp.ac.id
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Abstract – Penelitian ini bertujuan untuk memberikan sebagian besar jawaban pelanggan atas permasalahan tentang hubungan keterkaitan yang diberikan kepada pihak perusahaan advertising, dikarenakan secara pengamatan dan ukuran di luar semakin banyak nilai –nilai yang turun pada dimensi Advertising, Brand Trush, Brand Image serta price di Perusahaan Advertising di Surabaya, semakin banyak complain yang timbul dari para pelanggan tentang hubungan pelayanan yang diberikan ke pelanggan, sehingga tingkat minat dan kepuasan pelangganpun mempengaruhi, maka dari itu peneliti akan meneliti permasalahan yang sangat krusial untuk meningkatkan tingkat hubungan dimensi jasa advertising dan untuk meningkatkan nilai minat pembeli dan kepuasan Pelanggan khususnya pelanggan pengguna advertising di Surabaya dan akan menguji pengaruh Advertising, Brand Trush, Brand Image serta price terhadap pengaruhnya minat pembelian dan kepuasan Pelanggan Advertising Perusahaan di Surabaya Tengah. Sampel pada penelitian ini sebanyak 100 responden yang diambil dari pelanggan yang pernah memakai iklan di masing-masing Perusahaan Advertising Surabaya Tengah dari beberapa tempat penelitian yang sudah ditentukan dalam penelitian yaitu di Surabaya. Penelitian ini menggunakan analisis kuantitatif dan kualitatif melalui pendekatan-pendekatan metoda analisis Regresi Linear berganda serta menggunakan SEM AMOUS dan menggunakan perangkat lunak SPSS for Windows 20.0, dari suatu temuan diharapkan untuk ditemukan hasil yang positif dan dapat menggambarkan tingkat kualitas yang lebih luas dan kepastian agar dapat membantu memperbaiki tingkat Advertising, Brand Trush, Brand Image serta price terhadap minat pembelian dan kepuasan pelanggan media luar ruang di perusahaan Surabaya.

Key Word : Advertising, Brand Trush, Brand Image, price, interest purchase serta satisfaction

PMS-009	ANALISIS PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER SATISFACTION DENGAN EMOTIONAL VALUE SEBAGAI VARIABEL MEDIASI PADA KONSUMEN CINEMA XXI IMAX (Studi Kasus Mahasiswa/i Unika Atma Jaya, Jakarta)	Hendry Universitas Katolik Indonesia Atma Jaya hendryarifin93@yahoo.com Devi Angrahini Anni Lembana Universitas Katolik Indonesia Atma Jaya devi.angrahini@atmajaya.ac.id
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Abstract – The purpose of this study is to analyze the influence of experiential marketing through five dimensions that are sense, feel, think, act, and relate towards customer satisfaction directly or indirectly with emotional value as a mediating variable on Cinema XXI IMAX consumers (Case study : Unika Atma Jaya Students, Jakarta). Data were gathered through questionnaires conducted with 271 respondents to find out their satisfaction level when have watching experiences on Cinema XXI IMAX. This study uses simple random sampling technique and the structural equation modelling through confirmatory factor analysis method were acceptable in terms of validity and reliability. The empirical results revealed that, experiential marketing has positive effect on emotional value, and emotional value has positive influence on customer satisfaction, however emotional value can't be a mediating variable in the influence of experiential marketing to customer satisfaction. Results also show that experiential marketing has directly influence on customer satisfaction. The results, implications, and suggestions for future research are discussed in detail.

Keywords: experiential marketing, sense, feel, think, act, relate, emotional value, customer satisfaction.

PMS-010	ANALISIS PENGARUH KEPUASAN ANGGOTA BMT BINA IHSANUL FIKRI TERHADAP KUALITAS PRODUK PEMBIAYAAN MURABAHAH	Drs.MurwantoSigit,MBA e-mail : seagate1050@yahoo.com One Ocktata Nugraha Saputra e-mail : oneocktata@gmail.com Fakultas Ekonomi Universitas Islam Indonesia Yogyakarta
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Abstract – In service companies such as banks, service quality is the key to a success, It comes from good service quality that can grow a positive brand image on customer satisfaction so as to provide optimal benefits to its company. Financial institutions as such banks offering sharia-labeled products are diverse in terms Arabic. Murabaha is one of the forms of sale and purchase agreement which has been developed as a principal of the working capital and investment financing in Islamic banking has the considerable advantage promising prospect. The purpose of this study was to determine the factors of service quality of service product variables that occur on the sale of murabaha and explain the most dominant variable of murabaha products. The samples used in the formula Slovin, based on these criteria, the amount to be sampled as many as 100 people were obtained by spreading the questionnaire and then processed with the help of SPSS applications program. The sampling technique in this research is using purposive sampling technique. In the result variables have influence together with others variables in determining customer satisfaction and assurance is the most dominant variable in determining customer satisfaction.

Keyword : product quality, service quality, customer satisfaction, customer loyalty, and sharia

PMS-011	ANALISIS PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA JASA TRANSPORTASI KING TRAVEL DI KOTA MALANG	Triesti Candrawati Jurusan Akuntansi, Politeknik Negeri Malang
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Abstract – *Abstract: Service quality in the Transportation industry in the era of globalization is a very important factor in the success independent of itself in the environment which now has a very tight competition. The purpose of this study was to determine the effect service quality on customer satisfaction in the King Travel Malang City. This study used a sample of 80 clients from 100 customers. The sampling technique used in this study is Convenience Sample Technique or Accidental Sampling. While the analysis technique employed to process and discuss the data and test the hypothesis is the Multiple Regression Analysis. The conclusion that can be drawn based the result of hypothesis testing on the F-test is that all the five indicators of service quality factors have significant simultaneous influence on customers' satisfaction in the King Travel Malang city.*

Key word: Service Quality, Satisfaction

PMS-012	ANALISIS PENGARUH SELF CONCEPT, GROUP CONFORMITY, ATTITUDE, BRAND ASSOCIATION DAN BRAND IMAGE TERHADAP MINAT BELI PAKAIAN DALAM NEGERI	Lily Suhaily Universitas Katolik Atmajaya, Jakarta lily.eddy@atmajaya.ac.id Yasintha Soelasih Universitas Katolik Atmajaya, Jakarta sinthajkt@yahoo.com
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Abstract – *According to Globalization era and AFTA Agreement that will start at the end of December 2015, many multinational companies especially from ASEAN countries vying to market their product to countries as a member of ASEAN. One of the countries is Indonesia. Nowadays Indonesian economic growth, declining and many consumers like to buy foreign product especially clothing. Based on this condition, this research investigate the influence of self concept, group conformity, attitude, brand association and brand image toward purchase intention of domestic clothing. 53 questionnaires were distributed to undergraduate students using random sampling. The result shows that simultaneously self concept, group conformity, attitude, brand association and brand image influence purchase intention of domestic clothing, but partially self concept, group conformity, brand association and brand image not influence purchase intention of domestic clothing, but only attitude influences purchase intention of domestic clothing.*

Key words: self concept, group conformity, attitude, brand association and brand image influence

PMS-013	ANALISIS PENGARUH VARIABEL <i>RETAIL MARKETING MIX</i> TERHADAP <i>CUSTOMER RETENTION</i> PADA GERAJ ACE HARDWARE PONDOK INDAH MALL	Desy Andriani Fakultas Ekonomi Universitas Katolik Indonesia Atma Jaya frederikadesy@yahoo.com Devi Angrahini Anni Lembana Fakultas Ekonomi Universitas Katolik Indonesia Atma Jaya devi.angrahini@atmajaya.ac.id
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Abstract – This research aims to determine the impact of Retail Marketing Mix Variable on Customer Retention of ACE Hardware Pondok Indah Mall. The statistical analysis was performed using multiple linear regression, which is processed using SPSS Software 20.00. This research has found that simultaneously, Product, Price, Place and Promotion have impact on Customer Retention of ACE Hardware Pondok Indah Mall. However partially, Price does not affect the Customer Retention of ACE Hardware Pondok Indah Mall. It can be concluded that Product, Place, and Promotion affect the customer's desire to always make purchases in ACE Hardware Pondok Indah Mall. While Price does not affect the customer's desire to always make purchases in ACE Hardware Pondok Indah Mall.

Keywords : Product, Price, Place, Promotion, Customer Retention, Ace Hardware

PMS-014	ANALISIS SPASIAL UNTUK PENENTUAN LOKASI OPTIMAL TOKO RETAIL MINIMARKET DI KABUPATEN SLEMAN DAERAH ISTIMEWA YOGYAKARTA	Sa'duddin Pusat Studi Transportasi dan Logistik UGM, Jalan Kemuning M-3 Sekip Sleman Yogyakarta 55281 Telp: +6274-556928, 563984, 6491075 Fax: +6274-6491076, 552229 saduddin@ugm.ac.id Kuncoro Harto Widodo kuncorohw@ugm.ac.id
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Abstract – Penentuan lokasi toko retail merupakan salah satu keputusan yang sangat signifikan dalam bauran pemasaran retail (retail marketing mix), dan menjadi elemen kunci kesuksesan suatu toko retail. Beberapa pendekatan digunakan dalam menentukan lokasi terbaik toko retail, dan dalam penelitian ini bagaimana pendekatan spasial dapat digunakan untuk menentukan lokasi yang sesuai dan optimal untuk toko retail di Kabupaten Sleman. Penelitian ini menggunakan analisis spasial, menggunakan operasi tumpang susun (overlay operation) untuk menghasilkan kesesuaian lokasi toko retail, dan juga model lokasi-alokasi (location allocation model) untuk menentukan lokasi optimal terpilih toko retail di Kabupaten Sleman. Beberapa kriteria ditetapkan untuk analisis tersebut. Hasil analisis spasial didapatkan 61 lokasi yang sangat sesuai untuk dijadikan lokasi toko retail minimarket di Kabupaten Sleman, yaitu terletak di Desa Sindudadi, Kecamatan Mlati, di Desa Catur Tunggal dan Desa Condong Catur, Kecamatan Depok, serta di Desa Purwomartani, Kecamatan Kalasan. Untuk lima lokasi optimal terpilih berturut-turut 1) Jalan Adisucipto Desa Catur Tunggal Kecamatan Depok, 2) Jalan Perumnas Desa Catur Tunggal Kecamatan Depok 3) Jalan Ring Road Utara Desa Condong Catur Kecamatan Depok 4) Jalan Mozes Gatokaca Desa Catur Tunggal Kecamatan Depok dan 5) Jalan Candi Sambisari Desa Purwomartani Kecamatan Kalasan.

Keywords: Lokasi, Toko Retail, Pendekatan Spasial, Location Allocation Model

PMS-015	ANALYSIS OF DOMESTIC TOURISTS ATTITUDE TOWARDS SUSTAINABLE TOURISM DEVELOPMENT CONCEPT WITH TRIPLE BUTTOM APPROACH AT BUKITTINGGI	Verinita Universitas Andalas Padang Email: verinita26@yahoo.com
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Abstract – The proposal is motivated by the fact that the current tourism industry is one sector that is rapidly growing in the era of the global economy . But tourism that promotes mass tourism will give a negative impact to the environmental balance . This situation can be seen in tourist destinations in the province of Bali where the development of tourism oriented to mass tourism give imbalance due to the harmonization of nature and have a negative impact on the physical environment and the social community in Bali . Bukittinggi as a destination for major tourist destination in West Sumatra is feared will cause a negative impact as well as Bali when it is not immediately administered to the concept of Sustainable Tourism Development through Triple Buttom Line Approach. Research in order to assess attitudes towards domestic tourists tourism concept based Sustainable Tourism Development in the city of Bukittinggi . The results showed that among the three aspects were analyzed , namely the economic, environmental and social , then the highest ratings given by respondents to the economic aspect . Therefore, the Government should focus on city tourism development to economic empowerment programs that involve the active participation of the community / local residents in the town of Bukittinggi. This study uses a marketing management approach . This type of research is explanatory research . The method used was to use a questionnaire to 70 domestic tourists who visit tourist destinations in Bukittinggi. The sampling technique is purposive sampling with a cross-sectional coverage that reflects a picture of a situation in June-August 2015. The unit of analysis is the domestic tourist town of Bukittinggi . The analysis tool is a qualitative analysis using frequency distribution .

Key words: Sustainable Tourism Development, Triple Buttom Line , Domestic tourists

PMS-016	ANTESEDEN KOMITMEN RELASIONAL ANGGOTA PADA KOMUNITAS VIRTUAL REMAJA	Tanti Handriana Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Airlangga tanti.handriana@feb.unair.ac.id Dimas Januar Perdana Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Airlangga dimas.januar.p@gmail.com
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Abstract – The purpose of this study is to investigate the antecedent of relationship commitment in virtual communities in Indonesia. The technology has been grown rapidly over the past years, one of which is internet access. Internet makes people tend to search for information and do their activity using internet, such as gathering and communicating in a virtual media or virtual communities. Virtual communities become a platform for internet users who have the same interest, exchanging ideas, and information about a particular object. It can be informal topic (e.g hobby, food) or the formal topic (e.g political, social , religion). Kaskus JKT48 is one of JKT48 virtual community fan based that are popular among young people in Indonesia. Kaskus JKT48 facilitates its members to interact and exchange information about JKT48.

This rerearch uses a online survey method and the research samples are Kaskus JKT48 community members. The number of respondents are 203. Multiple linear regression is selected as the technique of analysis. This research examines four hypotheses where all of hypotheses are supported. They are (1) the impact of issue involvement on relationship commitment (2) the impact of perceived social interaction on relationship commitment; (3) the impact perceived system interactivity on relationship commitment; and (4) the impact of perceived community value on relationship commitment. The contribution of this study is development of relationship marketing concept in virtual communities area, and the administrators of virtual communities can be used as a reference in maintaining good relations with members of the community.

Keywords : relationship marketing, relationship commitment, virtual community, issue involvement, social interaction, system interactivity, community value

PMS-017	BRANDINGISASI WISATA (MODEL PENGEMBANGAN PARIWISATA BERBASIS MOMENTUM LASKAR PELANGI DI PULAU BELITUNG)	Nizwan Zukhri Dosen Fakultas Ekonomi Universitas Bangka Belitung Mahasiswa Program Doktor Ilmu Manajemen Universitas Bengkulu Email: nizwan_ubb@yahoo.com Devi Valeriani Dosen Fakultas Ekonomi Universitas Bangka Belitung Mahasiswa Program Doktor Ilmu Ekonomi Universitas Sriwijaya Jamilah Cholilah Dosen Fakultas Ilmu Sosial dan Ilmu Politik Universitas Bangka Belitung
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Abstract – Tourism development that has been done so far on Belitung Island has yet brought maximum results. Therefore, the momentum of the booming Rainbow Troops should be made as early milestone of tourism revival on Belitung Island. A model that is able to provide synergy for the stakeholders as one of the options for the tourism sector to be regional economic locomotive should be created to replace tin which is going into the "Sunset Industry". This study aims to identify the socio-economic conditions before and after the booming of Novel and Film Rainbow Troops, to map factors affecting tourism development, and to create tourism development model with momentum-based. Through SWOT analysis approach, this article provides conceptual information about tourism development that can be used for other regions in Indonesia. The result shows that the booming of Rainbow Troops changes socio-economic conditions significantly in Belitung regency and East Belitung province. There are two alternative models of tourism development namely Official Authority model by establishing a tourism official authority on Belitung Island and Cooperation Forum Model by establishing a tourism forum that synergizes tourism development of the two regencies in Belitung Island by involving all stakeholders in tourism sector.

Keywords: Branding, momentum Rainbow Troops, tourism development model

PMS-018	BUILDING YOURSELF WITH MARKETING (PERSONAL BRANDING)	Mohamad Hadi Prasetyo Sekolah Tinggi Ilmu Ekonomi (STIE) Ekuitas hadi.p@ekuitas.ac.id
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Abstract – Everyone lives by selling something. All people can survive by "selling" anything. Not everyone can make the "selling" successfully. Everyone has different characters and talents. This is regarded as the potential that we have. This paper is aimed at giving an idea of why we should have a strong personal branding. The research method used here is descriptive empirical method. As a company that has a strategy to strengthen its brand to increase profit, we also must strengthen our brand to gain success. Being successful means we can be useful persons, or we can provide benefits to others. We all have the potential within our selves, either already identified or not. We build the values within our selves. All these things must take place in a sustainable manner so that we always improve ourselves and we do not forget what is our goal. This is started from enhancing our experience, education / training, and establishing a positive relationship between each other. We must also identify our uniqueness and commitment that we hold. Besides, we also must identify the focus that we are pursuing. All of them are wrapped with a high passion or desire coming from how we optimize our values. Thus, we can compete and provide benefits for many people. Finally, we can be "experts" in our field and we are ready to answer the challenges in the future.

Keywords: marketing, brand, personal branding

PMS-019	FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND IMAGE: STUDI KASUS MOBIL TOYOTA AVANZA DI JAKARTA	<p>Nurunnia Universitas Sahid Jakarta nnurunnia@yahoo.com</p> <p>Levyda Universitas Sahid Jakarta levyda@usahid.ac.id</p> <p>Susy Bhudiharty Universitas Sahid Jakarta susybhudiharty@gmail.com</p>
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Abstract – The decision to buy a product is influenced by the assessment of the price and quality of the product. Avanza is a car that is quite good and classy but a price that is still quite affordable. In a decade of Avanza TAM has recorded accumulated sales of the car is totaled 1.23331 million units. For it to consider the influence of Brand Image Toyota Avanza. Issues to be discussed in this paper is: how to know each variable, the perception of product quality, price, Advertising and Brand Image WOM against Avanza. Techniques of data collection was conducted by literature study and questionnaire.

The population of this research is all Avanza car users who are in Jakarta. The analytical method used is multiple linear regression. The result of this research shows that the independent variables simultaneously positive and significant impact on the brand image. To increase sales Avanza car then the car must maintain brand image by improving product quality, providing exceptional service to customers and also provide additional warranty service with a longer time.

Keywords: quality of product, price, advertising, word of mouth, brand image, Toyota Avanza

PMS-020	FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN KONSUMEN (STUDI KASUS DI BANK BRI CABANG YOGYAKARTA)	<p>Drs. Murwanto Sigit, MBA e-mail: seagate1050@yahoo.com</p> <p>Rizki Putra Fakultas Ekonomi Universitas Islam Indonesia Yogyakarta e-mail: rizkiputra@yahoo.com</p>
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Abstract – Penelitian empiris ini dimaksudkan untuk mengetahui apakah perilaku karyawan, tangibility, teknologi informasi terhadap kepuasan nasabah BRI Cabang Yogyakarta, untuk mengetahui apakah Persepsi keadilan harga berpengaruh terhadap kepuasan nasabah BRI Cabang Yogyakarta, untuk mengetahui apakah kenyamanan akses, kenyamanan transaksi, kenyamanan dalam pengambilan keputusan dan kenyamanan setelah memperoleh manfaat berpengaruh terhadap kepuasan nasabah BRI Cabang Yogyakarta, dan untuk mengetahui variabel mana yang paling dominan mempengaruhi kepuasan nasabah BRI Cabang Yogyakarta.

Populasi dalam penelitian ini adalah seluruh nasabah Bank BRI Cabang DIY. Jumlah sampel adalah 96 responden, dan hal ini sudah dianggap mewakili populasi yang akan diteliti. Analisis data yang digunakan adalah regresi berganda,

Hasil analisis data menunjukkan bahwa : Perilaku karyawan, tangibility, teknologi informasi berpengaruh positif terhadap kepuasan nasabah BRI Cabang Yogyakarta, Persepsi keadilan harga berpengaruh positif terhadap kepuasan nasabah BRI Cabang Yogyakarta, Kenyamanan akses, kenyamanan transaksi, kenyamanan dalam pengambilan keputusan dan kenyamanan setelah memperoleh manfaat berpengaruh positif terhadap kepuasan nasabah BRI Cabang Yogyakarta dan Variabel perilaku karyawan merupakan variabel yang paling dominan mempengaruhi kepuasan nasabah BRI Cabang Yogyakarta.

Kata kunci : Kualitas Pelayanan, persepsi keadilan harga, kenyamanan pelayanan, kepuasan nasabah

PMS-021	HERITAGE CONSERVATION IN THE MIDDLE OF URBAN DEVELOPMENT AT DAERAH ISTIMEWA YOGYAKARTA	Kurniawan Gilang Widagdyo Fakultas Ekonomi - Univ. Sahid Jakarta kurniawangilang@gmail.com
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Abstract – Yogyakarta is one of the provinces in Indonesia that very well known as the city of student and the center of Javanese art, culture, and heritage. Moreover, heritage tourism take special part toward tourism industry within Yogyakarta, it appeared to be very successful which gives contribution for Yogyakarta that represent and illustrates Yogyakarta as one of Indonesian identity. However, as modernization and urban development tend to be increased, Yogyakarta has to face problem regarding lack of heritage conservation awareness from its citizen. Lifestyle changes, life expectation changes, and more attributes of urban development have drag out the sense of traditional value into vanish. Therefore this paper try to digging out the challenges and helps to improve the city without neglecting those heritages, and find out what kind of alternative strategies that could regenerate and sustain (in term of heritage conservation) this heritage in the middle of rapid commercialization days (urban development).

Keyword: Heritage, Conservation, Yogyakarta, Culture, Javanese, Urban Development,

PMS-022	HUBUNGAN BRAND AWARENESS TERHADAP BRAND TRUST MELALUI BRAND IMAGE	Mohammad Fakhruddin Mudzakkir Universitas Kanjuruhan Malang mohfakhruddin@gmail.com Iva Nurdiana Nurfarida Universitas Kanjuruhan Malang iva_noerdiana@yahoo.com
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Abstract – The purpose of this study was to determine 1). relationship influences brand awareness on .brand trust, 2.) relationship influences brand awareness on brand image, 3). influence of brand image on brand trust. The study was conducted on Islamic product brands in City of Malang, East Java. Used accidental sampling, total sample of 100 respondent. SEM analysis technique using PLS. The results showed that brand awareness brand effect on trust, brand awareness effect on brand image, and brand image berpengaruh to brand trust.

Keywords: awareness, image, trust

PMS-023	<p>IMPLEMENTASI BENCHMARKING UNTUK PENINGKATAN CAPAIAN KEY PERFORMANCE INDICATOR (STUDI PADA AUTO2000 SURABAYA)</p>	<p style="text-align: center;">Indrianawati Usman Dept. Manajemen Fakultas Ekonomi dan Bisnis - Universitas Airlangga indrianawati@gmail.com</p> <p style="text-align: center;">Donatus Dendy Saniscara Dept. Manajemen Fakultas Ekonomi dan Bisnis - Universitas Airlangga</p>
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Abstract – The purpose of this study was to analyze the implementation of benchmarking to improve the achievement of key performance indicator. Research conducted at one of Auto2000 in Wiung Surabaya. This object selected since the performance achievement was not optimal compared to other branches of Auto 2000 in Surabaya. Benchmark conducted in several branches of Auto2000 which have the best performance in Surabaya.

This study used a qualitative approach, data collection done through observation, surveys and interviews with internal and external parties. The first stage of the research was conducting gap analysis to determine the performance indicators that need to benchmark. Benchmarking process is then performed with Plan-Analysis-Integration –and Implementation.

Results of GAP table shows that there were four indicators of operating performance less than optimal rate and needs to be improved. The four indicators namely, Unit indicator entry, appointment rate indicator, SBE rate indicator and on-time delivery indicator. Furthermore, based on benchmarks to better branch obtained the operating steps that can be used to improve the performance branch Wiyung.

Keywords: Benchmarking, Operational Policy, Key Performance Indicator

PMS-024	<p>IMPLIKASI CITY MARKETING TERHADAP PENINGKATAN BRAND IMAGE KABUPATEN JEMBER</p>	<p style="text-align: center;">Dr. Deasy Wulandari,SE,MSi Fakultas Ekonomi Universitas Jember Email : deasywulandariFEUJ@gmail.com</p>
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Abstract – Each region has its own strategy in the market potential and competitive advantages the region. Jember Regency also has special events and regularly performed every year. Based on the phenomenon that occurs, the city marketing that have been implemented by local governments can improve the brand image of Jember Regency. The problems posed in this study are: implications city marketing to increase brand image, impact and evaluation of the implementation of city marketing in Jember Regency. The goal of this research is to understand the implications of city marketing to increase brand image, to understand the impact and evaluate the implementation of city marketing in Jember Regency. This study used qualitative methods fenomenologi based on the experience of individuals and groups on a special phenomenon that occurs at a time and at a specific location. Social groups in this study were: group-makers and policy-makers, perpetrators of cultural arts groups, businesses and investor groups. Data collection techniques are observation, interviews, documentation and triangulation. Analysis of the data in this study using four stages : data collection, data reduction, data display and conclusion. The results showed the implications of city marketing to increase brand image. City marketing affect the brand image. Implementation of city marketing cause various positive effects. Evaluation of the implementation of city marketing is management and development of tourism destinations, exploration of new tourist destinations, the coordination of all parties concerned, the creative team in program promotion, promotion should be more aggressively.

Keywords : City marketing, brand image, qualitative research

PMS-025	INVESTIGASI PERASAAN PASCA BELI SEPATU OLAH RAGA BAJAKAN	Anas Hidayat anas.Hidayat@uii.ac.id Muhammad Noor Fahmy Fakultas Ekonomi, Universitas Islam Indonesia fahmyeah@gmail.com
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Abstract – This research aimed to investigate the influence of extrinsic cues and intrinsic cues and risk aversion towards purchase intention and post-purchase feelings of counterfeited sport shoes. This research study expected to get business strategy for decreasing counterfeit products circulation. This research study collected data only from students in Yogyakarta. 120 respondents involved to give respond for the survey. The research concluded that extrinsic cues has a significant and positive influence toward purchase intention, while intrinsic cues and risk aversion has a negative influence toward purchase intention. Moreover, the study revealed that purchase intention has a significant and negative influence toward post-purchase feelings.

Keywords: counterfeit, extrinsic cues, intrinsic cues, risk aversion, purchase intention, post-purchase feelings

PMS-026	KEPUTUSAN PEMBELIAN PRODUK "MULIA" GALERI 24 (STUDI KASUS PT PEGADAIAN (PERSERO))	Adella Hotnyda S Post Graduate UPN"Veteran "Jakarta, Jakarta, Indonesia Email :pascaupnvj@gmail.com Endang Lestariningsih Post Graduate UPN"Veteran "Jakarta, Jakarta, Indonesia Email :pascaupnvj@gmail.com Djumarno Post Graduate UPN"Veteran "Jakarta, Jakarta, Indonesia Email :pascaupnvj@gmail.com
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Abstract – The research is performed to find out some variables affect The Decision of Product Purchasing of "MULIA" Galeri 24 based on Brand Awareness, Perceived Quality, and Purchase Price as well as analyzing the most dominant variables affect the Purchasing Decision. The Quantitative method is used toward 68 respondents of Galeri 24 of Pegadaian Syariah Kramat Raya Branch in Jakarta. The data tabulation and analysis are carried out by using software Statistical Product and Services Solution (SPSS) version 16. The study results reveal that there are significant effects between free variables and fixed variables. The variables of Brand Awareness affect the Purchasing Decision with value $R^2 = 31,1\%$, while Perceived Quality affect the Purchasing Decision with $R^2 = 44,3\%$. The Purchase Price affect the Purchasing Decision with $R^2 = 50,1\%$. There are influences among the Brand Awareness, The Perceived Quality and The Purchase Price at the same time toward The Purchasing Decision with value Adjusted $R^2 = 66.7\%$. Owing to the variable of Purchase Price is the most dominant, therefore it is suggested that PT. Pegadaian (Persero) is able to make more precise policy in determining the strategy of "MULIA" product value. As a result, it is acceptable by the customers and increases the turnover of Galeri 24 in the end.

Key words : Brand Awareness, Perceived Quality, Purchase Price, Purchasing Decision

PMS-027	KUALITAS FESTIVAL PADA JEMBER FASHION CARNAVAL (JFC) MENURUT PERSEPSI PENONTON	Fitri Novika Widjaja Universitas Surabaya Fitri.novika@gmail.com Raditya Pratama Akbari Widyatmoko Universitas Surabaya Pratama.akbari@gmail.com
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Abstract – One way to preserve the culture is to organize cultural festivals. Jember Fashion Carnaval (JFC) is a cultural festival in the field of fashion, held every year in the city of Jember in East Java. The purpose of this study was to determine the factors that shape the quality of the festival and describe the perception of quality as perceived by the audience JFC.

This study uses primary data is by distributing questionnaires to the audience as much as 150 JFC. Selection of the sample conducted with convenience sampling technique and data were processed using SPSS software for confirmatory factor analysis and descriptive perceptions of respondents.

The results showed that of the 24 indicators used to measure the quality of the festival managed to reduce to 6 factors, Program, Facilities, Staff, Comfort Amenities, Information Availability, and Convenience. Based on the mean value of the respondents indicated a positive perception, it means the audience perceives that the quality of the JFC interesting to watch as a cultural tourist attraction.

Keyword: Service Quality, Servicescape, Festival Quality

PMS-028	LION EXPRESS: STUDI ADOPSI INOVASI KONSUMEN TERHADAP PRODUK BARU LION AIR GROUP	Amri Dzul Fajri Fakultas Ekonomika dan Bisnis Universitas Diponegoro deefajri@gmail.com
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Abstract – Lion Air Group has been successfully running the Low Cost Carrier business model with the market share of 40 percent of 70 percent a whole the total air transportation passengers (LCC Class) in Indonesia. The Load Factor of Lion Air Group is the largest of its in Indonesia and 4 world best. Currently Lion Air Group was doing new business unit as a company courier and logistic that was named Lion Express. Many research of new service development theory equally found that many companies over failed to develop new product or service. This research examines how brand equity, brand loyalty and promotional activities affecting purchasing Lion Express interest with an adoption innovation as a variable intervening. This research used multiple regression analysis with the help of SPSS program. A purposive method of sampling used to obtain the total sample as many as 120 people. The result of research shows that Lion Air Group brand equity cannot significantly effect to the Lion Express adoption. But brand loyalty and promotional activities have significant effect to the Lion Express adoption. Likewise innovation adoption have significant effect to the purchasing interest of Lion Express.

Keywords: Minat Beli, Marketing Strategic, Adopsi Inovasi, Corporate Brand

PMS-029	MARKETING STRATEGY OF TV MANUFACTURING BUSINESS IN INDONESIA	Deki Fermansyah Raden Intan State Islamic Institut-Lampung deki fermansyah@yahoo.co.id
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Abstract – More than 94% of Indonesia's population who live in big cities have had a TV in their homes. This condition indicates that the population of Indonesia makes the TV as the primary needs of the household. It is characterized by the level of electronic home appliance product sales as a whole in Indonesia. Television products dominate with a percentage of 34%, while 66% comes from other electronic products. Television products dominate with a percentage of 34%, while 66% comes from other electronic products.

On the other hand, consumers will choose a product that provides high quality products and is known as a good TV producers. So we need a strategy for TV manufacturers in the face of competition to influence purchasing decisions. The purpose of this study was to prove and develop variable product quality and country of origin as a marketing strategy to face competition to influence purchasing decisions. Data obtained using questionnaires and interviews to TV consumers and sellers in the Semarang Regency in Indonesia. AMOS further processed using SEM.

These results indicate that consumers in large cities, i.e the higher the quality of the products it will increasingly be the choice of consumers, and the higher a country's popularity as a TV producer whose good will increasingly become the primary choice.

Keywords: quality of product, country of origin, purchasing decisions

PMS-030	MEMAHAMI MINAT KONSUMEN MENGGUNAKAN E-MONEY: PENGARUH PERCEIVED INNOVATION, PERCEIVED RISK, PERCEIVED VALUE	Sri Setyo Iriani Universitas Negeri Surabaya Surabaya Rosa Prafitri Juniarti Universitas Negeri Surabaya Surabaya
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Abstract – This study aims to understanding the influence of perceived innovation, perceived risk, and perceived value toward purchase intention of e-money. Data were collected by questionnaires and analyzed using Structural Equation Model. Data show that perceived innovation of e-money affects perceived risk and perceived value. Perceived value of e-money also influences purchase intention. Furthermore, the data is not successfully demonstrate the influence of perceived innovation and perceived risk on purchase intention. This shows the level of consumer acceptance of innovative banking products and services, in particular e-money. Future studies could examine other factors that affect consumer behavior in the use of e-money. Combination of wide consumption of banking products and services that consumers use also needs to be further investigated.

Keywords: e-money, perceived innovation, perceived risk, perceived value, purchase intention

PMS-031

**MEMBANGUN CITRA PERUSAHAAN
(Studi Pada PT. Semen Indonesia. Tbk)**

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Abstract – Paradigm shift in business management from shareholders paradigm that is more oriented towards achieving the goal of shareholder wealth to. paradigm stakeholders give attention to other parties outside the stockholder. This shift is in line with the pressure on businesses to play a role in social issues involving employees, stakeholders, communities, the environment, and the government continues to increase. The purpose of this study was to determine the effect: Corporate Social Responsibility (CSR) to the Company's performance, (2) Corporate Social Responsibility (CSR) to the Company's performance, and (3) Corporate Social Responsibility (CSR) to the Company's Performance PT. Semen Indonesia Tbk. through Corporate Image.

The sample in this study are employees of PT. Indonesia.Tbk cement. and entire communities around processing plants and mining PT. Semen Indonesia Tbk. Tuban .. The amount of sample is 25 employees' and 25 msyarakat so ntoal sample used is 25. Pengumpulan primary data done by instrument daftar questions distributed to respondents, while secondary data derived dar PT. Semen Indonesia (Persero) Tbk. Data analysis techniques in this study using the Partial Least Square (PLS)

The study concluded that: (1) Good Corporate Governance (GCG) effect on the performance of the company, (2) Corporate Social Responsibility (CSR) non significant effect on the performance of the company, and (3) Corporate Social Responsibility (CSR) to the Company's performance through The company's image effect

Keywords: corporate governance, CSR, Corporate Image and Corporate Performance

PMS-032

**MEMBANGUN MODEL KONSEPTUAL
KATEGORI PENERIMA INOVASI (ADOPTER
CATEGORY) PADA BELANJA ONLINE DI
INDONESIA
(KONFIRMATORY TEORI DIFFUSI INNOVASI)**

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Abstract – Tujuan yang ingin dicapai adalah terciptanya model konseptual yang dapat menggambarkan pola penyebaran konsumen di Indonesia berdasarkan sikap dan perilakunya terhadap penerimaan suatu hal yang baru (inovasi) dalam hal ini pola belanja secara online. Penyebaran penerimaan tersebut selanjutnya dikonfirmasi dengan pengelompokan berdasarkan teori Difusi Inovasi Rogers yang membagi ke dalam lima kelompok kategori penerima inovasi (adopter category) yaitu: Innovators (2)Early adopters (3) Early majority (4) Late majority and (5)Laggards. Model ini diharapkan dapat diaplikasikan pada berbagai bentuk penerimaan pada inovasi-inovasi lainnya.

Metode pengumpulan data adalah survey. Jenis data berbentuk primer berupa persepsi, opini, dan sikap dari konsumen yang melakukan belanja secara online, sebagai subjek penelitian secara individual. Dimensi waktu adalah one shot study. Responden penelitian adalah konsumen yang sudah pernah melakukan belanja online dari seluruh kategori produk dan berbagai media pemasaran online. Responden terpilih adalah mereka yang berdomisili di kota-kota besar dan kota kecil di Indonesia. Analisis data menggunakan deskriptif kuantitatif yang menghasilkan suatu model yang merupakan uji konfirmasi teori Diffusi Inovasi.

Penelitian menghasilkan output pertama: responden memiliki tingkat penerimaan inovasi yang tinggi, kedua responden memiliki persepsi yang tinggi terhadap manfaat yang diperoleh dari belanja secara online. Ketiga, Pola penyebaran konsumen yang menggambarkan sikap dan perilaku konsumen terhadap belanja online. didasarkan teori Rogers tentang adopter kategori. menunjukkan bahwa penyebaran responden condong kekanan artinya mayoritas responden termasuk kategori kelompok inovator dan early adopter, hal ini menunjukkan bahwa sebagian besar masyarakat cepat menerima sesuatu hal yang baru dalam hal ini pola belanja secara online.

Keywords: Diffusi Inovasi, Adopter kategori, online shopping

PMS-033	MEMPERTAHANKAN LOYALITAS PELANGGAN AUTO 2000 MELALUI PENCAPAIAN CUSTOMER SATISFACTION DAN TRUST	Sri Widyastuti Department of Management, Faculty of Economics and Business, University of Pancasila Tel: +628129383050 Email: widyastuti_iis@yahoo.co.id Nana Nawasiah Tel: +628158803605 Email: nawasianana@yahoo.co.id
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Abstract – The existence of customer loyalty is believed to reduce of marketing cost, because the existing customers have not switch to another brand or dealer. The process to find new customers is relatively more difficult and requires more expensive costs when compared to retain existing customers. Thus retain existing customers as a whole can improve the profitability of the company. The purpose of this study was to find out how to influence customer satisfaction and trust to increase customer loyalty Auto 2000 in Depok. This research method using descriptive and verification method by taking a sample of 200 customers using statistical analysis Structural Equation Model (SEM). Based on the results of the analysis indicate that customer loyalty Auto 2000 is affected by the level of customer satisfaction. The results showed levels of satisfaction effect on customer loyalty. While the indicators examined the attributes of products and services is an important part in achieving customer satisfaction. Customer loyalty is influenced by the level of customer trust in the Auto 2000 automotive service. Satisfaction and trust customer of Auto 2000 to create variety of services establish a positive power in the long-term customer loyalty. Thus the customer loyalty of Auto 2000 can be maintained throughout able to achieve satisfaction and trustworthy of customer.

Keywords: customer satisfaction, trust, customer loyalty

PMS-034	MODEL KETERKAITAN ATMOSFER, KUALITAS PELAYANAN DAN BEHAVIORAL INTENTION	Ratni Prima Lita Universitas Andalas Ratni31@yahoo.com
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Abstract – The purposes of study are to know; the influence of atmospherics, with the service quality and behavioral intention at restaurants 'Padang' in Bukittinggi City. Based on consumer behaviour literatures, this explanatory study investigates causality among cross sectional data that was collected by following convenience sampling technique. The sample size is 100 respondents. The data analyzed by structural equation model. The results show that the effects of atmospherics on service quality is positive and significant at the alpha of 0.05, with the t-statistic of 6,687. The atmospherics has positive impact on positive behavioral intention and significant at the alpha of 0.05, with the t-statistic of 2,996. The service quality has not impact on behavioral intention. These results indicate that atmospherics has significant influence on service quality and behavioral intention at restaurants 'Padang' in Bukittinggi City. The stakeholders of restaurants Padang may consider this finding to improve atmospherics to improve service quality and behavioral intention.

Keywords: Atmospherics, service quality, behavioral intention

PMS-035

**MODEL PENGARUH KUALITAS LAYANAN
PENDIDIKAN BERBASIS EDUQUAL TERHADAP
KEPUASAN DAN LOYALITAS PELANGGAN**

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Abstract – Perguruan tinggi yang merupakan lembaga yang menjalankan salah satu usaha jasa di bidang pendidikan harus memberikan kualitas pelayanan kepada pelanggan dengan baik. Pelayanan akademik yang tepat waktu, akurat dan relevan, merupakan hal yang sangat penting untuk diperhatikan dalam mendukung kelancaran pelaksanaan aktifitas suatu institusi pendidikan. Layanan yang berkualitas, secara fungsinya, berkurangnya waktu penyampaian layanan merupakan salah satu faktor pendukung untuk menciptakan loyalitas pelanggan, meningkatkan efektifitas dan efisiensi penggunaan sumber daya. Hal tersebut secara tidak langsung akan menjadi nilai tambah dan memberikan keuntungan kompetitif bagi institusi. Dalam hal ini Politeknik Negeri Banjarmasin (POLIBAN) sebagai institusi pendidikan belum memberikan pelayanan yang sesuai dengan harapan dan belum adanya pengukuran terhadap pelayanan pada perguruan tinggi yang menginterpretasikan kepuasan layanan yang diberikan kepada pelanggan, yaitu mahasiswa, sehingga apa yang dianggap kurang dalam pelayanan dapat ditingkatkan kualitasnya.

Dalam penelitian ini, peneliti melakukan analisis pengaruh kualitas layanan pendidikan berbasis EDUQUAL terhadap kepuasan dan loyalitas pelanggan. Dimana instrumen EDUQUAL yang digunakan untuk mengukur tingkat layanan di sektor pendidikan hasil adopsi dari instrumen SERVQUAL. Adapun dimensi EDUQUAL terdiri dari Learning Outcome, Responsiveness, Physical Facility, Personality Development, Academic, yang selanjutnya akan dilakukan menyebarkan alat ukur berupa kuesioner yang merefleksikan konsep model kepada mahasiswa POLIBAN. Kemudian dilakukan analisis data menggunakan Struktur Equation Modelling (SEM) melalui kriteria goodness of fit, yaitu χ^2 -Chi-square, RMSEA, CMIN/DF, TLI (Tucker Lewis Index), CFI (Comparative Fit Index). Dan dari hasil analisis menunjukkan bahwa dimensi Responsiveness, Physical Facility, Academic, Learning Outcome berpengaruh signifikan terhadap kepuasan pelanggan, sedangkan Personality Development tidak berpengaruh signifikan terhadap kepuasan pelanggan. Selanjutnya hasil analisis untuk pengaruh kepuasan terhadap loyalitas pelanggan berpengaruh signifikan.

Kata Kunci : layanan, pendidikan, kualitas, eduqual, SEM

PMS-036

**MODEL PENGEMBANGAN CORE COMPETENCIES
PRODUK DAERAH DENGAN PENDEKATAN
RESOURCES BASED VIEW
(KAJIAN PADA UKM MANUFAKTUR
DI KOTA PALU)**

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Abstract – Tujuan umum penelitian untuk mengkaji dan menetapkan formulasi atau model dalam rangka menemukan dan menentukan produk khas daerah dengan menggunakan metode RBV guna meningkatkan pendapatan daerah melalui peningkatan penjualan produk UKM dan menciptakan SCA (Sustainable Competitive Advantage). Tujuan khusus penelitian meliputi: 1) menganalisis perkembangan produk lokal di kota Palu; 2) mengidentifikasi potensi riil sumber daya strategis (tangible dan intangible), Dinamika Lingkungan, Strategi Bersaing dan Kinerja yang dimiliki UKM Manufaktur di Kota Palu

Untuk mencapai tujuan di atas, menggunakan metode penelitian survey penjelasan (explanatory survey method). Unit analisis adalah UKM Manufaktur yang ada di kota Palu, dengan responden pemilik atau manajer UKM Manufaktur sebanyak 42 orang. Pengumpulan data primer melalui kuisioner, wawancara dan observasi. Metode analisis data menggunakan metode analisis deskriptif.

Hasil penelitian menjelaskan bahwa identifikasi komoditas memberikan makna pentingnya pengembangan sebuah komoditas yang mampu memberikan nilai tambah yang luas, serta perluasan kesempatan kerja melalui perluasan pasar dan perluasan skala ekonomi pada suatu produk dan komoditas tertentu. Hasil Penelitian menjelaskan UKM yang aktif memproduksi di kota Palu dari produksi rotan, eboni dan bawang goreng. Hasil dekkriptif penelitian dapat menjelaskan bahwa Sumber daya finansial dan fisik secara umum menggambarkan bahwa UKM di kota palu secara relatif tidak memperoleh kendala yang berarti terutama pada aspek pengelolaan keuangan maupun pengawasan anggaran mereka. Namun demikian nampak adanya permasalahan terutama terhadap sumber keuangan. Pengelolaan intangible asset memberikan signal pentingnya optimalisasi pemanfaatan sumber daya ini sebagai bagian penting dalam pengembangan UKM yang berdaya saing. Untuk penggunaan teknologi oleh UKM pada bisnis mereka, nampak bahwa penggunaan media telepon dan internet masih belum memadai di UKM Kota Palu. Penggunaan internet sebagai media promosi nampak belum lazim dilakukan oleh para pengusaha UKM. UKM di Kota Palu tidak menunjukkan adanya persaingan yang bersumber dari anteseden cost leadership, baik berupa bahan baku yang lebih murah, produk yang lebih murah, maupun biaya distribusi yang lebih murah. Pada strategi diferensiasi yaitu produk yang lebih baik, layanan yang lebih baik dan variasi produk yang ditawarkan kepada pelanggan. Tingkat perputaran persediaan dari produk UKM di Kota Palu dalam kategori baik. Tingkat perputaran persediaan ini secara akumulatif akan mampu meningkatkan nilai penjualan pada periode tahun tertentu. Peningkatan keuntungan setiap tahun, sebagian besar responden menyatakan bahwa keuntungan yang diperoleh dari bisnis mereka meningkat setiap tahun. Tingkat pertumbuhan penjualan UKM maupun tingkat keuntungan dipersepsikan "baik" oleh sebagian besar responden penelitian ini. Perbaikan penjualan ini mampu mendorong peningkatan pertumbuhan UKM setiap tahun.

Kata Kunci: Core Competencies, RBV dan UKM

PMS-037

**PENGARUH BRAND IMAGE DAN SALESPERSON
EXPERTISE TERHADAP PEMBENTUKAN
PURCHASING INTENTION INDUSTRI ASURANSI**

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Abstract – The development of insurance industry in Indonesia which increased by an average 30% per year making competition between insurance companies are becoming increasingly stringent. This growth is very interesting to study further the public's understanding of Indonesia on the insurance is still low, but the standard of living of the people of Indonesia to the upper middle class is increasing and this group who use insurance services. Competition among insurance companies with a wide range of products become more stringent to attract customers to use its products.

Variables used in this research is brand image, salesperson expertise, trust belief, attitude, subjective norm, and purchase intention. The formulation of the problem statement is (1) whether the salesperson expertise belief and trust influence purchase intention, (2) whether the trust belief affect the attitude, subjective norm, and purchase intention, (3) whether the subjective norm influence the attitude and purchase intention, (4) whether attitude affects purchase intention, and (5) whether the trust belief affect the brand image and purchase intention.

A total of 200 questionnaires were distributed to the respondents who use insurance voluntarily without the use of company facilities or countries. This study response rate was 100% due to the withdrawal of questionnaires conducted on the spot just after charging is completed. Hypothesis testing using analysis tools Structural Equation Modeling (SEM).

The study states that all the hypothesis can be supported, so that it can be concluded that the salesperson expertise belief and trust influence purchase intention, belief trust affects attitude, subjective norm, and purchase intention, subjective norm affect the attitude and purchase intention, attitude affects purchase intention, and brand image affects the trust belief and purchase intention.

Keywords : salesperson expertise, brand image, purchase intention, asuransi

PMS-038

**PENGARUH CITRA DESTINASI TERHADAP
MINAT UNTUK MEREKOMENDASIKAN
KUNJUNGAN WISATAWAN DOMESTIK
KE KOTA YOGYAKARTA**

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Abstract – This research is to analyze the effect of destination image toward intention of domestic tourist to recommend other people to visit Yogyakarta, and satisfaction variable is as mediation. The data collection is using purposive sampling. This primary data is analyzed using simple linier regression, double linier regression, path analysis and sobel test. The results show that the destination image significantly influences the tourist's satisfaction who visit who visit Yogyakarta, and also show that the destination image significantly influences tourist's intention to recommend other people to visit Yogyakarta. And the effect of destination image toward intention of domestic tourist to recommend other people to visit Yogyakarta which is mediated by their satisfaction after visiting Yogyakarta.

Keywords: destination image, satisfaction, intention to recommend

PMS-039	<p>PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK BEDAK WARDAH</p>	<p>Riska Chaerunnisa Universitas Esa Unggul riskachaerunnisa@yahoo.co.id I'in Endang Mardiani iin.endang@esaunggul.ac.id Universitas Esa Unggul</p>
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Abstract – This Research is aimed at the identification of brand image , product quality , and the price of the purchase decision on the product powder Wardah . The independent variables consist of brand image , quality of their products , and price , while the dependent variable is the purchase decision . The samples used in this study were 100 respondents . Respondents are people who have bought and used the product powder Wardah found in some areas of Tangerang City Mall . The method of analysis used in this study is Discriminant .

The results showed that the overall factor of brand image , product quality , and the price is only one variable that influence purchasing decisions on Powder Wardah is the price factor and are the most dominant in influencing the purchasing decision is price . Thus the results of this study concluded that the trend of the future purchasing decisions are more inclined towards " buy again " Powder Wardah .

Keywords : brand image , product quality , price , and purchase dec

PMS-040	<p>PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP CORPORATE BRAND EQUITY MELALUI MEDIASI CORPORATE BRAND CREDIBILITY DAN CORPORATE REPUTATION PADA PT UNILEVER INDONESIA Tbk, DI SURABAYA</p>	<p>Grace Felicia Djayapranata Alumni Jurusan Manajemen Fakultas Bisnis dan Ekonomika - Universitas Surabaya email: grace010892@outlook.co.id Dudi Anandya Pengajar pada jurusan Manajemen Fakultas Bisnis dan Ekonomika, Universitas Surabaya email: samkidud@gmail.com Indarini Pengajar pada jurusan Manajemen Fakultas Bisnis dan Ekonomika, Universitas Surabaya email: indarini2003@yahoo.co.id</p>
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Abstract – This study aims to identify and analyze the influence of corporate social responsibility to corporate brand equity through the mediation of the corporate brand and corporate reputation credibility at PT Unilever Indonesia Tbk, in Surabaya, Indonesia. The results show the direct influence of corporate social responsibility to corporate brand credibility at PT Unilever Indonesia Tbk, in Surabaya. Moreover, the corporate brand credibility fully mediate the relationship of corporate social responsibility to corporate reputation on PT Unilever Indonesia Tbk, in Surabaya. Ultimately, corporate social responsibility to corporate brand equity mediated full corporate brand and corporate reputation credibility at PT Unilever Indonesia Tbk, in Surabaya. Meanwhile, the direct influence of corporate social responsibility to corporate reputation and corporate brand equity is not supported. Corporate brand credibility mediation has no effect on the relationship of corporate social responsibility and corporate brand equity in PT Unilever Indonesia Tbk, in Surabaya.

Keywords: Corporate Social Responsibility, Corporate Brand Equity, Corporate Brand Credibility, Corporate Reputation.

PMS-041	PENGARUH DIFERENSIASI PRODUK, KOMUNIKASI PEMASARAN TERHADAP POSITIONING SERTA DAMPAKNYA PADA EKUITAS PELANGGAN (Penelitian Terhadap Kerajinan Perak Bali Di Ds. Celuk, Kec. Sukawati, Kab Gianjar, Bali)	Adjeng Mariana Febrianti Universitas Widyatama, Bandung, Indonesia adjeng.mariana@widyatama.ac.id
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Abstract – This study aimed to determine the knowledge revealed through research that have relevance. Samples were examined as many as 200 customers Celuk silver, Batubulan, the village of Batuan and Mas village. The method used is descriptive while verification is used to determine the extent to which the role of Performance Product Differentiation, Marketing Communications, Positioning, and Customer Equity through hypothesis testing, modeling approach and technical solutions and analysis tools used are the Structural Equation Model (SEM).

Results of the study revealed that product differentiation has a strong influence. The number of competitors serving specifications, features and services are varied causes Positioning less supported optimally by Product Differentiation, Marketing Communications, Positioning result has not been fully empowered to perfection so that the Customer Equity to be disturbed. In addition to the limitations of human ability silver smiths in the production process that prioritizes high quality results in a lack of varied designs compared to competitors who have a large selection of products and sell at relatively low prices.

Keywords: Product Differentiation, Marketing Communications, Positioning, Customer Equity,

PMS-042	PENGARUH GREEN MARKETING DAN PERSEPSI INOVASI TERHADAP MINAT BELI KONSUMEN	Muchsin Muthohar Fakultas Ekonomi UII, Yogyakarta muchsin@uui.ac.id Ika Permatasari Mulyaningih Fakultas Ekonomi UII, Yogyakarta
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Abstract – For the latest of several decades it has been change in the consumer as well as in the community concerning the importance of environmental conservation. Various ways can be done to achieve these objectives, one of which is to participate in the use of environmentally friendly products. This condition requires the company to adjust its business strategy to capture these opportunities in the form of producing environmentally friendly products which also means innovation to attract consumers.

This study aims to determine the influence of green Marketing and Innovation Perception to purchase intention for Environmentally Friendly Products, which is expected to benefit both theoretically verification and development of the theory, as well as practical benefits for businesses and other stakeholders.

Primary data were collected from 350 respondents by convenience sampling method in some outlets of electric n electronic stores within DIY area. Data were tested for validity and reliability, then analyzed by SEM (Structural Modeling Equitation).

The results showed a positive and significant influence between the green marketing perception, quality perception and value perception to purchase intention. The results also showed there is negative effect and significant correlation between innovation perception, price perception and risk perception to purchase intention.

Some theoretical implications presented in the final section of this article, as well as the practical implications that can be done either by business, government or by LSM or NGO's.

Key words: green marketing, innovation perception, purchase intention

PMS-043	PENGARUH IDENTITAS SOSIAL, KEPERCAYAAN, DAN NORMA KELOMPOK TERHADAP ONLINE HELPING BEHAVIOR PADA FORUM ONLINE ASOSIASI IBU MENYUSUI INDONESIA DI MEDIA SOSIAL FACEBOOK	Sony Kusumasondjaja Universitas Airlangga
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Abstract – The emergence of Internet-based forum drives non-profit organizations to adopt social media as one of their marketing communication tools in order to create commitment and loyalty among their members. AIMI (Asosiasi Ibu Menyusui Indonesia – Association of Indonesian Breastfeeding Mothers) is one of the non profit entities in Indonesia that relies on its social media account to facilitate its members to help and support each other in issues related with breastfeeding activities. By allowing members to provide help online to the other members, the forum expects to create member's attachment to the group. This research investigates whether social identity, member's trust to the group and other members, and group norms are the antecedents of online helping behavior in AIMI Facebook Group. Data was collected using online questionnaire posted on the AIMI online forum in Facebook. Respondents were recruited using judgment sampling; which allowed only member who had posted their ideas or thoughts or comments in the AIMI online forum in Facebook. Data was then analyzed using structural equation modelling. Findings suggest that social identity positively influenced member trust and group norms. Member trust and group norms positively affect online helping behavior on the online forum. Significant academic and managerial contribution are explained at the end part of the paper.

Kata kunci: komunitas virtual, online helping behavior, kepercayaan, identitas sosial, norma kelompok

PMS-044	PENGARUH KUALITAS INFORMASI DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE PADA USAHA FESYEN RITEL "MOKSLO"	Fauziah Reni Kartika Program Studi International Business Management, Universitas Ciputra renikartikaf@gmail.com Liliani Program Studi International Business Management, Universitas Ciputra Liliani@ciputra.ac.id
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Abstract – The increasing number of people who choose to start online business or do online shopping, impacts the rapid development of e-commerce. People choose online shopping or online trading because of its time flexibility that enable people to shop anytime without having to directly meet the sellers. Opportunities to do online business create growth of small businesses based on E-commerce. "Mokslo" is an online store engaged in the production of bags and sells various fashion bags. The product offering of "Mokslo" is done through several social media and websites. As a result, consumers have limited information of product specification, cannot directly see and choose the products to be purchased, resulting lack of consumer trust in buying online products. This study aims to determine the effect the quality of information and trust on consumer purchase decisions in the online retail fashion business "Mokslo". The population in this study was consumers of "Mokslo" who had made online purchases. Research method used in this research is multiple linear regression analysis. The independent variable in this study is the quality of information (X1) and trust (X2). The dependent variable in this study was the online purchase decision (Y). The results showed the variable quality of information and trust influence purchase decisions in online retail fashion business, "Mokslo".

Keywords: quality of information, trust, online purchase decision.

PMS-045	PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, DAN HARGA TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN	Putri Dwijayanti Fakultas Ekonomi Univ. Islam Indonesia e-mail: putrijayanti6@gmail.com Albari Fakultas Ekonomi Univ. Islam Indonesia e-mail: albari@uii.ac.id
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Abstract – Satisfaction and customer loyalty is seen as the key for a company to survive. Build customer satisfaction and loyalty is not only for make the consumer into a loyal customer, but also can help companies to expand their marketing strategy indirectly through oral communication (word of mouth), recommendation, etc. So many companies doing research to determine the extent of their efforts in creating customer satisfaction and loyalty. Included this study on Tengkleng restaurant. Quality of service, product quality, and price used as a benchmark that affect customer satisfaction and loyalty. While satisfaction and loyalty used as variables that is influenced by those variables. From the series of calculations, it found a result that the price is the most influential variable on satisfaction and loyalty. While the product affects the satisfaction directly and indirectly on loyalty. But surprisingly, it seems that the quality of service is not giving any effect on satisfaction and even on customer loyalty.

Keywords: Service quality, Product Quality, Price, Satisfaction, Loyalty, Restaurant product

PMS-046	PENGARUH KUALITAS PELAYANAN JASA PENDIDIKAN DAN PERSEPSI RESIKO TERHADAP KEPUASAN MAHASISWA SERTA IMPLIKASINYA TERHADAP CITRA UNIVERSITAS DALAM MENGHADAPI AEC	Putu Nina Madiawati. Universitas TELKOM pninamad@gmail.com
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Abstract – Recognizing the importance to build an emotional value in order to improve private university, an educational institution should be able to create an emotional bond to the students thus proudness will come. High satisfaction of students university will encourage the loyalty of the university it self, because experience has strong influence towards image. The purpose of this study is to investigate, analyze and assess the quality of care, risk perception, students satisfaction, image, impact of service quality on students' satisfaction; Influence of risk perception on students' satisfaction; influence of service quality and risk perception on students' satisfaction; influence of students' satisfaction towards University image improvement. This study is carried out by descriptive and verification testing, using a questionnaire and SPSS 20. Hipotesis test shows that the service quality significantly influencing students' satisfaction by 60.7 percent, risk perception significantly influencing students' satisfaction by 22.9 percent. The total effect of service quality and risk perception simultaneously influencing student satisfaction by 55.8 percent and the remaining 44.2 percent is influenced by other factors that affect students' satisfaction. Student Satisfaction influence toward University image is at 68.5 percent and the remaining 31.5 percent of other factors. Service quality and risk perceptions significantly affect students' satisfaction, and it indicates that the higher level of student satisfaction then increase University image.

Key words: Service Quality, Risk Perception, Students' satisfaction, Image

PMS-047	<p>PENGARUH KUALITAS PELAYANAN TERHADAP CITRA MEREK: STUDI KASUS PADA LONG-STAY GUEST OAKWOOD PREMIER COZMO JAKARTA</p>	<p>Levyda Universitas Sahid Jakarta Levyda_mm@yahoo.co.id Nadya Ramadhanty Universitas Sahid Jakarta Ni Luh Made Vinaya M. Universitas Sahid Jakarta madevinaya@gmail.com</p>
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Abstract – The purpose of this study is to assess the impact of service quality to brand image. Service quality was measured with SERVPREF model and brand image are measured with overall reputation model that are modified according to the conditions of the hotel. Data collected at the Oakwood Premier Cozmo Jakarta. The sampling method in this research is purposive sampling and 124 long-stay guest chosen as samples. The results show that service quality has a strong influence on brand image. The contribution of this research is the some measurements of service quality and brand image of the hotel.

Keywords: service quality, brand image, long stay guest

PMS-048	<p>PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE SAMSUNG</p>	<p>Hendrik Fakultas Ekonomi, Universitas Esa Unggul Jakarta Barat Jl. Arjuna Utara 9, Tol Tomang, Kebon Jeruk, Jakarta 11510 hendrikphotoshop@gmail.com Ari Anggarani Winadi Prasetyoning Tyas, SE, MM Fakultas Ekonomi, Universitas Esa Unggul Jakarta Barat Jl. Arjuna Utara 9, Tol Tomang, Kebon Jeruk, Jakarta 11510 ari.anggarani@esaunggul.ac.id</p>
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Abstract – This study aimed to determine the effect of product quality and price on purchase decisions Samsung Smartphone. Independent variables consisting of product quality and price, while the dependent variable is the purchase decision. The samples used in this study were 100 respondents. The respondents of this study are students of the Faculty of Economics University of Esa Excellence 2011-2013 Regular Active Force is using all kinds of Smartphone Samsung. The method of analysis used in this study are multiple linear regression. The results showed that the quality of the product has a significant value of 0.000 (< 0.05), and the price has a significant value of 0.027 (< 0.05). So that product quality and price has a positive and significant influence on purchasing decisions . In addition, the results showed that together the quality of the product and the price has a significant influence on purchasing decisions , because of the significant value of 0.000 (< 0.05).

Keywords : Product Quality, Price, Purchase Decision

PMS-049	PENGARUH PESAN IKLAN, KETERLIBATAN IKLAN, KREDIBILITAS, DAN KECOCOKAN ENDORSER TERHADAP MINAT BELI MELALUI SIKAP KONSUMEN	Peter Wijaya Universitas Katolik Indonesia Atma Jaya peter8wijaya@yahoo.com
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Abstract – This study aimed to determine the effect of advertising messages, advertising involvement, endorser credibility and endorser congruency on attitude toward advertisement and attitude toward brand Pharmaton® Formula. In addition, this study was also conducted to see the effect of attitude toward advertisement and attitude toward brand to purchase intention of Pharmaton® Formula.

To test these variables, the authors use television advertising Pharmaton® Formula with celebrity endorsers Oka Antara. The study was conducted using a multistage random sampling method with 410 workers aged 23-45 years. Randomization was first performed to determine one of five areas in Jakarta. Subsequently, a second randomization is to determine the mall that will be chosen as sampling place. Mall area was chosen as the sampling place because relatively many mall's visitors aged between 23 -45 years. Furthermore, the third randomization is to determine the day and time of sampling so that each sampling carried out on different days and times.

The results showed that advertising messages, advertising involvement, endorser credibility and endorser congruency have a positive influence on attitude toward advertisement and attitude toward brand Pharmaton® Formula. Attitude toward advertisement have a positive influence to attitude toward brand Pharmaton® Formula. Attitude toward advertisement and attitude toward brand also have a positive influence on purchase intention of Pharmaton® Formula.

Keywords: messages, endorser credibility, congruency, consumers' attitude, purchase intention

PMS-050	PENGARUH POLITICAL MARKETING MIX (PRODUK, PROMOSI, HARGA, TEMPAT) TERHADAP KEPUTUSAN MEMILIH YANG DIMEDIASI PERILAKU PEMILIH MAHASISWA DI JOMBANG	Erminati Pancaningrum STIE PGRI Dewantara Jombang perminati@yahoo.co.id Ratna Dwi Jayanti STIE PGRI Dewantara Jombang ratna.stiedw@gmail.com
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Abstract – The purpose of this study was to examine the influence of political marketing mix against the decision of voters (students) who mediated voting behavior. The concept of political marketing mix of product, promotion, price and place as the predictor variable (X), voter behavior as mediating variables (Y1), and the decision to choose as the dependent variable (Y2) were used in this study. This study uses primary and secondary data.

The target respondents are students in Jombang who choose to Election 2014. The number of samples taken for this study of 250 respondents, respondents obtained in non-random. Data analysis technique used is the technique of path analysis. Previous data should be tested for validity and reliability to obtain valid and reliable data.

The results showed that the effect of the product on the decision variables directly elected by -0.012. Promotion of decision variables influence directly elected by 0,260. Influence the price of the decision variables directly elected by 0,066. A variable influence on the decision directly elected by 0,211. Variables influence the behavior of voters to choose direct decision of 0.422. That the variable product, promotion, price, place, and voting behavior has accounted for 74.5% in influencing the decision to choose. Variables influence the behavior of voters products directly at -0.074. Promotion variables influence the behavior of voters directly by 0.269. Price variables influence the behavior of voters directly by 0.335. A variable influence on the behavior of 0,118 voters directly.

Keywords: political marketing mix, the behavior of voters, the decision to choose

PMS-051	<p>PENGARUH <i>PRODUCT QUALITY</i>, <i>PERSONAL SELLING</i>, <i>CUSTOMER SATISFACTION</i>, DAN <i>CUSTOMER TRUST</i> DALAM PENCIPTAAN <i>CUSTOMER LOYALTY</i> PADA USAHA BATU MULIA DI JAKARTA</p>	<p>Laili Savitri Noor,SE,MM Fakultas Ekonomi & Bisnis Universitas Pancasila - Jakarta laili.savitri@gmail.com</p>
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Abstract – *The quality of products is very significant to customer satisfaction. Sales of the product depends on how well the marketers use personal selling strategies can make their customers believe in their choice, and that is certainly also be a loyal customer to the seller. In this study, the author tells about the effect of product quality, personal selling, customer satisfaction, customer trust and customer loyalty. This study uses SPSS and linier regression to solve the problem. The results of this study are product quality and customer satisfaction variables have positive and personal selling and customer trust variables have negative effects with loyalty customer of gemstones.*

Keywords: *Product Quality, Personal Selling, Customer Satisfaction, Customer Trust, Customer Loyalty*

PMS-052	<p>PENGARUH PRODUK TERHADAP LOYALITAS NASABAH DENGAN KEPUASAN NASABAH SEBAGAI PEMODERASI: STUDI PADA BANK SWASTA DI DIY</p>	<p>Ambar Kusuma Astuti Fakultas Bisnis, Univ. Kristen Duta Wacana ambarka@staff.ukdw.ac.id Agustini Dyah Respati Fakultas Bisnis, Univ. Kristen Duta Wacana agustini@staff.ukdw.ac.id</p>
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Abstract – *Banking institution at Yogyakarta Special Region is growing recently. It led from increasing he number of subsidiary office, cash office, mobile cash services, payment poit, ATM facilities and the employees. It means that bank institutions really know how to meet the customers' needs using their facilities. In addition, bank institutions provide the product range for children as well as adult people. The aims of this study are to examine the effect of banking products on customer loyalty; and to examine the effect of customer satisfaction as a moderating variable on the relationship between banking products and customer loyalty. The analysis indicated that moderated regression analysis concluded that banking products statistically influenced the customer loyalty. The interaction between banking products and customer loyalty was statistically influenced by customer satisfaction.*

Keywords: *product, customer satisfaction, customer loyalty*

PMS-053	PENGARUH PROMOSI MELALUI MEDIA SOSIAL TERHADAP PREFERENSI KONSUMEN DAN MINAT BELI SMARTPHONE PADA PENGUNJUNG MILLENIUM ICT CENTRE MEDAN	Umaira Wardhani Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara Dra. Marhayanie, Msi Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara
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Abstract – *Zero Moment of Truth* atau yang biasa disebut *ZMOT* telah mengubah pandangan konsumen dalam proses pencarian kebutuhannya. Hal tersebut didukung dengan kemajuan teknologi, dimana konsumen dapat melakukan proses keputusan pembelian hanya dengan satu gadget di genggamannya dalam waktu yang singkat. Di Indonesia, media sosial perlu menjadi perhatian pemasar dengan berkembangnya *ZMOT*, karena netizen Indonesia lebih banyak memperoleh informasi terbaru melalui media sosial. Penelitian ini adalah penelitian deskriptif kuantitatif. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh promosi melalui media sosial terhadap preferensi konsumen dan minat beli smartphone pada pengunjung *Millenium ICT Centre Medan*. Indikator yang digunakan adalah perspektif konsumen sendiri atas promosi melalui media sosial yang dilihatnya, yaitu *personal relevance*, *interactivity*, *message*, dan *brand familiarity*. Hasil penelitian menunjukkan bahwa *message* adalah faktor yang paling dominan dalam membentuk preferensi konsumen dan minat beli. Sedangkan *personal relevance* dan *interactivity* adalah faktor yang perlu ditingkatkan pengaruhnya terhadap preferensi konsumen dan minat beli.

Kata Kunci: *promosi melalui media sosial, personal relevance, interactivity, message, brand familiarity, preferensi konsumen, minat beli*

PMS-054	PENGARUH PROMOSI PENJUALAN PADA NIAT BELI DAN NIAT BAYAR KONSUMEN (SUATU KASUS PADA PRODUK GADGET)	Ivan Prasetya Universitas Katolik Parahyangan ivan.prasetya@unpar.ac.id Wisnu Wardhono Universitas Katolik Parahyangan wardhono@unpar.ac.id Agus Hasan Pura Anggawijaya Universitas Katolik Parahyangan agushasanpura@yahoo.com
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Abstract – *Objectives* – *This study aims to find out the effects of price discount, gift voucher, and product bundling towards the consumer's purchase intention and their willingness to pay.*

Research Design/Methodology – *This study uses lab experimental design. Respondents are divided into three groups. In the first group, they are given a 30% discount treatment. In the second group, they are given a gift voucher. And in the last group, there are given a product bundling. Paired t-test is used to see how independent variables – price discount/gift voucher/product bundling influence the dependent variable – purchase intention and willingness to pay.*

Findings – *The results of this study indicate that consumers have a more positive attitude on providing a greater promotion. Consumer's purchase intention and willingness to pay while they're given a gift voucher are higher than while they're given a price discount; but still lower than while they're received a product bundling.*

Keywords: *price discount, gift voucher, product bundling, purchase intention, willingness to pay*

PMS-055	<p>PENGLASTERAN JENIS PRODUK DAN SEGMENTASI PASAR PRODUK YANG DIHASILKAN OLEH MAHASISWA DI KOTA MEDAN</p>	<p>Ani Murwani Muhar STIE Harapan Medan ani_muhar@yahoo.com</p> <p>Audia Junita STIE Harapan Medan audia.junita@yahoo.com</p>
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Abstract – A large number of SME businessmen in the Medan city, did not provide assurance that they had have safe from the increasing threat that make competition sharply after the AEC-2015 era. Despite being a container of employment significantly, the SME sector these students especially still become a serious issue. One of the serious problems is the marketing strategies issues that include clustering product and market segmentation. All of these issues will be formulated through an analysis of the internal and external environment.

However, for the first year of three years that planned, the researchers only focused on grouping clustering beforehand. Thus, in the next year are expected to use internal and/ external analysis after the gathering data. By involving the MSEs and their customers, this research will get various important data to formulate marketing strategies in order to improve the MSEs business competitiveness. This study uses qualitative and quantitative approaches for gathering of data by filling the questionnaire, depth interview, and, FGDs model. Based on the tabulation of the data collected, the businesses in the SME level especially for the students, it can be said to have four segments based on lifestyle. Fourth segmenting were derived from 34 indicators that make up 10 lifestyle factors. Of the 10 factors, formed the segmentation into four segments based on the lifestyle of consumers, namely: a) the type of enterprising, b) Type of People House, c) Social type, and d) Type of Entertainer.

Keywords: Cluster, Segmentation, Strategic, Competitive Advantage

PMS-056	<p>PERAN THREAT EMOTIONS DAN BRAND TRUST DALAM MENDORONG KEPUTUSAN PEMBELIAN PELANGGAN MASKAPAI PENERBANGAN</p>	<p>Gema Ramadhan Program Studi Manajemen, Fakultas Ekonomi Universitas Esa Unggul, Jakarta anindita.rina@gmail.com</p> <p>Rina Anindita Program Studi Manajemen, Fakultas Ekonomi Universitas Esa Unggul, Jakarta anindita.rina@gmail.com</p>
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Abstract – The aim of this study is to analyze the effect of brand trust and threat emotions to consumer's purchase decision in Garuda Indonesia. Structural equation modelling is used on this research to achieve the objeftives above. The data gained from the survey using 23 items questionnaires. The sample or respondents of this research comes from consumer who has already used garuda indonesia more than two times and live around Jakarta and Tangerang. The number of sample is 117 respondents. The result of the study shows that the model is fit . Also shows that both variables brand trust and threat emotions effect the consumer purchase decision significantly and positive. Brand trust gives stronger effect to consumer decision rather than threat emotions. Total contributions from brand trust and threat emotions to consumer purchase decision is 75% means that there is still other factors effect it but do not include on this research.

Keywords: Threat Emotions, Brand Trust, Purchase Decision

PMS-057	PERILAKU KONSUMEN PASHMINA IMPOR DI SURABAYA	Irena Sastaviyana Irena.sastaviyana@gmail.com Dra.ec. Indarini, M.M., CPM (Asia) Fakultas Bisnis dan Ekonomika Universitas Surabaya indarini2003@yahoo.com Christina R. Honantha, S.E.,M.M., CPM (Asia) Fakultas Bisnis dan Ekonomika Universitas Surabaya crhonantha@gmail.com, christina_r@staff.ubaya.ac.id
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Abstract – AEC 2015 has a very promising business opportunity. Particularly for the service sector and SME (small and medium enterprise), starts form textile, garment or bag. Business prospect for pashmina also has a good opportunity. This study aims to describe the behavior of consumers is finding, buying, using, evaluating, actions taken after the purchase and use of pashmina import in Surabaya. Consumer behavior include Who is buyer, What they buy, Who influence their buying, Why they buy, Where they buy, When they buy, How often they use, How they know about the product, How they evaluated it after purchase, How they dispose after the purchase.

Data processing are using frequency table, histogram table, and cross tabulation. The respondent used in this study were respondents who had bought and used pashmina import at least 3 pieces a year and lived in Surabaya.

The result shows that most of import pashmina scarf consumers are married people whose educational level are diploma 3 – bachelor degree and being housewives. Based on displayed data it may be perceived that most popular material among Surabaya consumers is cotton polyester. The most influential side for consumer is family. Most of them purchasing import pashmina scarves are unique motif and limited edition. Mostly people get their import pashmina scarves by online shopping and they get any new collection by social media. Frequency of purchase is 3 through 5 times a year, and mostly satisfied with them. Regarding to consumer satisfaction evaluation, there are also somewhat satisfied and dissatisfied consumers with purchasing and wearing import pashmina scarves. A large number of respondents will either keep their used scarves or give them to their family, once they get bored of their scarves.

Keywords: Consumer Behavior, Consumer Behavior Study

PMS-058	PERSEPSI KONSUMEN JAKARTA PADA PERUBAHAN IKLIM	V.Rachmadi Parmono Prodi Adminitrasi Bisnis Fakultas Ekonomika dan Bisnis Unika Atma Jaya Jakarta vrachmadiparmono@yahoo.com
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Abstract – The risk of climate change is happening and all the people is vulnerable to this risk. Addressing climate change has to be the priority to our country. Consumer behavior is seen as a source and a means to mitigate the risk of climate change. Experiencing of the risk is generating the consumer perception of climate change. It is the beginning to raise the consumer awareness. Based on this concern, we employ survey to know the perception of Jakarta consumer to climate change. By using descriptive analytic we conclude that the knowledge of Jakarta's consumer to climate change is high. Their awareness is raised by getting information especially from electronic media, print media and online media. They know that sustainable consumption is the key to anticipate and mitigate the risk of climate change. But they neglect to take responsibility of mitigating the climate change. The government and corporation is seen as a prime actor in tackling climate change agenda.

Keywords: climate change, sustainable consumption, consumer, perception

PMS-059

**STRATEGI KONTEN DAN KETERLIBATAN
ANGGOTA KOMUNITAS MEREK DI
MEDIA SOSIAL FACEBOOK
(Studi pada Hotel Bintang Lima Di Surabaya)**

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Abstract – Komunitas merek merupakan sebuah fenomena yang apabila dapat dimanfaatkan oleh perusahaan secara optimal dapat berkontribusi pada kinerja perusahaan. Seiring berkembangnya teknologi internet, maka komunitas merek dapat terbentuk tidak saja secara offline namun juga di dunia maya melalui berbagai media sosial. Oleh karena itu perusahaan harus dapat mengelola dengan baik konten/pesan yang ditampilkannya di media sosial sehingga dapat membentuk keterlibatan anggota komunitas secara berkesinambungan. Penelitian ini bertujuan untuk meneliti hubungan antara strategi konten yang digunakan oleh perusahaan di pada komunitas merek virtualnya dengan keterlibatan anggota komunitas. Perusahaan yang dipilih dalam penelitian ini adalah hotel bintang lima di Surabaya karena Surabaya saat ini tengah mengembangkan industri pariwisatanya sehingga hotel berperan sangat penting dalam mensukseskan program tersebut, terutama yang berhubungan dengan tipe pariwisata MICE. Media sosial yang dipilih dalam penelitian ini adalah Facebook karena merupakan media yang memiliki pertumbuhan yang tinggi hingga saat ini dan Indonesia tercatat sebagai negara dengan jumlah pengguna Facebook keempat terbanyak di dunia. Teknik analisis yang digunakan adalah analisis konten. Implikasi bagi pemasar akan disampaikan sesuai dengan hasil analisis.

Kata kunci: komunitas merek, keterlibatan konsumen, media sosial

PMS-060

**STRATEGI MARKETING PUBLIC RELATIONS
REBYTH PRODUCTION SEBAGAI EVENT
ORGANIZER MUSIK BRITISH**

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Abstract – Creative industries occupying a strategic position in foreign exchange income of some developed countries such as the United States, England, New Zealand, Taiwan and Singapore. In United States, the creative industries has given higher contribution of nation foreign exchange than automotive, agriculture and aircraft industries. In Indonesia creative industry occupying number 6 of foreign exchange contribution and absorb the highest number of employment than other sectors. For that a field study of the creative industries activity need to be taken and they can be prepared to take an important role on Asean Economic Community. This paper is written from the field research that takes Rebyth Productions, a British music event organizer as the objects. This study aims to determine how the marketing public relations strategy of Rebyth Production as a British music event organizer. In this study, researchers used the theory to put forward the Strategic Planning by Lattimore et al. This theory explains that there are three strategic planning process of a company or organization, namely the public opinion survey, brainstorming and scenario construction. This study used a qualitative approach with descriptive qualitative method. Data collection techniques used is participant observation and interviews with several sources gradually and through the study of literature. The results showed Rebyth Production realize their strategic planning of marketing management to hold an event, then publicizing the event by making e-flyer through social media, and invites communities to engage in any activity Rebyth Production, as well as lobbying and negotiations with prospective clients will cooperate with Rebyth Production. Publications using the e-flyer and then pass it on social media proved to have a positive impact on the sustainability of events held Rebyth Production. Rebyth Production has to learn ii bussiness management if they want become a player of creative industry in Asean Economic Community Era.

Keywords: creative industry, marketing public relations, strategic planning, event organizer

PMS-061	STRATEGI RELATIONSHIP MARKETING TERHADAP RETENSI PELANGGAN MELALUI METODE SURVIVAL ANALYSIS (STUDI RESTORAN DI SURABAYA)	Prasetyo Hadi Hery Pudjoprastyono Sri Mulyaningsih
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Abstract – Persaingan bisnis dimasa kini, khususnya bisnis restoran menunjukkan demikian kuatnya untuk bisa saling tetap bertahan bertahan hidup dan mencapai keberhasilan dalam persaingan bisnis. Perusahaan yang gagal memuaskan pelanggannya akan mengalami permasalahan yang kompleks, terutama bagi pelanggan yang tidak puas akan menyampaikan pengalaman buruknya kepada orang lain dan bisa dibayangkan betapa besarnya kerugian yang akan dialami perusahaan akibat kegagalannya dalam memuaskan pelanggan.

Dari hasil penelitian terdahulu yang menggunakan strategi relationship marketing untuk mengetahui serta mengukur tentang : customer relationship marketing mempertahankan retensi pelanggan, serta pengaruh nilai pelanggan dan kepuasan pelanggan terhadap retensi pelanggan, ternyata masih diketemukannya kelemahan-kelemahan strategi marketing relationship marketing terhadap retensi pelanggan pada restoran kategori sedang dan besar dimana ikatan pelanggan-manajemen restoran hanya diwujudkan dalam membershipcard.

Pada penelitian ini, akan memberikan penguatan pada retensi pelanggan melalui pengembangan metode Survival Analysis. Konsep penting pada metode ini adalah penentuan sensor pada kejadian. Sensor yang dilakukan dengan menggunakan sensor kanan, karena kejadian setelah waktu yang diteliti tidak dapat diketahui atau tidak tersensor. Suatu event dalam analisis dengan menggunakan metode survival analysis harus ditentukan waktu mulai dipesan pelanggan tertentu, sedangkan waktu berhentinya yaitu saat suatu produk tidak dipesan pelanggan tertentu dalam satu bulan, sehingga akan dapat dibuatkan survival data dari tiap produk pada rentang data yang diteliti.

Kata Kunci : Customer, Retensi Pelanggan dan Survival Analysis

PMS-062	THE CUSTOMER LOYALTY FORMATION PROCESS FOR FAST FOOD RESTAURANT	Soemarjati Tjokroamidjojo Jurusan Manajemen Fak Ekonomi & Bisnis Universiata Sebelas Maret smtswd@gmail.com
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Abstract – The competition in the corporate on world is become tighter by the presence of some variety of similar products in the market. Customers will be more selective and free to choose the required product so that the businessmen must develop and maintain an ongoing relationship between the customers and the businessmen.

The purpose of this study is to determine the factors that make up customers loyalty to the fast food restaurant. This study is a causal research with survey method. The population targeted in this study is the customers of fast food restaurant in Surakarta. Sample taken from 204 people, sampling technique that used was convenience sampling. The quality of research data obtained using validity was tested by exploratory factor analysis, and declared valid because the value of factor loading above 0.4 and reliability test with Cronbach's Alpha analysis to obtain a value above 0.6. The method of analysis that used is structural equation modeling (SEM).

The results of the analysis indicate that the hypothesis that there are 10 lines analyzed is significant and has a greater significance level of 5%, in perceived value influenced customer satisfaction and customer loyalty, customer satisfaction influenced customer loyalty, image influenced customer satisfaction and customer loyalty, expertise influenced commitment and customer loyalty, customer trust influenced commitment and customer loyalty.

Keywords: customer trust, commitment, customer satisfaction, customer loyalty

PMS-063	<p>THE DIRECT AND INDIRECT EFFECTS OF MUSLIM CONSUMERS' ACTUAL PURCHASE AT HALAL RESTAURANTS</p>	<p>Muniaty Aisyah Faculty of Economics and Business, State Islamic University (UIN) Syarif Hidayatullah Jakarta muniaty.aisyah@uinjkt.ac.id, munykres@gmail.com</p>
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Abstract – The halal label, logo or certificate not only guarantees Muslims what they consume or use is in accordance to Islamic law, but also can be implemented as a competitive marketing strategy in facing the AEC. Thus, this study aims to analyze the direct and indirect effects of muslim consumers' actual purchase at halal restaurants. Using primary data collection method, 101 questionnaires were distributed to target respondents comprising of consumers at Bintaro Plaza who dined in restaurants with halal logo or certificate. The data was analyzed using the Structural Equation Model. This study proposes seven direct causal effects (attitude, subjective norm, and perceived behavioral control towards purchase intention; and attitude, subjective norm, perceived behavioral control, and purchase intention towards actual purchase), based on Theory of Planned Behavior (TPB) in the structural model. The findings indicate three direct effects and two indirect effects that are: 1) subjective norm is positively related to the halal restaurants purchase intention; 2) perceived behavioral control is positively related to the halal restaurants purchase intention; 3) purchase intention is positively related to the consumers' halal restaurants actual purchase; 4) consumers' intention has an indirect effect on mediating subjective norm toward the halal restaurants actual purchase, 5) consumers' intention has an indirect effect on mediating perceived behavioral control toward the consumers' halal restaurants actual purchase. Thus, consumers' intention over purchasing at halal restaurants could predict the necessities of restaurants with halal logo/ certificate among Muslims. By addressing the consumers' behavior that predict the necessities of halal restaurants, marketers can stimulate the consumers to certify their restaurants and sequentially stimulate restaurants with halal logo/ certificates in Indonesia.

Keywords: halal, restaurants, purchase behavior

PMS-064	<p>THE EFFECTS OF WORD OF MOUTH AND PRODUCT ATTRIBUTES TOWARD PURCHASE DECISION ON ICE MANIAS</p>	<p>Fernando Ricky Universitas Ciputra, Surabaya, Indonesia Mr.Fernando86@yahoo.com Christina Whidya Utami Universitas Ciputra, Surabaya, Indonesia whidyautami@ciputra.ac.id</p>
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Abstract – This research aims to test the effect of word of mouth and product attributes toward customer decision to buy Ice Manias both partially and simultaneously. The variables studied in this research are word of mouth (X1) and product attributes (X2). Word of mouth has four indicators which are word of mouth intensity, positive word of mouth, negative word of mouth, and the content of word of mouth. Product attributes also have four indicators which are price, speed of service, menu variance, and taste. The analytical tool used in this research is multiple regression. The populations in this research are those who have ever bought Ice Manias products and the number is infinite. The size of the sample is 35 respondents with a sampling technique of convenience sampling method. The analysis result shows that word of mouth and product attributes have a significant effect both partially and simultaneously toward purchase decision of Ice Manias.

Keywords: Word of Mouth, Product Attributes, Purchase Decision

PMS-065

**THE INFLUENCE OF SEX APPEAL ON CONSUMERS
ATTITUDE TOWARD THE ADS MODERATED BY
PRODUCT FACTORS**

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Abstract – This study wants to examine the relationship between sex appeal and attitude towards the ads, and more than, this study also wants to examine the role of product factors in moderating the relationship of this two variables.

Experimental design is done to control the relation among the variables observed in this study. The participants consist of 100 males' undergraduate students of Sebelas Maret University – Surakarta, who are divided into 4 groups of factorial design: 2 (sex appeal: High vs Low) x 2 (product factor: Congruence vs Non Congruence).

The results showed that sex appeal is an effective stimulus affects the individual positive attitude toward an advertisement. As well as product factor is another stimulus, which effectively influence positive attitudes toward advertising. But in this study also found that the product is not a variable factor, which can strengthen or weaken the relationship between sex appeal and positive attitude toward advertising.

Furthermore, in addition to this study discusses the findings, also discusses the implications of both theoretical and practical, as well as the limitations of the study.

Key words: Sex appeal; product factors, attitude towards the ads, consumer behavior

PMS-066

**USAHA PENINJAUAN PENILAIAN PIHAK KE 2
ATAS PENILAIAN PIHAK KE 3 DAN USULAN
PERBAIKAN KUALITAS JASA PENDIDIKAN PADA
SEKOLAH MENENGAH ATAS NEGERI "X"
SURABAYA YANG TELAH BERSERTIFIKASI
ISO 9001**

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Abstract – Banyaknya kinerja dari organisasi/perusahaan yang telah tersertifikasi ISO 9000 yang tidak memuaskan bagi stakeholder nya menarik untuk diteliti. Hal tersebut bisa juga terjadi pada organisasi-organisasi pendidikan, baik pendidikan tinggi maupun pendidikan menengah dimana mahasiswa/siswanya mengeluhkan kinerja layanannya. Artinya, kinerja yang telah diloloskan oleh assessor ISO 9000 (pihak ke 3) tapi masih dikeluhkan oleh konsumennya (pihak ke 2).

Ide penulisan ini berawal dari sebuah karya ilmiah yang berjudul Analisis Dan Usulan Perbaikan Manajemen Mutu Jasa Pendidikan Pada Sekolah Menengah Atas Negeri "X" Surabaya Yang Telah Bersertifikasi ISO 9001 (Rini, 2015). Langkah berikutnya dengan menuliskan artikel ini dimaksudkan untuk (1) meninjau apakah kualitas jasa pendidikan yang diberikan oleh SMAN X Surabaya yang telah memperoleh ISO 9001 juga memenuhi kepuasan siswa SMA tersebut melalui penggunaan CSI dan pengintegrasian matriks IPA dan model KANO, dan (2) memberikan masukan kepada pihak SMAN "X" untuk meningkatkan mutu pendidikannya walaupun institusi tersebut telah memperoleh ISO 9001.

Usaha yang dilakukan disini dimaksudkan untuk melakukan konfirmasi apakah kualitas pendidikan yang telah diakui oleh pihak ke 3 juga dirasakan memadai oleh pihak ke 2. Artikel ini bertujuan ingin mengonfirmasi apakah organisasi yang telah memperoleh ISO 9001: 2008 dari pihak ke 3 (asesor ISO 9001) juga mendapatkan penilaian yang baik dari pihak ke 2 (customer).

Berdasarkan integrasi dari hasil matriks IPA dan model Kano, atribut jasa pendidikan yang dianggap penting bagi para siswa dan perlu untuk diprioritaskan adalah atribut guru menggunakan metode pembelajaran yang baik dan atribut sekolah menyediakan lingkungan belajar yang baik. Apabila dipetakan pada atribut-atribut yang ada pada ISO 9001, maka penggunaan metode pembelajaran yang tepat terkait dengan atribut customer focus dan pendekatan proses, sedangkan penyediaan lingkungan belajar yang baik terkait dengan atribut leadership. Sembilan usulan perbaikan pada atribut-atribut jasa pendidikan yang menjadi prioritas berdasarkan keterkaitannya dengan atribut-atribut customer focus dan leadership pada ISO 9001 diberikan pada tim pimpinan sekolah, para guru, dan karyawan melakukan perbaikan dalam pengimplementasiannya.

Keywords: quality of education services, expectations, CSI, Kano, IPA, cause and effect diagram

PMS-067	PENGARUH KUALITAS LAYANAN LOGISTIK PADA FEDERAL EXPRESS TERHADAP KEPUASAN PELANGGAN DITINJAU DARI PERSEPSI BUDAYA INDIVIDUALIST DAN COLLECTIVIST	Monica Paulina Fakultas Bisnis dan Ekonomika Monica93paulina@gmail.com Juliani Dyah Trisnawati Fakultas Bisnis dan Ekonomika jdtrisnawat@gmail.com Prita Ayu Kusumawardhany Fakultas Bisnis dan Ekonomika pritaayu.k@gmail.com
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Abstract – This study aims to know and analyze the effect of service quality of Federal Express (Fedex) logistic on customer satisfaction based on individualist and collectivist customer's perception. This research used the measurement of four logistic service quality dimensions. Those dimensions are reliability, caring, responsiveness and assurance. The method used is regression linear with SPSS 18 software. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 120 respondents from USA, UK, Canada, Australia, Netherlands, and Indonesia. The result of this study showed the influence of Fedex logistic's service quality on customer satisfaction based on individualist and collectivist customer's perception.

Keywords: Logistic, Logistic Service Quality, Individualist, Collectivist, Customer Satisfaction

Manajemen
Sumber Daya Manusia

SDM-001	"AUMAN SINGA BETINA: MENGGELORAKAN PELAUT NUSANTARA, MENGUASAI SAMUDRA DI SELURUH DUNIA" (STUDI KASUS KEPEMIMPINAN PEREMPUAN)	Annisa Noor Rahmatika Universitas Islam Indonesia ichanrhh@gmail.com Trias Setiawati Universitas Islam Indonesia triassetiawati@gmail.com
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Abstract – This study titled "Roaring lioness: Stir the Sailors on the archipelago, Mastering Ocean around the World" (Case Study of femle's Leadership Mrs. Sri Tutie Rahayu or MST) on Politeknik Maritim Negeri Indonesia "Polimarin" Semarang-PMNIPS). The purpose of this study was 1) To know the process MST in being a leader, 2) To find the MST motivation why choose the maritime world, 3) To know how MST leadership, 4) to know how to develop PMNIPS, and 5) To know the obstacles and challenges in becoming afemal leader e. This study is a qualitative research approach, a case study. This collection data methodsused interviews, observation, and documentation. The person that be chosen in this research is MST the leader or director PMNIPS. To determine the data validity was used the data credibility test for data confidential. Methode test data used triangulation and member check. Data analysis methods of using data reduction, the data display, and conclusion drawing. This study found that MST become a leader based on the process of upbringing and education of his parents while in Maritime College. In principle leadership, MST always adhered to the principle of honest, responsible, and faithful. The motivation choose the maritime world comes from seeing the world cruise Indonesia which at the time is not good. Leadership MST tend to close to Behavior Theory. MST entered into a collaboration with other universities to develop PMNIPS. MST biggest challenge is in getting human resources. The double burden is also found in the leadership of MST.

Keywords: Female Leadership, motivation, maritime, and gender equity

SDM-002	ANALISIS FAKTOR WORK-LIFE BALANCE DALAM MENGHADAPI ERA MASYARAKAT EKONOMI ASEAN: STUDI PADA MAHASISWA KELAS KARYAWAN DI BEBERAPA PERGURUAN TINGGI KOTA BANDUNG	Yayan Firmansyah Sekolah Tinggi Ilmu Ekonomi Ekuitas- Bandung yayan.firmansyah.mgt@gmail.com Dwinto Martri Aji Buana Alumni Magister Ilmu Manajemen, Fakultas Ekonomi dan Bisnis Universitas Padjadjaran-Bandung Joeliaty Fakultas Ekonomi dan Bisnis Universitas Padjadjaran-Bandung joeliaty@yahoo.co.id
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Abstract – The purpose of this study was to determine the factors that affect work-life balance at the employee class students at several universities in Bandung. The topic of work-life balance is becoming increasingly important in Indonesia as a developing country. This research was conducted by a survey of students at several universities in Bandung. Factor analysis was performed using SPSS 22. This research is important to do in the midst of increasingly fierce competition at the global level, especially facing the MEA because there is very little to do further investigation in this regard in the academic level. The results indicate that the common factor which formed just as much as one factor, this result was obtained from eigenvalue is equal to 77.76%. This research can be a reference for student class employees to work and personal interest in learning campus shooting went by. As for college can be a reference for managing pelayananan colleges that provide the best for its students. Factor analysis of the work-life balance in the context of higher education not only have an impact on individual students, but also can be developed on employees and teachers in order to create a conducive learning climate. At the end of this study also discussed several suggestions and other managerial implications.

Keywords : Work-life Balance, Higher Education, College Student

SDM-003	ANALISIS KESUKSESAN KARIR PARA KONSULTAN PADA PERUSAHAAN MULTI LEVEL MARKETING	<p style="text-align: center;">Elisabet Siahaan Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara email: Dr.Elisabethsiahaan@yahoo.com</p> <p style="text-align: center;">Prihatin Lumbanraja email: titinlumbanraja@yahoo.com</p> <p style="text-align: center;">Yasmin Chairunisa Muchtar email: yasminmuchtar@gmail.com</p>
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Abstract – After in-depth interviews were conducted and focus group discussion to the distributor (consultant) on multi the level companies or direct marketing (the selling) companies , that there was an improvement on entrepreneurship competence, there was an improvement on the commitment of entrepreneurship , an improvement on motivation entrepreneurship , there was an improvement on the success of safety career after in-depth interviews and FGD for the distributor multi the level of marketing (MLM) .These proved that the success of a model whose career has been produced through earlier trials that the model was appropriate and suitable for applied to companies multi the level of marketing and companies direct the selling . Based on in-depth interviews and focus group discussion known that the success of the career of objective according to the distributor (consultant) be achieved if a turnover of sales , the number of downline increase , income increased , living standard of living to be able to achieve better and better social status , because having a good job and having an increasingly broad promiscuity .For the distributor , career success achieved if the welfare of increasing their subjective , they feel satisfied berkarir in the business of direct selling , because having freedom (autonomy in their own business set .In addition every distributor (consultant) have a desire to reach the highest career . Based on the activities of women has been able to confirm that the results of this fgd success model whose career has been tested through in-depth interviews (depth) interview .After the focus group discussion (fgds , then the results show a trend that is not much different , it means the result of in-depth interviews conducted individually after collected and ditabulasi and analysis was conducted , the results from focus group discussion (fgds directs and strengthen the result of in-depth interviews.

Key word: career success , competence of entrepreneurship , the commitment of entrepreneurship , motivation entrepreneurship

SDM-004	ANALISIS PENGARUH KOMPENSASI MONETER DAN NON-MONETER DENGAN JENIS KELAMIN SEBAGAI VARIABEL MODERASI TERHADAP MOTIVASI KERJA KARYAWAN PT MAYORA INDAH Tbk.	<p style="text-align: center;">Jessica Teny Lukito Alumni Fakultas Ekonomi Universitas Katolik Indonesia Atma Jaya</p> <p style="text-align: center;">Christine Winstinindah Sandroto Fakultas Ekonomi Universitas Katolik Indonesia Atma Jaya christine.wins@atmajaya.ac.id</p>
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Abstract – One of the factors that influence employee motivation is the compensation given by the company to employees. Compensation itself can be either monetary compensation or non-monetary. The purpose of this study was to determine the effect of monetary and non-monetary compensation on employee motivation in PT Mayora Indah Tbk. Other purpose was to determine whether sex can strengthen the influence of monetary compensation and non-monetary motivation to work. The sampling technique was stratified random sampling. Analysis method with multiple linear regression and hypothesis is tested by T-test and F-test. The results showed that in PT Mayora Indah, Tbk monetary compensation affects employee motivation, non-monetary compensation affects employee motivation, monetary and non-monetary compensation simultaneously influence employee motivation, gender did not moderate the effect of monetary compensation on work motivation, gender moderates the effect of non-monetary compensation on work motivation, there is influence of gender, monetary compensation, and moderate to motivation, and there is the influence of gender, non-monetary compensation, and moderate simultaneously on employee motivation.

Keywords: compensation, monetary compensation, non-monetary compensation, motivation

SDM-005	ANALISIS PENGARUH KOMPETENSI, MASA KERJA, JAM KERJA EFEKTIF TERHADAP KINERJA KARYAWAN (Studi kasus : The Dharmawangsa Jakarta)	Prof.Dr. Lia Amalia., SE, MM Magister Manajemen Universitas Esa Unggul, Jakarta lia.amalia@esaunggul.ac.id Zairil., MM erilsylvana@yahoo.com
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Abstract – This research aims to discuss on the influence of Competence, Future Work, Work Hours Of Effective Performance Of Employees in The Dharmawangsa Jakarta. This research was conducted to determine the effect of Competence, Future Work, Work Hours Of Effective to Performance Of Employees in The Hotel Dharmawangsa Jakarta.

Samples were all employees of The Dharmawangsa Hotel Jakarta as many as 347 people with level I to 7. Competence, Future Work, Work Hours Of Effective Performance Of Employees are dependent variables and Performance as independent variables.

Analysis used in this research is the regression analysis linear to measure how much the independent variables (independent), in between Competence, Future Work, Work Hours Of Effective Performance Of Employees.

The processing data with application software Statistical Package for the Social Sciences (LSPSS) version 21.0 for Windows.

Quantitative analysis results obtained are Competence, Work Period, effective working hours a significant effect on performance. The most dominant influence is the next Working Period Competence and effective working hours. Work Period has the most dominant influence to Performance

Keywords: Competence, Future Work, Work Hours Of Effective, Performance Of Employees

SDM-006	ANALISIS PENGARUH LOCUS OF CONTROL DAN SELF EFFICACY TERHADAP KINERJA DENGAN ETIKA KERJA ISLAM SEBAGAI VARIABEL MODERATING (Study Empiris pada Perawat di Rumah Sakit Islam Sultan Agung Semarang)	Sri Rahayuningsih UNISBANK Semarang ayu_1961@yahoo.com Askar Yunianto UNISBANK Semarang askaryunianto@yahoo.com
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Abstract – This research aims to analyze the influence of Islamic work ethics toward the relationship of Locus of Control and Self Efficacy toward nurses performance. The writer uses purposive sampling method to take the sample from Sultan Agung Islamic Hospital Semarang. The data tested in this research covers validity test with product moment, reliability test with alpha cronbach, multiple linear regression analysis, t-test for testing and proving the research hypothesis.

Result from regression analysis t-test shows that (1) Locus of Control has influence toward performance, as strong as Locus of Control influence inside the nurse the nurse self, her performance increases (2) Self Efficacy has influence toward performance, as strong as self efficacy influence inside the nurse self, her performance increase, (3) Locus of Control variable is as moderating variable, enhancement of Locus of Control supported by Islamic, (4) Self Efficacy variabel is not moderating variabel reduction of self Efficacy supported by Islamic work ethics will reduce the nurse performance.

Keywords : Locus of Control, Self Efficacy, Islamic Work Ethics , Performance

SDM-007	ANALISIS TANTANGAN PENGEMBANGAN SDM DI UKM (INDUSTRI BORONDONG)	Abdul Fidayan Universitas Sangga Buana YPKP Bandung rafi_afia@yahoo.com
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Abstract – Tujuan - Menghadapi MEA 2015, dimana era persaingan globalisasi akan sangat ketat. Persaingan yang terjadi tidak hanya dengan produk lokal dan SDM Lokal tetapi dengan seluruh Negara asia. Indonesia sebagai Negara yang dengan kekayaan luar biasa, harusnya bisa mempertahankan dan kalau perlu mengalahkan produk-produk luar yang masuk. Hal ini dituntut kesiapan dari sumber daya manusia untuk menghadapi pasar global.

Desain/metodologi – metode penelitian ini bersifat kualitatif, dimana penulis melakukan wawancara terhadap para pelaku usaha terutama untuk UKM (Usaha Kecil Menengah). Untuk respondennya lebih ke usaha yang sifatnya hedonic (fashion, kuliner). Bandung sebagai kota creativepreneur sangat inovasi dalam menciptakan produk-produk tersebut.

Findings, diharapkan hasil observasi melalui wawancara dapat menghasilkan tantangan dan hambatan yang dihadapi oleh para pelaku usaha dalam menghadapi MEA 2015

Practical implications – implikasi penting dalam penelitian ini terutama untuk kesiapan para pelaku usaha dalam menghadapi MEA 2015.

Keywords , MEA, SDM

SDM-008	ANTECEDENT OF EMPLOYEE'S COMMITMENT AND CONSEQUENCE TO THE PERFORMANCE OF PT. ANGKASA PURA MAKASSAR	Nurdjannah Hamid Economic and Business Faculty of Hasanuddin University, Perintis Kemerdekaan Street Km 10 Tamalanrea, Makassar, Indonesia, 90245 Email: nurdjannah.hamid17@gmail.com Ria Mardiana Yusuf Email: riamard67@gmail.com
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Abstract – This study examined the effect of employee's job satisfaction, employee's commitment to the employee's performance at PT. (Persero) Angkasa Pura I Hasanuddin International Airport. The population consisted of 78 employees as a respondent, and using a survey research method with proportional cluster random sampling as a technique to choose the size of sample, also simple random sampling to choose the respondent. The hypothesis was tested by path analysis. And the result showed that employee's job satisfaction has a direct significant and indirect significant effect to performance through employee's commitment. Also employee's commitment has a direct significant effect to employee's performance.

Key words: job satisfaction, commitment, employee performance

SDM-009	APLIKASI METODE DISTRIBUSI PAKSA DALAM PENILAIAN KINERJA DAN BUDAYA ORGANISASI SERTA IMPLIKASINYA TERHADAP KEPUASAN KERJA DAN KINERJA KARYAWAN PT BANK MANDIRI (PERSERO), Tbk. AREA JEMBER	Siti Haerani Magister Manajemen Universitas Hasanuddin Nurjannah Hamid Magister Manajemen Universitas Hasanuddin Agus Yulianto Magister Manajemen Universitas Hasanuddin
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Abstract – This study aims to identify and analyze: a) the significance of the direct and indirect influence of performance appraisal on job performance, b) the significance of direct and indirect influence of corporate culture on job performance, c) the significance of the influence of job satisfaction on job performance. The Methods of data collection is a questionnaire. Data were analyzed with path analysis with the decomposition model of causal influence between variables. Research results indicate that: 1) the influence of performance appraisal is direct and indirect effect, positive and significant of job performance, 2) the influence of corporate culture is direct and indirect effect, positive and significant on job performance, 3) the influence of job satisfaction is direct effect, positive and significant on job performance.

Key Words : performance appraisal, corporate culture, job satisfaction, job performance

SDM-010	DAMPAK SISTEM KOMPENSASI, MOTIVASI PEGAWAI DAN KOMITMEN ORGANISASI PEMERINTAH TERHADAP KINERJA PEGAWAI NEGERI DI INDONESIA	Enggal Sriwardiningsih Binus University, Jakarta enggalnabeel@yahoo.com; Rudy Aryanto Binus University, Jakarta raryanto@binus.edu
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Abstract – How big is the impact of compensation systems that exist today, the motivation of civil servants and commitment of government organizations in managing state-owned enterprises on the performance of civil servants. This study wanted to know how big the impact of those three things that cause public servants willing to work optimally. Primary data was tested in 100 public servants as the respondent sample of this research. SPSS 20 is used as an analytical tool. The results showed that these three variables and immense positive impact on performance. Finally, the report also describes the managerial advice and limitation of this study.

Keywords: Compensation System, Motivation, Organizational Commitment, Employee Performance

SDM-011

**DAMPAK STRES DI TEMPAT KERJA DAN
CYBERLOAFING PADA PRODUKTIVITAS KERJA**

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Abstract – Tujuan dari penelitian ini adalah untuk menguji dampak stress kerja (yang terdiri dari Role Ambiguity, Role Conflict dan Role Overload) yang dialami karyawan pada produktivitas kerja. Serta menguji peran praktik Cyberloafing sebagai pemediasi pengaruh stress kerja pada produktivitas kerja. Penelitian ini merupakan penelitian replikasi dengan metode survey. Target populasi penelitian ini adalah karyawan bank BNI di Surakarta. Sampel diambil sebanyak 110 responden dimana sampel adalah karyawan bank BNI Surakarta. Teknik sampling yang digunakan pada penelitian ini adalah proportional random sampling dan mewakili bagian kerja yang ada yang menggunakan komputer serta bisa mengakses internet di perusahaan tersebut.

Alat analisis yang digunakan untuk menguji hipotesis dalam penelitian ini adalah Path Analysis. Berdasarkan dari data yang diperoleh melalui kuesioner yang disebarkan kepada responden, kemudian akan diolah dan disimpulkan bagaimana dampak terjadinya stres kerja dan Cyberloafing pada produktivitas kerja. Data tentang stress kerja yang dialami karyawan, Cyberloafing dan produktivitas kerja diperoleh melalui daftar pertanyaan yang variabelnya diukur dengan menggunakan skala Likert 5 poin. Dalam penelitian ini menggunakan responden karyawan yang menggunakan computer dan bisa mengakses internet dalam tugas/pekerjaannya. Karena karyawan yang bisa mengakses internet dalam pekerjaannya inilah yang memungkinkan menyalah gunakan waktu kerjanya untuk mengakses hal-hal lain yang tidak ada hubungannya dengan pekerjaan, misalnya mengirim dan membaca email, mengakses situs2 lain yang tidak ada hubungannya dengan pekerjaan. Sedangkan salah satu penyebab dari Cyberloafing adalah adanya stress kerja yang dialami oleh karyawan (Henle dan Blanchard, 2008).

Untuk jangka waktu yang lebih panjang hasil penelitian ini diharapkan dapat menjadi acuan untuk kebijakan tentang pengelolaan stress kerja dan penanggulangan Cyberloafing di tempat kerja.

Kata kunci: stres kerja, cyberloafing, produktivitas kerja

SDM-012

**EVALUASI HAMBATAN PENERAPAN 5S DENGAN
MENGUNAKAN ROOTCAUSE ANALYSIS
PADA CV. X SURABAYA**

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Saksono Wijayanto

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Abstract – Well-structured working system is essential to ensure smooth and neat production activities that will influence job's effectiveness and efficiency. One example of good working system is "good house-keeping" that is more well-known by the implementation of 5S to CV. X, presents and analyzes factors that become obstacles while implementing 5S in CV.X, and to suggest recommendations for CV X in order to be able to re-implement the 5S concept.

CV. X had once utilized the 5S concept for some period of time, but at the moment the program had been dismissed. Only Seiri activities that fell within good categories while Seiton and Seiso activities achieved only medium categories, Seiketsu and Shitsuke activities are in the bad categories. There are 17 obstacles that caused the difficulties in implementing 5S program in the company. According to the root cause analysis, the main factor that highly contributed to this failure is the lack of intensive communication with the head office and the inability to ensure the head office to provide support.

Recommendation given to reactivate the 5S program and to ensure that it will work well is to maintain a good communication with the head office. Furthermore, the production team needs to ensure the head office about the importance of the 5S concept implementation for the company.

Keyword: 5S, Implementation, Obstacles, Root Cause Analysis, Evaluation

SDM-013	FAMILY SUPPORT, FAMILY ADAPTATION, DAN FAMILY TO WORK CONFLICT PENGARUHNYA TERHADAP PENYESUAIAN KARYAWAN DI LINGKUNGAN KERJA	Nurullaily Kartika Fakultas Ekonomi dan Bisnis Universitas Airlangga, Surabaya nurullailykartika@gmail.com
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Abstract – Kesuksesan dalam penyesuaian kerja karyawan telah menjadi salah perhatian bagi perusahaan multinasional. Studi ini telah mendapat perhatian bagi para akademisi untuk diteliti lebih lanjut. Dalam mencapai kesuksesan pelaksanaan tugas internasional, karyawan membutuhkan dukungan dari berbagai faktor, salah satunya adalah faktor keluarga. Dukungan keluarga (family support), kemampuan adaptasi keluarga (family adaptation) dan tingkat konflik kebutuhan keluarga dan pekerjaan (family to work conflict), memiliki aspek pening dalam mendorong karyawan untuk mensukseskan penyelesaian tugas internasionalnya. Oleh sebab itu, studi ini akan membahas 3 hipotesis penting, dimana hasil penelitian ini, yakni hipotesis 1 menunjukkan family support mempunyai pengaruh positif terhadap adaptasi karyawan. Hasil uji hipotesis ke 2 menunjukkan bahwa family adaptation mempunyai pengaruh positif terhadap adaptasi karyawan. Hasil hipotesis ke 3 menunjukkan family to work conflict mempunyai pengaruh positif terhadap adaptasi karyawan. Hasil akhir dalam penelitian ini memberikan tambahan implikasi manajerial atas hasil penelitian, yang dapat menjadi wacana tambahan bagi para akademisi dan pelaku bisnis khususnya dibidang bisnis internasional.

Kata kunci: Family Support, Family Adaptation, Family To Work Conflict, dan Adaptasi Karyawan

SDM-014	HRM STRATEGIC DALAM PENINGKATAN DAYA SAING PERUSAHAAN	Wa Ode Zusnita Muizu FEB Unpad waode.zusnita@fe.unpad.ac.id Ernie T. Sule FEB Unpad ernie.tisnawati@fe.unpad.ac.id
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Abstract – Organisasi yang ingin menjadi pemenang dalam persaingan bisnis tentunya harus mampu melakukan berbagai perubahan dan inovasi organisasional. Berbagai perusahaan terkemuka dunia telah membuktikan bahwa Human Resources adalah kunci keberhasilan mereka dalam memenangkan pasar global. Hal itu dapat dipahami karena sistem manajemen dan strategi bisnis apapun yang diterapkan tanpa dukungan SDM yang memadai akan sulit diharapkan efektifitasnya. Namun saat ini, telah berkembang paradigma baru tentang pengelolaan manusia dalam organisasi yang dikenal dengan MSDM Stratejik yang mengintegrasikan sistem-sistem SDM dengan strategi perusahaan sebagai perwujudan keselarasan strategi SDM dengan strategi perusahaan. Model strategic business partner merupakan model yang menekankan integrasi yang tepat atau sesuai dari praktek-praktek SDM dengan strategi bisnis organisasi dalam rangka meningkatkan daya saing perusahaan. Oleh sebab itu pengembangan SDM sudah harus dilakukan secara integral dengan strategi perusahaan dan senantiasa mempertimbangkan pengaruh perkembangan global sebagai pemicunya. Untuk itulah diperlukan kesatuan pandang para eksekutif perusahaan terhadap Human Resources Strategy ini dalam rangka meningkatkan daya saing perusahaan.

Keywords: HRM Stratejik, Daya Saing Perusahaan

SDM-015	IDENTIFIKASI DAN USULAN PERBAIKAN KINERJA BERTH TIME KAPAL KARGO DI PELABUHAN PELINDO 3 BANJARMASIN	<p style="text-align: center;">Marsa Hadi Iswara Fakultas Ekonomi dan Bisnis, Universitas Airlangga, Surabaya marsa.hadi@gmail.com</p> <p style="text-align: center;">Puspandam Katias Fakultas Ekonomi dan Bisnis, Universitas Airlangga, Surabaya puspandam@feb.unair.ac.id</p>
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Abstract – The purpose of this study was to identify the factors and causes of ineffectiveness of the current berth time of cargo ship in the Port of Trisakti Banjarmasin which managed by PT. Pelabuhan Indonesia III Banjarmasin using cause and effect diagram. Once the causes can be identified, then the proposed improvements can be administered to improve the effectiveness of cargo ship's berth time in the Port of Trisakti Banjarmasin. Identification of the ineffectiveness causes are conducted by interview and direct observation of some informants who understand and involved in the cargo ship's berth time process. From the identification, we obtained five factors identified as the cause of ineffectiveness, the factors are: man, facilities / machinery, environment, materials, and processes/services. These five factors are then described deeper using cause and effect diagram and discussions with managers to get at the root problem. Analysis showed that the lack of facilities at the port and engine damage halted activities becomes the main cause of the problem. Improvements are given by adding additional facilities and the implementation of preventive maintenance to extend engine life and reduce the frequency and level of damage.

Key words: port, berth time, cause and effect diagram, preventive maintenance

SDM-016	KAJIAN KINERJA PEGAWAI PADA UNIT AIR MINUM DALAM KEMASAN PT. SWABINA GATRA GRESIK	<p style="text-align: center;">Eko Purwanto Program Studi Magister Manajemen UPN "Veteran" Jawa Timur pradanan@gmail.com</p> <p style="text-align: center;">Eddy Wiyono Program Studi Magister Manajemen UPN "Veteran" Jawa Timur pradanan@gmail.com</p>
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Abstract – Achievement of a good performance may not be realized without the support of qualified human resources and dedicated to the company. This makes factor Human Resources (HR) is of particular concern at this time the company This study aims to determine (1) the influence of leadership motivation on employee performance, (2) the effect of motivation on employee performance through the leadership of the Working Environment and (3) the effect of Discipline Work on employee performance

The sample of research is the employee Packaged Drinking Water Unit PT. Swabina Gatra Gresik. which amounted to 45 employees. The sampling technique used in this study is a sampling technique that census sampling technique when all members of the population used as a sample. The type of data used is primary data obtained directly by distributing questionnaires to the respondents questionnaires, secondary data includes employee data and production data .. The analysis technique used is Partial Least Square (PLS). the results of research conclude that (1) Motivation leadership positive significant effect on the performance of employees, (2) Motivation leadership has a significant positive effect on employee performance through the work environment, and (3) Discipline positive significant effect on employee performance

Keywords: Leader Motivation, Work Discipline, Work Environment and Employee Performance

SDM-017	KEMAMPUAN MANAJERIAL DAN MANAJEMEN KEPALA SEKOLAH PADA ERA OTONOMI DAERAH UNTUK MENINGKATKAN KINERJA GURU DI SDN KESATRIAN 1 MALANG	<p>Dyah Sawitri Fakultas Ekonomi dan Bisnis, PPs. Magister Manajemen Universitas Gajayana Malang e-mail: dyahsawitri19@yahoo.com</p> <p>Enlik Kresnaini Fakultas Ekonomi dan Bisnis Universitas Gajayana Malang enlik_kresnaini@yahoo.co.id</p> <p>Supartolo Alumni Program Pascasarjana Magister Manajemen Universitas Gajayana Malang</p>
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Abstract – School is not going to be good by itself without proper management, while a good school management requires managerial competencies of qualified and effective principals. Therefore, the role of the principal as a manager in managing the school is a key factor in the success of school, including improving teacher performance. On that basis, this study focused on principal's managerial competencies and management in improving teacher performance.

This study used a qualitative approach, located at SDN Kesatrian 1 Malang with case study design. Data collection techniques include in-depth interviews, participant observation, and documentation. Informants selected with purposive sampling technique combined with the snowball sampling method. The data collected is then organized, interpreted, and analyzed in the within analysis case as well as cross-case analysis. The credibility of data checked by triangulation procedures, data verification/cross check, and check on the adequacy of reference. While dependability and confirmability achieved through auditing by the supervisors.

This study obtained several findings. The first is that the planning done by the principal of SDN Kesatrian 1 Malang includes: (a) planning based on vision, mission, purpose school, and needs assessment; (b) engages the academic community school; (c) new GTT teacher recruitment and conduct job analysis work; and, (d) conducted a working meeting. The second is that the development is carried out by the principal of SDN Kesatrian 1 Malang includes: (a) to include in the training, seminars, and workshops; (b) further studies; (c) revitalizing KKG; (d) establish a silaturahmi forum between teachers; (e) improve the welfare of teachers; (f) the addition of support facilities; (g) optimizing counseling; (h) study visits to other schools/madrasahs; and, (i) the certification of teachers. While the evaluation made by the principal of SDN Kesatrian 1 Malang includes: (a) supervision, either personally or in groups; (b) the techniques used are directive and non-directive; (c) aspects of the assessment is the presence teacher supervision, the performance of teachers in the school, student progress, lesson plans and syllabi; and, (d) using the List Ratings Jobs (DP3) format

Keywords: Managerial, capabilities, autonomy, teacher, performance

SDM-018	KEPUASAN KARIR DAN SIKAP KERJA PADA KARYAWAN BOGASARI FLOUR MILLS DITINJAU DARI PERSPEKTIF PERBANDINGAN SOSIAL DAN TINGKAT PERSAINGAN KELOMPOK KERJA	<p>Jovi Sulistiawan, SE., MSM Fakultas Ekonomi dan Bisnis Universitas Airlangga jovisulistiawan@yahoo.com</p> <p>Dra. Ec. Nuri Herachwati, M.Si, M.Sc herachwati@yahoo.com</p> <p>Mario Gonzales Belando N. mario.gonzales.belando@gmail.com</p>
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Abstract – This study examines the effects of career satisfaction and work attitudes from social comparison perspective (upward and downward). Besides, this study examine the moderating effect of competitive work group. Employees tend to have upward social comparison will be susceptible low career satisfaction. Contrary with the downward social comparison, employees who tend to have downward social comparison will be more satisfied with their career. But, we expect that the level of work group competitiveness will moderate those effects. Using 127 employees from PT Indofood Sukses Makmur Tbk Bogasari Division Surabaya, we found that downward social comparison has significant effect to career satisfaction. Our surprising finding is competitive work group did not moderate the effect of social comparison to career satisfaction. The main reason underlying this result is the majority of our respondents' age is above 40 years old. Employees' with such aged-range tend to maintain their achievements rather than pursuing higher career

Keyword(s) : Social Comparison Theory, upward social comparison, downward social comparison, work attitudes, organizational commitment, turnover intention, competitive work group

SDM-019	MODEL PEMOTIVASIAN DALAM UPAYA PENINGKATAN PRODUKTIVITAS KERJA PEGAWAI NEGERI SIPIL (PNS) KOTA CIMAH	<p>Sri Hastuti Fakultas Ekonomi Universitas Jenderal Achmad Yani, Cimahi Hastutisri.99@gmail.com</p> <p>Asep Kurniawan Fakultas Ekonomi Universitas Jenderal Achmad Yani, Cimahi Asepkurniawan2010@gmail.com</p>
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Abstract – This study entitled "Motivating Models in an Efforts to Increase Productivity Civil Servantin Cimahi City", compiled by Sri Hastuti and Asep Kurniawan. This study was conducted based on the results of pre-survey to supervisor of civil servant in Cimahi City about absenteeism of the employee, where the researcher get the information that is around 45% of employee have high level absenteeism. This can be due to various case, one of them is wrong motivating process for the employee. This research use the descriptive method with the qualitative and quantitative approach. Based Total Mean Motivating Variable, there are 83% respondent said agree and very agree with this statement, that was mean most of the respondents said the company, in this case direct supervisor have been motivating the employee about performance, reward, challenge, responsibility, development, involvement and opportunity to support the civil servant of Cimahi City for doing their job. Based Total Mean Productivity, there are 78% respondents said agree and very agree with this statement above. Thats mean most of the respondents indicated have a high productivity by their supervisor, that seen from office hour and the result of the job that appropriate with the standard given to civil servant in Cimahi City.

Keywords: Motivating, Productivity, Civil Servantin

SDM-020	PENGARUH BUDAYA ORGANISASI DAN MOTIVASI PIMPINAN TERHADAP KINERJA PEGAWAI MENGGUNAKAN METODE PROPABILISTIK PADA BALAI PENDIDIKAN DAN PELATIHAN DI CIREBON	Tri Ginanjar Laksana Sekolah Tinggi Manajemen Informatika (STMIK) IKMI Cirebon Laksana.anjar@gmail.com Elfa Faizah Syahara Ganesha Operation Syahara1986@gmail.com
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Abstract – Setiap organisasi memerlukan sumber daya untuk mencapai tujuan yang telah ditentukan. Sumber daya manusia merupakan salah satu faktor penting yang menentukan keberhasilan organisasi tersebut. Oleh karena itu diperlukan usaha yang sungguh-sungguh bagi peningkatan sumber daya manusia sebagai tenaga kerja yang handal, didalam penelitian ini menggunakan dua variabel bebas pengaruh budaya organisasi dan motivasi pimpinan terhadap variabel terikat kinerja pegawai, untuk mengetahui seberapa besar pengaruh dua variabel tersebut terhadap kinerja pegawai di balai pendidikan dan pelatihan di Kota Cirebon, selain hal tersebut peneliti menggunakan metode perhitungan propabilistik untuk menghitung seberapa besar pengaruh yang dihasilkan dari dua variabel tersebut terhadap kinerja pegawai didalam penelitian ini.

Keywords: Pengaruh, Budaya, Organisasi, Motivasi, Kinerja, Propabilistik

SDM-021	PENGARUH EMOSI NEGATIF KARYAWAN TERHADAP KOMITMEN AFEKTIF DENGAN KEPUASAN KERJA SEBAGAI VARIABEL INTERVENING DI PT. BANK RAKYAT INDONESIA CABANG PEMALANG	Suhartini Program Studi Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia 903110101@uii.ac.id Aji Candra Prakoso Program Studi Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia
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Abstract – This research deals with how the influence of employers' working jealousy and envy toward the affective commitment with the job satisfaction as the intervening variable in BRI Pemalang is revealed. This research aims to find out the influence of working jealousy toward the job satisfaction partially, to find out the influence of employers' envy toward the job satisfaction partially, to find out the influence of employers' working jealousy and envy toward the job satisfaction simultaneously, to find out the influence of working jealousy toward the affective commitment partially, to find out the influence of the employers' envy toward the affective commitment partially, to find out the employers working jealousy and envy toward the affective commitment simultaneously, and also to find out which is consider as the more between the direct influence of employers working jealousy and envy toward the affective commitment of BRI Pemalang and the indirect influence of employers working jealousy and envy toward the affective commitment through the job satisfaction in BRI Pemalang. The respondents are 50 employers of BRI Pemalang. The method of collecting data is using the questioner or census and analyzing the data using the path analysis. The result shows the direct influence (negative emotion toward the affective commitment) is higher than the indirect influence (negative emotion toward the affective commitment through the job satisfaction) in BRI Pemalang.

Keywords: Jealousy, Envy, Job Satisfaction, Affective Commitment

SDM-022	PENGARUH IKLIM ORGANISASIONAL DAN WORK LIFEBALANCE TERHADAP EMPLOYEE RETENTION DENGAN STATUS PERNIKAHAN SEBAGAI VARIABEL PEMBEDA PADA WARTAWAN STASIUN TELEVISI JTV	Yusrina Luthfa Dept.Manajemen-FEB Universitas Airlangga Arif Firmansyah Dept.Manajemen-FEB Universitas Airlangga
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Abstract – The employee is the most valueable asset for each of company. Furthermore, the company should manage this asset effectively in order to retain them for remaining work in the company. This paper is to find out the effect of organizational climate and work life balance on employee retention with marital status as the control variable. The respondents are the journalists of Jawa Timur Television about 64 persons as the sample of research. The result of research exposed the organizational climate and work life balance having a significant effect on employee retention for the journalists of JTV. Thus, Another finding from this research can prove the dominant variable having effect on the employee retention. Moreover, the marital status as the control variable emphasized the different effect significantly on the relationship between organizational climate, work life balance and employee retention.

Keywords : iklim organisasional, work life balance, status pernikahan, employee retention

SDM-023	PENGARUH KEPEMIMPINAN ETIS DAN KOMITMEN ORGANISASIONAL TERHADAP KINERJA KARYAWAN KOPERASI BATIK DI JOGJAKARTA	Jajuk Herawati Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa Yogyakarta jajuk.herawati@yahoo.com Prayekti Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa Yogyakarta yekti_feust@yahoo.co.id
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Abstract – This study aims to determine the influence of ethical leadership and organizational commitment to employee performance, as well as the influence of ethical leadership on organizational commitment. The rp was carried out as a survey.

The population of this study were all employees in the city of Yogyakarta batik cooperatives. Sampling was done by purposive sampling. Number of samples was 37 people, 8 people from enlisted KBTamtama, 9 people from KB Senopati, 6 people from KB PPBI, 7 people from Coral Single Family Planning, and 7 people from KB Mataram. Data were collected using a questionnaire that has been tested for validity and reliability. Scale measurements using 5-point Likert scale. Hypothesis testing is done by using multiple regression analysis and simple regression analysis.

The results showed: (1) ethical leadership had positive and significant effect on employee performance ($b = 0755$; $p = 0.000 < 0.05$). The implication, the better implementation or application of ethical leadership from the head, then the employee's performance is likely to increase; (2) organizational commitment had positive and significant impact on employee performance ($b = 0.490$; $p = 0.002 < 0.05$). The implication, the stronger the organizational commitment of employees, then the employee's performance is likely to increase; and (3) ethical leadership had positive and significant effect on organizational commitment ($b = 0629$; $p = 0.000 < 0.05$). The implication, the better implementation or application of ethical leadership of the leadership, the organizational commitment of employees tend to increase.

Keywords : ethical leadership, organizational commitment, employee performance, purposive sampling

SDM-024	PENGARUH KEPEMIMPINAN TRANSFORMASIONAL DAN MOTIVASI TERHADAP KOMITMEN DAN KINERJA KARYAWAN PT. TIKI JNE BANDUNG DALAM MENGHADAPI AEC	Siska Ayudia Adiyanti, S.AB., MM Universitas Widyatama ayudia.siska@widyatama.ac.id Nabilah Ramadhan, S.MB., MM Universitas Widyatama Nabilah.ramadhan@widyatama.ac.id
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Abstract – This study aimed to get empirical evidence about the influence of transformational leadership and motivation for commitment and its impact on employee performance in the head office of PT Tiki JNE Bandung. The results were expected to contribute in the development of human resource management science, especially transformational leadership, motivation, commitment, and employee performance. This research was expected to be used as information and consideration in making rules or policies to improve employee performance.

The research used analysis of verification. the data collected with using a questionnaire accompanied by observation. The data collection conducted in 2014. Data were analyzed using Path Analysis.

The results showed that transformational leadership and motivation either partially or simultaneously positive and significant effect on the performance of employees, as well as employee commitment and significant positive effect on the performance of employees at the Office of the Head Office of PT Tiki JNE Bandung.

Keywords: transformational leadership, motivation, commitment, employee performance

SDM-025	PENGARUH KEPEMIMPINAN, IKLIM ORGANISASI, DAN STRES KERJA TERHADAP TURNOVER INTENTION DENGAN KEPUASAN KERJA SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA PT. DWIDASA SAMSARA INDONESIA TANGERANG SELATAN)	Setyani Dwi lestari Program Studi Magister Manajemen, Program Pascasarjana, Univ. Budi Luhur Jl. Ciledug Raya, Pertukangan Utara, Jakarta Selatan, 12260 setyani.dwilestari@budiluhur.ac.id Radona Eka Saputra radonaekasaputra@gmail.com
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Abstract – This study aims to determine the influence of Leadership, Organizational Climate and Work Stress on Turnover Intention with Job Satisfaction as the intervening variable. This research was conducted at PT. Samsara Dwidasa Indonesia South Tangerang. The population for this study was employees working at PT. Dwidasa Samsara South Tangerang Indonesia amounted to 80 persons and 70 persons are used as the study sample. The method used in this study is quantitative deductive using questionnaires to obtain research data. The results of the study obtained and analyzed using SPSS version 19.0. The results of the simultaneous study the structure of the model-1 by 41.3% and with structural equation model-1 is . Overall the results from the study of the structural equation model-1 at PT. Dwidasa Samsara South Tangerang Indonesia, it can be concluded that the variable has the most powerful and significant influence on Turnover Intention is work Stress. While the results of the model-2 by 60.8% and the structural equation model-2 is . Overall results of the study of structural equation model-2 at PT. Dwidasa Samsara South Tangerang Indonesia, it can be concluded that the variable that has the most powerful and significant influence on Job Satisfaction are Leadership and Organizational Climate.

Keywords : Leadership, Organizational Climate, Work Stress, Job Satisfaction, Turnover Intention

SDM-026	PENGARUH KEPUASAN KERJA DAN KOMITMEN ORGANISASIONAL TERHADAP PERILAKU KEWARGAAN ORGANISASIONAL SERTA IMPLIKASINYA TERHADAP KINERJA PEGAWAI ADMINISTRASI (STUDI KASUS PADA PTS X DI BANDUNG)	Rahayu S. Purnami Alumni Magister Manajemen Bisnis Sekolah Pascasarjana Universitas Pendidikan Indonesia Dosen Program Studi Komputerisasi Akuntansi PKN LPKIA Jalan Sukarno Hatta No 456 Bandung Email: rsripurnami@gmail.com
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Abstract – This study discusses the Effects of Job Satisfaction and Organizational Commitment on Organizational Citizenship Behavior and the Implications to Administration Employee Performance of Private College X Bandung, which aims to analyze and obtain the empirical picture of the effect of the level of employee satisfaction on organizational citizenship behavior (OCB), the effect of the level of organizational commitment on organizational citizenship behavior (OCB), the effect of the level of employee satisfaction on the performance, the effect of the level of organizational commitment to performance, the effect of the level of organizational citizenship behavior (OCB) on the performance.

This type of research is a kind of explanatory research method or explanatory research or research hypothesis testing. Data were obtained through questionnaires, interviews and observations in the Private College X. The results of the data collection with the primary data source, with a sample of 40 respondents and methods of analysis used is the path analysis using Partial Least Square.

The results showed that there is a positive effect of job satisfaction on organizational citizenship behavior, there is a positive effect of organizational commitment on organizational citizenship behavior, there is a positive effect of job satisfaction on employee performance, there is a positive effect of organizational commitment on employee performance, there positive influence of organizational citizenship behavior on employee performance.

Keywords: Job Satisfaction, Organizational Commitment, Organizational Citizenship Behavior, Performance

SDM-027	PENGARUH KOMPETENSI DAN MOTIVASI PERAWAT TERHADAP KEPUASAN KERJA SERTA IMPLIKASINYA TERHADAP KINERJA PERAWAT DALAM MEMPERSIAPKAN ASEAN ECONOMIC COMMUNITY (AEC) 2015	Rima Rahmayanti Universitas Widyatama rima_firmansyah87@yahoo.com Putu Nina Madiawati Universitas Telkom pninamad@gmail.com
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Abstract – Kesehatan merupakan hak azasi setiap orang sehingga masyarakat berhak memperoleh pelayanan kesehatan secara adil, merata dan bermutu yang menjangkau seluruh masyarakat. Dalam menghadapi ASEAN Economic Community (AEC) 2015. Indonesia harus menjadikan tahuntersebutmenjadisebagai final untuk mencapai kesejahteraan di bidang kesehatan. Tujuan dari penelitian ini untuk mengetahui dan mengkaji seberapa besar dampak dari kepuasan kerja yang dipengaruhi oleh kompetensi dan motivasi perawat terhadap kinerja para perawat tersebut. Penelitian dilakukan di rumah sakit umum daerah Kota Bandung. Metode penelitian menggunakan pendekatan kuantitatif, dengan hasil penelitian menyatakan bahwa terdapat pengaruh yang signifikan dari kompetensi dan motivasi terhadap kepuasan kerja perawat rumah sakit umum daerah kota Bandung baik secara simultan maupun parsial. Secara simultan dijelaskan bahwa kompetensi dan motivasi kerja secara bersama-sama berpengaruh sebesar 63% terhadap kepuasan kerja, sedangkan secara parsial kompetensi mempengaruhi kepuasan kerja sebesar 38,33% dan motivasi kerja mempengaruhi kepuasan kerja sebesar 27,93%. Variabel kepuasan kerja terhadap kinerja perawat sebesar 80,2%.

Kata Kunci: Kompetensi, Motivasi, Kepuasan Kerja, Kinerja

SDM-028	PENGARUH LINGKUNGAN KERJA DAN KOMPENSASI TERHADAP KEPUASAN KERJA DAN IMPLIKASINYA PADA KINERJA KARYAWAN (STUDI KASUS PADA POLITEKNIK LP3I JAKARTA)	Setyani Dwi Lestari Program Studi Pasca Sarjana, Magister Manajemen, Universitas Budi Luhur Jl. Raya Ciledug, Petukangan Utara, Kebayoran Lama, Jakarta Selatan 12260 Telp. (021) 5853753, Fax. (021) 5869225 E-mail : setyani.budiluhur.ac.id Ria Estiana ria.estiana@gmail.com
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Abstract – Tujuan penelitian ini adalah untuk mengetahui pengaruh lingkungan kerja dan kompensasi terhadap kepuasan kerja implikasinya pada kinerja karyawan Politeknik LP3I Jakarta. Populasi pada penelitian ini adalah seluruh karyawan Politeknik LP3I Jakarta, dan jumlah sampel yang digunakan adalah 100 orang. Alat analisis yang digunakan adalah Path Analysis.

Hasil penelitian menunjukkan bahwa: 1) Terdapat pengaruh antara lingkungan kerja dan kompensasi terhadap kepuasan kerja Politeknik LP3I Jakarta, 2) Terdapat pengaruh antara lingkungan kerja dan kompensasi terhadap kinerja karyawan Politeknik LP3I Jakarta, 3) Terdapat pengaruh antara Lingkungan Kerja dan Kompensasi secara simultan terhadap kepuasan kerja dan kinerja karyawan di Politeknik LP3I Jakarta, 4) Koefisien Determinasi (R^2) sebesar 0,56 atau sebesar 56%, artinya bahwa 56% variabel dependen yaitu lingkungan kerja dan kompensasi mempengaruhi terhadap variabel independen yaitu kepuasan kerja dan sisanya 44% di pengaruhi oleh variabel lain yang tidak dalam penelitian ini, 5) Koefisien Determinasi (R^2) sebesar 0,62 atau sebesar 62%, artinya bahwa 62% variabel lingkungan kerja, kompensasi dan kepuasan kerja mempengaruhi terhadap variabel kinerja karyawan. Berdasarkan hasil penelitian yang telah dilakukan maka dapat dilihat bahwa terdapat pengaruh secara simultan antara variabel lingkungan kerja (X_1) dan variabel kompensasi (X_2) terhadap variabel kepuasan kerja (Y_1) dan variabel kinerja karyawan (Y_2).

Kata kunci : Lingkungan Kerja, Kompensasi, Kepuasan Kerja, Kinerja

SDM-029	PENGARUH PELATIHAN, MOTIVASI KERJA DAN BUDAYA ORGANISASI TERHADAP KINERJA PEGAWAI NEGERI SIPIL	Anik Herminingsih Universitas Mercu Buana Jakarta aherminingsih@gmail.com Kreetianawati Universitas Mercu Buana Jakarta annaqresna@gmail.com
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Abstract – The objective of the study is to determine and to analyse the impact of training variable, working motivation and organisational culture towards the performance of government employees in the Office the Secretary of Vice President, partially and simultaneously. This parametric statistic method of study applies multiple linier regrestion analytic quantitative design which the data is processed by applying SPSS 21 program. The sample for the study is 82 staff and it uses structured questionnaire with likert scale. 65 questions are composed based on indicator and dimension that support every variable of study. The study shows that training, working motivation and cultural organisation simultaenously have significant impact on employees performance. The most dominant impact is represented by the working motivation variable.

Keywords: Training, Working Motivation, Organisational Culture, Performance of Government Employees

SDM-030	PENGARUH PERAN MEDIASI DARI LOCUS OF CONTROL INTERNAL PADA STRES KERJA DAN KEPUASAN KERJA	<p>Tri Siwi Agustina Management Departement – Faculty Economics and Business Airlangga University E-mail: agustina2772@gmail.com</p> <p>Satria Luhur Wicaksono satrialuhur0021@gmail.com</p>
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Abstract – This study aims to determine whether there is any influence of internal locus of control in job stress and job satisfaction on job performance. This study uses quantitative methods of research that focuses on testing hypothesis and data that is valid and reliable. The data used in this study are primary data, ie data obtained from respondent's answers on a questionnaire distributed to the employees of CV. Citra Inti Prima in Surabaya. The number of respondents who were willing to fill out the questionnaire was 32. The results showed that there is a significant influence of job stress on internal locus of control with a t-count value of 2.900, so the first hypothesis is accepted. There is a significant influence of job satisfaction on internal locus of control with a t-count value of 2.992, so the second hypothesis is accepted. There is a significant influence of internal locus of control on job performance of the t-count value of 1.845, so the third hypothesis is accepted. There is a significant indirect influence of job stress on job performance through internal locus of control with a t-count value of 1.768, so the fourth hypothesis is accepted. There is a significant indirect influence of job satisfaction on job performance through internal locus of control with a t-count value of 1.849, so the fifth hypothesis is accepted.

Keywords: locus of control, job stress, job satisfaction, job performance, partial least square

SDM-031	PENGARUH PERSEPSI KEADILAN TERHADAP KINERJA: EFEK MODERASI ASIMETRI DEPENDENSI	<p>Badri Munir Sukoco Universitas Airlangga Muslich Anshori</p>
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Abstract – Dalam industri yang berkategori komoditi, penguasaan jejaring distribusi merupakan syarat mutlak untuk memenangkan pasar. Untuk itulah, kualitas hubungan antara produsen dengan distributornya sangat menentukan terhadap kinerja penjualan produsen. Penelitian selama ini menunjukkan nilai penting dari keberadaan persepsi keadilan (prosedural, distributif, dan interaksional), terutama dalam hubungan antara distributor dan produsen pada konteks jejaring pemasaran. Selain itu, penelitian yang menjelaskan pada kondisi yang bagaimana kinerja distributor menunjang pencapaian target penjualan dari perusahaan jarang didiskusikan. Penelitian ini menguji bagaimana persepsi asimetri dependensi yang dimiliki oleh produsen akan memoderasi pengaruh langsung persepsi keadilan yang mereka miliki terhadap kinerja agen (langganan tetap). Penelitian ini mendistribusikan survei kepada distributor maupun langganan tetap dari sebuah produsen semen terbesar di Indonesia. Hasil penelitian menunjukkan bahwa efek individual persepsi keadilan (procedural, distributive, dan interaksional) positif dan signifikan terhadap kinerja agen. Namun bila dilakukan secara simultan, hanya persepsi keadilan interaksional yang signifikan. Adapun efek moderasi asimetri dependensi hanya signifikan pada pengaruh persepsi keadilan distributif terhadap kinerja. Implikasi manajerial dan akademis lebih lanjut didiskusikan dalam tulisan ini.

Kata kunci: persepsi keadilan, asimetri kekuasaan, berbagi pengetahuan, kinerja perusahaan, dan hubungan-produsen

SDM-032	<p>PENGARUH PERSON-ORGANIZATION FIT TERHADAP KEPUASAN KERJA KARYAWAN DENGAN BUDAYA ORGANISASI SEBAGAI VARIABEL MODERATOR PADA TENAGA ANALIS LABORATORIUM RUMAH SAKIT ANGKATAN LAUT SURABAYA</p>	<p>Nurtjahja Moegni Karjadi Fakultas Ekonomi Dan Bisnis Universitas Airlangga</p> <p>Fardian Putra Arifien Fakultas Ekonomi Dan Bisnis Universitas Airlangga</p>
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Abstract – *Person-organization fit (P-O Fit) tidak hanya memberikan penjelasan mendalam mengenai kesesuaian antara nilai-nilai karyawan dengan perusahaan tetapi juga meningkatkan outcomes individu, yaitu kepuasan kerja karyawan yang berimplikasi pada pertumbuhan strategis berkelanjutan bagi perusahaan. Selain person-organization fit, budaya organisasi juga mempengaruhi secara positif sikap kerja karyawan. Sistem nilai yang disepakati bersama dalam organisasi berpengaruh positif pada kepuasan kerja disebabkan norma-norma yang diterapkan dalam organisasi dinilai karyawan telah berhasil dijalankan oleh sebagian besar karyawan. Penelitian ini bertujuan untuk menelaah pengaruh moderasi budaya organisasi terhadap hubungan antara person-organization fit dengan kepuasan kerja karyawan. Penelitian dilakukan pada tenaga analis di Rumah Sakit Angkatan Laut Surabaya dengan jumlah sampel 35 orang. Teknik analisis yang digunakan adalah analisis regresi moderasi. Hasil penelitian ini menunjukkan bahwa person-organization fit berpengaruh signifikan terhadap kepuasan kerja tenaga analis Rumah Sakit Angkatan Laut Surabaya.*

Kata kunci: Person-Organization Fit, Budaya Organisasi, Kepuasan Kerja Karyawan, Tenaga analis Rumah Sakit

SDM-033	<p>PENGARUH THE BIG FIVE PERSONALITY TERHADAP KINERJA AKADEMIK DENGAN MOTIVASI AKADEMIK SEBAGAI VARIABEL INTERVENING PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS PROGRAM STUDI MANAJEMEN UNIVERSITAS AIRLANGGA</p>	<p>Deva Ludian Tantyo Departemen Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga, Surabaya</p> <p>Siti Sulasmi Departemen Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga, Surabaya</p> <p>Ibg. Adi Permana Departemen Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga, Surabaya</p>
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Abstract – *Academic performance is the focus of this research, which academic performance is one measure of how well students in education. This research was conducted at Management Faculty of Economics and Business Airlangga University. The approach in this study using a quantitative approach with 87 respondents using convenience sampling. The analysis technique used in this research is the Hierarchical Multiple Regression by using statistical tools Statistical Package for the Social Sciences (SPSS).*

The results showed that the big five personality dimensions significantly affect academic performance at the Faculty of Economics and Business Airlangga University, namely the model 1 (extraversion, agreeableness, neuroticism, and openness), model 2 (agreeableness, neuroticism, and openness), models 3 (agreeableness, and openness) and other results is openness have partial mediation effect on the academic performance mediated by intrinsic motivation, openness and agreeableness are have full mediation and partial mediation effect on the academic performance mediated by extrinsic motivation, and none of the big five personality dimensions that have full mediation or partial mediation effect on academic performance, moderated by amotivation at the Faculty of Economics and Business Airlangga University.

Keywords : the big five personality, academic motivation, academic performance, extrinsic motivation, intrinsic motivation

SDM-034	PENGARUH WORKLOAD TERHADAP ROLE CONFLICT SERTA DAMPAKNYA PADA JOB PERFORMANCE PADA PT. ASSARAYA MULTI SARANA	Jerry Marcellinus Logahan Jurusan Manajemen Universitas Bina Nusantara Endira Rachma Filardi Jurusan Manajemen Universitas Bina Nusantara
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Abstract – Penelitian ini dijalankan untuk menyelesaikan permasalahan aspek sumber daya manusia pada PT. Assaraya Multi Sarana, yaitu mengenai workload, role conflict, dan job performance. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh workload terhadap role conflict serta dampaknya pada job performance PT. Assaraya Multi Sarana. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan pendekatan survei. Metode pengumpulan data yang digunakan dalam penelitian ini adalah kuisioner yang disebarakan kepada 93 karyawan pada PT. Assaraya Multi Sarana. Metode pengolahan data yang digunakan dalam penelitian ini adalah metode partial least square. Hasil dari penelitian menunjukkan bahwa workload secara langsung maupun tidak langsung memiliki pengaruh yang signifikan terhadap job performance, workload secara langsung memiliki pengaruh yang signifikan terhadap role conflict, dan role conflict secara langsung memiliki pengaruh yang signifikan terhadap job performance. Serta ditemukan juga indikator mana dari masing-masing variabel yang paling merefleksikan variabel induknya. Untuk workload, indikator yang paling merefleksikan adalah indikator ke 2. Untuk role conflict, indikator yang paling merefleksikan adalah indikator ke 2. Lalu untuk variabel job performance, indikator yang paling merefleksikan adalah indikator ke 3. Saran yang dapat diberikan kepada PT. Assaraya Multi Sarana adalah untuk meningkatkan job performance dengan cara memperbaiki workload yang saat ini berlaku dan menurunkan role conflict yang terjadi. Beberapa langkah yang dapat dijalankan untuk memperbaiki workload yang saat ini berlaku adalah dengan cara memperhatikan SOP di perusahaan agar pekerja tidak dibebankan melebihi standar pekerjaan yang ada, dan juga menurunkan tuntutan kerja yang tinggi dari atasan. Dan untuk menurunkan role conflict, perusahaan disarankan untuk mengatasi ketidakcocokan peran diperlukan Job Analysis dan evaluasi kerja setiap bulannya.

Kata kunci: workload, role conflict, job performance

SDM-035	PERAN CREATIVE ORGANIZATIONAL CLIMATE DALAM MEMPERKUAT PERILAKU INOVATIF DOSEN PERGURUAN TINGGI NEGERI DI SURABAYA	Praptini Yulianti Departemen Manajemen FEB Universitas Airlangga (praptiniyulianti@yahoo.com)
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Abstract – Tantangan ke depan perguruan tinggi di Indonesia adalah kemampuan institusi pendidikannya dalam menempatkan diri sejajar dengan universitas-universitas terkemuka di dunia. Dosen merupakan SDM perguruan tinggi yang memiliki peran yang sangat sentral dan strategis dalam seluruh aktivitas di perguruan tinggi. Perilaku inovatif dosen dapat diwujudkan apabila dosen melaksanakan tugas dengan penuh kreatifitas untuk memberikan outcomes positif bagi perguruan tinggi. Perilaku inovatif dapat distimuli dengan iklim kreatif di perguruan tinggi.

Sampel dalam penelitian ini adalah sejumlah 146 dosen perguruan tinggi negeri di Surabaya. Metode pengumpulan data menggunakan media online. Hasil penelitian ini adalah baik dukungan perguruan tinggi pada inovasi maupun kualitas hubungan dengan pimpinan berpengaruh signifikan pada perilaku inovatif. Peran iklim kreatif di perguruan tinggi hanya memperkuat hubungan kualitas hubungan dengan pimpinan pada perilaku inovatif.

Kata Kunci : Perceived organizational support for innovation, LMX, Expected Positive Performance Outcomes, Innovation Behavior, Creative Organizational Climate

SDM-036	PERAN KEPEMIMPINAN, BUDAYA ORGANISASI, DAN KOMITMEN ORGANISASI DALAM MENINGKATKAN KINERJA PEGAWAI MELALUI KEPUASAN KERJA	Kusni Ingsih Fakultas Ekonomi dan Bisnis Univ. Dian Nuswantoro Semarang kusningsih@gmail.com Sih Darmi Astuti astuti_sda@yahoo.com Deva Ivon Prakasiwi Asri devaivon93@yahoo.com
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Abstract – The purpose of this study was to examine the influence of leadership, organizational culture, organizational commitment and job satisfaction on employee performance. The respondents of this study are employees of Telkomsel Branch in Semarang. Data collection method and survey can be deployed and used in the analysis of as many as 112 questionnaires returned from the 125 pieces. Purposive and convenience sampling was used in this study. Validity and reliability testing performed before testing the relationship between variables using structural equation models (SEM). The analysis used in this study using a Maximum Likelihood (ML). The results contribute to performance literature in four ways. First, leadership, organizational culture, and organizational commitment had direct effect on job performance. Second, leadership was most strong and positive effect on job performance. The third was organizations cultural have positive effect on job satisfaction. Finally, organizational commitment was positive effect on job performance.

Keywords: Leadership, Organizational Culture, Organizational Commitment, Job Satisfaction, Employee Performance

SDM-037	PERAN MEDIASI KEPUASAN KERJA PADA PENGARUH WORKLOAD DAN AUTONOMY TERHADAP KOMITMEN ORGANISASIONAL	Ria Fitriyana Departemen Manajemen Fakultas Ekonomi dan Bisnis, Universitas Airlangga Anis Eliyana Departemen Manajemen Fakultas Ekonomi dan Bisnis, Universitas Airlangga
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Abstract – Organizational commitment becomes important for an organization. Lecturer as the main resource who determine the quality output of students in an university, so it is crucial to know the commitment of the lecturer. This study aims to determine the effect of workload and autonomy on organizational commitment of the lecturer. In addition to this, the study also aims to determine the effect of job satisfaction as variables that mediate the effect between workload on organizational commitment, also to the effect autonomy to organizational commitment. The sample used in this study were 64 lecturers at the University of Hang Tuah Surabaya. The analysis in this study using the Partial Least Square (PLS). The research proves the existence of significant effect on the five hypotheses: the influence autonomy on job satisfaction, job satisfaction on organizational commitment, workload on organizational commitment, autonomy to organizational commitment, and autonomy on organizational commitment through job satisfaction. Meanwhile, no significant effect was found on the influence workload on job satisfaction and workload on organizational commitment through job satisfaction.

Keywords: organizational commitment, job satisfaction, workload, autonomy

SDM-038	PERAN MODERASI JENIS KELAMIN PADA PEMBENTUKAN KINERJA AKADEMIK DALAM KONTEKS KEHADIRAN MASYARAKAT EKONOMI ASEAN	Andhy Setyawan Jurusan Manajemen FBE Universitas Surabaya andhy@staff.ubaya.ac.id
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Abstract – This study examines the relationship between student's attitude toward ASEAN Economic Community (AEC), self- efficacy, learning effort, and academic achievement. Relationship among variables in formation student's academic achievement examine by gender as moderating variables. Self administered questionnaire was chosen as data collection method. Data of 193 active undergraduates students from Business and Economics Faculty in Universitas Surabaya were analyzed by using Multi Group Structural Equation Modeling (MSEM). The result suggest that gender not moderated significantly in formation student's academic achievement. The relationship among variable in this study discussed.

Keywords: attitude, self-efficacy, effort, academic achievement, moderating effect

SDM-039	PERAN ORGANIZATIONAL CITIZENSHIP BEHAVIOR DAN KOMITMEN ORGANISASIONAL DALAM MENINGKATKAN KEPUASAN KERJA PERAWAT	M. Danny Perdana hasyimahmad.1212@gmail.com Program Studi Manajemen, Fakultas Ekonomi Universitas Esa Unggul , Jakarta Hasyim Ahmad hasyimahmad.1212@gmail.com Program Studi Manajemen, Fakultas Ekonomi Universitas Esa Unggul , Jakarta
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Abstract – This research has three objectives. First, to analyze the influence of Nurse's Job Satisfaction to Organizational Commitment. Second, to analyze the influence of Nurse's Organizational Commitment to Organizational Citizenship Behavior. And the last is to analyze the relationship for the whole model, between Nurse's Job Satisfaction to Orgarnizational Citizenship Behavior through Organizational Commitment.

To meet those objectives above, survey using questionnaire as the tools has been conducted and the data has collected from 83 nurses for inpatient and outpatient clinic in Sari Asih Hospital. And those data are calculated using Path Analysis as the statistics method for this study.

The result of this research, shows that Nurse's Job Satisfaction influenced significantly and positively to Organizational Commitment. Second Nurse's Organizational Commitment also significantly and has positive influenced to Organizational Citizenship Behavior. And the last is for the whole model, there direct and indirec relationship between Nurse's Job Satisfaction to Orgarnizational Citizenship Behavior through Organizational Commitment. But since the direct relationship is stronger than the indirect, we can say that Organizational Commitmen has no roles as an intervening variable in this study.

Keywords : Job Satisfaction, Organizational Commitment., Organizational Citizenship Behavior

SDM-040	PERAN SPIRITUALITAS DI TEMPAT KERJA DAN KOMITMEN ORGANISASIONAL TERHADAP PERILAKU KEWARGAORANISASIAN	M. Hasbi Zaidi Dosen Fakultas Ekonomi Universitas Islam Riau Email : hasbizaidi@yahoo.com
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Abstract – This study aims to role of workplace spirituality and organizational commitment to organizational citizenship behavior, this study uses a quantitative approach to verification. Populasi research is permanent and contract lecturer at the Islamic University of Riau, the sample size is determined by using the calculation of the minimum sample requirements for analysis of the path with the size of 315 lecturers. Selection of the sample using simple random sampling, processing data obtained from the data-shaped samples ordinal scale, in order to meet the requirements of parametric statistics, the data must scale interval, therefore, of the ordinal data will be transformed into an interval scale data with mehod succivesnes interval (MSI). The results showed that workplace spirituality positive effect on organizational commitment. workplace spirituality positive effect on organizational citizenship behavior, organizational commitment has positive influence on organizational citizenship behavior.. workplace spirituality affect the organizational citizenship behavior through organizational commitment. The results also show that organizational commitment is a moderator variable that strengthen the influence of workplace spirituality against organizational citizenship behavior.

Keyword: workplace spirituality, Organizational Commitment, organizational citizenship behavior

SDM-041	SAFETY CLIMATE, COWORKERS SUPPORT, EMPLOYEE SAFETY VOICE DAN SUPERVISOR SAFETY SUPPORT PADA SUPIR BUS	Nuri Herachwati Sri Gunawan Bagus Anggara Yudha N
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Abstract – This research will benefit to the organizations which have high risk of working accidents . This research also could offer suggestions to organizations related to safety climate, coworker and supervisor support in order to improve the employee safety voice.

The variables used in this research are safety climate,coworker safety support, supervisor support and employee safety voice. In this research, the sample collecting is done by giving questionnaires to several bus drivers to be answered.

This result found that safety climate,coworker safety support, supervisor safety support have insignificant effects to employee safety voice.

Key words: safety climate,coworker safety support, supervisor safety support and employee safety voice

SDM-042	STRESS KERJA DAN DISIPLIN KERJA SERTA IMPLIKASINYA TERHADAP PRESTASI KERJA KARYAWAN	Rahayu Endang Suryani Universitas Persada Indonesia Y.A.I. rahayu.es@yai.ac.id
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Abstract – This research aims to determine the influence of independent variables consisting of Stress and Discipline to Job Performance as the dependent variable.

The method used in the preparation of this paper is to use Causal Associative method . Causal Associative research in addition to measuring the relationship between two or more variables , also indicate the direction of the relationship between independent variables with the dependent variable . This study identifies facts and events as a variable that is affected and to investigate variables that affect . Data analysis includes the correlation coefficient , coefficient of determination (R^2) , a simple linear regression analysis and multiple , individually and Hypothesis Testing (t test) and simultaneous (F test) .

The results showed Stress and Discipline jointly influence on Job Performance . This is shown in Simultaneous hypothesis test (F test) with a significance level of 0.000 . Partially Stress (X_1) has a significant influence on Job Performance shown in individual hypothesis test (t test) with a significance of $0.000 < 0.01$. Discipline (X_2) has a positive and significant impact on Job Performance shown in individual hypothesis test (t test) with a significance of $0.000 < 0.01$. While the magnitude of the effect of stress and the Discipline of the Job Performance can be seen from the correlation coefficient (R) simultaneously is 0.678 , which means strong , positive and direction. Judging from the coefficient of determination (R^2) is simultan is 45.9 % while the remaining 54.1 % is influenced by other factors . Regression test yield : $Y = 4.039 + 0,523X_1 + 0,396X_2$ which means stress and discipline together increase the performance will increase as well .

Keywords : stress , discipline , job performance

KEU-043	STRUKTUR KEPEMILIKAN DAN STRUKTUR DEWAN PERUSAHAAN	Ella Budiarti Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga Chorry sulistyowati Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Airlangga
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Abstract – This study aims to determine the effect of ownership structure and corporate board structure. This study use two-tiers board system and use secondary data from non-financial firm which fulfill the requirement and listing in Indonesia Stock Exchange from 2010-2013. The analysis technique used a quantitative method with multiple linear regression. The object of research used in this research are non financial companies listed on the Stock Exchange in 2010 to 2013 the number of samples obtained some 191 samples. The results obtained are foreign ownership and managerial ownership negative significant with board size. And managerial dan government ownership negative significant with independent commissioners but foreign ownership has positive significant. The results emphasize that different ownership has behavior and preferences for corporate governance practices especially board structures.

Keyword : ownership structure, corporate board structure, two-tiers board system

SDM-044	STUDI TENTANG SIKAP, <i>SELF EFFICACY</i>, UPAYA PEMBELAJARAN DAN KINERJA AKADEMIK DALAM KONTEKS KEHADIRAN MASYARAKAT EKONOMI ASEAN	<p>Joseph L.Eko Nugroho Jurusan Manajemen-Fakultas Bisnis dan Ekonomika, Universitas Surabaya email: jekonugroho@gmail.com</p> <p>Andhy Setyawan Jurusan Manajemen-Fakultas Bisnis dan Ekonomika, Universitas Surabaya email: andhysetyawan@gmail.com</p>
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Abstract – This study examined the relationship between business and economic students' attitude towards ASEAN Economic Community (AEC), self-efficacy, learning effort and academic performance. Using 193 students as respondents from the Faculty of Business and Economics in the Surabaya University were invited to complete self administered questionnaires for the survey. After analyzing the validity and the reliability of the data collected, we analyzed the measurement model and structural model between all the four variables using structural equation modelling. The result of the study showed that self-efficacy could significantly influence the learning effort. Then the learning effort mediated the relationship self efficacy and academic performance. But the attitude towards ASEAN Economic Community not significantly influence the learning effort.

Keywords: attitude towards ASEAN Economic Community (AEC) , self-efficacy, learning effort and academic performance

SDM-045	WORKING PAPER: STUDI PENGGUNAAN MEDIA SOSIAL UNTUK REKRUTMEN	<p>Anita Maharani Universitas Paramadina anita.maharani@paramadina.ac.id</p>
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Abstract – The objective of this study is to see social media uses on recruitment. The study is still in terms of working paper, therefore only literature displayed in the article. Social media has been known because it reformed model of media, from traditional media to social media by using internet.

Keywords: uses, sosial media, recruitment

SDM-046	<p>PENGARUH KOMPENSASI TERHADAP MOTIVASI KERJA KARYAWAN <i>FOOD AND BEVERAGE DEPARTMENT</i> PADA HOTEL BIDADARA JAKARTA</p>	<p>Kania Ratnasari., ST., MIB Universitas Sahid Jakarta kania.ratnasari@yahoo.com</p> <p>Gilang Maharstya Wardhana., SE Universitas Sahid Jakarta gilang.wardhana@yahoo.com</p> <p>Titin Astuti., SE., M.Si Universitas Sahid Jakarta titinastuti14@yahoo.co.id</p>
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Abstract – One way to increase the motivation of employee's work by giving the compensation. Compensation will encourage employees to work better and high motivation to work will encourage employees to achieve business success. The company gives compensation out of salary to the employees not only to fill up the needs of employees but also to get their well-being life. This study aims to analyze the influence of compensation to work motivation of employees of Hotel Bidakara Jakarta.

The data used are primary data collected from 57 respondent's employee of food and beverage department of Hotel Bidakara Jakarta and measured using a questionnaire which tested the validity and reliability. The data was analyzed using Rank Spearman Method in order to find out how influence the compensation to work motivation. The results showed that compensation was affect significant to work motivation of employees.

Keywords: compensation, work motivation,

Manajemen Umum

MNJ-001	ANALISIS FAKTOR-FAKTOR FESTIVAL QUALITY: STUDI KASUS ANIME FESTIVAL ASIA INDONESIA 2014	Siti Rahayu Jurusan Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Surabaya sitirahayu151@gmail.com Erna Andajani Jurusan Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Surabaya worldnot2013@gmail.com
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Abstract – Anime Festival Asia Indonesia (AFA ID) is a cultural festival associated with the hobby of anime and performances related to Japanese culture. This festival is held from 2012 until today the number of visitors increased. The organizers try to provide a good service by providing excellent facilities such as the provision of an online ticket, decorating the stage, the room layout, and other supporting facilities. The purpose of this study aimed to confirm the factors Festival Quality on previous research relevant used at this time. The object of this study is the Anime Festival Asia Indonesia 2014 (AFA ID2014). Data processing was performed by using SPSS 18 for windows. The sampling technique used was non-probability sampling with sampling type convenience. The samples used in this study was 150 respondent. Data is processed using the mean, standard deviation, and Confirmatory Factor Analysis. The results of this study showed that of the six dimensions festival quality: facilities, staff, comfort amenities, information, convenience, and program is divided into 27 questions in previous research, is still relevant for research. There are only four elements of questions that are not used because they do not meet the specified loading factor. Comfort amenities is the factor of festival quality that can be explained best by eigenvalue of 2.72 and 90.73 variants explain.

Key words: Service Quality, Serviescape, Festival Quality.

MNJ-002	ANALISIS KEKUATAN KINERJA PERGURUAN TINGGIS WASTA (PTS) MELALUI ANALISA SWOT DI KOTA MEDAN	Saskia STIE Harapan Jl. Imam Bonjol No. 35 Medan e-mail :hj_saskia@yahoo.co.id Teguh Setiawan STIE Harapan Alda Kartika STIE Harapan
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Abstract – College as one of the instruments of national education is expected to be the center of the implementation and development of higher education as well as the maintenance, enhancement and development of science, technology and / or art as a scientific community that can improve the quality of life of society, nation and state. In the management of higher education are both needed human resources that have the ability to also governance of academic management in creating graduates who are qualified and fit the needs of science and technology today.

This type of research conducted with qualitative descriptive. For strength analysis to first identify, assess internal factors and external environment in order to achieve performance that affect PTS. This is done by using SWOT analysis (Strength, Weakness, Oppurtunity, Threat) Analysis Method with SWOT analysis is the analysis used to evaluate the opportunities and threats within the organization as well as the strengths and weaknesses internal to the organization. This research was conducted by survey method (interviews and questionnaires) in Leadership and PTS staff. SWOT analysis of the results of that position PTS is currently in the first quadrant so that PTS development model by using the power that is reliable and a great opportunity to achieve the goals for the performance management of the baik. Model PTS PTS development with SWOT analysis results in this condition formulate a strategy aggressive to always keep ahead in the leading position by implementing and executing growth strategies.

Keywords: SWOT, and Performance

MNJ-003	ANALISIS KOMPARASI INTENSI KEWIRAUSAHAAN DOSEN DAN MAHASISWA	<p>Hujjatullah Fazlurrahman, S.E, M.B.A. Universitas Negeri Surabaya Fazlurrahman23@gmail.com</p> <p>Hafid Kholidi Hadi, S.E., M.SM. Universitas Negeri Surabaya hafid_kholid@yahoo.com</p>
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Abstract – This study aims to identify the determinants of entrepreneurial intentions on the faculty and students of the Faculty of Economics one public university in Surabaya. Four independent variables used to predict the entrepreneurial intentions. The fourth variable is the need for achievement, locus of control, self-efficacy, and the readiness of the instrument. With a sample size of 60 people, the study found that of the variable need for achievement and locus of control on the lecturer and students are not a factor to be entrepreneurial significantly. Whereas self-efficacy variables and instrumental readiness is a factor for entrepreneurial intentions on lecturer, but the students will not be a factor for entrepreneurial intentions.

Keywords: need for achievement, locus of control, self-efficacy, readiness of the instrument, entrepreneurial intentions

MNJ-004	ANALISIS POTENSI USAHA DAERAH PENGIRIM TKI DI MALANG	<p>Sri Wahjuni Latifah Fakultas Ekonomi& Bisnis Universitas Muhammadiyah Malang yuni.latifah14@gmail.com</p> <p>A. Waluya Jati jati67@yahoo.com</p> <p>Erna Retno R Erna_retna@yahoo.co.id</p>
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Abstract – Research on the analysis of potential business in this TKI at district Donomulyo Malang. The purpose of this research is to know the characteristics of the former TKI social aspects, culture and economy. Further is analyzing the potential of natural resources and supporting resources providing information fundamental to strategy the development. Further, makes informatian about the factors are considered in the investment decision making in the area.

Respondent to this study is TKI, government officials, and Manager of KUD. The data are collected with interviews, questionnaires, FGD and copy related data. Data analysis was performed with several stages, : analysis of validit, reliabilitas discriptive statistical analysis and analysis Cluster of matrix. Next domain analysis is conducted to determine the factors that need to be considered in making investment decisions.

The results showed that TKI Donomulyo Malang has characteristics social, cultural and economic was highly. In accordance with the characteristics skill of former TKI and its natural resources the the potential of the relevant business is supporting the Tourism Beaches and Cave.

Keywords: characteristics of TKI, SDA, business development

MNJ-005	ANALYSIS OF TECHNOLOGY READINESS AND TECHNOLOGY ACCEPTANCE OF GEODESY STUDENT IN USING INA GEOPORTAL	Rorim Panday Bhayangkara Jaya University, Management, Jakarta, Indonesia indripan@gmail.com
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Abstract – Spatial information system has been widely used for a variety of spatial planning. The planning can be done on a google map. But, on google map, information is still limited. Indonesia has already a system similar to google maps called Ina Geoportal, which covers an area of Indonesia only. In this system anyone can use for a spatial information system and can be shared to other users. Ina Geoportal created web-based and Arc GIS based. One user of Ina geoportal is Geodesy education. Because Ina Geoportal with regard to the application of IT, it is interesting to study how the level of technology readiness and technology acceptance of Geodesy students especially with the use of Ina geoportal. For this study conducted at sample of Geodesy students of Pakuan University as many as 100 students by using a questionnaires developed from questionnaires Parasuraman and Davis. For data processing to test the validity, reliability and Path analysis using SPSS ver.17 and Amos ver 18 software. Results from this study indicate Optimism and Innovativeness factors are high enough; and significant influence on technology acceptance. While the inhibitors factors of insecurity and discomfort are also quite high, but do not affect to the technology acceptance. The effect of technology acceptance on the usage level of Ina geoportal is very low (5.1%). Based on this, Ina geoportal usage rate is not only influenced by the technology readiness and technology acceptance, but can also be caused by other factors, which are discussed in this paper.

Keywords: technology readiness, technology acceptance, Ina geoportal, geographic information systems

MNJ-006	APLIKASI SIX SIGMA PADA PENGUJIAN KUALITAS PRODUK UMKM: KASUS PADA HAZCLOTHING BANDUNG	Umi Kaltum FEB UNPAD umi.kaltum@gmail.com Riantari Tisna MM FEB UNPAD Riantari.tisna@gmail.com
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Abstract – The competition in an industry, requires every company to provide the best for its customers. Quality is one of the guarantees to be given to consumers. Hazclothing a garment company which is one of the Micro, Small and Medium Enterprises (SMEs) in the city of Bandung. Currently Hazclothing product quality is still a shortage. The achievement of quality must meet the required standards, and minimize the number of defects that occur in the production process in order to save costs, time and effort that will achieve customer satisfaction.

The purpose of this study was to measure the DPMO and sigma level at CV. Hazclothing and determine the type and cause of the dominant defect in the manufacture of shirts or T-shirts. Determine improvements to be made to improve the production of convection in Hazclothing.

The method used is descriptive survey and processing of data referring to the principles contained in the Six Sigma method. Data collected by direct observation and interviews with the owners and staff Hazclothing. Processing data in accordance with the stages of Six Sigma is the DMAIC process.

The results showed that the assessment of quality with six sigma method on Hazclothing, generating sigma for 4.124, where the value is quite high so it shows the quality of Hazclothing high quality shirt. Repair process is done is to check the fabric before production begins, select reliable suppliers, conduct employee training, do control the sewing process, and re-setting the sewing machine

Keywords: Six Sigma, Quality, SMEs, DMAIC.

MNJ-007	BENARKAH BANK SYARIAH BERBEDA DENGAN BANK KONVENSIONAL, PERSPEKTIF KEUNGGULAN BERSAING	<p>Surachman Surjaatmadja</p> <p>STIE INDONESIA BANKING SCHOOL e-mail: surachman.surjaatmadja@ibs.ac.id</p> <p>Ahmad Adriansyah</p> <p>STIE INDONESIA BANKING SCHOOL e-mail : ahmad.adriansyah@ibs.ac.id</p>
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Abstrak – Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan yang signifikan antara bank yang menggunakan prinsip syariah dan konvensional. Dilihat dari perspektif keunggulan kompetitif, tidak selayaknya kedua prinsip ini di perdebatkan mana yang lebih unggul. Karena sumber keunggulan kompetitif yang dijadikan dasar dalam industry perbankan lebih diutamakan modal perusahaan. Dari sisi Modal ternyata berbeda secara signifikan bahwa semakin besar modal yang dimiliki semakin memiliki keunggulan bersaing. Oleh karena itu apabila Syariah menginginkan keunggulan dalam bersaing selain harus memiliki modal yang besar, dapat juga melalui sumber-sumber keunggulan lain seperti inovasi, kemampuan menyerap dan mendayagunakan kemampuan yang berasal dari factor eksternal serta memiliki budaya organisasi yang kuat. Penelitian dilakukan pada Bank umum yang berjumlah 120 buah. Kuesioner dikirimkan kepada semuanya, data yang kembali 49 bank (respon rate 39%). Walaupun hanya 49 bank, namun dari perspektif modal, sudah mewakili 52% bank di Indonesia. Dari segi sebarannya, sampel penelitian sudah mewakili semua kelompok pada bank Umum, baik bank BUMN, Swasta, Bank Asing, Bank Campuran, Bank Syariah, BPD, Bank Devisa-Non Devisa, Bank terbuka, maupun bank Besar, bank sedang dan bank kecil. Unit analisis bank sebagai sebuah organisasi. Unit observasi adalah tim manajemen puncak. Metode penarikan sampel non probability sampling dengan judgement sampling dan simple random sampling, kemudian sensus dengan jumlah bank 120 bank umum. Prosedur pengumpulan data menggunakan kuesioner yang dibangun berdasarkan konstruk pada variable keunggulan kompetitif, kinerja inovasi, kemampuan daya serap perusahaan dalam memberdayakan informasi factor eksternal dan budaya organisasi. Modal Bank diperoleh dari data sekunder pada tahun 2013.

Kata Kunci : keunggulan bersaing, kinerja inovasi, kemampuan daya serap perusahaan, budaya organisasi, industri perbankan konvensional dan syariah di Indonesia.

MNJ-008	BLUE BLOOD MADURA IN ORGANIZATIONAL STRUCTURE AND THE ECONOMIC COMMUNITY EDUCATION	<p>Amaliyah Asad</p> <p>amaliyah3@yahoo.com (mobile +62818102771; Fax +62313534500)</p>
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Abstract – Blue blood is synonymous with power and strength. However, it does not mean they were king's descendant. In the context of Madura, the blue blood of people who have the opportunity to affect other people and the surrounding environment as a result of its strength and power, and this study focuses on the economic and educational force in the structure of social organization. Nobility or blue blood in Madura can be divided into three social classes or organizations, namely klébut (village head), skipper tobacco, and kéyaé (kiyai).

Opportunity to get better education and economic prosperity is measured from the peerage. However, in terms of confidence to be very charismatic noble and respected and obeyed by ordinary Madurese community is kéyaé (kiyai). This is because, Madura was upholding Islamic law in their lives, both social and individual.

Meanwhile, the education of the nobility Madura, are compulsory required, especially faith-based education in boarding school. Being a person who understands the religion of religious education quality will be accepted as a figure used as a place to ask, as well as well as a patron who obeyed and respected each spoken. However, compared to education, ownership of the property or otherwise prosperous in economic life, the nobility would tune in a higher class, although it can not match the position of kiyai

MNJ-009	CUSTOMER BASED BRAND EQUITY PRODUK UMKM: ANALISIS VARIABEL ANTESEDEN DAN KONSEKUENSI	Hartini, Sri. Departement Management FEB Universitas Airlangga hartini_unair@yahoo.com
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Abstract – Penelitian ini bertujuan untuk mengkaji dan menganalisis proposisi- proposisi hubungan antar variable terkait Customer Based Brand Brand Equity (CBBE) pada produk UMKM. Dalam studi ini selain membahas hubungan antar komponen dalam brand equity juga dibahas variable anteseden dan konsekuensi dari brand equity tersebut. Hasil studi ini diharapkan dapat menjelaskan relationship antar variabel tersebut tersebut. Dalam studi ini digunakan pendekatan kuantitatif hypothetical analysis sesuai proposisi dari hasil penelitian kualitatif pada studi sebelumnya. Adapun variable yang digunakan dalam studi ini antara lain variable promosi, karakteristik konsumen, brand awareness, brand image, perceived quality dan brand attachment, harga, behaviour loyalty.

Populasi dalam studi ini adalah konsumen yang pernah mengkonsumsi produk bermerk yang dihasilkan UMKM. Dalam studi ini digunakan survey dengan 180 responden. Digunakan accidental sampling method dalam penentuan sampel yang digunakan. Adapun teknik analisis yang digunakan adalah SEM.

Hasil penelitian menunjukkan bahwa dari 20 hipotesis, terdapat 3 hipotesis yang tidak diterima yaitu brand awareness tidak berpengaruh terhadap behavior loyalty, Harga tidak memoderasi hubungan brand awareness terhadap behavior loyalty dan harga juga tidak memoderasi hubungan brand attach terhadap behavior loyalty.

Keyword: brand equity, behavior loyalty

MNJ-010	DINAMIKA KOMUNIKASI POLITIK DI KASKUS PADA PERIODE KAMPANYE PEMILIHAN PRESIDEN 5 JUNI – 5 JULI 2014 (Studi pada Aktifitas Kaskuser dalam Pemilihan Presiden 2014)	Muhammad Muhtadin Kholil Program Studi Magister Sains Manajemen Universitas Airlangga – Surabaya Gancar Candra Premananto Program Studi Magister Sains Manajemen Universitas Airlangga – Surabaya
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Abstract – General elections is a requisite in democratic system. In the seventh presidential election of Indonesia in 2014, started a lot of use of social networking media such as facebook, twitter, etc. An internet forum such as Kaskus is one of effective communication tool in persuade voter. In a relatively short time, social media can gather a lot of followers in a low budget. The use of social media by volunteers and supporters not only as a mean of promoting the candidate of president and vice-president, but also conducted black campaign and negative campaign to attack and bring down the rival. Dynamics of social networking community has characteristics of: liquid condition, huge individual freedom, could be used by anyone and for any interest. Kaskus has interactive and very diverse expression as a social networking site. Kaskus loaded with dynamics of force that can cause changes in the livelihood of the concerned society. The purpose of this study is determining how the dynamics of political communication of one of president candidate, Joko Widodo, on Kaskus forum at the presidential election campaign period (5 June to 5 July 2014). The research method used was qualitative method with content analysis. The study concludes that the result of political communication obtained from social media can only generate trust of voters but not as a winning factor.

Keywords: Political marketing, social media, Jokowi

MNJ-011	DOMINASI DETERMINAN PENDAPATAN UMKM SEKTOR JASA DAN PERDAGANGAN DI KABUPATEN JEMBER	Hari Sukarno Fakultas Ekonomi Universitas Jember harisukarno2003@gmail.com Hadi Paramu Hadiparamu.feunej@yahoo.co.id Yeni Hilma Dwiyantri yenidwiyantri18@gmail.com
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Abstract – Tujuan riset ini adalah mengkaji peran aspek modal awal, hutang, aset, dan aspek orientasi kewirausahaan sebagai determinan pendapatan UMKM sektor jasa dan perdagangan di Kabupaten Jember. Kajian detilnya diarahkan pada dominasi diantara ke-empat aspek tersebut. Penelitian ini merupakan penelitian hypothesis testing. Populasi penelitian ini adalah UMKM sektor jasa dan perdagangan yang terdaftar pada BPS di Kabupaten Jember. Oleh karena lokasi anggota populasi tersebar di berbagai kecamatan di Kabupaten Jember maka sangat beralasan untuk menggunakan sampel penelitian. Seleksi anggota sampel penelitian menggunakan purposive sampling untuk menentukan kecamatan sampel dan convenience sampling digunakan untuk mendapatkan responden yang bersedia memberikan informasi terkait usahanya. Analisis yang digunakan adalah multiple regression analysis, dimana sebagai variabel dependen adalah Pendapatan, sedangkan sebagai variabel independen adalah modal awal, Utang, Aset, Inovasi, Keproaktifan, dan Pengambilan Risiko. Variabel yang menentukan pendapatan adalah variabel aset, inovasi, dan keproaktifan. Variabel modal usaha, utang, dan pengambilan risiko tidak dapat menentukan tinggi rendahnya pendapatan UMKM sektor jasa dan perdagangan di Kabupaten Jember. Variabel aset dan keproaktifan berpengaruh positif terhadap pendapatan, sedangkan variabel inovasi berpengaruh negatif terhadap pendapatan. Variabel yang paling dominan menentukan variabel pendapatan adalah variabel aset. Hal ini membuktikan bahwa pelaku UMKM lebih memanfaatkan aset untuk meningkatkan pendapatannya.

Keywords: UMKM, inovasi, keproaktifan, risiko, multiple regression analysis

MNJ-012	ENERGIZING ENTREPRENEURIAL ECOSYSTEMS IN INDONESIA	Leonardi Lucky Kurniawan Politeknik Ubaya, Surabaya
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Abstract – Entrepreneurship has received significant attention over the past decade. Entrepreneurial ecosystems represent a conceptual framework designed to foster economic development via entrepreneurship, innovation and small business growth. The creation of sustainable entrepreneurial ecosystems requires attention to a range of factors and they should be allowed to form organically.

This paper stems from an observation that many programs for entrepreneurship development in Indonesia run as individual programs and are very prone to poor coordination with other institutions or support systems. The paper aims to support policy makers and practitioners in setting up new entrepreneurial ecosystems and may also lend itself to becoming a trigger point for future research on entrepreneurial ecosystems which is still scarce. The conclusion of the paper leads towards effective strategies and policies which foster and leverage entrepreneurial ecosystems in Indonesia.

Key words: entrepreneurial ecosystems, entrepreneurship development, effective strategies and policies

MNJ-013	ENVIRONMENT FRIENDLY PRODUCTS: FACTORS THAT INFLUENCE THE GREEN PURCHASE INTENTION OF PURWOKERTO CONSUMERS	Wira Bobby Setya Raharja Fakultas Ekonomi dan Bisnis UNSOED Purwokerto wirabobbysetya@yahoo.co.id Agus Suroso Fakultas Ekonomi Dan Bisnis UNSOED Purwokerto roso.fe2014@gmail.com
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Abstract – Pada masa kini., orang menjadi lebih peduli terhadap pembelian hijau karena tumbuhnya kesadaran untuk perlindungan lingkungan. Pembelian hijau pada dasarnya adalah membeli produk yang ramah lingkungan. Penelitian ini dilakukan untuk menemukan dampak dari kepedulian lingkungan pelanggan, pengetahuan lingkungan dan citra hijau organisasi terhadap niat pembelian hijau. Model penelitian ini adalah meneliti konsekuensi dari variabel prediktor (kepedulian lingkungan, gambar hijau organisasi dan pengetahuan lingkungan) pada variabel ini (minat pembelian hijau) dengan efek moderasi dari persepsi harga dan persepsi kualitas produk. Metodologi penelitian adalah kuantitatif dan pendekatan adalah survei. Teknik purposive sampling berasal dari teknik probability sampling. Jumlah sampel 169 konsumen di Purwokerto yang menggunakan AC usia minimal 20 tahun. Hasil studi merekomendasikan bagi manager dapat merumuskan strategi green marketing yang efektif berdasarkan hasil riset ini.

Keywords: Minat beli hijau, Perhatian lingkungan, Pemahaman lingkungan, Pengetahuan lingkungan, Organisasi citra hijau, Persepsi harga produk, Persepsi kualitas produk.

MNJ-014	FAKTOR- FAKTOR YANG MEMPENGARUHI KEBANGKRUTAN PADA INDUSTRI DASAR DAN KIMIA DI INDONESIA	Farah Margaretha Fakultas Ekonomi Universitas Trisakti farahmargaretha@gmail.com Indah Fakultas Ekonomi Universitas Trisakti farahmargaretha@gmail.com
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Abstract – Insolvent condition in a company will be a serious problem because if a company really have an insolvency or experiencing problems in company's financial condition. It should be a concern because financial distress can lead insolvency company. The Purpose of this study is to determine the impact of factors such capital intensity, firm size, profitability, liquidity and growth opportunity on financial distress.. Population and sample on this research are basic industry and chemicals and miscellaneous industry companies which listed in BEI 2009-2013. Descriptive analysis, hypoteses and discriminant analysis test. Factors such as profitability and growth opportunity have significant impact to financial distress. This research is also argued capital intensity, firm size and liquidity have insignificant impact to financial distress.

Keywords: Altman Z-Score, Capital Intensity, Financial Distress, Firm Size, Growth Opportunity, Liquidity, Profitability

MNJ-015	HUBUNGAN DEGRADASI LINGKUNGAN DAN PERTUMBUHAN EKONOMI: KASUS INDONESIA	<p>Wilson Rajagukguk Program Pasca Sarjana Universitas Kristen Indonesia JL Mayjen Sutoyo No. 2, Cawang, Jakarta Timur, DKI Jakarta 13630, Indonesia, +62 21 8009190 email: wrajagukguk@yahoo.com</p>
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Abstract – Penelitian ini bertujuan untuk menganalisis hubungan antara degradasi lingkungan dan pertumbuhan ekonomi dan sebaliknya dalam perspektif runtun waktu di Indonesia. Indikator yang digunakan untuk degradasi lingkungan adalah emisi karbon dioksida (CO₂) dan untuk pertumbuhan ekonomi adalah produk domestik bruto (PDB). Data dianalisis dengan menggunakan analisis regresi linier berganda dengan membentuk dua model ekonometri. Model pertama adalah pertumbuhan ekonomi merupakan fungsi dari keterbukaan ekonomi, angkatan kerja, modal manusia dan emisi CO₂. Model kedua adalah emisi CO₂ merupakan fungsi dari investasi, PDB per kapita, keterbukaan ekonomi, dan banyak kendaraan per 1.000 penduduk. Analisis grafis juga dilakukan untuk mempelajari model kurva lingkungan Kuznets (Environmental Kuznets Curve (EKC) di Indonesia. Hasil analisis menunjukkan bahwa emisi CO₂ berhubungan dengan PDB. Hasil penelitian menunjukkan bahwa Emisi CO₂ dan pertumbuhan ekonomi saling berpengaruh positif. Pertumbuhan ekonomi dipengaruhi oleh emisi CO₂ dan sebaliknya Emisi CO₂ dipengaruhi secara positif oleh pertumbuhan ekonomi di Indonesia. Di Indonesia belum terjadi titik balik dalam EKC. Masih terjadi peningkatan emisi CO₂ seiring dengan pertumbuhan ekonomi. Hasil studi menunjukkan bahwa Indonesia tidak mengekang emisi CO₂. Terlihat dari hasil ekonometri bahwa pertumbuhan ekonomi dan aktivitas manusia berdampak secara negatif pada lingkungan.

Kata kunci: Emisi CO₂, pertumbuhan ekonomi, Environmental Kuznets Curve (EKC), dampak terhadap lingkungan, Indonesia

MNJ-016	HUBUNGAN LEARNING TO KNOW, LEARNING TO DO, LEARNING TO BE, LEARNING TO LIVE TOGETHER IN PEACE AND HARMONY SEBAGAI PEMBENTUK KARAKTER MORAL BANGSA	<p>Ferryal Abadi Fakultas Ekonomi, Kalbis Institute ferryal.abadi@kalbis.ac.id</p> <p>Ika Suhartanti Darmo Fakultas Ekonomi, Kalbis Institute Ika.darmo@kalbis.ac.id</p>
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Abstract – Korupsi dimana-mana, perilaku masyarakat di jalanan banyak yang tidak tertib, bahkan institusi pendidikan sebagai ujung tombak perubahan perilaku masyarakat tidak mampu merubahnya dan ada yang terlibat dalam perilaku yang tidak patut di contoh seperti ijasah palsu dan gelar palsu. Institusi pendidikan sebagai organisasi pembelajar harusnya mampu merubah perilaku masyarakat. Indonesia sebagai negara dengan jumlah penduduk yang besar bisa unggul menciptakan sumber daya manusia yang berkulitas. Korea, Jepang dan Singapura adalah contoh negara-negara yang mampu menginvestasikan agar sumber daya mereka berkuliatas dan unggul dan terbukti saat ini mereka menjadi negara yang maju. Paper ini ingin memberikan suatu gambaran bahwa dengan learning to know, learning to do, learning to be, learning to live together in peace harmony bisa membentuk suatu karakter moral bangsa dan merubah kualitas sumber daya manusia. Kualitas bangsa yang baik akan tercermin didalam perilaku masyarakat sehari-hari.

Keywords: Learning to know, learning to do, learning to be, learning to live togethher in peace ad harmony, learning organization.

MNJ-017

**IMPLEMENTASI MODEL PENINGKATAN
PRODUKSI DAN PEMASARAN KOMODITAS
KEDELEI DI DAERAH TRANSMIGRASI JAWA-
SUNDA DATARAN BULAN SEBAGAI UPAYA
PERBAIKAN PENDAPATAN PETANI DI
KABUPATEN TOJO UNA-UNA PROVINSI
SULAWESI TENGAH**

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Abstract – Short-term goals of continued research 2nd year are: Implementation of the model of activities and programs to increase production, marketing, and soybean farmers' income in transmigration areas of Java Sunda Plain month as efforts to improve farmer incomes in Tojo Una-Una. Implementation of this model is necessary given the results the previous year (2014) showed that farmers transmigration of Javanese Sundanese Plains Month not optimal in soybean cultivation technology so that the average yield achieved relatively low, reaching 1,077 tons per hectare.

Based on the results of the study, the overall mean value of 5 five variables included in the category enough. This indicates that the implementation of the model of production deficits improve not optimal. For example Sukamaju village turned out to need repair facilities and infrastructure ranked first while ranking which has the lowest value of five variables, namely improvement in the amount of (amount of power, frequency) visits FEA. By contrast, in the village of Wanasari, fixes the number of extension workers (amount of power and frequency) ranked first, but the lowest ranking is price improvement. This suggests that intensive assistance from tanaga extension and improvement of the price is an important factor for motivating farmers in developing soybean farming.

Results of multiple regression test showed that the implementation of the model variables P 5 are: (1) Repair facilities and infrastructure; (2) Improved soybean prices and production input prices for farmers; (3) Improved cultivation technology; (4) Improvements number of extension workers and (5) Repair and improvement of access to financial institutions has contributed influence amounted to 43.40% against an increase in soybean production. And the greatest influence kontribusi of 5 variables, namely: improved number of extension workers as energy assistance in the application of technology, improvement of price and production input prices.

Furthermore, production results achieved in the implementation of the pilot project with the application of technology of cultivation in the village Sukamaju showed significant results are: 1.8 ton / 0.75 ha or 2.4 tonnes / ha, using the seeds Anjasmoro, the estimated water content was obtained 7 - 10%. Thus, the results obtained by the farmers with farming systems that rely on habit during this increment 1,323 tonnes / ha. (2.4 tons - 1,077 tons).

Keywords: Production, Marketing, and Revenu

MNJ-018	KEBERHASILAN USAHA IKM MAKANAN RINGAN BERBASIS MOTIVASI USAHA DAN KEMAMPUAN USAHA PRIANGAN TIMUR	<p>Dwi Gemina Fakultas Ekonomi Universitas Djuanda Bogor E-mail: dwigemina@gmail.com</p> <p>Endang Silaningsih sila_endang@yahoo.com</p> <p>Erni Yuningsih erni.yuningsih@unida.ac.id</p> <p>Lucky Hikmat Maulana lucky.hikmat.m@unida.ac.id</p>
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Abstract – The research objectives are: 1) Analyzing the relation between business motivation, entrepreneur ability and success of the business; 2) Analyzing the affection of business motivation and entrepreneur ability to business success both partially and simultaneously; 3) Analyzing the driving and inhibiting factors of the SME business success. The research methods used is survey and the research forms are descriptive and verification research. The research objects are 150 manager IKMs of small medium snacks food industry. Therefore, enclosed questionnaire conducted prior the testing of path analysis. The study result shows that the relationship between business motivation and entrepreneur ability have a strong positive direction; business motivation relationship is directly proportional to the success of the business and it categorized as strong category; the entrepreneur ability relationship with the success of the business is in the strong positive direction; partially, weather business motivation to business success and entrepreneur ability to business success are influential, therefore there are no inhibiting factors to the business success; simultaneously, business motivation and entrepreneur ability to business success influential at 56.5% and the remaining 43.5% influenced by other factors out of the study.

Keywords: Business Motivation, Entrepreneur Ability and Business Success

MNJ-019	KESIAPAN UMKM JAWA TIMUR DALAM MENGHADAPI PERSAINGAN DALAM ASEAN ECONOMIC COMMUNITY (AEC) 2015	<p>Elsye Tandelilin, SE, MM Faculty of Business and Economics Management Department Universitas Surabaya Email : elsgh@yahoo.com</p>
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Abstract – The purpose of this study is to describe the profile of SMEs in East Java, which only identified a single construct with two sides of perspective, benefits and problems. The method used is descriptive qualitative, using purposive sampling techniques. Data collection techniques are questionnaire, deep interviews and field observations. This research will give a huge benefit to other researchers to discover more about SMEs entrepreneur. The results also give informations that useful for further researcher to analyze business problems and try to solve it. The results showed that the majority of entrepreneurs are male with average tenure of business less than three years. The most interested business sector is food and drink with average monthly revenues of 1 - 5 million rupiahs. In addition to having various advantages such as creativity, the courage to bear the risk, flexibility and autonomy in business management and easiness to meet the customer needs and wants. SMEs also have a variety of problems, among others, the difficulty of capital, poor management, wrong mind set, weak networking, lack of legal status and lack of knowledge. All the SMEs problems must be solve immediately and integrated among three parties, entrepreneurs, government and society. All the problems of SMEs causing them not able to compete in the AEC 2015

Keywords: Entrepreneurship, Entrepreneurs, SMEs

MNJ-020	MANAGERIAL PREROGATIVE: SEPELEMPARAN BATU BELAKA ?	Ahmad Rizki Sridadi Fakultas Ekonomi dan Bisnis, Universitas Airlangga ahmadrizkisridadi@yahoo.com
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Abstract – Managerial prerogative that is inherent in the dominance of company top management has the problems in itself pertinent to conceptual aspect with practical implication. Therefore, this article aims at analysing conceptually the extent of managerial prerogative and the origins of the managerial prerogative. Research method that is used towards this analysis is literature study. Theoretically, managerial prerogative hold conflicts concerning unitarism, pluralism, individualism, and collectivism that subsequently causing diversified implementation due to the influence of those relevance concepts particularly related to management style and the extent of worker participation which is mirrored in collective agreement and the effectiveness of union practices with prosperity orientation. Besides, the concept of managerial prerogative finds its theoretical basis on the sources, namely: agency theory, corporate governance, utilitarianism concept of justice, and doctrines of corporate law enveloping fiduciary duty, ultra vires, and business judgement rule, and furthermore these sources become the novelty of this research.

Keywords: managerial prerogative, unitarism, pluralism, corporate governance, doctrines of corporate law

MNJ-021	MANAJEMEN STRATEGIS PENINGKATAN KUALITAS PELAYANAN PUBLIK DAN OPTIMALISASI PENERIMAAN PENDAPATAN ASLI DAERAH DI KOTA PALEMBANG	Hardiyansyah Universitas Bina Darma hardiyansyah@mail.binadarma.ac.id Mukran Universitas Bina Darma mukran_roni@mail.binadarma.ac.id
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Abstract – Penelitian ini bertujuan untuk menemukan strategi peningkatan kualitas pelayanan publik dalam rangka optimalisasi pendapatan asli daerah. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Melalui metode ini diharapkan berbagai fenomena dan fakta di lapangan dapat diungkapkan secara mendalam dan komprehensif. Sedangkan metode analisis yang digunakan adalah metode deskriptif dengan pendekatan manajemen strategis melalui analisis internal dan eksternal organisasi. Teknik pengumpulan data dilakukan dengan observasi ke lapangan, melakukan wawancara mendalam kepada informan dan selanjutnya, hasil observasi dan wawancara mendalam ditindaklanjuti dengan pengecekan pada literatur dengan melakukan studi dokumentasi. Hasil penelitian diperoleh tiga strategi: (1) Memanfaatkan kesesuaian visi-misi, IPTEK, dan regulasi untuk peningkatan kualitas pelayanan publik dan optimalisasi penerimaan pendapatan asli daerah (PAD); (2) Peningkatan kualitas SDM aparatur dengan memanfaatkan kondisi ekonomi, sosial, politik yang baik dan stabil; (3) Memanfaatkan media teknologi informasi dan komunikasi untuk meningkatkan jumlah investor guna peningkatan kualitas pelayanan dan penerimaan PAD.

Keywords: manajemen strategis, pelayanan publik, pendapatan asli daerah

MNJ-022

**MENINGKATKAN DAYA SAING USAHA
LOKAL INDONESIA MENGHADAPI
MASYARAKAT EKONOMI ASEAN 2015**

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Abstract – Adanya kesepakatan Masyarakat Ekonomi ASEAN (MEA) 2015 dapat menjadi tantangan sekaligus peluang bagi pelaku usaha lokal Indonesia. Dibukanya pasar bebas ASEAN 2015 membuka kesempatan pelaku usaha di Indonesia untuk melakukan aktivitas ekspor ke sembilan negara anggota ASEAN lainnya. Kesempatan ini dapat dijadikan peluang untuk memperluas daerah pemasaran produk-produk asli Indonesia. Di sisi lain, Pasar bebas ekonomi ASEAN akan memberi kesempatan kepada pengusaha dan perusahaan dari luar negeri di kawasan Asia Tenggara untuk memasarkan produknya di wilayah Indonesia dengan bebas dan bersaing dengan pengusaha lokal dalam negeri. Secara umum semua pelaku usaha lokal Indonesia sudah harus mulai mempersiapkan diri dan meningkatkan daya saing agar tidak tergilas oleh produk asing dan menjadi penonton di negeri sendiri. Kondisi ini dapat diperburuk oleh kebiasaan konsumen Indonesia yang lebih senang menggunakan produk dari merek-merek luar negeri. Penelitian ini akan memberikan solusi bagaimana cara meningkatkan daya saing usaha lokal Indonesia menjelang dibukanya pasar bebas ASEAN 2015.

Keywords: daya saing, usaha lokal Indonesia, masyarakat ekonomi ASEAN

MNJ-023

**MEMBANGUN MUTU PERGURUAN TINGGI
MELALUI PENGELOLAAN PERILAKU
CYBERLOAFING PADA MAHASISWA**

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Abstract – University continues to try to improve their quality, one of which is marked by the abundant availability of internet services that can provide convenience to all parties involved in the campus. On the other hand, the use of information technology also has negative impact on users of the technology itself when the user is not using it for the sake of job, and the deviant behavior is called cyberloafing/cyberslacking. This behavior occurs more frequently for employees when they are do not focus with their job on the office, while for the students, they are do not focus with the material that is being taught in class. However, the internet facilities provided by the university is intended to facilitate and assist students in the learning process and the progress of technology owned by students on their personal gadgets also aims to help the students. Therefore, it is necessary to anticipate how cyberloafing behaviors are likely to arise in the learning process becomes more manageable positive use by students. In this regard, the needs are to be formed through a process of personality possessed by each individual. There are some personality characteristics that can make the behavior of cyberloafing be reduced and have a positive impact, such as self-regulation, self efficacy, the conscientiousness and achievement orientation. The university could provide some students activities and programs to develop the personality characteristics that leads to the formation of the personality characteristics therefore when students are dealing with the advancement of internet technology in this case, they will know what to do.

Keywords: cyberloafing, students, university, behavior

MNJ-024	MERUMUSKAN MODEL KLASIFIKASI KEGAGALAN BISNIS USAHA MIKRO, KECIL, DAN MENENGAH DI INDONESIA	Herlina Yoka Roida Faculty of Business – Widya Mandala Catholic University Surabaya, Indonesia Jl. Dinoyo 42 – 44 Surabaya Indonesia Phone 62-31-5678478 ext 122 N. Agus Sunarjanto Faculty of Business – Widya Mandala Catholic University Surabaya, Indonesia
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Abstrak – This research briefly draws business failure classification as an application of early warning system. Business failure identification could detect business failure of small medium enterprises (SMEs). This research aims to model business failure classification that fit with SMEs in Indonesia based on developing countries experiences. Using 2009-2010 data, panel data regression is employed taking into account potential variables which influence cash flows based on insolvency of SMEs. As a result, only profitability ratio (EAT/Total Assets) and liquidity ratios (Quick ratio/Inventory and current Assets/Total Assets) that impact business failure of SME, respectively.

Keywords: failure, non-failure, discriminant analysis, small medium enterprises

MNJ-025	MODEL IMPLEMENTASI STRATEGI SEBAGAI DETERMINAN KINERJA PERUSAHAAN	Dra. Friska Sipayung, MSi Fakultas Ekonomi dan Bisnis USU sipayung.friska@yahoo.com Drs. Liasta Ginting, MSi liastaginting@gmail.com Dra. Lucy Anna, MS lusyanna51@gmail.com
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Abstract – Setiap organisasi baik yang berorientasi laba maupun tidak, yang berorientasi produk, berorientasi jasa, pemerintahan, swasta atau bahkan olah raga, harus merumuskan dan mengimplementasikan strategi yang tepat agar berhasil. Disamping itu lingkungan bisnis baik internal dan eksternal yang sangat dinamis dan kompleks juga membutuhkan strategi bisnis yang tepat untuk mempertahankan eksistensi perusahaan. Fokus penelitian manajemen strategik mengalami pergeseran dari perencanaan strategi ke implementasi strategi. Implementasi strategi jauh lebih penting daripada formulasi strategi. Namun demikian, masih sedikit penelitian mengenai kerangka implementasi strategi untuk meningkatkan kesuksesan organisasi. Diskusi mengenai implementasi strategi semakin populer, sejalan meluasnya kesadaran bahwa implementasi strategi jauh lebih penting daripada formulasi strategi. Kaplan and Norton (2008) menunjukkan kesadaran manajemen puncak, praktisi dan peneliti bahwa organisasi semakin mudah memformulasikan strategi, namun masih kesulitan untuk memastikan strategi menjadi aksi nyata.

Penelitian ini mencoba menemukan model implementasi strategi sebagai determinan kinerja perusahaan, menganalisis pengaruh kualitas tahapan implementasi strategi terhadap kesuksesan implementasi strategi dan kinerja perusahaan serta menemukan model untuk mengaudit dinamika kapabilitas perusahaan dan memprediksi keberhasilan implementasi strategi bagi perusahaan. Penelitian dilaksanakan pada 30 perusahaan dari berbagai bidang industri. Analisis data dilakukan dengan menggunakan metode statistik yaitu dengan Structural Equation Modeling (SEM) dan Partial Least Square.

Hasil penelitian menunjukkan bahwa faktor kualitas tahapan implementasi strategi dan faktor kapabilitas pendukung implementasi strategi berpengaruh signifikan terhadap kesuksesan implementasi strategi, dan kesuksesan implementasi strategi berpengaruh signifikan terhadap kinerja perusahaan.

Kata kunci : manajemen strategik, implementasi strategi, kinerja perusahaan

MNJ-026	MODEL INTENSI BERWIRAUSAHA	<p>Dr. Tony Wijaya.,MM Fakultas Ekonomi UNY Tony@uny.ac.id</p> <p>Dr. Santi Budiman.,MM STIE IEU</p>
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Abstract – Penelitian yang dilakukan bertujuan menguji model intensi berwirausaha, secara khusus penelitian yang dilakukan bertujuan menguji pengaruh sikap berwirausaha terhadap intensi berwirausaha, pengaruh kecenderungan mengambil risiko terhadap sikap berwirausaha dan pengaruh efikasi diri terhadap kecenderungan mengambil risiko.

Sampel dalam penelitian ini mahasiswa yang tersebar di Yogyakarta. Metode pengambilan sampel secara purposive dengan kriteria mahasiswa semester akhir atau sedang menyelesaikan tugas akhir. Analisis data menggunakan structural equation modelling (SEM) dibantu dengan program AMOS.

Hasil analisis menunjukkan secara menyeluruh model yang diuji fit dan secara parsial sikap berwirausaha berpengaruh terhadap intensi berwirausaha, kecenderungan mengambil risiko berpengaruh terhadap sikap berwirausaha dan efikasi diri berpengaruh terhadap kecenderungan mengambil risiko.

Kata-kata kunci: Intensi berwirausaha, sikap berwirausaha, kecenderungan mengambil risiko, self efficac

MNJ-027	MODEL OPTIMALISASI PENGELOLAAN ZAKAT MAAL MELALUI PENINGKATAN PEMAHAMAN DAN KESADARAN MASYARAKAT BERBASIS BUDAYA LOKAL DALAM MENUNTASKAN KEMISKINAN DI KOTA / KABUPATEN BANDUNG	<p>Hilmiana Faculty Economics and Busines – Padjadjaran University hilmiana@fe.unpad.ac.id</p> <p>Imas Soemaryani Faculty Economics and Busines – Padjadjaran University imas.soemaryani@fe.unpad.ac.id</p>
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Abstract – This study aims to identify factors that affect the awareness of public in understanding and practice regular charity (zakat maal), zakat maal governance, potency zakat maal and model of management optimization of zakat maal. The method used is descriptive qualitative, in order to obtain a description of the institution's profile of zakat.

The potency of zakat and poverty in the study area. The results showed that one of the constraints is not absorbed optimally the potency of zakat maal is the lack of public awareness in paying zakat maal through zakat institution, another factor is the public habit in delivering their zakat to the close relatives. Public awareness to give charity is culturally not affected by whether the neighborhood lived in the neighborhood mosque, madrasa, or not.

Most of the people only know the obligation to pay tithes and do not have knowledge of the obligation to pay zakat maal; not optimal management of zakat by the Institute Amil Zakat thus necessary to develop a "business model" which is effective for improving the reception and distribution of alms from the people.

Keywords: Zakat Maal, Muzaqqi, Amil zakat institutions, The potential zakat maal

MNJ-028	MODEL PAGUYUBAN UNTUK MEMPERTAHANKAN USAHA ENTREPRENEUR COMMUNITY DI KAWASAN PESANTREN KOTA JOMBANG	Wiwik Maryati Fakultas Ilmu Administrasi Unipdu Email: wima08@ymail.com Bambang Setyobudi Fakultas Ilmu Administrasi Unipdu Email: bambsetyo@yahoo.co.id
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Abstract – Competition in a business is that it can not be avoided. To deal with an entrepreneur has the sensitivity required in designing strategies to adapt to the competition in the business environment. This study aims to analyze the state of competition in the entrepreneur community in the pesantren in Jombang city or community model strategies that have been implemented to maintain the business from the competition. This type of research uses descriptive qualitative approach to the study site 3 boarding school in Jombang city namely Darul Ulum boarding Peterongan, Mamba`ul Ma`arif boarding Denanyar and Bahrul Ulum boarding Tambak Beras. Subjects were considered representative of the entrepreneur that same type of effort is the efforts stalls, shops, barandcafe/rental of the community or students as consumers. The results stated that the model was able to minimize the level of community competition with characteristics similar business/the same is happening in the community of entrepreneurs in the boarding area, it can even be a means of mediator between the entrepreneur with stakeholders (policy makers) in boarding school that regarded them as competitors main. This study gives the conclusion that the model of community is the right and appropriate strategies to sustain the business in the boarding area that tends sharp competition level.

Keywords: entrepreneur community, boarding area, the same effort, the model community

MNJ-029	MODEL PEMBELAJARAN ENTREPRENEURSHIP INOVASI UNIVERSITAS ESA UNGGUL	Endang Ruswanti Universitas Esa Unggul Email : endangruswanti@gmail.com Arief Kusuma AP Universitas Esa Unggul Arief Suwandi Universitas Esa Unggul
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Abstract – Tujuan pertama penelitian adalah untuk menyempurnakan materi pembelajaran mata kuliah kewirausahaan yang tepat di perguruan tinggi. Kedua menyempurnakan model pembelajaran kewirausahaan yang tepat diperguruan tinggi. Gap penelitian belum terdapat model pembelajaran kewirausahaan dalam mengajar mata kuliah kewirausahaan di Universitas Esa Unggul, selama ini mata kuliah kewirausahaan yang diajarkan berupa konseptual belum dilengkapi dengan pelatihan dan praktik wirausaha. Melalui identifikasi berbagai tujuan model pendidikan kewirausahaan, mungkin memiliki pemahaman yang lebih mendalam tentang kebutuhan pendidikan kewirausahaan di Indonesia serta pilihan yang lebih inovasi mengenai teknik pengajaran di perguruan tinggi. Studi 1 menunjukkan bahwa mereka menyukai pendidikan kewirausahaan melalui tatap muka, pelatihan jasa gunting rambut, bimbingan membuat proyek kelompok. Studi 2 menguji model pembelajaran kewirausahaan setelah mahasiswa belajar konseptual dan pelatihan home industri. Dalam belajar home industri dibuat kelompok terdiri atas tiga mahasiswa dan mereka belajar produksi snek, menentukan harga jual, membuat merek, kreatifitas dan menjual snek dalam kelas. Pelatihan ini bertujuan agar mahasiswa mandiri berwirausaha. Kontribusi penelitian dengan ditemukan model pendidikan yang tepat di perguruan tinggi, diharapkan dapat mengurangi pengangguran terdidik.

Kata kunci : model pendidikan, entrepreneurshi, universitas esa unggul

MNJ-030	MODEL PEMBERDAYAAN BATIK SEMARANG DALAM RANGKA MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)	<p>Ariati Anomsari Universitas Dian Nuswantoro Semarang ariati_anomsari@yahoo.co.id</p> <p>Hertiana Ikarasi Universitas Dian Nuswantoro Semarang ihertiana@yahoo.co.id</p> <p>Ngatindriatun Universitas Bina Nusantara Jakarta atinudinus@yahoo.com</p>
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Abstract – The establishment of a single market in the ASEAN region which is termed the Asean Economic Community (AEC) has consequences allows the state to sell goods and services easily to other countries throughout Southeast Asia, which in turn makes the region an area of intense competition for its member countries, One of the strengths that Indonesia is a great variety of creative industries grow and develop supporting the national economy. One is batik. This study aims to formulate a model of empowerment Batik Semarang to prepare for the ASEAN Economic Community (AEC) by 2015. This study aims to formulate a model of empowerment Batik Semarang to prepare for the ASEAN Economic Community (AEC) by 2015. The study was done on 17 SMEs Batik Semarang spread in some areas. Method of data collection conducted in this study include questionnaires, focus group discussions (FGD) and in depth interviews. The results obtained are for the ASEAN Economic Community, the formulation of the model empowerment semarang batik SMEs based on the aspects of production, distribution aspect, the aspect of market demand and socio-cultural aspects which consisted of strategy, action acts, related parties, and short-term priorities and long-term priority. Advice that can be given is the need for the involvement and synergy of the various parties (academia, business, government and society) for the purpose of batik artisans Semarang empowerment can be achieved.

Keywords: Batik Semarang, ASEAN Economic Community, Empowerment Model, FGD

MNJ-031	MODEL PENGELOLAAN PENGETAHUAN PENGRAJIN SEPATU DALAM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA) (Kajian Pada Sentra Sepatu Cibaduyut Jawa Barat)	<p>Joeliaty Fakultas Ekonomi Dan Bisnis Universitas Padjadjaran joeliaty@yahoo.co.id</p> <p>Gianjari gputami@yahoo.com</p>
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Abstract – Dengan diberlakukannya MEA para pelaku Industri Kecil Dan Menengah (IKM) di Indonesia diharapkan dapat bersiap dan berani bersaing dengan produk dari negara lain. Salah Satu pelaku IKM yaitu Sentra Sepatu Cibaduyut. Kompetensi pengetahuan merupakan faktor utama sebagai daya saing bagi para pengrajin sepatu di Sentra Sepatu Cibaduyut dalam rangka menghadapi masyarakat ekonomi Asean (MEA). Pengetahuan merupakan penggerak kearah kesuksesan dalam menghadapi MEA, karena melalui pengetahuan maka para pengrajin sepatu akan memiliki kompetensi yang sesuai bidangnya dengan menghasilkan produk - produk yang memiliki kualitas yang baik dan diminati oleh konsumen dalam dan luar negeri.

Metode penelitian yang digunakan adalah metode deskriptif – analitis. Jenis analisis data yang digunakan dalam penelitian ini adalah kualitatif yang didukung dengan data-data kuantitatif.

Penelitian ini bertujuan untuk membuat pola pengelolaan pengetahuan bagi entrepreneur sepatu di Sentra Sepatu Cibaduyut untuk menghadapi Masyarakat Ekonomi Asean. Salah satu cara meningkatkan dan mengelola kompetensi pengetahuan yaitu melalui penerapan knowledge managemet. Knowledge Management terdiri dari proses using knowledge, finding knowledge, creating knowledge dan packaging knowledge yang akan membangun budaya knowledge sharing di kalangan entrepreneur sepatu dan diharapkan dapat mendorong inovasi baik secara kelompok atau individu guna mendukung pertumbuhan usaha dan meningkatkan daya saing yang akan membantu core business activities berjalan lebih efektif sehingga memberikan nilai utilitas optimal.

Kata Kunci : Pengelolaan Pengetahuan, Pengrajin Sepatu, MEA

MNJ-032	MODEL PENGGUNAAN SISTEM INFORMASI AKUNTANSI UNTUK PENINGKATAN KINERJA INDUSTRI KREATIF UKM KOTA MALANG	Maslichah Universitas Islam Malang maslichah62@yahoo.co.id Nur Diana diena_adhikara@yahoo.co.id Mohammad Cholid Mawardi mohammadcholidmawardi47@yahoo.co.id
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Abstract – The purpose of this research is to create a conceptual model construction the use of accounting information systems for decision-making as well as to determine the model of the use of accounting information systems to improve the performance of the creative industries SME in Malang. This conceptual model is a new innovation of the model Unified Theory of Acceptance and Use of Technology (UTAUT) is a model of user interest and user behavior subsequent dalam menggunakan accounting information systems so that they can develop into a model of conceptual change of use of accounting information Type of research is explanatory perceptual research with survey methods. Type of primary data. Dimension of time is one shot study. The respondents were owner and managers of SME in Malang city . The unit of analysis is the individual manager or owner. Analysis of data used Structural Equation Modeling (SEM) with AMOS program. The result of the study show that SMEs can increase performance through the direct influence of accounting knowledge SME businesses that are much stronger than the indirect effect of accounting knowledge SME businesses through the use of accounting information as an intervening variable that is degrading the performance of SMEs.

Keyword: accounting knowledge, internal locus of control, goal, accounting training, the use accounting information

MNJ-033	PELATIHAN UMKM BERJENJANG DI KOTA SURABAYA: STRATEGI PENGUATAN DAYA SAING UMKM DALAM MENGHADAPI ASEAN ECONOMIC COMMUNITY (AEC)	Noviaty Kresna Darmasetiawan Jurusan Manajemen, Fakultas Bisnis dan Ekonomika Universitas Surabaya noviatykds@gmail.com
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Abstract – The Government of Surabaya since 2009 has had a program to reduce poverty in Surabaya. The poverty reduction program in the City of Surabaya is through tiered training for SMEs. The tiered training aims to train groups of poor people in the city of Surabaya to gain the skills for entrepreneurship. At the next level of skills for entrepreneurship was developed into SMEs through training by SKPD City Government of Surabaya. At every level of training undertaken, including to strengthen the competitiveness of SMEs in the face of the Asean Economic Community(AEC).

The research's aim was to determine how a tiered training for SMEs in Surabaya can serve as a strategy to strengthen the competitiveness of SME to face AEC. The subjects in this study is the Surabaya City Government, which in it is Bappeko who designed the strategy and management of the tiered training program, SKPD that plays a role in providing this training to produce entrepreneurs, business groups and SMEs, as well as strengthening the competitiveness of SMEs.

SKPDs that are included are the BAPPEMAS and KB, the Department of Labor, Office Food Security, Department of Cooperatives and SMEs, Public Health Service, Department of Trade & Industry, as well as the Department of Health, and also the participants that successfully form SMEs.

The type of data is primary as well as secondary. Primary data were obtained through in-depth interviews and focus group discussions, while the secondary data obtained through the analysis of documents. The research found that SMEs Spaced training organized by the Government of Surabaya plays an important role as a strategy for strengthening the competitiveness of SMEs in the face of AEC.

Keywords: SME tiered training, strategies to strengthen competitiveness, the AEC

MNJ-034	PELAYANAN KESEHATAN BERKEADILAN DAN KEPUASAN PASIEN MASYARAKAT MISKIN	<p>Nugroho Mardi Wibowo Universitas Wijaya Putra nugrohomardi@uwp.ac.id</p> <p>Yuyun Widiastuti Universitas Wijaya Putra yuyunwidiastuti@uwp.ac.id</p> <p>Dwi Lesno Panglipursari Universitas Wijaya Putra dwilesno@uwp.ac.id</p>
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Abstract – The Government is committed to providing health coverage to the poor. However, reality shows that health care to poor people is often not in line with expectations. The purpose of this study was to develop a model of health care for the poor based on justice and analyze the influence of health care based on justice, on patient satisfaction. This research sample totaled 234 patients of poor families in the Regional General Hospital (RGH) in Sampang, Bangkalan, Pamekasan, Bondowoso and Situbondo. Results of testing the hypothesis by using Partial Least Square (PLS) found that interactional and informational justice effect on patient satisfaction significantly. The RGH already provide health services based on distributive and procedural justice fine to patients poor families. However, because of communication and knowledge patient of poor families, RGH are not good service impressed so had no impact on patient satisfaction. The RGH need to create a standard operational procedure (SOP) of the work culture related to the interaction between doctors, nurses and non-medical personnel with all patients, especially for patients with poor families.

Keywords: Justice Health Care, Patient Satisfaction, Regional General Hospital

MNJ-035	PEMANFAATAN METODE KONTEKSTUAL DALAM PEMBELAJARAN KEWIRAUSAHAAN GUNA PENINGKATAN INTENSI	<p>Tapi Rondang Ni Bulan STIE Harapan Medan tapinibulan@yahoo.com</p>
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Abstract – The influence of entrepreneurship education has been considered as one of the important factors to grow and develop the passion, spirit and entrepreneurial behavior among the younger generation. However, both state universities and private universities, as a provider of higher education can not be expected to be able to provide learning to students and college graduates to be able to play that role. It is, more due to the lack of a learning model that corresponds to the condition that the student based on the results of previous studies found that the learning model modeling has become a model of entrepreneurial learning are considered appropriate by the student. Thus, the learning model, has a strong feasibility to be compiled and presented in the form of module learning model. The purpose of this follow-up study is analyzing and modeling as the design of the learning model that has been arranged through a module and learning plans as a lecturer guide of the proposed model of entrepreneurial learning.

This study used a qualitative approach. This research is a classroom action research). The results of the study show that contextual teaching method ia able to improve the achievement of agreed targets, contextual approach model application techniques stimulate a readiness to lecturers of and students where both parties prepare themselves before discussion; the use of props in running the contextual model is amust and cannot be separated from the contextual model itself. In general it can be concluded that visible results of the learning process with contextual approach raises the value of high intention among the students.

Keywords: Contextual Teaching and Learning Model , Entrepreneurial Intention

MNJ-036

**PEMBERDAYAAN UMKM DALAM RANGKA
PENINGKATKAN KEUNGGULAN KOMPETITIF
MELALUI PROSES INOVASI MENGGUNAKAN
PENDEKATAN KNOWLEDGE MANAGEMENT
(Studi Pada Pengusaha Kerupuk Tuntang Kab.
Semarang)**

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Abstract – *Product innovation capabilities urgently needed by SMEs (Micro, Small and Medium Enterprises) to improve SMEs competitive advantage in the industry. This is important because a lot of SMEs that could not survive or diminishing their income in this era of globalization because they are unable to compete in product innovations. It also occurs in the cracker industry Tuntang Semarang District. Good innovation process will be created if the craftsmen crackers have a good knowledge management in managing information and knowledge from tacit knowledge that will be developed into explicit knowledge to peak at a business purpose.*

Good product innovation needs to be done in a way to have a good knowledge management. One of the things that will be done in the process of knowledge management is how craftsmen crackers Tuntang willing and able to replace the production process of using borax to the production process without the use of borax in making dough crackers called NasDem techniques through sharing knowledge among the craftsmen crackers.

The method used in this research is the Research and Development (R & D). This method was chosen because it contains elements of empowerment untuk crackers artisans to create innovative products of crackers through knowledge management models that tepat. In the research process craftsmen are actively involved through their experience so far in FGD for knowledge management process in terms of the production of crackers. The results showed that the process of knowledge management from knowledge creation to knowledge dissemination has been done well by businessman crackers. To expedite the process of knowledge management they also incorporate local knowledge of local culture. This is done because the employers have a strong attachment to local wisdom.

Keyword : *knowledge management, kearifan lokal SMEs*

MNJ-037	PENATA KELOLAAN PEDAGANG KAKI LIMA KOTA BANDUNG	Ratih Hurriyati Program Studi Pendidikan Manajemen Bisnis, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia ratih@upi.edu Mayasari maya_lutan@yahoo.com Sulastri sulastri@upi.edu
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Abstract – *Informal sector in attendance Urban is a manifestation of the magnitude of job opportunities in the informal sector on the one hand but ALSO shows the limitations of the official sector to absorb labor hearts. Nevertheless realized that the very existence of street vendors in urban areas is very real dilemma. On the one side, informal sector are often considered intrusive activities such as smoothness lying Sector Traffic, aesthetics And Health Town city, as well as functions of infrastructure and public fasiltias so Must be styled, but lying side, where informal sector Very helpful Troubleshooting Unemployment, Source Reception area is, and the fulfillment of People's Economy Needs. Therefore, it is necessary to organize the effort FOR initials Street vendors so that they CAN run its business.*

Study Compilation and Analysis of Economic Planning Data The data collection work PKL Bandung in 2014, which provides the data for the purpose FOR Street vendors as Material For Planning and Evaluation Development in Bandung well as mapping the profile of street traders in some LOCATION in Bandung

Keywords: cantumkan maksimal lima kata kunci disini, di pisahkan dengan tanda koma

MNJ-038	PENERAPAN ADOPSI TEKNOLOGI INFORMASI GUNA MEMPERLUAS AKSES PASAR PADA UKM BATIK DI WILAYAH JETIS SIDOARJO	Nindria Untarini Jurusan Manajemen FE Unesa nindriauntarini@gmail.com Yessy Artanti Jurusan Manajemen FE Unesa Yessy.artanti@gmail.com
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Abstract – *Development of information technology (IT) provides new opportunities for SMEs in developing its business (OECD, 1993). Adoption of information technology by SMEs have not been up compared to large firms. In fact, the use of IT will bring the company on favorable conditions one of which is the ease of market entry (Keettinger et al., .1994). This research was conducted with the aim to test the influence of application adoption of information techology toward market expansion.*

Subject in this research is small mediun enterprises of Batik Jetis Sidoarjo. Sample selection is performed based on sensus there are 30 batik craftsmen which have been fulfilling the conditions needed. Data collecting conducted by disseminating questionnaire. The analyzed used regresion analys. Results of research shows that application adoption of information technology have influence to market expansion. The Contribution of IT adoption in explaining the market expansion is low (28,4%). This condition is supported by the level of IT adoption in SMEs Jetis Sidoarjo batik is still at the level of 1 is the application of IT adoption internally oriented.

Therefore, awareness of entrepreneurship in Jetis Sidoarjo batik on the strategic role of IT adoption needs to be enhanced by training and mentoring, development of self-management, business management and computer application training that the intensity and diversity in the use of IT can be applied optimally.

Keywords: adoption of information technology, market expansion, small mediun enterprises

MNJ-039

**PENERAPAN GOOD CORPORATE GOVERNANCE
(TATA KELOLA) PADA USAHA KECIL MENENGAH
(UKM) DI SURABAYA DALAM MENGHADAPI
MEA 2015**

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Abstract – Sektor UKM memegang peranan penting dalam membangun perekonomian di Indonesia. Berdasarkan data dari BPS, sekitar 58,12% penciptaan PDB berasal dari peran UKM. Selain itu sekitar seratus juta tenaga kerja dapat diserap oleh sektor UKM dari seluruh tenaga kerja yang ada. UKM saat ini menghadapi situasi pasar yang dinamis, kompleks dan persaingan juga kompetisi yang tinggi di pasar. Oleh karena itu apabila UKM ingin bertahan dan berkembang maka ada beberapa hambatan atau kendala yang dihadapi yaitu keterbatasan informasi maupun akses untuk mendapatkan sumberdaya, seperti misalnya modal, tenaga kerja serta kurangnya tata kelola yang baik dalam menjalankan usahanya. Tata kelola memegang peranan penting dalam menentukan kualitas usaha, pelaksanaan tata kelola yang baik akan meningkatkan kinerja UKM serta menjaga kelangsungan hidup UKM dalam menghadapi era perdagangan bebas, apalagi dalam menghadapi MEA 2015.

Tujuan dari penelitian ini adalah ingin mengetahui seberapa jauh penerapan GCG (tata kelola) UKM di Surabaya yang telah menjalankan usahanya selama ini. Tata kelola dalam penelitian ini menggunakan pengukuran berdasarkan pada Indonesia's Code Good Corporate Governance (2006) yang meliputi aspek : transparency, accountability, responsibility, independence and fairness.

Hasilnya bahwa berdasarkan pada tanggapan responden rata –rata menyatakan bahwa independensi merupakan aspek yang penting untuk pengukuran tata kelola yaitu sebesar 3,94, keadilan dan akuntabilitas masing-masing 3,85 , kemudian tanggung jawab sebesar 3,79 dan tanggapan responden yang paling rendah yaitu transparansi sebesar 3,21. Akan tetapi hasil dari rata-rata tanggapan responden terhadap tata kelola ini berbeda dengan pernyataan responden terhadap urutan prioritas dari tata kelola, dimana sekitar 116 responden menyatakan bahwa yang penting dan harus diperhatikan dalam penerapan tata kelola yaitu tanggung jawab (57 responden), transparansi (24 responden), keadilan (18 responden), independen (10 responden) dan akuntabilitas (7 responden).

Kata kunci : transparency, accountability, responsibility, independence and fairness

MNJ-040	PENERAPAN GOOD CORPORATE GOVERNANCE PADA KELOMPOK TANI ORGANIK	<p>Purwani Retno Andalas Universitas Kristen Duta Wacana retnoandalas@gmail.com</p> <p>Putriana Kristanti putriana_kristanti@yahoo.com</p> <p>Agustini Dyah Respati agustini@staff.ukdw.ac.id</p>
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Abstract – Organic Farmers Group Karangwungu Village, District Karangdawa, Klaten Regency, Central Java is a business group that produces organic paddy products. Organic Farmers Group has the potential to be developed when applying the principle of good, as good corporate governance (GCG). GCG has principles that can support the development and survival of this business group. Results of research and studies on the application of the principles of good corporate governance principles and the Karangwungu Organic Farmers Group can be relied upon in making efforts to repair the management effort required to develop and maintain the viability of the business group. Population and sample of this research is all the officers and members of Karangwungu Organic Farmers Group. The research instrument using a questionnaire. Research questionnaire included questions about respondents' characteristics and on the level of implementation of the elements of good corporate governance in Karangwungu Organic Farmers Group. A list of questions about the elements of good corporate governance which include transparency, accountability, responsibility, independence, equality and fairness. Data collected through interviews with each respondent, administrators and members of the group. Techniques of analysis using descriptive analysis. The results showed that the principles of good corporate governance can and should be applied to the Karangwungu Organic Farmers Group. The group has level good category. Application of the principle of good corporate governance can be a means to develop and preserve the group effort.

Keywords: Organic Farmers Group, GCG, application

MNJ-041	PENGARUH CORPORATE SOCIAL RESPONSIBILITY BIDANG LINGKUNGAN DAN GOOD CORPORATE GOVERNANCE TERHADAP KINERJA PERUSAHAAN	<p>Nyssa Andriani Chandra Universitas Pelita Harapan Surabaya email: nyssachandra@gmail.com</p> <p>Putu Anom Mahadwartha Universitas Surabaya, email: anomania@gmail.com</p> <p>Werner R. Murhadi Universitas Surabaya, email:Werner@gmail.com</p>
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Abstract – This research is intended to find out the influence of Corporate Social Responsibility to the environmental sector and Good Corporate Governance to the performance of the company. The indicator of the CSR being used is the rankings of the company listed in Indonesian Stock Exchange as published in PROPER for the period of 2010-2013. As for the indicator of assessment for GCG is the size of the audit committee and the size of the board of directors as stated in the annual report of the company. The size of the sample for this research is 24 companies and the method of the sampling is purposive sampling. The regression method is used by utilizing OLS-ARCH/GARCH analysis. The model being used is a model that has passed the requirement criteria for OLS-ARCH/GARCH method and the one with the best result. The result of this research shows that the ranking of CSR does not have any influence to the performance of the company, the size of the audit committee has a positive influence and is significant to the performance of the company, and the size of the board of directors influences positively to the performance of the company in a significant way. Beside that the ranking of CSR doesn't have any influence to the size of audit committee and board of directors.

Key words: Corporate Social Responsibility, Good Corporate Governance, Return on Asset, PROPER, corporate performance

MNJ-042	PENGARUH FAKTOR SPESIFIK BANK DAN MAKROEKONOMI TERHADAP KINERJA PERBANKAN INDONESIA	Yuyun Isbanah Universitas Negeri Surabaya yuyunisbanah@yahoo.com Budiono Universitas Negeri Surabaya budiono.isei@gmail.com
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Abstract – The purpose of this research is to analyze the influence of bank specific and macroeconomic factor to banking performance and find the best estimation models to estimate the performance. This study used secondary data in the prospectus of companies that have been go public and listed on the Indonesian stock exchange in 2010-2014. The samples are 31 banking companies obtained through purposive sampling method. Bank specific factors are consisting of CAR, NPL, BOPO, Firm size, ROA, and ROE. Macroeconomic factors are consisting of Economic Growth, interest rate (SBI), and exchange rate. The analytical method used multiple linear regression with a significance level of 5% to executed for two different estimation models (ROA and ROE). Based on the results of the research concluded that ROA is the best estimation models to estimate the performance. The variable capital adequacy ratio (CAR) positive affect on ROA. But capital adequacy ratio did not significantly on ROE. Non-performing loan negative affect on ROA and ROE. Growth positive affect on ROA. Firm size, SBI, and exchange rate did not significantly on ROA and ROE. Based on these results we recommend investors need to consider management factors to banking performance apraisal, beside used internal factors from financial statement.

Keywords: Faktor Spesifik Bank, Makroekonomi, Performance

MNJ-043	PENGARUH INFLASI DAN PDRB TERHADAP PENYALURAN KREDIT UMUM DAN UMKM DI DAERAH ISTIMEWA YOGYAKARTA	Mujino Universitas Sarjanawiyata Tamansiswa Yogyakarta mujinoust@gmail.com Risal Rinofah Universitas Sarjanawiyata Tamansiswa Yogyakarta izal_7@yahoo.com
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Abstract – The purpose of this research was to determine the effect of macroeconomic on General lending and SMEs in Yogyakarta by using multiple linear regression analysis. The variables that will be analyzed are: Inflation and GDP as the independent variable, while the dependent variable are the General and SMEs Lending. The results show simultaneously significant effect of the macroeconomics variables on SMEs growth in Yogyakarta. Only Inflation partially affected on SMEs lendings growth in Yogyakarta.

Keywords: Macroeconomics, General Lending and SMEs

MNJ-044	PENGARUH LINGKUNGAN INDUSTRI TERHADAP KAPASITAS INOVASI DAN KINERJA USAHA DI SEKTOR PENGOLAHAN INDUSTRI KECIL KABUPATEN SEMARANG	<p style="text-align: center;">Edy Dwi Kurniati Fakultas Ekonomi dan Bisnis Universitas Darul Ulum Islamic Centre Sudirman GUPPI (UNDARIS) kurni_edy@yahoo.co.id</p> <p style="text-align: center;">Nunuk Supraptini nunuksupraptini@yahoo.co.id</p>
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Abstract – Resource Based View (RBV) theory, the company must have the resources and capabilities that are unique and different to win competition . This study aims to analyze the factors that affect the company's innovative capacity, then the subsequent effect on firm performance. The study was conducted by taking the data through interviews with 150 small businesses in the manufacturing sector Semarang Regency. Sampling technique is done through stratified sampling (multi stage sampling) with the following steps: the first stage by taking samples of the area and the second stage by taking samples of the small business sector of processing industry based on business location listed on Department of Trade and Industry, Semarang Regency. Data analysis techniques in the study conducted by Structural Equation Modeling (SEM) Program .

The results of this study generally found that factors as the business owner managers characteristics, organizational characteristics and external environment has a positive effect on the innovation capacity of small businesses. The results of this study managed to find a management role business owners have a dominant influence on the achievement of innovation capacity. In addition , this study also found that the capacity of innovation in small businesses in the manufacturing industry in Semarang Regency is able to improve the achievement of business performance

Keywords: Industry Environment, Innovation Capacity, Business Performance

MNJ-045	PENGEMBANGAN KEWIRAUSAHAAN MAHASISWA BERBASIS TECHNOPRENEUR	<p style="text-align: center;">Ita Rifiani Permatasari, Ita_djatmika@yahoo.com Suselo Utoyo, ST, MMT sslutoyo@gmail.com Ayu Sulasari, S.E., M.M ayusulasari.poltek@gmail.com</p>
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Abstract – The problems experienced in developing entrepreneurial students from year to year was relatively similarlike low mental in starting a business. Most students prefer to be job seekers compared to become job creators, even though most of the students have a unique product ideas that can be developed.

Based on that problems, it is necessary to have a guidance to develop product ideas from students and prepare their mental to be able and willing to do entrepreneurship, especially among Politeknik Negeri Malang's (Polinema) students. IbK (Iptek bagi Kewirausahaan/Science and technology for entrepreneurship) activities in Polinema very appropriate to achieve these goals in accordance with the needs of the students, specifically the provision of skills training methods and business skills technique both in theory and in practice intensely. Students also need to be introduced to the real business world, like internships, once considered quite ready mentally, prospective entrepreneurs' student began to start their independent entrepreneurship.

The entire process will have supervisory and advisory, and granted financial support and technology to create an independent young entrepreneurs.

The implementation of this service is targeted forcreate a productive, creative and consistent young entrepreneurship, especially for students of Polinema.

Keywords: Entrepreneurship development, Teknologi, Technopreneur

MNJ-046	PERAN PEMERINTAH DALAM PENINGKATAN AKSES PASAR PRODUK KAKAO BAGI PENGUSAHA KECIL DAN MENENGAH DALAM PERCEPATAN DAN PERLUASAN PEMBANGUNAN EKONOMI DI KABUPATEN DONGGALA PROPINSI SULAWESI TENGAH	Idris Azis Universitas Tadulako Mauled Moelyono Universitas Tadulako Syamsul Bahri Dg. Parani Universitas Tadulako
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Abstract – Tujuan jangka panjang penelitian ini adalah dihasilkannya gambaran secara detail dan komprehensif tentang peran pemerintah dalam peningkatan akses pasar produk kakao bagi pengusaha kecil dan menengah (pelaku kakao) dalam percepatan dan perluasan pembangunan ekonomi di Kabupaten Donggala Propinsi Sulawesi Tengah. Sedangkan tujuan khusus dari penelitian ini adalah Menganalisis akses pasar produk kakao bagi pengusaha kecil dan menengah (pelaku kakao) dalam percepatan dan perluasan pembangunan ekonomi di Kabupaten Donggala Propinsi Sulawesi Tengah. Fokus pada analisis pola perdagangan kakao dan analisis margin dalam perdagangan kakao.

Hasil perhitungan diperoleh keuntungan yang diperoleh pada pola perdagangan model pertama sebesar Rp.1.782,-/kg. Keuntungan yang diperoleh pada pola perdagangan model kedua sebesar Rp. 1.989,-/kg. Keuntungan yang diperoleh pada pola perdagangan model ketiga sebesar Rp.993,-/kg. Keuntungan yang diperoleh pada pola perdagangan model keempat sebesar Rp. 1.383,-/kg.

Hasil analisis diperoleh total margin yang diperoleh pada model pola perdagangan pertama adalah sebesar Rp. 3.800,-/kg. Total margin yang diperoleh pada model pola perdagangan kedua adalah sebesar Rp. 3.000,-/kg. Total margin yang diperoleh pada model pola perdagangan ketiga adalah sebesar Rp.3.000,-/kg. Total margin yang diperoleh pada model pola perdagangan keempat adalah sebesar Rp. 1.000,-/kg.

Petani menjual komoditas kakao ke tingkat pengepul desa, karena menginginkan komoditas cepat terjual, atau petani memiliki hasil komoditas dalam jumlah kecil. Petani menjual langsung ke pedagang kota karena sebagian petani sudah membangun kerjasama (jejaring) dengan pedagang Kota Palu, dan sudah terbangun menjadi nasabah. Petani yang membangun kerjasama ini mendapatkan kemudahan dalam mendapatkan dana segar atau pinjam dari pedagang kota. Petani menjual ke pedagang besar di Kota Palu, karena menjual hasil produksi dalam jumlah besar atau areal tanam yang luas, sehingga petani berharap mendapatkan margin keuntungan penjual yang lebih besar jika dijual di tingkat pengepul desa atau pengepul kecamatan. Petani memilih untuk menjual ke pengepul desa karena kendala tingginya biaya transportasi terutama pada beberapa desa di kecamatan yang masih terpencil seperti Kecamatan Rio Pakava dengan tingkat produksi tertinggi.

Keywords: Pola perdagangan, Keuntungan, dan Total Margin

MNJ-047	POSISI POLITIK KOMISI PEMBERANTASAN KORUPSI : ANALISIS PEMANGKU KEPENTINGAN PADA ORGANISASI PUBLIK	Suwarsono Muhammad Dosen Program Studi Manajemen FE UII dan Penasehat KPK 2013-Mei 2015 suwarsono.muhammad@gmail.com dan lukiabrownies@yahoo.com
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Abstract – This paper attempts to find the political position of Komisi Pemberantasan Korupsi (The Corruption Eradication Commission) in the year of 2014. In so doing, it tries to use the stakeholders perspective as its theoretical framework which applied in public sector context. Stakeholders analysis is basically a political dimension of management. First, it shortly expouses what is meant by the stakeholders perspective. It is followed by an explanation about its mode of analysis and its strategic implication. Core of the paper is found where it explains the political position of Komisi Pemberantasan Korupsi (KPK) in its final part which includes a set of proposed strategy.

Keyword : Komisi Pemberantasan Korupsi

MNJ-048	<p>POTENSI PASAR PAKAN TERNAK UNGGAS SEBAGAI UPAYA MENGURANGI KETERGANTUNGAN IMPOR TEPUNG IKAN DI INDONESIA (Survey di Sentra Produksi Kabupaten Tojo Una-Una Sulawesi Tengah)</p>	<p>Hilda Monoarfa Program Sudi Manajemen, Univ. Tadulako hildaborman@yahoo.co.id</p> <p>Chalil Program Sudi Manajemen, Univ. Tadulako chalil_ek@yahoo.co.id</p>
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Abstract – Short-term goal of this research is the implementation of a model and strategy to increase value-added and income-based Fishermen Catch Fish Meal to achieve Forage Poultry market potential as an effort to reduce dependence on imported flour fish here at home. While the long-term goal to be achieved in this research is the formation of clusters of SME business at the level of fish meal as a supplier of fishermen catching fish meal in animal feed processing business.

Based on descriptive analysis showed that the respondents' assessment of the implementation model and strategy to increase the added value of the average three districts provide value above 4 it means entering an important category. In addition, respondents' assessment of the increase in the average value added in the category of a value above 4, which gives a meaning that is very important in adding value to be pursued.

In addition, the test results manufacture of fishmeal with participants as many as 20 people were carried out on laboratory Fak. UNTAD farms, shows that fishermen catch as the trainees were very enthusiastic and motivated to increase the added value based on fish meal, which will fisherman can catch as the suppliers of raw materials fish meal for animal feed pengeolah SMEs. Analysis of the cost of feed for farm needs chicken feed locally-based intensive systems can save approximately 31%. That is, if the feed itself can be cultivated by farmers, it will grow poultry farm in Tojo Una-Una. Because today there is only one large business scale farmers with the sale of 75,000 head per year, or an average of 300 individuals per day, by utilizing the feed manufacturer. Likewise, chicken egg farm businesses only one, with average sales of 870 racks / week. The main obstacle farm businesses today is the availability of feed manufacturers are relatively expensive, and feed the largest component (70%).

Keywords : value -added products , Fishermen's Income , and Market Potential Poultry Feed

MNJ-049	<p>QUANTUM LEAP STRATEGY INDUSTRI PARIWISATA INDONESIA DALAM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)</p>	<p>Alexander Wahyudi HS Universitas Ciputra, Surabaya awahyudi@ciputra.ac.id</p>
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Abstract – In the last decade, almost all countries in the world are trying hard to develop the tourism potential to earn foreign exchange as much as possible. Likewise in Indonesia, each region seeks to develop the tourism potential of the area owned by both for domestic and foreign markets. Tourism is an important factor not only for the country but also a region (area) because it has a very broad multiplier effect. However, the disadvantage that often do local governments (provincial / district / municipal) related to the promotion of tourism is promoting its region itself. Thus promotion will never give any economic impact because the money in circulation comes from the same area. Referring to the data released by the World Economic Forum (WEF) in 2014, the competitiveness of Indonesian tourism is in the top 70 of 144 countries. While in ASEAN, Indonesia is ranked fourth below Singapore, Malaysia and Thailand. In order for Indonesia to rank 30 of the world by 2019 as expressed by the Minister of Tourism, Arief Yahya, a lot of things to do especially need to make a quantum leap forward in the preparation and implementation strategy. This study uses a qualitative method with secondary data as a research tool. This study shows that Quantum Leap Strategic Map of the tourism sector is very important and useful to compete in the Asian Economic Community (AEC) which will be effective in early 2016. Spirit of entrepreneurship is needed for all stakeholders in the field of tourism in order Indonesia is the entrepreneur who sustained and grow / develop (growth)

Keywords: Strategic Management, Multiplier Effect, Quantum Leap, Entrepreneurship, MEA

MINJ-050

**RANCANGAN PERBAIKAN KUALITAS PRODUK
UKM SEPATU KULIT DENGAN
MENGINTEGRASIKAN METODE ANALYTIC
NETWORK PROCESS (ANP) DAN METODE QUALITY
FUNCTION DEPLOYMENT (QFD)**

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Abstract – On the development of competitive business world, nowadays, companies are no longer just notice for benefits, but also should notice for customer need as well as aspects of the company's product quality and capability. The existence of the design of products quality in appropriate with the customer needs can be very helpful in surviving in a competitive market that is more competitive. Not only big companies in Indonesia, Indonesian SMEs also require design improvement of product quality. One of these leather shoes on SME products. In the process of improving the quality of products appropriate to customer needs would be able to directly impact the company's ability to improve the quality of products that produced. Application of the concept of quality in company requiring quality continuous improvement.

One method that can be used in the improvement of the quality of the products that produced by the company is using the Quality Function Deployment (QFD). The use of QFD method can help improve the quality of the product that produced leather shoes with consideration of the consumer. Therefore, this study will examine the design of quality improvement with the integration of Quality Function Deployment (QFD) and Analytic Network Process (ANP) in the prioritization of the company's decision to fulfill customer needs and resolve problems in production processes on SMEs leather shoe.

The results showed that the improved design quality with integration of Quality Function Deployment and Analytic Network Process produces 17 quality attributes of the product, then it taken 6 attributes with the highest gap in the House Of Quality (HOQ). From the results of data process on the House Of Quality obtained that product technical requirement A4 has first rank with 0.068 weight; A3 second ranks with a weight of 0,028; A1 in third with a weight of 0.352; A2 in the fourth with a weight of 0.427; fifth rank on the A6 and weighs 0,000, and A6 in the last rank with weights 0.125.

Keywords: Improvement Quality, Quality Function Deployment, Analytic Network Process, House of Quality, Small and Medium Enterprises

MNJ-051	SERTIFIKASI PROFESI BIDANG MANAJEMEN BISNIS, AKANKAH MENINGKATKAN DAYA SAING?	<p style="text-align: center;">Roos K. Andadari Fakultas Ekonomika dan Bisnis Universitas Kristen Satya Wacana roos.kities@staff.uksw.edu</p> <p style="text-align: center;">Annie Susanto Fakultas Ekonomika dan Bisnis Universitas Kristen Satya Wacana</p> <p style="text-align: center;">Petrus Wijayanto Fakultas Ekonomika dan Bisnis Universitas Kristen Satya Wacana</p>
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Abstract – Rencana Pemberlakuan Masyarakat Ekonomi ASEAN (MEA) menimbulkan kekhawatiran bahwa tenaga kerja Indonesia tidak dapat memanfaatkan peluang secara maksimal. Seperti diketahui konsekuensi liberalisasi perdagangan adalah industri harus dapat memenuhi kompetensi SDM yang dapat diterima oleh pasar global, yang ditunjukkan oleh kepemilikan sertifikasi kompetensi. Kenyataannya banyak tenaga kerja Indonesia tidak memiliki sertifikasi profesi sehingga punya potensi tersisih apabila industri mensyaratkannya. Dengan sertifikasi profesi diharapkan akan meningkatkan daya saing tenaga kerja. Pertanyaannya apakah tuntutan sertifikasi profesi juga relevan bagi bidang manajemen bisnis? Paper ini memberi gambaran apakah sertifikasi profesi dalam bidang Manajemen Bisnis akan meningkatkan daya saing lulusan program studi S1 Manajemen Bisnis memasuki pasar kerja di era MEA. Penelitian ini merupakan penelitian diskriptif kualitatif, memanfaatkan data primer maupun sekunder. Hasil penelitian memperlihatkan bahwa persepsi baik dari pengguna maupun alumnitentang kebutuhan sertifikasi profesi masih beragam. Untuk meningkatkan daya saing, diusulkan desain kurikulum "Plus" yang selain mempertimbangkan kepemilikan sertifikasi profesi juga softskills, IT skills, dan language skills.

MNJ-052	SINERGI PERENCANAAN STRATEGIS BEBERAPAKEMENTERIAN INDONESIA DALAM MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)	<p style="text-align: center;">Fransisca Desiana Pranasari Universitas Ciputra Surabaya, fransisca.desiana@ciputra.ac.id</p>
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Abstract – Presiden Joko Widodo secara resmi mengumumkan bahwa Indonesia akan secara resmi memasuki era MEA pada akhir tahun 2015. Kerjasama ini dilakukan untuk tujuan integrasi ekonomi ASEAN yang stabil, makmur, dan berdaya saing tinggi. Untuk meraih tujuan tersebut, salah satu strategi yang dilakukan Presiden Joko Widodo adalah memberikan target-target spesifik untuk masing-masing kementerian Indonesia. Penelitian ini ingin melihat bagaimanakah kesiapan beberapa kementerian Indonesia dalam menghadapi era MEA. Tujuan penelitian ini adalah untuk mengetahui perencanaan yang telah di targetkan beberapa kementerian Indonesia dalam rangka mencapai tujuan yang sama yaitu berhasil dalam era MEA. Pendekatan kualitatif deskriptif digunakan dalam penelitian ini. Penelitian ini menggunakan data sekunder dengan kategori eksternal data (Bungin 2012:128) yang diambil dari beberapa majalah yang relevan dengan topik penelitian dan website resmi kementerian terkait. Dengan demikian penelitian ini dilakukan dengan mencari data tentang strategi yang dilakukan beberapa kementerian Indonesia kemudian disimpulkan suatu simpulan perencanaan strategis yang komprehensif untuk mencapai tujuan kesiapan hadapi MEA.

Kata kunci: Strategi Manajemen, Globalisasi, Masyarakat Ekonomi ASEAN (MEA)

MNJ-053	SISTEM PENGAMBILAN KEPUTUSAN MEMILIH MASAKAN BERDASARKAN JENIS PENYAKIT KRONIS MENGGUNAKAN METODE ANALYTICAL HIERARCHY PROCESS	Sardjoeni Moedjiono Magister Ilmu Komputer, Univ. Budi Luhur Jl. Ciledug Raya, Petukangan Utara, Jakarta Selatan, 12260. Indonesia. moedjiono@gmail.com Winanti winanti13@gmail.com Aries Kusdaryono aries.kusdaryono@gmail.com
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Abstract – Keterbatasan jumlah dokter yang tidak sebanding dengan jumlah pasien, dunia kuliner saat ini sangat diminati oleh banyak kalangan dan usaha di bidang kuliner dapat membantu masyarakat dalam mengembangkan dan mendorong pertumbuhan perekonomian nasional. Aplikasi aneka resep masakan Indonesia menggunakan bahasa pemrograman Visual Basic. Pengujian menggunakan FGD, black box dan McCall. Adapun target yang ingin dicapai adalah membuat dan merancang aplikasi masakan berdasarkan jenis penyakit kronis sehingga dapat dimanfaatkan oleh dokter, bidan, ahli gizi dan masyarakat luas yang memiliki penyakit kronis untuk mengetahui masakan atau makanan apa saja yang boleh dikonsumsi atau bagi siapapun yang ingin sekedar mengetahui berbagai jenis masakan bagi penderita penyakit kronis. Target yang kedua dari penelitian ini adalah membantu para dokter, bidan, penilik kesehatan dan ahli gizi dalam menentukan makanan sehat bagi yang sakit kronis serta kecukupan gizi bagi seseorang yang sakit. Sistem akan menyampaikan informasi mengenai jenis penyakit kronis beserta pantangan dan jenis masakan atau makanan yang boleh dikonsumsi oleh penderita penyakit kronis dalam hal ini penulis memberikan resep masakan beserta kandungan bahan. Dengan adanya sistem ini masyarakat secara luas, dokter, bidan, penilik kesehatan dan ahli gizi dengan mudah memperoleh informasi yang dibutuhkan tanpa harus menghafal satu persatu masakan/makanan bagi penderita penyakit kronis.

Kata kunci : Sistem pengambilan keputusan, resep, masakan, penyakit kronis, Analytical Hierarchy Proses

MNJ-054	STRATEGI DIVERSIFIKASI DAN NILAI PERUSAHAAN	Rahmat Heru Setianto Departemen Manajemen, Univ. Airlangga rahmat.heru@feb.unair.ac.id Rory Asrhofi Andani Departemen Manajemen, Univ. Airlangga roryasrhofiandani@yahoo.com
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Abstract – Penelitian ini bertujuan untuk melihat pengaruh diversifikasi terhadap nilai perusahaan. Sampel yang digunakan adalah perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia periode 2009 sampai 2013. Nilai perusahaan diukur menggunakan excess value, sedangkan tingkat diversifikasi diukur menggunakan indeks Herfindahl dan total Entrophy. Hasil analisis menggunakan regresi linear menunjukkan bahwa diversifikasi perusahaan berpengaruh positif terhadap nilai perusahaan.

Keywords: Diversifikasi, Nilai perusahaan, Manufaktur

MNJ-055

**STRATEGI MODEL PEMBENTUKAN DAN
PENGEMBANGAN KLASTER MENUJU
PENINGKATAN DAYA SAING UKM DI KABUPATEN
DONGGALA PROPINSI SULAWESI TENGAH**

Syamsul Bahri Dg. Parani

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Johnny Tanamal

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Abstract – Secara umum tujuan dari penelitian ini adalah ingin mengkaji keberhasilan program kelompok UKM dalam menumbuhkan UKM berdaya saing tinggi di Kabupaten Donggala Propinsi Sulawesi Tengah. Adapun tujuan khusus dari penelitian ini adalah mengkaji dan menganalisis keberhasilan dan permasalahan yang dihadapi kelompok UKM yang berimbas pada UKM di Kabupaten Donggala.

Metode analisis yang digunakan untuk mencapai tujuan tahun pertama adalah Analisis keberhasilan pembinaan kelompok UKM di Kabupaten Donggala.

Hasil temuan dilapangan menjelaskan bahwa indikator keberhasilan pertama; menunjukkan peralatan yang digunakan oleh kelompok UKM cukup bervariasi, tepat guna, memiliki pembagian kerja, dan bekerja sesuai dengan keahliannya masing-masing. Indikator keberhasilan kedua; menunjukkan kelompok UKM memiliki pencatatan produksi dan pemasaran, memiliki sarana informasi, mementingkan pola kaderisasi, dan memiliki program pengembangan bisnis. Indikator keberhasilan ketiga; menunjukkan kelompok UKM senantiasa berusaha untuk meningkatkan pengetahuan produksi bagi karyawannya, berusaha untuk meningkatkan pengetahuan pemasaran bagi karyawannya, meningkatkan keterampilan karyawan dalam memanfaatkan sarana dan prasarana, dan memberi kesempatan karyawan untuk berkreasi pada bidangnya masing-masing. Indikator keberhasilan keempat; menunjukkan kelompok UKM senantiasa memberikan kesempatan karyawan menemukan inovasi baru, memberikan kesempatan karyawan untuk memperoleh informasi pengetahuan teknis, mengikutsertakan karyawan dalam kegiatan sosialisasi yang dilakukan oleh instansi teknis, dan memberikan kesempatan karyawannya dalam kegiatan pelatihan atau sejenisnya. Indikator keberhasilan kelima; menunjukkan perusahaan senantiasa memiliki jaringan dengan industri hilir, memiliki jaringan dengan pelanggan, memiliki jaringan dengan lembaga social, dan memiliki jaringan dengan lingkungan kerja. Indikator keberhasilan keenam; menunjukkan perusahaan memiliki kontrak kerjasama dengan pemasok, memanfaatkan pemasok sebagai mata-mata, memanfaatkan pemasok sebagai mata rantai, dan memanfaatkan pemasok sebagai konsumen. Indikator keberhasilan ketujuh; menunjukkan kelompok UKM tersedia modal untuk modal kerja, memiliki modal untuk membiayai organisasi, memiliki modal untuk investasi, dan menyediakan modal untuk pengembangan usaha. Indikator keberhasilan kedelapan; menunjukkan karyawan memiliki kemandirian untuk bekerja, suka hal yang baru, memiliki motivasi untuk maju, dan memiliki kepercayaan diri setiap bekerja. Indikator keberhasilan kesembilan; menunjukkan pimpinan suka melindungi bawahan, mendelegasikan tugas-tugasnya, karyawan memahami tujuan perusahaan, dan karyawan senantiasa mengutamakan kepentingan perusahaan.

Kata Kunci: Model Strategi, Kelompok, dan Daya Saing UKM

MINJ-056	STUDI EKSPERIMEN MODEL SINERGI PEMBERDAYAAN DALAM PENGEMBANGAN USAHA MIKRO DI SUMATERA UTARA	Ade Indah Sari., SE., M.Si STIE Harapan Medan adeindahsariin@yahoo.com
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Abstract – In the course of the development of micro, synergy needed development activities of some parties such as governments, universities, banks, NGOs and micro-entrepreneurs themselves. This paper discusses the synergy of banking (in this case the Bank of North Sumatra) and college (in this case STIE Harapan Medan) in the development of micro businesses in North Sumatra. This paper is based on a multi-year research (second year) to conduct research experiments (with training) aimed to test a model of synergy in the development of micro businesses in North Sumatra, the training provided regarding the four areas of development, namely: Sector Development Production and Processing, Marketing Development Division, Human Resources Development, Design and Technology Development Division, which became the object of research is micro-entrepreneurs who are members of the target group SSI Bank of North Sumatra, in the development activities conducted by the Bank of North Sumatra rely on the strength of the CMO (Credit Marketing Officer), which are divided into two groups, namely the experimental group and the control group. The experimental group was given training by the synergy between universities and banks, while the control group training without synergy between universities and banks, this is done to see if by applying the model of synergy, knowledge CMO / AO increase, which is expected this knowledge can be explained back to the entrepreneur target micro Bank of North Sumatra, which will help micro-entrepreneurs to overcome the problems faced in running the business. Results of this research is to synergize the activities of development banks and universities can help microentrepreneurs find solving problems faced in running their businesses.

Keywords: Research experiment, Synergy Model Empowerment, Micro Enterprise Development

MINJ-057	TAKUT, MALU, LINGKUNGAN KELUARGA, DAN INTENSI KEWIRAUSAHAAN MAHASISWA PERGURUAN TINGGI SWASTA DI YOGYAKARTA	Tri Hendro Sigit Prakosa Sekolah Tinggi Ilmu Ekonomi YKPN Yogyakarta Alamat e-mail: prakosa@yahoo.com
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Abstract – This study examined the effects of fear of failure, shame, and entrepreneurial (family) environment to entrepreneurship intention among private university's students in Yogyakarta. Using 125 students from that schools, regression analysis is used for testing hypotheses. The results showed that: (1) fear of failure has negative effect on intention; (2) entrepreneurial (family) environment has positive effect on intention. However, the study showed that shame has no significant effect on intention. Theoretical and managerial implications of these findings are also discussed.

Keywords: fear of failure, shame, entrepreneurial environment, family, entrepreneurship intention

MNJ-058	THE RELATIONSHIPS AMONG ENTREPRENEURIAL EDUCATION, ENTREPRENEURIAL ATTITUDE, AND ENTREPRENEURIAL INTENTION	Anik Kusmintarti Accounting Department, State Polytechnic of Malang kusmintarti@yahoo.co.id
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Abstract – Educated unemployment can be reduced by developing a positive mindset about entrepreneurship as a career option. Student Entrepreneur Program is part of the strategy in higher education to facilitate students who have an interest in entrepreneurship. Theory Planned of behavior stated that the attitude is one of the predictors of intention. Therefore, the relationships among entrepreneurial education, entrepreneurial attitude, and entrepreneurial intention need to be examined.

This study aims to analyze the entrepreneurial attitude as a mediator of entrepreneurial education influence on the entrepreneurial intention. The population of this research are students of semester one to the last semester of State Polytechnic of Malang and Brawijaya University who have learned an entrepreneurial education. Judgment sampling is used to choose the sample. The data collection was done through questionnaires. The number of data processed are 206. The collected data were analyzed by using analytic descriptive statistics and regression analysis.

The results shows that entrepreneurial education hasn't a significant influence on entrepreneurial attitude. Besides, entrepreneurial attitude does not acts as a mediator of the influence of entrepreneurial attitude on entrepreneurial intention.

Keywords: entrepreneurial education, entrepreneurial attitude and entrepreneurial intention

MNJ-059	TRANSFER PENGETAHUAN SEBAGAI BAGIAN DARI ALIH GENERASI PADA PERUSAHAAN KELUARGA	Achmad sobirin Direktur, Pusat Studi Perusahaan Keluarga – Indonesian Institute of Family Firm, PS. Manajemen – Univ. Islam Indonesia Jogjakarta, Indonesia Tel (62)274881546 achmad.sobirin@uii.ac.id Ulfa Sofiana Magister Manajemen, Fakultas Ekonomi Universitas Islam Indonesia nananoyz@gmail.com Al Hasin Magister Manajemen, Fakultas Ekonomi Universitas Islam Indonesia alhasin@gmail.com
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Abstract – Paper ini menelaah secara mendalam, menggunakan pendekatan kaulitatif, proses transfer pengetahuan pada perusahaan keluarga – PT Kharisma Jaya sebagai bagian dari upaya generasi pertama menyiapkan generasi penerus. Trasfer penegtahuan yang selama dipahami hanya akan terjadi ketika suksesi telah direncanakan dan diimplementasikan, temuan ini menunjukkan hal sebaliknya. Transfer pengetahuan telah dilakukan jauh sebelum suksesi berlangsung. Pada perusahaan keluarga, pengetahuan yang ditransfer dapat dibedakan menajdi dua yakni "nilai-nilai keluarga – bisa disebut sebagai pengetahuan filosofis" dan pengetahuan bisnis. Kedua pengetahuan ini pada umumnya berupa pengetahuan tacit dan idiosyncratic. Penelitian ini juga menemukan citical point efektifitas transfer pengetahuan ditentukan oleh kesiapan penerima pengetahuan untuk menerima pengetahuan baru. Temuan lainnya adalah proses transfer pengetahuan, seperti diduga, berjalan amat lambat dan prosesnya bersifat spiralling bukan linear.

Kata Kunci: perusahaan keluarga, suksesi, transfer pengetahuan

MNJ-060	UPAYA MENINGKATKAN DAYA SAING PRODUK UMKM DI KAMPUNG WISATA TEGALWARU BOGOR	Muslikh Economics Faculty of Yarsi University Jakarta e-mail: muslikh@yarsi.ac.id
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Abstract – This study aimed to analyze the influence of entrepreneurship orientation, market orientation, knowledge sharing, competence, innovation, and creativity toward competitiveness of micro and small business. The population in this study were micro and small business in Kampung Wisata Bogor. The sample have been gathered at around 125 respondents from the owners business. Meanwhile the analysis techniques used in this research is Structural Equation Modeling (SEM) with Amos software version 16.0.

The research has given positive effects for entrepreneurship orientation and market orientation were influence significantly toward innovation, knowledge sharing and competence were influence significantly toward creativity, innovation and creativity were influence significantly toward competitiveness.

Keyword: Entrepreneurship orientation, market orientation, knowledge sharing, competence, creativity, innovation and competitiveness

MNJ-061	ANALISIS KOMPETENSI WIRAUSAHA UNTUK MENINGKATKAN DAYA SAING USAHA	Asep Mulyana FEB Unpad asep.mulyana@fe.unpad.ac.id Wa Ode Zusnita Muizu FEB Unpad waode.zusnita@fe.unpad.ac.id
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Abstract – Organisasi yang ingin menjadi pemenang dalam persaingan bisnis tentunya harus mampu melakukan berbagai perubahan dan inovasi organisasional. Tidak terkecuali dengan Usaha Kecil Mikro dan menengah (UMKM). Kewirausahaan saat ini memiliki peran yang cukup penting dalam perekonomian modern. Hal ini dapat dilihat dari peran UMKM dalam pembangunan yang telah menjadi motor penggerak perekonomian nasional saat krisis melanda. Kemampuan UMKM ini tentunya sangat ditentukan oleh kesiapan sumberdaya manusianya (SDM). Berbagai perusahaan terkemuka dunia telah membuktikan bahwa Human Resources adalah kunci keberhasilan mereka dalam memenangkan pasar global. Hal itu dapat dipahami karena sistem manajemen dan strategi bisnis apapun yang diterapkan tanpa dukungan SDM yang kompeten akan sulit diharapkan efektifitasnya. Dengan kompetensi yang dimilikinya, para pelaku usaha diharapkan mampu berinteraksi dengan lingkungan bisnis yang kompetitif dan bersedia mengimplementasikan beragam strategi yang berbeda dalam rangka menghasilkan produk dan jasa yang unggul untuk daya saing organisasi.

Keywords: Kewirausahaan, Daya Saing, Kompetensi Wirausaha

MNJ-062	DETERMINAN FINANCIAL DISTRESS SEKTOR PERBANKAN INDONESIA DENGAN PENDEKATAN MULTIVARIATE LOGIT	Franciscus Hasiholan Tamba Univ. Katolik Indonesia Atma Jaya Jakarta holan@ptppa.com Lestano Univ. Katolik Indonesia Atma Jaya Jakarta dr.lestano@gmail.com
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Abstract – This study aims to determine the factor that most influence the financial distress of the Indonesian banking Sector in 2003 – 2013 by using multivariate logit econometric model. In addition, this study also aims to offer a new approach for identifying financial distress in the system wide level. To determine the factors that most influence the financial distress of the Indonesian banking sector, researchers used four macroeconomic variables, namely GDP growth, real interest rate, inflation rate and the ratio of the money supply M2 to foreign exchange reserves. To identify financial distress at system-wide level, researcher uses a financial market pressure index, which uses variables in the aggregate banking financial ratios namely CAR, NPL, ROA and LDR. The results show financial of the banking sector is likely to increase when macroeconomic conditions deteriorate, in particular, low GDP growth. Also found that the balance of payment Indonesia is vulnerable to financial distress characterized by the flow of capital out of the country and financial distress occurs. The results also show that the identification of financial distress at the system wide level use of financial market pressure index capture the signal from the pressure of the financial sector until the recovery phase even financial condition after the crisis.

Keywords: Financial Distress, Financial Market Pressure Index, Multivariate Logit, threshold, System-Wide

MNJ-063	LITERASI KEUANGAN MAHASISWA S1 EKONOMI JURUSAN MANAJEMEN	R.A. Sista Paramita, S.E., M.Si Fakultas Ekonomi Univ. Negeri Surabaya sistaparamita@yahoo.com Tias A. Indarwati, SE., MM Fakultas Ekonomi Univ. Negeri Surabaya tias.andarini@gmail.com
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Abstract – This study examine the level of financial literacy and the factors that influence undergraduate students of Faculty of Economics. This study distributed 125 questionnaires. The data then be analyzed using descriptive statistics and binary logistic regression. The level of financial literacy was 63,8% were in the average category. The test results revealed that there was influence of GPA, Student Admission Year, and Major of Study. The results showed that student's level of financial literacy in Banking and Insurance subject is the highest score, followed by personal finance subject. The lower score was achieved for the subject of Capital Market and the lowest was in financing subject. It means that student should improve their understanding about capital market and financing. For the youth, they might not fully involved in making decision about investment in capital market or financing. Whereas it was important for the youth to connect between experience with knowledge they had about finance. Suggestions for further research, the study can be expanded not only for student at Faculty of Economics. The study can also broaden to financial attention to behavior related in financial literacy.

Keywords: Financial Literacy, students of Faculty of Economics, Gender, Education

MINJ-064

**MEMPERSIAPKAN UMKM DALAM MENGHADAPI
MEA 2015 MELALUI PROGRAM PELATIHAN
BAHASA INGGRIS GUNA MENDAPATKAN
PASAR EKS**

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Abstract – Entering the era of globalization, better known as free market requires every individual to prepare reliable resources, especially in the field of Science and Technology. In order to master these demands, it is required adequate knowledge so that they can use it in dealing with the demands of a globalized world full of competition. In this regard, the role of the English language is required both in mastering communication technologies and to interact directly; moreover, the presence of the media especially the Internet will force people to learn English. As a means of global communication, English should be actively mastered both orally and in written. In an increasingly globalized business world, there are more local Indonesian companies entering into the world market, and growing number of international companies. This research is an attempt to create the roles of exporters, especially the Micro, Small and Medium Enterprises (SMEs) through the products produced by the exporters themselves. Of the Indonesian export revenue number to other countries, the value of Indonesia's exports is relatively low, one of the constraints faced by exporters is in terms of the ability of a foreign language, namely English. Mastery of English is the main capital to open international trading communication.. This method is expected to eventually be able to provide additional knowledge and self-confidence for the exporters who want to market their products abroad, the title of this study is Preparing SMEs in facing AEC 2015 through English training program to obtain export market.

Keywords: Training, Export, ASEAN, MEA

MNJ-065	<p>ORGANIZATIONAL KNOWLEDGE ASSETS DAN KEUNGGULAN BERSAING UMKM DI JAWA TENGAH</p>	<p style="text-align: center;">Heru Sulisty Universitas Islam Sultan Agung Semarang heru@unissula.ac.id</p> <p style="text-align: center;">Wuryanti Universitas Islam Sultan Agung Semarang wuryanti@unissula.ac.id</p> <p style="text-align: center;">Siyamtinah Universitas Islam Sultan Agung Semarang siyamtinah@unissula.ac.id</p>
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Abstract – Pertumbuhan UMKM antara tahun 2009 hingga 2013 sebesar 2,3% per tahun, 17 persen diantaranya telah mampu melakukan ekspor produk, khususnya produk garmen. Kondisi tersebut masih bisa ditingkatkan lebih baik lagi, mengingat adanya peluang pengembangan UMKM dalam menghadapi masyarakat ekonomi ASEAN 2015. Mengingat potensi pengembangan UMKM yang tinggi khususnya di Jawa Tengah, maka UMKM perlu melakukan inovasi dalam mencapai keunggulan bersaing. Penelitian ini berusaha mengidentifikasi dan menemukan model keunggulan bersaing UMKM tenun Jawa Tengah berdasarkan inovasi, organizational knowledge assets dan customer relationship management. Sampel dalam penelitian ini adalah pemilik UMKM tenun di Kabupaten Jepara Sebanyak 100 orang. Pengambilan sampel menggunakan metode purposive sampling yang berdasarkan pertimbangan UMKM tenun yang sudah beroperasi minimal lima tahun dan masih eksis hingga saat ini. Teknik pengumpulan data dilakukan dengan metode survei melalui wawancara dan kuesioner. Berdasarkan hasil penelitian menunjukkan bahwa untuk meningkatkan kapabilitas inovasi diperlukan peningkatan dalam customer relationship management dan organizational knowledge assets. Organisasi / perusahaan yang memiliki relasi yang baik dengan para pelanggan dan sering berbagi informasi akan mudah mendapatkan ide-ide baru dan pengetahuan dalam menciptakan kapabilitas inovasi. Hasil penelitian juga menunjukkan bahwa customer relationship management berpengaruh signifikan terhadap kapabilitas inovasi dan keunggulan bersaing. Organizational knowledge assets berpengaruh signifikan terhadap kapabilitas inovasi namun tidak berpengaruh terhadap keunggulan bersaing. Kapabilitas inovasi juga tidak berpengaruh terhadap keunggulan bersaing.

Keywords: Organizational knowledge assets, human capital, organizational capital, structural capital, customer relationship management

MNJ-066	<p style="text-align: center;">PENGARUH MEKANISME CORPORATE GOVERNANCE DAN LEVERAGE TERHADAP MANAJEMEN LABA</p> <p style="text-align: center;">(Studi Empiris pada Perusahaan <i>Property dan Real Estate</i> yang Terdaftar di BEI)</p>	<p style="text-align: center;">Hanifah STIE EKUITAS hanifahoney@gmail.com Muhammad Dzulfikar STIE EKUITAS</p>
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Abstract – Financial statements are useful in making decisions. Financial statements are often abused by management to make changes in the use of accounting methods, which will affect the amount of income shown in the financial statements. To minimize the occurrence of earnings management by implementing a corporate governance mechanism and leverage is expected to create good corporate governance and transparency. The purpose of this research was to examine the influence of corporate governance mechanisms (audit committee, independent commissioner, institutional ownership, managerial ownership) and leverage to earnings management in property and real estate companies listed on Indonesia Stock Exchange (IDX).

The method used in this research is descriptive and verifikatif. The samples used were 21 companies property and real estate acquired through purposive sampling. Data used in the research are secondary data from financial statements. Analysis method used is multiple linear regression.

The Results of research showed that partially audit committee, institutional ownership, managerial ownership and leverage is not significant influence to earnings management, while the independent commissioner significantly influence to earnings management. Simultaneously audit committee, independent commissioner, institutional ownership, managerial ownership, and leverage not significant influence to earnings management with correlation of 22,4%.

Keywords: Earnings management , corporate governance mechanisms, leverage.

MNJ-067

**PENGARUH SERVICECAPE TERHADAP
KEPUASAN KONSUMEN
(Studi Pada Solaria Trans Studio Mall Bandung)**

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Abstract – *The tight competition in the restaurant businesses is currently causing the owners of restaurant should be able to create excellence-competitive advantage compared to another restaurant. One of the advantages that can increase consumer satisfaction is to create and improve the implementation of Servicescape.*

Servicescape is physical environment or physical facilities where services produced, delivered, and consumed. The another definition mention that servicescape is impressions created in sensory perception by the design of the physical environment where services are delivered.

This research is aims to know the influence of servicescape to the costumer satisfaction in Solaria TSM Bandung. The methods used in is quantitative methods with this type of research is causal study. The types of data required for the research is primary data and secondary data. While the techniques used in collecting data for the research is a questionnaire, and the study of literature. Sample taken by non-probabilty sampling with the type of incidental sampling with 400 respondents. Then, for The data analysis used in this research is descriptive analysis and multiple liner regression analysis.

Based on the results of hypothesis testing to simultaneously Servicescape positive and significant effect on consumer satisfaction in the Solaria TSM Bandung, this is proven by $F_{hitung} > F_{tabel}$ ($463,093 > 2,63$) with the level of 0.000 signifikasinya > 0.005 . Based on the results of the test of the hypothesis partially obtained variable Ambient Condition, Spatial Layout and Functionality, and Sign, Syumbol and Artifacts a positive and significant impact on consumer satisfaction in the Solaria TSM Bandung. Based on multiple liner regression analysis has the result $Y = -0,050 + 0,554X_1 + 0,363X_2 + 0,105X_3$. Based on the coefficient of determination is obtained that servicescape is able to explain the consumer satisfaction by 77,8% and the rest of 22,2% of them by the other factors are not examined in this research such as product, price, quality and promotion.

Conclusion of this research, the implementation of Servicescape in the Solaria TSM is already in good categories, but there are some aspects that it will be better if do the improvement such as music, and hand washing.

Key Words : *Servicescape, Consumer Satisfaction*

MNJ-068

**PREDIKTOR SIKAP LOYALITAS TERDADAP
TOKO ECERAN BERBASIS WARALABA**

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Abstract – This study aims to determine the effect of perceived relationship orientation between the level of consumer confidence and consumer affective commitment, confidence level to the commitment to analyze the influence of affective and attitudinal loyalty of the consumers and explain the influence of affective commitment to consumer loyalty attitudes Indomaret. The population of this study is Indomaret customers in Yogyakarta, by taking 200 respondents as the samples. The result shows that the orientation relationship has positive effect on trust and affective commitment, trust also gives positive influence to affective commitment, therefore, both variables have positive influence toward the attitude of customer loyalty. Thus, based on the results of the relationship variables above, it can be concluded that the higher the level of consumer confidence, the higher the customer loyalty attitude towards Indomaret.

Keywords: Orientation relationships, trust, Affective Commitment, Attitude Loyalty

MNJ-069

**STRATEGI MODEL PEMBENTUKAN DAN
PENGEMBANGAN KLASTER MENUJU
PENINGKATAN DAYA SAING UKM DI KABUPATEN
DONGGALA PROPINSI SULAWESI TENGAH**

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Abstract – Secara umum tujuan dari penelitian ini adalah ingin mengkaji keberhasilan program kelompok UKM dalam menumbuhkan UKM berdaya saing tinggi di Kabupaten Donggala Propinsi Sulawesi Tengah. Adapun tujuan khusus dari penelitian ini adalah mengkaji dan menganalisis keberhasilan dan permasalahan yang dihadapi kelompok UKM yang berimbas pada UKM di Kabupaten Donggala.

Metode analisis yang digunakan untuk mencapai tujuan tahun pertama adalah Analisis keberhasilan pembinaan kelompok UKM di Kabupaten Donggala.

Hasil temuan dilapangan menjelaskan bahwa indikator keberhasilan pertama; menunjukkan peralatan yang digunakan oleh kelompok UKM cukup bervariasi, tepat guna, memiliki pembagian kerja, dan bekerja sesuai dengan keahliannya masing-masing. Indikator keberhasilan kedua; menunjukkan kelompok UKM memiliki pencatatan produksi dan pemasaran, memiliki sarana informasi, mementingkan pola kaderisasi, dan memiliki program pengembangan bisnis. Indikator keberhasilan ketiga; menunjukkan kelompok UKM senantiasa berusaha untuk meningkatkan pengetahuan produksi bagi karyawannya, berusaha untuk meningkatkan pengetahuan pemasaran bagi karyawannya, meningkatkan keterampilan karyawan dalam memanfaatkan sarana dan prasarana, dan memberi kesempatan karyawan untuk berkreasi pada bidangnya masing-masing. Indikator keberhasilan keempat; menunjukkan kelompok UKM senantiasa memberikan kesempatan karyawan menemukan inovasi baru, memberikan kesempatan karyawan untuk memperoleh informasi pengetahuan teknis, mengikutsertakan karyawan dalam kegiatan sosialisasi yang dilakukan oleh instansi teknis, dan memberikan kesempatan karyawannya dalam kegiatan pelatihan atau sejenisnya. Indikator keberhasilan kelima; menunjukkan perusahaan senantiasa memiliki jaringan dengan industri hilir, memiliki jaringan dengan pelanggan, memiliki jaringan dengan lembaga social, dan memiliki jaringan dengan lingkungan kerja. Indikator keberhasilan keenam; menunjukkan perusahaan memiliki kontrak kerjasama dengan pemasok, memanfaatkan pemasok sebagai mata-mata, memanfaatkan pemasok sebagai mata rantai, dan memanfaatkan pemasok sebagai konsumen. Indikator keberhasilan ketujuh; menunjukkan kelompok UKM tersedia modal untuk modal kerja, memiliki modal untuk membiayai organisasi, memiliki modal untuk investasi, dan menyediakan modal untuk pengembangan usaha. Indikator keberhasilan kedelapan; menunjukkan karyawan memiliki kemandirian untuk bekerja, suka hal yang baru, memiliki motivasi untuk maju, dan memiliki kepercayaan diri setiap bekerja. Indikator keberhasilan kesembilan; menunjukkan pimpinan suka melindungi bawahan, mendelegasikan tugas-tugasnya, karyawan memahami tujuan perusahaan, dan karyawan senantiasa mengutamakan kepentingan perusahaan.

Kata Kunci: Model Strategi, Kelompok, dan Daya Saing UKM



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MODEL KETERKAITAN ATMOSFIR, KUALITAS PELAYANAN DAN *BEHAVIORAL INTENTION*

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Abstract

The purposes of study are to know; the influence of atmospherics, with the service quality and behavioral intention at restaurants' Padang" in Bukittinggi City. Based on consumer behaviour literatures, this explanatory study investigates causality among cross sectional data that was collected by following convenience sampling technique. The sample size is 100 respondents. The data analyzed by structural equation model. The results show that the effects of atmospherics on service quality is positive and significant at the alpha of 0.05, with the t-statistic of 6,687. The atmospherics has positive impact on positive behavioral intention and significant at the alpha of 0.05, with the t-statistic of 2,996. The service quality has not impact on behavioral intention. These results indicate that atmospherics has significant influence on service quality and behavioral intention at restourants' Padang" in Bukittinggi City. The stakeholders of restaurants Padang may consider this finding to improve atmospherics to improve service quality and behavioral intention.

Keywords: Atmospherics, service quality, behavioral intention

PENDAHULUAN

Sumbangan sektor pariwisata untuk devisa negara berada di posisi ke-4 setelah migas, batu bara, dan kelapa sawit. Sektor pariwisata memainkan peranan penting dalam perekonomian Indonesia, diharapkan menjadi salah satu andalan dalam perolehan devisa, dan bahkan diharapkan menjadi salah satu hasil utama devisa negara Indonesia. Bersama itu, pariwisata akan tetap mengacu pada pertimbangan aspek-aspek sosial budaya dan lingkungan guna peningkatan kualitas hidup dan kesejahteraan bangsa Indonesia.

Kota Bukittinggi merupakan destinasi wisata Sumatera Barat. Kota Bukittinggi mempunyai prospek yang besar berkembangnya industri pariwisata dan industri pendukung pariwisata termasuk di dalamnya restoran Padang. Namun demikian persoalan atmosfer restoran masih jauh dari yang diharapkan, pelayanan yang masih terkesan seadanya. Masih ditemukan interior yang belum mencirikan restoran Padang, alunan musik yang jarang diperdengarkan dan kurang menarik, karyawan yang menjawab seadanya jika ditanya pengunjung dan *lay out* ruang yang kurang teratur. Hal ini diperkirakan akan mempengaruhi intensi wisatawan untuk kembali mengunjungi restoran dan merekomendasikan kepada orang lain (*behavioral intention*) (Survey pendahuluan, 2014)

Agar mampu bersaing restoran Padang harus memiliki *competitive advantage* dengan memberikan atmosfer restoran yang menarik, kualitas pelayanan yang *excellent*. Atmosfir dan kualitas pelayanan (*service quality*) akan mampu mendorong *behavioral intention*, sehingga akhirnya mampu meningkatkan kinerja restoran Padang.

Atmosfir restoran dan kualitas pelayanan (*service quality*) akan mampu mendorong *behavioral intention*. Hal ini sesuai dengan penelitian yang dilakukan oleh Jooyeon dan Shawn (2012), bahwa atmosfer mempengaruhi kualitas pelayanan, dan atmosfer dan kualitas pelayanan mempengaruhi *behavioral intention*. Hasil penelitian ini juga didukung oleh penelitian Cronin et.al (2000) bahwa kualitas pelayanan mempengaruhi *behavioral intention*. Lebih lanjut Ryu dan Jang (2008), Han dan Ryu (2011), Heung dan Gu (2012) menyatakan bahwa atmosfer bisa diukur dengan suasana, ruang dan fungsi, tanda, simbol dan artefak dan pekerja, sedangkan kualitas pelayanan menurut Jooyeon dan Shawn (2012) diukur dengan restoran memberikan makan sesuai pesanan, pelayanan dengan tepat dan cepat, karyawan yang mampu menjawab pertanyaan pelanggan secara lengkap. Indikator *behavioral intention* adalah oleh Ryu dan Jang (2008), Han dan Ryu (2011), adalah kerapian pekerja, penampilan pekerja dan jumlah pekerja.

Berangkat dari pemikiran-pemikiran di atas dan untuk mendapatkan bukti empirik, maka diperlukan penelitian berkenaan dengan : "MODEL KETERKAITAN ATMOSFIR, KUALITAS PELAYANAN DAN BEHAVIORAL INTENTION" dengan melakukan survey pada restoran Padang di Kota Bukittinggi

Rumusan Masalah

- 1) Apakah atmosfir restoran berpengaruh terhadap kualitas pelayanan pada restoran Padang di Kota Bukittinggi?
- 2) Apakah atmosfir restoran berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi?
- 3) Apakah kualitas pelayanan berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi?

Tujuan Penelitian

Tujuan penelitian ini adalah:

- 1) Untuk menganalisis pengaruh atmosfir restoran terhadap kualitas pelayanan pada restoran Padang di Kota Bukittinggi.
- 2) Untuk menganalisis pengaruh atmosfir restoran terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi.
- 3) Untuk menganalisis pengaruh kualitas pelayanan terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi.

KAJIAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS

Atmosfir

Atmosfir merupakan rancangan suasana ruang sebagai rangsangan fisik dan sosial yang diciptakan oleh pemasar untuk mempengaruhi konsumen yang berdampak psikologis sehingga menjadi pemicu agar menarik konsumen datang melakukan pembelian sehingga dapat meningkatkan penjualan (Peter dan Olson, 2000).

Indikator untuk mengukur atmosfir menurut Jooyeon dan Shawn (2012) yaitu:

1. Desain interior restoran
2. Musik yang dimainkan
3. Layout dan fasilitas estetika restoran

Lebih lanjut Ryu dan Jang (2008), Han dan Ryu (2011), Heung dan Gu (2012) menyatakan bahwa atmosfir bisa diukur dengan:

1. Suasana,
2. Ruang dan fungsi
3. Tanda, simbol dan artefak
4. Pekerja.

Service Quality

Menurut Gronroos (2001), "service quality is perceived through a comparison between expectations and experiences over a number of quality attributes." Dari definisi tersebut dapat disimpulkan bahwa, kualitas pelayanan adalah perbandingan antara persepsi terhadap jasa yang diterima dengan jasa yang diharapkan. Ketika harapan penerima jasa terlalu besar sementara jasa yang diterima sangat luar biasa, maka akan menjadi kejutan yang menyenangkan bagi pelanggan. Pada saat harapan penerima jasa terpenuhi, berarti kualitas jasa tidak dapat diterima. Ketika harapan pelanggan sebanding dengan kualitas jasa yang diberikan, maka kualitas pelayanan akan memberikan kepuasan. Menurut Sexena (2002) kelima dimensi kualitas jasa yaitu *tangibles* (kenyataan yang dapat dilihat), *reliability* (kehandalan), *responsiveness* (tingkat perhatian pelanggan), *assurance* (jaminan), dan *empathy* (kepedulian), dibagi menjadi dua dimensi yaitu: *soft dimension* (*reliability, responsiveness, assurance, dan empathy*) dan *hard dimension* (*tangibles*)

Pelayanan pada restoran yang merupakan interaksi antara konsumen dengan pemberi jasa. Indikator untuk mengukur kualitas pelayanan menurut Jooyeon dan Shawn (2012) yaitu:

1. Restoran memberikan makan sesuai pesanan
2. Restoran memberikan pelayanan dengan tepat dan cepat
3. Restoran mempunyai karyawan yang mampu menjawab pertanyaan pelanggan secara lengkap.

Menurut J. Joseph Cronin, JR et al., 2000 terdapat 10 indikator Kinerja Kualitas Pelayanan :

1. Karyawan menyediakan layanan yang handal, konsisten dan dapat dipercaya.
2. Karyawan bersedia dan mampu memberikan layanan pada waktu yang tepat
3. Karyawan berkompoten (berpengetahuan dan terampil)
4. Karyawan mudah untuk didekati dan menghubunginya.
5. Karyawan ramah, sopan dan hormat.
6. Karyawan mendengarkan saya dan berbicara dalam bahasa yang saya mengerti.
7. Karyawan terpercaya, dapat dipercaya dan jujur.
8. Fasilitas ini menyediakan lingkungan yang bebas dari bahaya, resiko dan keraguan.
9. Karyawan berupaya untuk memahami kebutuhan saya.
10. Fasilitas fisik dan karyawan bersih dan rapi.

Behavioral Intention

Kecenderungan konsumen untuk mengulang kembali atau tidak terhadap layanan yang dilakukan oleh pihak restoran. Indikator untuk mengukur kualitas pelayanan menurut Jooyeon dan Shawn (2012) yaitu:

1. Akan makan kembali di restoran

2. Akan menyampaikan hal yang positif tentang restoran kepada orang lain
3. Akan merekomendasikan restoran kepada orang lain

Lebih lanjut indikator *behavioral intention* yang diajukan oleh Ryu dan Jang (2008), Han dan Ryu (2011), adalah:

1. Kerapian pekerja
2. Penampilan pekerja
3. Jumlah pekerja.

2.2. Kerangka Konseptual dan Hipotesis

Atmosfir restoran dan kualitas pelayanan (*service quality*) akan mampu mendorong *behavioral intention*. Hal ini sesuai dengan penelitian yang dilakukan oleh Jooyeon dan Shawn (2012), bahwa atmosfir mempengaruhi kualitas pelayanan, Hasil penelitian ini juga didukung oleh penelitian Cronin et.al (2000) bahwa kualitas pelayanan mempengaruhi *behavioral intention*. Berdasarkan hasil penelitian ini dikemukakan hipotesis berikut ini:

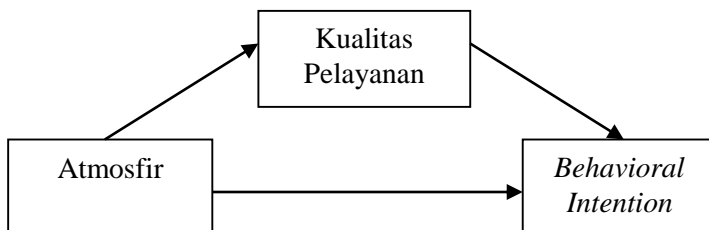
Hipotesis 1: Atmosfir berpengaruh terhadap kualitas pelayanan pada restoran Padang di Kota Bukittinggi

Jooyeon dan Shawn (2012) menyatakan bahwa atmosfir mempengaruhi *behavioral intention*. Hasil penelitian ini didukung juga oleh penelitian Ryu dan Jang (2007) bahwa atmosfir pendorong *behavioral intention*. Heung dan Gu (2012) menemukan atmosfer restoran memiliki pengaruh terhadap *behavioral intention* konsumen. Berdasarkan hasil penelitian ini dikemukakan hipotesis berikut ini:

Hipotesis 2: Atmosfir berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi

Jooyeon dan Shawn (2012) menemukan bahwa kualitas pelayanan, dan atmosfir mempengaruhi *behavioral intention*. Hasil penelitian ini juga didukung oleh penelitian Cronin et.al (2000) dan Ryu dan Jang (2007) bahwa kualitas pelayanan mempengaruhi *behavioral intention*.

Hipotesis 3: Kualitas pelayanan berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi



Gambar 1
Model Penelitian

METODE PENELITIAN

Penelitian ini menggunakan pendekatan ilmu Manajemen khususnya manajemen pemasaran jasa dan perilaku konsumen. Jenis penelitian adalah verifikatif karena penelitian ini bertujuan untuk menguji untuk mengetahui kejelasan hubungan suatu variabel (menguji hipotesis) melalui pengumpulan data di lapangan. Metode penelitian yang digunakan adalah metode survey yaitu penelitian ini mengambil sampel dari populasi dengan menggunakan kuesioner dan wawancara sebagai alat pengumpulan data utamanya. Metode survey yang diterapkan yaitu *explanatory survey*. Tipe penyelidikan (*investigation type*) adalah tipe kausalitas yang bertujuan menjelaskan hubungan antar variabel, sedangkan cakupan waktu (*time horizon*) bersifat *cross sectional* yang mencerminkan gambaran dari suatu keadaan pada suatu saat tertentu pada tahun 2014. Unit analisis adalah pelanggan.

Dalam penelitian ini, teknik penarikan sampel yang digunakan adalah *convenience sampling*. Ukuran sampel sebesar 100 responden.

Data primer diperoleh dengan mengambil sampel dari sebagian populasi. Populasi sasaran dalam penelitian ini adalah Pelanggan yang pernah makan ataupun berkunjung ke restoran di di Kota Bukittinggi. Daftar pertanyaan yang dibuat dalam bentuk sederhana dengan metode pertanyaan tertutup. Analisis data dengan metode analisis deskriptif menggunakan Structural Equation *Structural Equation Model (SEM)* dengan menggunakan *Partial Least Square (PLS)*.

HASIL DAN PEMBAHASAN

Karakteristik Respponden

Karakteristik Responden Berdasarkan Jenis Kelamin

Pengumpulan data melalui kuesioner mengenai karakteristik responden berdasarkan jenis kelamin dimaksudkan untuk menganalisis seberapa besar jumlah konsumen restoran padang didasarkan pada perbandingan jumlah antara laki-laki dan perempuan, sehingga dapat diketahui jenis kelamin yang mendominasi konsumen restoran padang.

Tabel 1
Jumlah Responden Berdasarkan Jenis Kelamin

Jenis Kelamin	FREKWENSI	PRESENTASE (%)
Laki-laki	48	48
Perempuan	52	52
Total	100	100

Sumber : Hasil Kuisioner 2015

Berdasarkan Tabel 1, dari 100 responden dikelompokkan menjadi 2 item yang mengunjungi Restoran Padang adalah mereka yang berjenis kelamin laki-laki berjumlah 48 orang dengan persentase 48% dan perempuan 52 orang dengan persentase 25%.

Karakteristik Responden Berdasarkan Usia

Karakteristik responden berdasarkan usia seperti tabel 2 berikut ini:

Tabel.2
Jumlah Responden Berdasarkan Usia

Usia	FREKWENSI	PERSENTASE (%)
<17 tahun	2	2
>17-25 tahun	32	32
>26-50 tahun	49	49
<50 tahun	17	17
Total	100	100

Sumber : Hasil Kuisisioner 2015

Berdasarkan Tabel 2, dari 100 responden yang dijadikan sebagai responden sebagian besar berusia >17 tahun-50 tahun.

Karakteristik responden berdasarkan pendidikan terakhir

Karakteristik responden berdasarkan pendidikan terakhir seperti tabel 3 berikut ini:

Tabel 3
Jumlah Responden Berdasarkan Pendidikan Terakhir

Pendidikan	FREKWENSI	PERSENTASE (%)
SD	2	2%
SMP	16	16%
SMA	34	34%
SARJANA	48	48%
TOTAL	100	100

Sumber : Hasil Kuisisioner 2015

Berdasarkan tabel 3 diatas, dari 100 responden yang dijadikan sebagai sampel, responden yang mengunjungi Restoran Padang di Bukittinggi dominan berpendidikan terakhir dari SMA dan Sarjana.

Karakteristik responden berdasarkan Pekerjaan

Karakteristik responden berdasarkan Pekerjaan seperti Tabel 4:

Tabel 4

Jumlah Responden Berdasarkan Pekerjaan

Pekerjaan	FREKWENSI	PERSENTASE (%)
PNS	19	19
Wiraswasta	17	17
Karyawan swasta	11	11
Karyawan	7	7
BUMN/BUMD		
Buruh	5	5
Petani	6	6
Ibu RT	7	7
Lainnya	28	28
Total	100	100

Sumber : Hasil Kuisisioner 2015

Berdasarkan tabel 4, dari 100 responden yang dijadikan sebagai sampel, responden yang mengunjungi Restoran Padang di Bukittinggi memiliki pekerjaan yaitu PNS, Wiraswasta dan Karyawan.

Karakteristik responden berdasarkan Penghasilan

Perbulan

Karakteristik responden berdasarkan penghasilan perbulan seperti Tabel 5:

Tabel 5
Jumlah Responden Berdasarkan Penghasilan Perbulan

Pendapatan	FREKWENSI	PERSENTASE (%)
<Rp 500.000	18	18%
>Rp 500.000-1.000.000	10	10%
>Rp 1.000.000-3.000.000	44	44%
>Rp 3.000.000-5.000.000	19	19%
>Rp 5.000.000	9	9%
Total	100	100

Sumber : Hasil Kuisisioner 2015

Berdasarkan tabel 5 diatas, dari 100 responden yang dijadikan sebagai sampel, responden yang mengunjungi Restoran Padang di Bukittinggi dominan berpenghasilan kisaran >Rp 3.000.000-5.000.000. Hal ini menyatakan konsumen Restoran Padang tidak hanya dari kalangan atas, tapi juga ada kalangan bawah dan menengah, karena harga di restoran padang yang sesuai dengan penghasilan pada kalangan bawah, menengah dan atas.

Pengujian Model Struktural (Inner Model)

1. Uji Model (R-square)

Evaluasi *structural model* dilakukan dengan melihat R-square. Nilai R-square dapat digunakan untuk menilai pengaruh variabel laten independen tertentu terhadap variabel laten dependen apakah mempunyai pengaruh yang substantif. Berikut adalah R-square pada konstruk

Tabel 6. R Square

R Square	
ATM	
BI	0,185981
SQ	0,252229

Sumber : Output SmartPLS (2015)

Dari tabel 6 menunjukkan nilai R-Square konstruk Behavioral Intention. sebesar 0,185981 dan konstruk Service Quality sebesar 0,252229. Semakin tinggi nilai R-Square maka semakin besar kemampuan variable independen tersebut dapat menjelaskan variable dependen sehingga semakin baik persamaan strukturalnya. Untuk variable *behavioral intention* memiliki nilai R- Square sebesar 0,185982 yang berarti 18,5982 % variance behavioral intention mampu dijelaskan oleh variable atmosfer dan service quality sedangkan sisanya dijelaskan oleh variable lain di luar model penelitian. Variable *service quality* memiliki nilai R-Square sebesar 0,252229 yang berarti 25,2229% variabel atmosfer dan sisanya dijelaskan oleh variable lain di luar model penelitian.

2. Pengujian Hipotesis

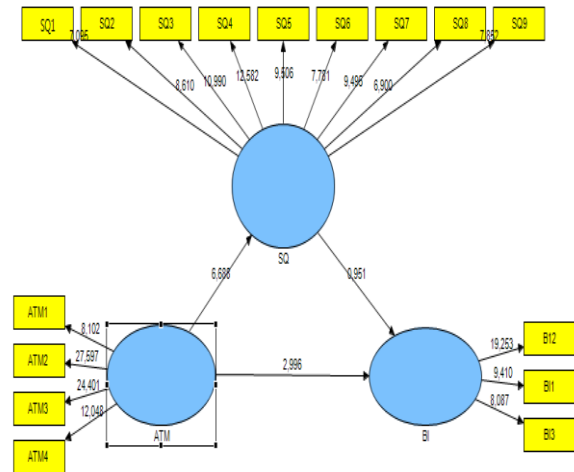
PLS tidak mengasumsikan normalitas dan distribusi data, PLS menggunakan *nonparametric test* untuk menentukan tingkat signifikan dari *path coefficient*, dimana nilai T (T-statistik) yang dihasilkan dengan menjalankan algoritma *bootstrapping* pada *SmartPLS* digunakan untuk menentukan diterima atau tidaknya hipotesis yang diajukan. Hipotesis akan didukung apabila nilai T-statistik melebihi T-tabel yaitu 1,96.

Tabel 7. Uji Hipotesis

	T Statistics (O/STERR)	Tingkat Signifikan
ATM -> SQ	6,687	Signifikan
ATM -> BI	2,996	Signifikan
SQ -> BI	0,951	Tidak signifikan

Sumber : Output SmartPLS (2015)

Model Antar Konstruk Output SmartPLS (*Bootstrapping*) dapat terlihat pada Gambar 2 berikut ini



Gambar 2.

Model Antar Konstruk Output SmartPLS (*Bootstrapping*)

Pengaruh Atmosfir terhadap kualitas pelayanan

Dari hasil Tabel 6 dapat terlihat bahwa hipotesis 1 menyatakan adanya pengaruh yang positif dan signifikan. Dapat dilihat hasil t-statistiknya yang besar dari 1,96 (6,687 > 1,96). Hal ini berarti hipotesis 1 diterima dengan artian bahwa Atmosfir berpengaruh terhadap kualitas pelayanan berpengaruh positif dan signifikan terhadap kualitas pelayanan pada restoran Padang di Kota Bukittinggi. Hal ini sesuai dengan penelitian yang dilakukan oleh Jooyeon dan Shawn (2012), bahwa atmosfer mempengaruhi kualitas pelayanan

Pengaruh atmosfer terhadap behavioral intention

Dari hasil Tabel 6 dapat terlihat bahwa hipotesis 2 menyatakan adanya pengaruh yang positif dan signifikan. Dapat dilihat hasil t-statistiknya yang besar dari 1,96 (2,996 > 1,96). Hal ini berarti hipotesis 2 diterima dengan artian bahwa Atmosfir berpengaruh terhadap kualitas pelayanan berpengaruh positif dan signifikan terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi.

Hasil riset ini sesuai dengan hasil riset Jooyeon dan Shawn (2012) menyatakan bahwa atmosfer mempengaruhi

behavioral intention. Hasil penelitian ini didukung juga oleh penelitian Ryu dan Jang (2007) bahwa atmosfer pendorong *behavioral intention*. Heung dan Gu (2012) menemukan atmosfer restoran memiliki pengaruh terhadap *behavioral intention* konsumen

Pengaruh kualitas pelayanan terhadap behavioral intention

Dari hasil Tabel 6 dapat terlihat bahwa hipotesis 3 menyatakan tidak ada pengaruh yang signifikan. Dapat dilihat hasil t-statistiknya yang kecil dari 1,96 ($0,951 < 1,96$). Hal ini berarti hipotesis 2 tidak diterima dengan artian bahwa kualitas pelayanan tidak berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi.

Hasil riset ini berbeda dengan hasil riset Jooyeon dan Shawn (2012) menemukan bahwa kualitas pelayanan, dan atmosfer mempengaruhi *behavioral intention*. Hasil penelitian ini juga didukung oleh penelitian Cronin et.al (2000) dan Ryu dan Jang (2007) bahwa kualitas pelayanan mempengaruhi *behavioral intention*.

Secara keseluruhan konsumen Restoran Padang merasa puas dalam terhadap pelayanan serta kinerja karyawan terhadap konsumen. Selain itu tidak hanya *service quality* yang diutamakan tetapi juga harus memperhatikan *atmospherics* dari Restoran Padang. Konsumen merasa dilayani secara baik, dimana karyawannya melayani dengan handal/konsisten. Selain itu para karyawan di Restoran Padang juga sopan, ramah dan hormat kepada konsumen, jadi konsumen merasa betah dan tertarik untuk datang kembali ke Restoran Padang ini. Dengan nilai positif yang mereka rasakan selama makan di Restoran Padang membuat mereka merekomendasikan lagi kepada teman-teman yang lain.

Selain itu konsumen juga diberikan pemandangan yang indah dengan desain interior khas budaya Padang, sehingga membuat konsumen merasakan adanya perbedaan yang mendasar dari restoran-restoran lainnya yang bukan restoran Padang

KESIMPULAN

Pada bagian ini, pengarang menyampaikan kesimpulan hasil penelitian atau *review literature*, keterbatasan penelitian atau penulisan serta agenda penelitian berikutnya

Berdasarkan pembahasan hasil penelitian ini maka dapat disimpulkan sebagai berikut :

1. Atmosfir berpengaruh terhadap kualitas pelayanan pada restoran Padang di Kota Bukittinggi.
2. Atmosfir berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi.

3. Kualitas pelayanan tidak berpengaruh terhadap *behavioral intention* pada restoran Padang di Kota Bukittinggi.

Saran yang dapat penulis berikan untuk penelitian selanjutnya yang berhubungan dengan keterkaitan antara *service quality*, *atmospherics* terhadap *behavioral intentions* adalah sebagai berikut.

1. Bagi Penelitian Selanjutnya

Bagi peneliti yang ingin melakukan penelitian mengenai keterkaitan antara *service quality*, *atmospherics* terhadap *behavioral intentions*, bisa dilakukan pada objek yang berbeda seperti restoran cepat saji, sehingga dapat dilakukan perbandingan hasil pengujiannya.

2. Bagi Restoran Padang

Bagi Restoran Padang lebih memperhatikan atmosfer restoran karena variabel ini sangat diperhatikan oleh pengunjung restoran untuk kembali berkunjung ke hotel dan merekomendasikannya kepada orang lain.

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