

BOOK OF CONFERENCE PROCEEDINGS (ABSTRACTS)

6TH International Research Conference on Economics, Business and Social Sciences-Indonesia Chapter

March 08-09, 2023 | Central Cawang Hotel Indonesia



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CONFERENCE CO-HOSTS



6th International Research Conference on Economics, Business and Social Sciences-Indonesia Chapter

March 08-09, 2023

Venue: Central Cawang Hotel Jakarta Indonesia

“Digitalization for Sustainable Business and Society in Emerging Economies”



IN COLLABORATION WITH

University Teknologi MARA (UiTM) Perlis Branch Malaysia

University of the Punjab Lahore Pakistan

Malaysian Academy of SMEs and Entrepreneurship Development (MASMED), Malaysia

Emerald Publishing UK MENA Chapter

UN Principles of Responsible Management Education (ASEAN Chapter)

STIM Lasharan Institute Makassar Malaysia

South Punjab Center for Research and Development Pakistan



Book of Conference Proceedings (Abstracts)

6th International Research Conference on Economics, Business and Social Sciences-Indonesia Chapter

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Vol 6, Issue 2, 2023

Held on March 08-09, 2023

At Central Cawang Hotel Jakarta Indonesia

Theme: "Digitalization for Sustainable Economy, Business, Education and Society in
Emerging Economies"

Editorial

Prof. Dr. Hayat Muhammad Awan
Prof. Dr. Ruswiati Suryasaputra
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Assoc. Prof. Dr. Fatima Farooq
Assoc. Prof. Dr. Ghulam Fatima
Dr. Rabia Rasheed
Dr. Athifah Najwani Shahidan
Dr. Shamshul Anaz Bin Kassim
Dr. Prisila Damayanti
Dr. Toto Dwijaya Saputra



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WELCOME SPEECH BY CONFERENCE PATRON & RECTOR, IBI-KOSGORO INDONESIA



Assoc. Prof. Dr. Haswan Yunas M.SI, MM
Conference Patron
Rector, Institut Bisnis dan Informatika (IBI-K57)
Indonesia

Assalamualaikum Warahmatullahi Wabarakatuh,

Salam Keluarga IBI-Kosgoro and a very pleasant evening.

Alhamdulillah and thanks to all conference leadership, scientific and organizing teams from IBI-Kosgoro, CSRC Pakistan, UiTM Malaysia and University of the Punjab Pakistan for holding a very successful annual 6th IRC 2022 Indonesia chapter today March 08, 2023 at Central Cawang Hotel, Jakarta Indonesia. The conference is being co-hosted by IBI-Kosgoro and CSRC Pakistan in collaboration with UiTM Malaysia, University of the Punjab Pakistan and other esteemed international institutions.

Ladies and gentlemen,

The collaboration between IBI-Kosgoro and CRSC Pakistan for the 6th International Research Conference on Economics, Business and Social Sciences is a first between the two institutions and definitely will not be the last.

Therefore, allow me to express my upmost appreciation to **Prof. Dr. Zainudin Amali, S.E., M.SI, Honorable Minister of Youth and Sports, Republic of Indonesia (Guest of Honor and Keynote Speaker), Prof. Dr. Hayat Muhammad Awan, President, Center for Sustainability Research and Consultancy Pakistan and Bhg. Professor Datuk Ts. Dr Hajah Roziah Mohd Janor, Vice-Chancellor, Universiti Teknologi MARA (UiTM) Malaysia** for your support.

My deepest gratitude goes to Prof. Dr. Ruswiati Suryasaputra, the Conference Chair, Prof. Dr. Abdul Halim Abdul Majid, the Conference Convener, Dr. Prisila Damayanti, the Conference Coordinator for your guidance and team leadership. My sincere appreciation goes to keynote speakers, panel discussants, scientific and organizing committee of 6th IRC Indonesia Chapter



who have volunteered in making the 6th IRC Indonesia Chapter at IBI-Kosgoro possible.

Ladies and gentlemen,

The 6th IRC 2022 is not just meant to be collaborative gesture to strengthen the relationship between the academic institutions of brotherly countries of Indonesia, Pakistan and Malaysia but is a milestone of a long journey of academic excellence that I foresee to happen together in future.

I welcome and appreciate the research scholars at the conference who through their rigorous research work have highlighted the challenges of sustainable development faced by economy, business and society in developing economies

Thus, starting from this moment, I hope that everyone would not hold back and lay out everything we have. From our personal experience to significance research findings, share all and help each other to understand further and open the doors of opportunities for everyone to grow together. I believe this will be beyond beneficial for both parties as through the 6th IRC 2022, together we shall be able to achieve the vision, mission, and objectives of our respective institutions and countries.

My deepest gratitude again to everyone for making our collaboration a reality. I welcome all our collaborators to IBI-Kosgoro, may you have a pleasant stay and enjoy the conference program.

Thank you everyone and have a pleasant stay during the conference.

Wabillahi taufik wal hidayah wassalamualaikum warahmatullahi wabarakatuh.

MESSAGE FROM CONFERENCE PATRON & PRESIDENT OF CSRC PAKISTAN



**Prof. Dr. Hayat Muhammad Awan,
President,
Center for Sustainability Research and
Consultancy, Pakistan
Rector, Institute of Southern Punjab,
Multan, Pakistan**

Assalamualaikum Warahmatullahi Wabarakatuh, Salam from CSRC Pakistan and a very pleasant morning to all Indonesian and international delegates present here. May Pakistan-Indonesia Friendship and brotherhood live long and forever.

I am pleased to welcome you all to the 6th IRC 2022 Indonesia chapter today March 08, 2023 at Central Cawang Hotel, Jakarta Indonesia.

Distinguished guests, valuable research scholars, ladies and gentlemen,

The collaboration among CSRC Pakistan, IBI-Kosgoro, UiTM Malaysia, and University of the Punjab Lahore Pakistan to co-host 6th IRC Indonesia chapter is going to set foundations of the academic relationship among the higher education institutions of brotherly countries i.e. Pakistan, Indonesia and Malaysia. The conference has been successful in its objective to let academia, industry and policymakers from developing and emerging economies to gather at this esteemed forum to discuss the novel research work on sustainability issues and challenges we are currently facing together. The digitalization wave during COVID has proven itself a powerful tool that developing economies can not only use to meet the challenges of disasters but also can utilize digitalization to foster inclusive growth, employment and business opportunities. Digitalization has also come forward as a new and effective mechanism for education and training that developing economies can use to provide necessary knowledge and skills to their people in urban areas or remote locations while bypassing their lack of physical infrastructure. Social media has also helped people from varied socio-cultural background to stay connected, know each other and sympathize their differences. The heavily



populated countries like Indonesia and Pakistan have potential to utilize digital technologies to enable work-from-home, learn-from-home, do-business-from-home and thereby reduce the burden on scarce natural resources and physical infrastructure that is damaging their ecosystems. To sum up, digitalization has vast potential for developing countries to reshape their economy, businesses and society for minimizing the carbon footprint of their everyday life and reducing the use of natural resources. To uncapped this potential, the research scholars and practitioners need to come up with role of digitalization as a solution to sustainability issues in work, learning and living in emerging economies.

However, digitalization in developing countries like Indonesia and Pakistan has also potential to widen the gap between have and have-nots. Lack of access to digital technologies, internet, digital platforms may limit the economic, learning and social opportunities available to various sections of society. It can also limit the capacity of governments, businesses, educational institutions other organizations to extend their support and services to such sections of society in case of any disaster or natural calamity and thus causing a more than proportion damage to large percentage of population of their economies. It is therefore imperative for these developing economies to invest in and build digital infrastructure let their vast populations participate in the growing global economy without burdening the natural resources or poor physical infrastructure. It will in turn also develop the resilience among poorer and remotely located communities to mitigate the negative outcomes of any disaster or crisis by continuing their learning, business, jobs and social life through digital platforms.

CSRC is working since 2015 for the inter university linkages among the emerging and developing countries. So these annual conferences are not just the venue for the discussion of sustainability challenges and issues faced by the developing economies but it is also forum that enables educational tourism to provide academic opportunities for the academia of both sides to understand and appreciate each other's socioculture dynamics. This conference is a forum where the academician mix-up both through formal and informal social events to discuss future collaboration among their respective universities. I appreciate the teamwork of scientific and organizing committee from the CSRC Pakistan, UiTM Perlis and Shah Alam Malaysia and University of the Punjab Lahore Pakistan for the exemplary teamwork to make this conference a success.

I want to thank and appreciate the leadership of IBI-Kosgoro specially the Rector, iBI-K and my brother, Assoc. Prof. Dr. Haswan Yunas and Conference Chair, Prof. Dr. Ruswiate Suryasaputra for their support. I want to acknowledge the leadership role of Senior Vice President of CSRC, my brother Prof. Dr. Abdul Halim Abdul Majid from UUM for his leadership and coordination for the MoU between IBI-K, CSRC Pakistan, UiTM and University of the Punjab Pakistan for this truly international conference. I want to specially appreciate the efforts by the Conference Secretary Assoc. Prof. Dr. Mohammad Amsal; Conference Convener from IBI-K, Dr. Prisila Damayanti and Conference Convener from CSRC Pakistan, Assoc. Prof. Dr. Sulaman Hafeez Siddiqui, Dr. Rabia Rasheed and Ms. Sadia Zulfiqar for their collaboration



and hard work to make this beautiful event happen today.

I look forward to working together with IBI-K and other Indonesian HEIs to further strengthen the academic linkages by continuing on these events. I hope to welcome the delegates from IBI-K to attend the Pakistan Chapter Conference and give us the honor to extend our warm hospitality during your stay.

With that, I thank you and all the best.

وَمَا عَلَيْنَا إِلَّا الْبَلَّغُ الْمُبِينُ

Wassalamualaikum Warahmatullahi Wabarakatuh.

CLOSING REMARKS BY THE CONFERENCE CHAIR, IBI-KOSGORO INDONESIA



**Prof. Dr. Ruswiati Suryasaputra
Conference Chair,
IBI-Kosgoro Indonesia**

Assalamualaikum Warahmatullahi Wabarakatuh,

Salam from IBI-Kosgoro and a very pleasant morning.

Standing here today, this evening, I am pleased to welcome the delegates from the office of Center for Sustainability Research and Consultancy Pakistan; UiTM Malaysia and University of the Punjab Lahore Pakistan to 6th International Research Conference on Economics, Business and Social Sciences-Indonesia Chapter at Central Cawang Hotel Jakarta Indonesia.

Distinguished guests, research scholars, ladies and gentlemen,

The 6th IRC Indonesia chapter is a friendly and engaging platform for researchers and educators to present, share, and discuss their perspectives, experiences and expertise on sustainability issues and challenges in emerging economies.

Organising programmes such as 6th IRC-Indoneaia Chapter is a professional responsibility of HEIs to fulfil any parts of responsibility under the Sustainable Development Goals. For IBI-K, I personally feel accomplished by holding this successful conference and contributing my part to uphold our vow in becoming a globally renowned university of Indonesia.

Digitalization has opened up avenues of opportunity for the emerging and developing economies to tackle sustainability issues. Work from home, shop from home and learn from home are new horizons of opportunities that can help reduce burden on natural resources



and make our cities cleaner and greener. Digitalization of work, living and learning can also ensure social sustainability via diversity, equity and inclusion that are greatly possible at digital workplace and at online learning platforms.

In addition to my gratitude to the leadership of CSRC Pakistan, UiTM Malaysia and University of the Punjab Pakistan, I commend the efforts of Assoc. Prof. Dr. Sulaman Hafeez Siddiqui and Assoc. Prof. Dr. Mohammad Amsal Sahban from CSRC Pakistan; Assoc. Prof. Dr. Ghulam Fatima from University of the Punjab Lahore Pakistan; Assoc. Prof. Ts. Dr. Kay Dora Abd Ghani and Dr. Athifah Najwani from UiTM Malaysia for their untiring efforts and contribution in making this learned event a success.

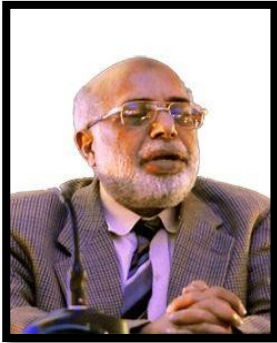
Ladies and gentlemen,

With the social and networking events along with the variety of intellectual discourse and innovative platform that the 6th IRC Indonesia Chapter Organising Committee has provided during the programme, I believe that the participants will leave the event with not only better informed with constructive new ideas, but also with new and stronger networks to continuously exchange and share information and ideas.

With that, I thank you and all the best.

Wabillahitaufiq Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.

CONFERENCE LEADERSHIP



Prof. Dr. Hayat Muhammad Awan
President
Center for Sustainability Research and Consultancy,
Pakistan
Pro-Rector, Institute of Southern Punjab, Multan,
Pakistan



**YBhg. Professor Datuk Ts. Dr Hajah Roziah
Mohd Janor**
Vice-Chancellor
Universiti Teknologi MARA (UiTM)
Malaysia



Assoc. Prof. Dr. Haswan Yunas M.Si, MM
Rector,
Institut Bisnis dan Informatika (IBI-K57)
Indonesia

CONFERENCE LEADERSHIP



Prof. Dr. Ruswiati Suryasaputra
Conference Chair
Rector, UiTM Perlis, Malaysia



Assoc. Prof. Dr. TS. Dr. Shukor Sanim Mohd Fauzi
Conference Co-Chair
Rector, UiTM Perlis, Malaysia



Assoc. Prof. Dr. Ghulam Fatima
Conference Co-Chair
University of the Punjab Lahore Pakistan



Assoc. Prof. Dr. Mohammad Amsal Sahban
Conference Secretary
STIM Lasharan Institute Indonesia

GUEST SPEAKERS



Prof. Dr. Zainudin Amali, S.E., M.SI
Guest of Honor and Keynote Speaker
Honorable Minister of Youth and Sports,
Republic of Indonesia,



Prof. Dr. Rohana Bt Jani
Keynote Speaker
Ungku Aziz Centre for Development Studies,
University of Malaya Malaysia



Prof. Dr. Ulf Henning Rictor
Keynote Speaker
HKUST Business School, Hongkong China
CEO, Carbon10B X



Prof. Dr. Jose Munoz
Keynote Speaker
Fox Business School,
Temple University, USA



Assoc. Prof. Ts. Dr. Kay Dora Abd Ghani
Keynote Speaker
Deputy Rector,
UiTM Penang Malaysia

PANEL DISCUSSANTS



Assoc. Prof. Dr. Mohammad Amsal Sahban
Moderator
STIM Lasharan Institute Indonesia



Dr. Jerry Sambuaga
Panel Discussant
Honorable Vice Minister for
Trade, Republic of Indonesia



Prof. Dr. Abdul Halim Abdul Majid
Panel Discussant
School of Business Management,
Universiti Utara Malaysia



Dr. Shamshul Anaz bin Kassim
Panel Discussant
UiTM Penang Malaysia



Dr. Masyitah Novianti
Panel Discussant
Unusida Indonesia

APEX ORGANIZING TEAM



Prof. Dr. Abdul Halim Abdul Majid
Conference Convener
School of Business Management,
Universiti Utara Malaysia



Dr. Prisila Damayanti
Conference Coordinator
IBI-Kosgoro Indonesia



Dr Athifah Najwani Shahidan
Conference Coordinator
UiTM Perlis Malaysia



Assoc. Prof. Dr. Fatima Faroqq
Conference Coordinator
Bahauddin Zakariya University Multan
Pakistan



CONFERENCE PROGRAM

Wednesday, March 08 (DAY 01)

| | |
|---|----------------------------|
| REGISTRATION AND ARRIVAL OF GUESTS | 08:30 am – 09:00 am |
|---|----------------------------|

| | |
|---|----------------------------|
| OPENING SESSION | 09:00 am – 10:30 am |
| Venue: Main Hall, Central Cawang Hotel Jakarta | |
| Indonesia Master of Ceremony (MC): ____ | |
| National Anthems of Indonesia, Pakistan and Malaysia | 09:00 am – 09:10 am |
| Recital of the Holy Qur'an | 09:10 am – 09:15 am |
| <i>Welcome Note and Briefing By the Conference Chair am Prof. Dr. Ruswiati Suryasaputra</i> | 09:15 am – 09:20 |
| <i>Welcome Address By the Conference Co-host and Patron & President CSRC</i> | 09:20 am – |
| <i>09:25 am Prof. Dr. Hayat Muhammad Awan (online)</i> | |
| <i>Welcome Address By the Conference Co-host and Deputy Rector, UiTM Penang Malaysia</i> | 09:25 am – 09:35 am |
| <i>Assoc. Prof. Dr. Kay Dora Binti Abd Ghani (Online)</i> | |
| <i>Welcome Address By the Conference Host and Patron & Rector IBI-K57</i> | 09:35 am – 09:45 |
| <i>am Assoc. Prof. Dr. Haswan Yunas, M.Si, MM (Offline)</i> | |
| <i>Inaugural Address By the Guest of Honor, Hon'ble Minister of Youth and Sports, Republic of Indonesia with Declaration to Open the Conference</i> | 09:45 am – 10:00 |
| <i>am Prof. Dr. Zainudin Amali, S.E., M.Si</i> | |
| MoU signing | 10:00 am – 10:10 am |
| Souvenir Distribution and Photo Session (Bertukar Souvenir) (ITB, UNUSIDA, UiTM, CSRC) | 10:10 am – 10:30 am |

| | |
|--|----------------------------|
| TEA AND NETWORKING BREAK (Break) | 10:30 am – 11:00 am |
| (Sounding duduk tempat masing-masing) | |

| | |
|--|----------------------------|
| PLENARY SESSION | 11:00 am – 01:00 pm |
| Coordinator: Dr. Prisila Damayanty | |
| Keynote address I | 11:00 am – 11:15 am |
| <i>Prof. Dr. Rohana Binti Jani, Center for Development Studies University of Malaya Malaysia (Offline)</i> | |
| Keynote address II | 11:15 am – 11:30 am |
| <i>Prof. Dr. Ulf Henning Richter, Adjunct Professor, HKUST Business School, Hong Kong SAR China & CEO, Carbon10B X (Offline)</i> | |
| Keynote address III | 11:30 am – 11:45 am |
| <i>Assoc. Prof. Dr. Kay Dora Binti Abd Ghani, Deputy Rector, UiTM</i> | |

Penang Malaysia (Online)

Keynote Address IV

Prof Dr. Jose E. Munoz Jr, Fox School of Bussiness,
Temple University USA (Online)

11:45 am - 12:00 pm

Q&A moderated by the MC

12:00 am – 12:15 pm

Panel Discussion

12:15 pm – 01:00 pm

Topic: A Quadruple Helix Dialogue on Responsible Digitalization to address Sustainability Challenges in Emerging Economies

Panel Discussants:

Dr. Jerry Sambuaga, Vice Ministe of Trade, Republic of Indonesia

*(Online) Prof. Dr. Abdul Halim Abdul Majid, University Utara
Malaysia*

Dr. Masyitah Novianti, Unusida Indonesia

Dr. Dave Fikarno (Tentatif) (Online)

Moderator:

Assoc. Prof. Dr. Muhammad Amsal Sahban

LUNCH AND PRAYER BREAK

01:00 pm – 02:00 PM

PARALLEL SESSION 1

02:00 pm – 03:30 pm

Parallel Session 1.01: Issues in Business Strategy in Emerging Economies

Meeting Room 01

**Session Chair: Prof. Dr. Abdul Halim Abdul Majid Session Co-Chair: Dr. Augustine
Dwianika**

The Effect of Trust as a Mediator Between Perceived Ease of Use and Perceived Digital Value on Intention to Use Continuous E-Payment (INDOMA8). Junias Robert Gultom, Iwan Setyawan, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia.

Presenting Author: Junias Robert Gultom

Comparative Analysis of Online Store Marketing Strategy (Study on Lazada, Shopee, Tokopedia, Blibli.com and Bukalapak Consumers) in Jakarta (INDOMA13). Ahmad Nurdin Hasibuan, Dyah Utami Dewi, Ismi Nurhasanah, Fanny Indah Paraswati, Denaya Ramadanti, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia.

Presenting Author: Ahmad Nurdin Hasibuan

Evaluation of Cooperative Opportunities and Challenges Through Strengthening Human Resource Management in the Market Environment of Competition 4.0 Battle With the Indonesian Economy in 2045 (INDOMA18). Abdul Wahab Samad, Tagor Rambey, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia.

Presenting Author: Abdul Wahab Samad

Product Quality Analysis, Brand Image of Consumer Satisfaction Through Generation Z Lifestyle as Variable Moderation at Starbucks Coffee Margo City Depok (INDOMA29). Enny Widayati, Syamsul Bahchri, Erika Esa Putri Pratiwi, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Enny Widayati**

The Analysis of SICEPAT Service Satisfaction Level Towards Tokopedia Users During Period of COVID-19 Pandemic (INDOMA31). Febryano Manggala Putra, Institut Bisnis Dan Informatika Kosgoro 1957,

Jakarta, Indonesia

Presenting Author: Febryano Manggala Putra

Customer Satisfaction as Mediation of Influence Service Quality and Value on Customer Trust (INDOMA32). Muliwati, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Muliwati**

Analysis of the Effect of Electronic-based Non-cash Payments on the Money Supply in Indonesia in 2017- 2021 With Inflation as a Moderation (INDOMA34). Medy Desma Fatwara, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia
Presenting Author: Medy Desma Fatwara

Research Studies on Exploration People's Perceptions of Makassar City About Political Parties (INDOMA120). Muh Nur Sadik, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Prof. Dr. Muh. Nur Sadik, MPM**

Parallel Session 1.02: Issues in Social Sciences: Education, Psychology, Sociology and Social Work

Meeting Room 02

Session Chair: Prof. Dr. Rohana Binti Jani Samad

Session Co-Chair: Dr. Abdul Wahab

Website Analysis on www.ibi-k57.ac.id Using Webqual 4.0 and Importance Performance Analysis (INDOSC19). Hilman Jihadi, Aryanti Kristantini, Nuraini Purwandari, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia.

Presenting Author: Hilman Jihadi

Interpersonal Communication of Parents with Children with Special Needs in Forming 'Self Help Skill' Character (INDOSC22). Mayang Riyantie, Rezzi Nanda Barizki, Mutiara Ramadita Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia;

Presenting Author: Rezzi Nanda Barizki (Mayang Riyantie)

Tri Hita Karana as a Bali Tourism Communication Strategy in Preserving Tourism Cultural Destinations (INDOSC23). Misnan, Agus Hitopa Sukma, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Misnan

Polygamy and Its Impact on the Economy : A Malaysian Family Perspective (INDOSC39). Muhammad Ajib Bin Abd Razak, Nazirah Hassan, Universiti Kebangsaan Malaysia, Malaysia; Intan Hashimah Mohd Hashim, Syazwani Drani, Universiti Sains Malaysia, Malaysia

Presenting Author: Muhammad Ajib Bin Abd Razak

Analysis of Digital Business Strategy to Support Sustainable Economic Development (INDOSC40). Waskita Cahya, Nuraini Purwandari, Filda Angellia, Achmad Fauzi, Institut Bisnis & Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Waskita Cahya

Android Mobile Application for Healing Ischemic Stroke Patient by Supporting From Album Music (INDOSC106). Adityo Rahman, Nuraini Purwandari, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Adityo Rahman

Parallel Session 1.03: Issues in Social Sciences: Education, Psychology, Sociology and Social Work

Meeting Room 03

**Session Chair: Prof. Dr. Ulf Henning Richter
Asrarudin**

Session Co-Chair: Dr.

Business Model for a Virtual Programs in the Event Organizer Company: An Analysis (INDOSC79)

Trias Widha Andari, Athika Dwi Wiji Utami, Putra Uji Deva Satrio, Sonhaji Arif, Chrisna Bayu Septrianto, Universitas Nahdlatul Ulama Sidoarjo, Indonesia

Presenting Author: Putra Uji Deva Satrio

Industrial Revolution 4.0 Based on Green Performance (INDOSC83). Dewi Yuliati Indah Se Msi Mm, Universitas Pasundan, Bandung, Indonesia; Dwi Liestyowati, Mm, Mt, Universitas Faletehan, Kramatwatu, Serang-Banten, Indonesia

Presenting Author: Dewi Yuliati Indah Se Msi Mm

Customer Satisfaction as an Intervening Variable Between Mobile Banking Services and Customer Loyalty During the COVID-19 Pandemic at Cimb Niaga Bank, Surabaya City (INDOSC102). Afrida Sary Puspita, Aniza Octoviani, Ruswiati Suryasaputra, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; Riko Prasetyo, Universitas Wijaya Kusuma Surabaya, Surabaya, Indonesia,

Presenting Author: Afrida Sary Puspita

Teaching Young Learners With Autism: Malaysian Swimming Instructors' Experiences (INDOSC118). Rofiza Binti Aboo Bakar, Universiti Teknologi Mara, Cawangan Pulau Pinang, Malaysia

Presenting Author: Rofiza Binti Aboo Bakar

Design and Build an Android-based Educational Gaming App Using Construct 3 Software at PT. EDUCA SISFOMEDIA INDONESIA (INDOSC110). Muhammad Djulfikri, Nuraini Purwandari, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Muhammad Djulfikri

Parallel Session 1.04: Issues in Economic Policy and Business Strategy in Emerging Economies

Meeting Room 04

Session Chair: Prof. Dr. Ruswiati Suryasaputra Session Co-Chair: Shine Pintor Siolemba Patiro

Analysis of the Government's Strategy for the Community as Obey as Taxpayers Case Study: South Jakarta Area (INDOAF6). Zara Tania Rahmadi, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; Muhammad Aria Wahyudi, Kwik Kian Gie School of Business, Jakarta, Indonesia **Presenting Author: Zara Tania Rahmadi**

The Effect of Corporate Social Responsibility and Inventory Intensity on Tax Aggressiveness (INDOAF15). Diah Nurdiana, Zara Tania Rahmadi, Dwina Meila Azizah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Diah Nurdiana

Influence Leverage, Institutional Ownership, and Ownership Managerial Level of Accounting Conservatism (INDOAF20). Kampono Imam Yulianto, Riza Melina, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Kampono Imam Yulianto

The Influence of Internal Control, Accountability, and Transparency of Financial Reports on the Quality of Financial Statements (Case Study on Indonesian Zakat Initiative Amil Zakat Institutions) (INDOAF24). Indra Setiawan, Hestianisari, Putri Anjelina, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Indra Setiawan

Macroeconomic Influences on Corporate Capital Structure of Firm Listed the Indonesian Stock Exchange (INDOAF27). Silvana Syah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; I Gusti Ketut Agung Ulupui, Universitas Negeri Jakarta, Indonesia; Agung Dharmawan Buchdadi, Universitas Negeri Jakarta, Indonesia

Presenting Author: Silvana Syah

The Influence of Company Age and Profitability on the Financial Distress of IDX Listed Manufacturing Companies 2020-2022 (INDOAF107). Zara Tania Rahmadi, Diah Nurdiana, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; Muhammad Aria Wahyudi, Kwik Kian Gie School of Business, North Jakarta, Indonesia

Presenting Author: Zara Tania Rahmadi

Parallel Session 1.05: Issues in Economic Policy and Business Strategy in Emerging Economies

Meeting Room 05

Session Chair: Assoc. Prof. Dr. Muhammad Amsal Sahban

Session Co-Chair: Dr.

Geofakta

The Effect of Net Profit, Debt & Operating Cash Flow on Dividend Policy in Automotive Companies Listed on the IDX During the COVID-19 Pandemi Era (2020-2021) (INDOAF46). Widjanarko, Dewa Putu A.I.S, Dias Adidarma, Erma Wijayanti, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Widjanarko**

The Effect of Use of Information Technology and Internal Control on the Quality of Financial Reports for Village-owned Business Enterprises With Human Capital as a Moderating Variable (INDOAF47). Irma

Indira, Aranta Prista Dilasari, Ma'rufatur Rodhiyah, Heti Nur Ani, Evi Dwi Kartikasari, Institut Teknologi Dan Bisnis Ahmad Dahlan, Lamongan, Indonesia

Presenting Author: Irma Indira

Effect of the Use of Village Financial System Application (SISKEUDES) on the Quality of Financial Reports Mediated the Competence of Village Apparatus (Case Study in Village Government of Sukodadi Lamongan Sub-district) (INDOAF48). Evi Dwi Kartikasari, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia, Annita Mahmudah, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia, Achmad Farid Dedyansyah, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia, Agustinus Salukh, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia, Irma Indira, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia, Ayu Dwi Susanti, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia

Presenting Author: Evi Dwi Kartikasari

The Effect of Profitability, Investment Decision, Funding Decision, and Dividend Policy on the Value of Manufacturing Companies Listed on the IDX Period 2018-2020 (INDOAF55). Erin Hardiyanti, Prisila Damayanty, Dwina Meila Azizah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Dwina Meila Azizah (Erin Hardiyanti)**

The Influence of Underwriter Reputation, Percentage of Share Sold, and Company Size on Shares

Underpricing (INDOAF56). Nurmelia Safitri, Anisa Agustina, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Nurmelia Safitri

Analysis of the Influence of Environmental, Social, and Governance (ESG) on Company Values in Companies Listed in the Jakarta Islamic Index (JII) Period 2019-2021 (INDOAF57)

Riswanda Dewi Arifah, Prisila Damayanty, Icha Putri Damayanti, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Icha Putri Damayanti (Riswanda Dewi Arifah)

Relationship Between Corporate Governance Mechanism, Sustainability Performance and Corporate Profitability (INDOAF62)

Triyono Adi Tristanto, Institut Bisnis & Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Triyono Adi Tristanto

The Effect of Institutional Ownership and Managerial Ownership on Financial Distress With Profitability as a Moderating Variable (INDOAF108). Diah Nurdiana, Zara Tania Rahmadi, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Diah Nurdiana

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Online Presentations

Parallel Session 1.06: Issues in Economic Policy and Business Strategy in Emerging Economies

Meeting ID:

Session Chair: Assoc. Prof. Dr. Kay Dora Binti Abd Ghani Session Co-Chair: Dr. Geofakta

Literacy Technology, Engineering and Mathematics (STEM) Parents and Vocational High School (SMK) Students in Increasing the Role of Women in the Digital Era (INDOSC51).

Hiswanti, Hidayaturahmi, Herna, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Hidayaturahmi, S. Sos, MPA (Hiswanti)

Enforcement of Civil Rights Victims of Crime in Indonesia From the Perspective of Pancasila (INDOSC58). Nanang Nurcahyo, Supanto, Albertus Sentot Sudarwanto, Universitas Sebelas Maret, Surakarta, Indonesia

Presenting Author: Reny Andriyanty

Joyfull Learning With the Asbombar Technique for Early Childhood Vocal Learning (INDOSC80) Rifatul Anita, Shofiyatuz Zahroh, Milla Ahmadia Apoligia, Universitas Nahdlatul Ulama Sidoarjo, Indonesia

Presenting Author: Rifatul Anita

Testing of Fraudulent Financial Reporting as a Moderating Variables: The Influence of Fraud Triangle Perspective on Company Value (Empirical Study on Mining Companies Listed on the Indonesia Stock Exchange 2016-2019) (INDOAF45). Ruswiati Suryasaputra, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; Agnes Chintya Eka Putriani, Universitas Wijaya Kusuma Surabaya, Surabaya, Indonesia

Presenting Author: Agnes Chintya Eka Putriani (Ruswiati Suryasaputra)

3D Mobile Application as a Medium for Introducing Pictionary Interactive English for Early Childhood (INDOSC50). Titik Khotiah, Yanuangga Galahartlambang, Ilham Basri K, David Fahmi Abdillah, Fery Arianto, Institut Teknologi Dan Bisnis Ahmad Dahlan, Lamongan, Indonesia,

Presenting Author: Titik Khotiah

The Effect of Use of Information Technology and Internal Control on the Quality of Financial Reports for Village-owned Business Enterprises With Human Capital as a Moderating Variable (INDOAF47). Irma

Indira, Aranta Prista Dilasari, Ma'rufatur Rodhiyah, Heti Nur Ani, Evi Dwi Kartikasari, Institut Teknologi Dan Bisnis Ahmad Dahlan, Lamongan, Indonesia

Presenting Author: Irma Indira

TEA AND NETWORKING BREAK

04:00 pm – 04:30 pm

PARALLEL SESSION 2

04:30 pm – 06:00 pm

Parallel Session 2.01: Issues in Business Strategy in Emerging Economies

Meeting Room 01

**Session Chair: Prof. Dr. Ulf Henning Richter
Christanti**

Session Co-Chair: Ana

The Role of Education on the Work Productivity of Employees Managing Child-friendly Integrated Public Spaces (RPTRA) in the Srengseng Sawah Urban Village in South Jakarta Through Moderation of Community Service Attitudes (INDOMA36). Reny Andriyanty, Delila Rambe, Adib Fathin Haritsah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Reny Andriyanty

The Effect of Total Quality Management Application and Performance Measurement System on Employee Performance Through Motivation as an Intervening Variable in Trust Group Surabaya Company (INDOMA54). Aris Fatoni, Ruswiati Suryasaputra, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia, Yoga Saputra, Universitas Wijaya Kusuma Surabaya, Surabaya, Indonesia,

Presenting Author: Aris Fatoni

The Effect of Work Motivation and Work Flexibility on the Performance of GrabBike Drivers With Incentives as a Moderation Variable (INDOMA64). Siti Musarofah, Darianto, Didik Puji Wahyono, Ardiansyah Ahsanul Hayat, Mu'ah, Institut Teknologi Dan Bisnis Ahmad Dahlan, Lamongan, Indonesia. **Presenting Author: Siti Musarofah**

Talent Management And Organizational Sustainability: Role Of Engagement And Satisfaction (INDOMA67). Nafia Ilhama Qurratuaini, Dian Fahriani, Nahdlatul Ulama University, Sidoarjo **Presenting Author: Nafia Ilhama Qurratuaini**

Determinants of Service Quality and Process Quality on Customer Satisfaction of Online OJEK "GOJEK" (Empirical Study: Area in Duren Tiga, Jakarta Selatan) (INDOMA77). Dadan Sundara, Enny Widayati, Resky Dwi Pikriyanto, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Dadan Sundara

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Parallel Session 2.02: Issues in Business Strategy in Emerging Economies

Meeting Room 02

Session Chair: Prof. Dr. Abdul Halim Abdul Majid Session Co-Chair: Dr. Augustine Dwianika

Customer Satisfaction as Mediation of Service Quality and Perceived Value of Trust (INDOMA84).

Muliyati, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Muliyati

Analysis of the Effect of Product Quality and Price on Customer Satisfaction PT. Adhimix RMC Indonesia Cibubur Plant Branch in Bogor (INDOMA85). Rudi Laksono, Rambe Kamarulzaman, Widad, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia.

Presenting Author: Rudi Laksono

Indonesia's Rising Need for a Management Information System to Meet the Challenge of Industry 4.0 (INDOMA87). Syamsul Bachri, Abdul Wahab Samad, Asrarudin, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; Mas Wigrantoro Roes Setiyadi, Zahera Mega Utama, Universitas Professor Doktor Moestopo (beragama)-UPDMB, Jakarta, Indonesia

Presenting Author: Syamsul Bachri

The Effect of Work Motivation and Leadership Style on Lecturer Performance (Case Study at DKI Jakarta Private Higher Education) (INDOMA88). Haswan Yunaz, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Haswan Yunaz

Analysis of Financial Performance Using Financial Ratios in Manufacturing Companies in the Food and Beverage Industry Sub-Sectors Listed on the Indonesia Stock Exchange (INDOMA89). Rifqi Achmad Zuliansyah, Salma Azhara, Triyono Adi Tristanto, Fitrianiingsih, Muhammad Syami Zamzami, Sunia Felawati, Muhamad Fajar Alfiansyah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Rifqi Achmad Zuliansyah** (Muhamad Fajar Alfiansyah)

Efforts to Grow Entrepreneurship Among Students (INDOMA96). Rahmat Jaya, Boy Firmansyah, Haviza Rifiyanti, Ari Kurniawan, Dwi Sidik Permana, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Rahmat Jaya

Parallel Session 2.03: Issues in Social Sciences: Education, Psychology, Sociology and Social Work

Meeting Room 03

Session Chair: Prof. Dr. Rohana Binti Jani

Session Co-Chair: Shine Pintor Siolemba

Patiro

Catering Booking Information System at PT Gobel Dharma Sarana Karya (GDSK) Web Based (INDOSI61). Reka Ananda Putri, Nuraini Purwandari, Boy Firmansyah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Reka Ananda Putri

Digital Transformation and Influence on Information Use in Indonesia (INDOSI94). Erdiek Ardhianto, Nuraini Purwandari, Dade Maulana, Ghanistantiono, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Erdiek Ardhianto

Collaborative Communication Model for MSEs Business Sustainability at Pongkor National Geopark (INDOSI90). Baban Sarbana, Institut Pertanian Bogor (IPB) University, Bogor, Indonesia

Presenting Author: Baban Sarbana

The Effect of Online Marketing Strategies Through Paid Promoting Social Media Instagram and Ease of

Transaction Together on the Buying Interest of FKIP UNS Students (INDOSI81). Alan Dwi Setiawan, Sebelas Maret University, Surakarta, Indonesia

Presenting Author: Alan Dwi Setiawan

Expert System for Diagnosing Dragon Fruit Plant Diseases Using Website-based Purposive Sampling and Forward Chaining Methods (INDOSI14). Nuraini Purwandari, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia, Harfebi Fryonanda, Padang State Polytechnic, Padang, Indonesia, Roy Ibrahim, Lancang Kuning University, Pekanbaru, Indonesia

Presenting Author: Nuraini Purwandari

A New Horizon Creative Approach to Grasp Attention of Non-Engineering Students to Learn Engineering Subject (INDOSI119). Mohd Ikmal Fazlan Bin Rozli, Universiti Teknologi Mara, Penang, Malaysia **Presenting Author: Mohd Ikmal Fazlan Bin Rozli**

Parallel Session 2.04: Issues in Social Sciences: Education, Psychology, Sociology and Social Work

Meeting Room 04

Session Chair: Prof. Dr. Nur Safiq Alamsyah

Session Co-Chair: Dr Irma

The Effect of Content Promotion Hierarchy in Increasing the Number of Students (an AISAS Analysis to the Accounting Students Enrolled in at IBIK Kosgoro 57 Campus) (INDOSC60). Iswahyu Pranawukir, Maria Jashinta Elisabet Hamboer, Yuliarti, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia.

Presenting Author: Yuliarti (Iswahyu Pranawukir)

Critical Thinking Patterns of Students on Mathematics Ability in Class V AR-Rohma Batu Elementary School (INDOSC65). Risalul Ummah, Rofiqoh Nirwana, Wahyudi Achmad, Mohammad Anang Abidin, Nurul Aini, Universitas Nahdlatul Ulama Sidoarjo, Indonesia

Presenting Author: Risalul Ummah

Gamification in Basic Education: A Systematic Review of Academic Research (INDOSC70). Fatkul Anam, Universitas Wijaya Kusuma Surabaya, Surabaya, Indonesia; Nur Asitah, Elsa Rosyidah, Mega Firdaus, Universitas Nahdlatul Ulama Sidoarjo, Indonesia; Hadi Ismanto, Universitas Negeri Malang, Indonesia **Presenting Author: Nur Asitah**

Effect of Application of the Realistic Mathematics Learning Model on Critical Thinking Skills for Elementary School Third Grade Students (INDOSC73). Azmil Roudhotul Jannah, Arie Widya Murni, Fajar Nur Yasin, Wahyu Maulida Lestari, Mohammad Setyo Wardono, Nurul Aini, Universitas Nahdlatul Ulama Sidoarjo, Indonesia

Presenting Author: Fajar Nur Yasin

The Implementation of Differentiated Instructions by the Trained Teachers in Sidoarjo, Indonesia (INDOSC75). Ana Christanti, Evi Mahsunah, Muawwinatul Laili, Masyitah Noviyanti Universitas Nahdlatul Ulama Sidoarjo, Indonesia.

Presenting Author: Evi Mahsunah

The Diasporic Identity of Sikh Youth Among Jakarta's Multicultural Society (INDOSC78). Erita Riski Putri, Alamsyah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia, Dody S. Truna, Sunan Gunung Djati State Islamic University, Bandung, Indonesia,

Presenting Author: Erita Riski Putri

Evaluation of Management Practice and Problems of Environmental Factors and Social Characteristics of

Successful Dairy Cooperative Credit Scheme Government Development Project in Dairy Business of Indonesia (INDOSC117). Irma Alamsyah, Febryano Manggala Putra, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Presenting Author: Irma Alamsyah

A Delphi Study for Content Validity of Insaniah Values Items for at-risk youth: Initiatives on Sustainable Social Impact (INDOSC130). Raja Suzanaraja Kasim, Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

Presenting Author: Raja Suzana Raja Kasim

Parallel Session 2.05: Issues in Economic Policy and Business Strategy in Emerging Economies

Meeting Room 05

Session Chair: Prof. Dr. Ruswiati Suryasaputra Session Co-Chair: Dr. Abdul Wahab Samad

Method of Determining the Cost of Goods Produced (Study in the Seblak Malaga Business) (INDOAF69) Achmad Zaki, Achmad Wicaksono, University of Nahdlatul Ulama Sidoarjo, Indonesia

Presenting Author: Achmad Zaki

An Empirical Study on the Determinants of the Capital Structure of Indonesia's Firms (INDOAF86) Silvana Syah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia; I Gusti Ketut Agung Ulupui, Universitas Negeri Jakarta, Indonesia; Agung Dharmawan Buchdadi, Universitas Negeri Jakarta, Indonesia

Presenting Author: Silvana Syah

Analysis of the Influence of Brand Image and Green Product Makeup the Body Shop on Consumer Purchasing Decisions in Srengseng Sawah Village South Jakarta (INDOMA97). Rosmiati, Ivanka Nabila, Rafa Farihahnida, Dodi Wahab, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia **Presenting Author: Ivanka Nabila (Rosmiati)**

Entrepreneurial Intention of Business Students: the Role of Individual Creativity Using Structural Equation Modeling (INDOMA111). Muhammad Amsal Sahban, Sekolah Tinggi Ilmu Manajemen (STIM) Lasharan Jaya, Makassar, Indonesia; Dicky Hida Syahchari, Binus Business School Undergraduate Program, Universitas Bina Nusantara, Jakarta, Indonesia

Presenting Author: Muhammad Amsal

Sahban 65

Online Presentations

Parallel Session 2.06: Issues in Economic Policy and Business Strategy in Emerging Economies

Meeting ID:

Session Chair: Assoc. Prof. Dr. Shamshul Anaz Session Co-Chair: Dr. Rabia Rasheed

Business Development Strategy and Energy Analysis in the Manufacture of Agricultural Waste Bio- briquette in Post COVID-19 Pandemic (INDOSI63)

Ardhana Rahmayanti, Laily Noer Hamidah, Khilyatul Afkar, Elsa Rosyidah, Listin Fitrihanah, Nur Fauziyah Putri Asmarani, Universitas Nahdlatul Ulama Sidoarjo, Indonesia

Presenting Author: Khilyatul Afkar

Analysis of the Impact of Competence on Performance Through Work Motivation of Employees of

Medium-Scale Media Companies in Jakarta Indonesia (INDOMA95). Dodi Wahab, Rosmiati, Nuryati Nonak, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia
Presenting Author: Nuryati Nonak (Dodi Wahab)

Enforcement of Civil Rights Victims of Crime in Indonesia From the Perspective of Pancasila (INDOSC58). Nanang Nurcahyo, Supanto, Albertus Sentot Sudarwanto, Universitas Sebelas Maret, Surakarta, Indonesia
Presenting Author: Nanang Nurcahyo

Artificial Intelligence in English Teaching: A Systematic Literature Review (INDOSC74). Fatkul Anam, Universitas Wijaya Kusuma Surabaya, Surabaya, Indonesia, Mega Firdaus, Elsa Rosyidah; Hadi Ismanto, Universitas Negeri Malang, Indonesia; Nur Asitah, Universitas Nahdlatul Ulama Sidoarjo, Indonesia. **Presenting Author: Mega Firdaus**

Technology Acceptance Model and Brand Equity Through Electronic Word of Mouth on Purchase Intention in E-Commerce (INDOMA52). Muhammad Sulton, Institut Teknologi Dan Bisnis Ahmad Dahlan, Lamongan, Indonesia.
Presenting Author: Muhammad Sulton

The Effect of Regional Genuine Revenue and General Allocation Funds on Economic Growth With Regional Expenditures as Intervening Variables (Study on the Regencies/Cities in East Java 2019-2021) (INDOAF114). Haris Prasetyo, Evi Dwi Kartikasari, Annita Mahmudah, Agustinus Salukh, Sri Yaumi, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia
Presenting Author: Evi Dwi Kartikasari

Digitalization for Sustainable Business Practices: Malaysian and ASEAN Views on Problems, Possible Resolutions and Impact on Customers and Society in Emerging Economies (INDOSC112). Dr Shamsul Anaz Kassim, Senior Lecturer, Universiti Teknologi MARA Perlis, Malaysia.
Presenting Author: Shamsul Anaz Kassim

Parallel Session 2.07: Issues in Economic Policy and Business Strategy

Meeting ID:

Session Chair: Assoc. Prof. Dr. Sulaman Hafeez siddiqui

Session Co-Chair: Dr. Mohd

Ikmal

Sustainability Awareness at Bank X Related to the Implementation of Sustainable Finance (INDOAF101). Sarah Diba Rahmawati, Ancella Anitawati Hermawan, Universitas Indonesia, Depok, Indonesia **Presenting Author: Sarah Diba Rahmawati**

Risk of Technology and On-Line Security as Identity Theft: An Impact on Female Universities Students Analysis (INDOSC10). Sajida Parveen, Mohammad Faizan Khan, Wajeeha Ali, Karachi Institute of Economics And Technology, Pakistan
Presenting Author: Sajida Parveen

The Influence of Affiliate Marketing and Customer Trust on Purchase Decisions on E-Commerce Platforms Through Smartphone Media (INDOMA126). Joned Ceilendra Saksana, Sekolah Tinggi Ilmu Ekonomi Ganesha, South Tangerang, Indonesia; Afrizal, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia
Presenting Author: Joned Ceilendra Saksana

Academic Optimism: A Study of Secondary School Teachers' Perceptions (INDOSC9).
Shamim Ullah, Rizwan Ahmad, Sumaira Majeed, University of Education, Lahore, Pakistan

Presenting Author: Shamim Ullah

The effect of deviden policy and capital structure on firm value with growth opportunity as a moderating variables (study of trading and service companies Listed on the idx in 2019-2021) (INDOAF115). Deddy Priyatna, Evi Dwi Kartikasari, Irma Indira, Heti Nur Ani, Tri Winarsih, Institut Teknologi dan Bisnis Ahmad Dahlan, Lamongan, Indonesia

Presenting Author: Deddy Priyatna

TikTok Social Media Artificial Intelligence Use for Business Promotion (INDOMA71). Ridha Maya Faza Lubis, Jen-peng Huang, Southern Taiwan University of Science and Technology, Tainan, Taiwan **Presenting Author: Ridha Maya Faza Lubis (Online)**

Gala Dinner at Hotel

07:00 pm – 09:00 pm

CONFERENCE PROGRAM

Thursday, March 09 (DAY 02)

**Venue: Central Cawang Hotel Jakarta
Indonesia**

Workshop How to Get published in High Impact

09:00 am – 11:00 am

Journal Venue: Ball Room,

Speaker :

Prof. Dr. Abd. Halim Abd Madjid

Universiti Utara Malaysia

TEA AND NETWORKING BREAK

11:00 am – 11:30 pm

Closing Ceremony

11:30 pm – 12:00 pm

Distribution of Best Paper Certificates

Closing Remarks by the Conference Patron and Rector, IBI-K57 *Kosgoro Jakarta Indonesia*
Prof. Dr. Haswan Yunas, *M.SI, MM*

Vote of Thanks by the Chief Conference Coordinator

Dr. Prisila Damayanty, IBI-K57 Kosgoro Jakarta Indonesia

JAKARTA CITY TOUR

12.00 pm – 03.00 pm

ABSTRACTS

The Effect of Trust as a Mediator Between Perceived Ease of Use and Perceived Digital Value on Intention to Use Continuous E-Payment

Junias Robert Gultom, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia*

Iwan Setyawan, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Abstract:

This study examines the role of trust as a mediator between perceived ease of use and e-payment continuous use intentions and between the perceived digital value and e-payment continuous use intentions. A total of 234 e-payment users participated in this survey. The analytical tool used in this study is Structural Equation Modeling- Partial Least Square (SEM-PLS). The study results show that perceived ease of use and perceived value of digital significantly positively affect e-payment continuous use intentions. But when the perception of ease of use towards e-payment continuous use intentions is mediated by trust, the result still has a positive but insignificant effect, with a significance value of 0.063. In contrast, when the perception of digital value on e-payment continuous use intentions is mediated by trust, it shows positive and significant results with a value significance of 0.015. Thus, trust is not a factor that can strengthen the effect of perceived ease of use on e-payment continuous use intentions. Meanwhile, trust has a role in increasing the influence of perceived digital value on e-payment continuous use intentions, even though the contribution it makes is tiny.

Keywords: Continuous use intention, E-payments, Perceived digital value, Perceived ease of use, Trust.

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Paper ID: INDOMA8

Comparative Analysis of Online Store Marketing Strategy (Study on Lazada, Shopee, Tokopedia, Blibli.com and Bukalapak Consumers) in Jakarta

Ahmad Nurdin Hasibuan, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia*

Dyah Utami Dewi, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Ismi Nurhasanah, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Fanny Indah Paraswati, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Denaya Ramadanti, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Abstract:

This study aims to determine differences in product marketing strategies at Lazada, Shopee, Tokopedia, Blibli.Com and Bukalapak, to determine differences in price marketing strategies at Lazada, Shopee, Tokopedia, Blibli.Com and Bukalapak, to determine differences in distribution marketing strategies at Lazada, Shopee, Tokopedia, Blibli.Com and Bukalapak, and to find out the differences in promotional marketing strategies on Lazada, Shopee, Tokopedia, Blibli.Com and Bukalapak. This research is survey research, namely research that takes samples directly from the population. The research location was chosen for consumers of online stores in South Jakarta, during the research period April-June 2022. Respondents were determined using a non-probability sampling technique. The results of this study indicate that 1) consumers agree that the product marketing strategy at each online store is different both in terms of product quality and product variety, 2) consumers agree that the price marketing strategy given to each online store is different both in terms of price affordable prices and prices according to benefits, 3) Consumers agree that the distribution marketing strategy carried out at each online store is different both in terms of distribution and reach location, and 4) Consumers agree that the promotional marketing strategy at each online store is different both from coupons or discounts.

Keywords: Product Marketing Strategy, Price Marketing Strategy, Distribution Marketing Strategy, Promotion Marketing Strategy, Purchase Intention

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Paper ID: INDOMA13

Evaluation of Cooperative Opportunities and Challenges Through Strengthening Human Resource Management in the Market Environment of Competition 4.0 Battle With the Indonesian Economy in 2045

Abdul Wahab Samad, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia*
Tagor Rambey, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia

Abstract:

The study's purpose is to conduct an evaluation of the opportunities and challenges of cooperatives in the industrial era 4.0 by strengthening the role of human resource management in dealing with economic changes in the market environment facing the 4.0 competition battle in the Indonesian economy in 2045, which causes changes in all aspects of digitalization that occur in cooperative organizations. Changes in cooperative digitalization necessarily require business intelligence in evaluating high-tech advances in information technologies in the exchange of knowledge related to product design and innovation, as well as information obtained from suppliers and customer behavior, which will be continuously communicated in Industry 4.0. The research method is the troubling method in which it explores causal links in depth, attentively listening to feedback from multiple parties, and identifies the proper solution ideas through a narrative study that is articulated qualitatively. According to the findings, cooperative development in Indonesia still needs to be enhanced in order to grow stronger in planning and funding. This development will serve as the foundation for the Indonesian economy to attain mutually beneficial economic goals by 2045. As a result, cooperatives must secure their position in the digital platform shift ecosystem, which necessitates tight collaboration in design and innovation that is mutually advantageous for suppliers and customers

Keywords: Opportunities, challenges, cooperation, digital, collaboration, mutually beneficial
Corresponding author's email: * w_abdoel@yahoo.com

Paper ID: INDOMA18

Product Quality Analysis, Brand Image of Consumer Satisfaction Through Generation Z Lifestyle as Variable Moderation at Starbucks Coffee Margo City Depok

Enny Widayati, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia*
Syamsul Bahchri, Erika Esa Putri Pratiwi

Abstract:

Business buses engaged in coffee drinks are much loved by generation Z, Starbucks Coffee has always been, become a top brand in the field of coffee drinks. Research Center, Sparks and Honey generation Z it is a teenager born in 1997 Product quality, and brand image, Starbucks Coffee is one of the main reasons why generation Z consumers come to Starbucks Coffee. This type of research is descriptive, 146 respondent's as consumers of Starbucks Coffee at Mall Margo City. Goal 1). Knowing the effect of Starbucks Coffee Product Quality on Consumer decisions 2). Knowing the influence of brand image on consumer health. 3). Knowing the influence of Product Quality and brand image on consumer satisfaction and 4). Knowing the lifestyle of Generation Z as a consumer that can strengthen the relationship between the two variables to consumer satisfaction Analysis results Product quality has a strong and positive relationship to Consumer satisfaction T calculate $> T$ table ($2,652 > 2,011$) with correlation: 0.680, Test F: Product quality and brand image affect consumer satisfaction results F calculate $> F$ table ($35,659 > 3,295$) with a correlation of :0.776, Product quality and brand image have an effect and are significant to consumer satisfaction and strong relationships. Determination Product quality and brand image towards consumer satisfaction of 60.30%. The results of the moderation model test R Square variable Product quality and brand image towards consumer satisfaction were 678 and after being moderated by the variable Generation Z lifestyle the results increased by 756 proven lifestyle Generation Z was able to moderate product quality and brand image towards Consumer Satisfaction.

Keywords: Product quality, brand image, consumer satisfaction, generation z
Corresponding author's email: * enny18juli@gmail.com

Paper ID: INDOMA29

The Analysis of SICEPAT Service Satisfaction Level Towards Tokopedia Users During Period of COVID-19 Pandemic

Febryano Manggala Putra, Institut Bisnis Dan Informatika Kosgoro 1957, Jakarta, Indonesia*

Abstract:

ABSTRACT Objective: The purposes of this paper are to know 1. The level of SiCepat service satisfaction in consumer's perspective. 2. Improving the quality of SiCepat's services. 3. Knowing the level of consumer recognition towards the brand image of SiCepat. 4. Designing a marketing strategy to improve consumer satisfaction and loyalty to SiCepat. 5. Knowing the consumers' reaction towards SiCepat marketing media tools. Methodology: This research utilizes mix of methodology which are qualitative and quantitative. At first Focus Group Discussion (FGD) was used with 10 respondents in order to know audiences' thoughts, experiences, and perspective towards SiCepat service quality. Proceed from the FGD a questionnaires was conducted and distributed among the 110 respondents to know their overall review about SiCepat's Service quality. Results: based on the analyses it can be concluded that: 1. There is a significant and positive relationship between SiCepat service quality and consumers. 2. Quality improvement needs to be considered by SiCepat so that consumer satisfaction can be maintained because there is a significant and positive relationship between satisfaction with loyalty. 3. Level of SiCepat brand image recognition on the national scale is quite weak due to the limited coverage area that is currently being covered. 4. SiCepat marketing strategy is considered to be in line with consumer expectations. 5. Current consumer reaction to SiCepat marketing media based on research results is still relatively low because there is no differentiation with the persona of SiCepat and its competitors. Implication: This research is particularly useful in assessing SiCepat current service quality, brand image and marketing strategy with customers perspective. Furthermore by comparing the current capability of what SiCepat has with the actual consumers perspective, SiCepat could estimate it self the effectiveness of its competency to attract consumers attention.

Keywords: Enhancing performance, service quality, logistic, marketing strategy, consumer loyalty, brand image

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Paper ID: INDOMA31

Customer Satisfaction as Mediation of Influence Service Quality and Value on Customer Trust

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Abstract:

This study investigates how service quality and perceived value influence Garuda Airlines customer brand loyalty and how the relationship is mediated by customer satisfaction. The research was conducted in Indonesia. The number of samples is 315 respondents and has been tested for validity and reliability. The data analysis technique used is Smart PLS 3.0. The results of the study showed that service quality, perceived value, and customer satisfaction had a positive and significant effect on customer trust. Another result of customer satisfaction can mediate the relationship between service quality and value on customer trust. It is hoped that this research can serve as empirical evidence for further research and contribute to enriching the development of marketing management science, particularly service quality, perceived value, customer satisfaction and customer trust. The practical implication of this research is that Garuda airlines customers will be satisfied if the quality of Garuda Airlines flight service can meet their expectations.

Keywords: satisfaction, service quality, value, customer trust

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Paper ID: INDOMA32

Analysis of the Effect of Electronic-based Non-cash Payments on the Money Supply in Indonesia in 2017-2021 With Inflation as a Moderation

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Abstract:

Along with the development of the times and technology, it has made it easier for people to carry out their daily activities, for example buying and selling transactions. Traditional buying and selling transactions still require meetings between sellers and buyers and the use of banknotes as a transaction. However, along with the development of the modern era, where every activity has prioritized technology, transactions have become easier and more practical, every activity can be carried out remotely and without having to know and identify each seller or buyer, with today's technology, sellers and buyers can make transactions online, and can make payments without physical money or paper money, but using electronic money or digital money. With the increasing use of debit, credit and digital money cards, it can reduce the amount of physical money in circulation and can reduce printing costs for physical ones that will be in circulation. The purpose of this research is to analyze and find out the effect of transactions Analysis of the Effect of Electronic-Based Non-Cash Payments on the Money Supply in Indonesia in 2017-2021 With Inflation as Moderation. Data collection uses secondary data and analysis techniques use the Moderating Regression Analysis (MRA) Test. The results of the moderating regression analysis test on debit and credit card transaction variables, digital money, money supply and inflation, showed that credit and debit card transaction variables and electronic money had a positive and significant effect on the amount in circulation. Inflation is able to strengthen the relationship between credit and debit card transaction variables and electronic money which has a positive and significant effect on the amount in circulation.

Keywords: Debit cards, credit cards, electronic money, money supply, inflation

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Paper ID: INDOMA34

Research Studies on Exploration People's Perceptions Makassar City About Political Parties

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Abstract:

Research focuses on the public's perception of Political Parties, aims to determine the picture of people's knowledge and understanding of existence which includes vision, mission, programs, cadres, elite behavior and includes people's expectations and desires for Political Parties. The method was a survey with a total of 360 respondents, which were spread across six sub-districts in Makassar City. The determination of the location of the sub-district is carried out by purposive sampling. Meanwhile, the selection of respondents uses random sampling techniques. The results of the research showed that the perception of the people of Makassar city towards the existence or existence of political parties was still low at 30.28%. This indicates a lack of socialization carried out by political parties towards the people. While the public's perception and understanding of the elite and the behavior of the elite including cadres is as follows, the knowledge of the existence of elites and cadres in general is relatively low at 37.50%. The behavior of the elite is generally respondents do not know 62.22%, which proves that the political elite has not been in society well, which is characterized by weak public knowledge in giving judgments to political party elites, including the lack of public knowledge of the morale of party cadres generally do not know 63.89%. In general, the Golkar, PPP, PDIP, and UN parties are still the parties that remain favored for the upcoming elections. Meanwhile, the names of elites and cadres of political parties such as H.M. Yusuf Kalla, Amien Rais, Yusril Isha Mahendra are names that are expected to emerge as leaders in the future. Public participation and understanding are also relatively low on the vision, mission and programs, Thus, in general, people's perception of political parties from the aspect of knowledge and understanding is still relatively low

Keywords: Political parties, political party elite in Makassar, political party cadres candidacy, work programs implemented by political parties

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Paper ID: INDOMA125

Website Analysis on www.ibi-k57.ac.id Using Webqual 4.0 and Importance Performance Analysis

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Abstract:

Objective: The purpose of this paper is to analysis Website Quality of IBIK 57 in Usability, Information, Service Interaction and User Satisfaction, combine with Importance Performance Analysis to decide what dimension should be improve to make a better Website. **Methodology:** A questionnaire survey was administered to 60 responnent in IBIK 57. SPSS as statistical tools were used to analyze the data and test the hypotheses that alliance performance is impacted, This study used Webqual 4.0 methodology to evaluate the website quality and see the importance of that quality using IPA (Importance Performance Analysis) to see how IBIK 57 maintain that user expectations. **Results:** From four dimension that Webqual 4.0 provide for this research and total of 60 respondent as sample this research, authors found that all of dimension has significance result to satisfied users with specific Information on facilities, News and contents from the website. **Implication:** Average respondent was satisfied with the Information, News and contents in the web both from the value of all respondents and each research variable. The existing results from website user can be used as feedback on evaluation and development of IBIK 57 website to be more accommodating to the wishes and in accordance with the expectations of website users.

Keywords: WebQual, Importance Performance Analysis, IBIK 57

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Paper ID: INDOSC38

Interpersonal Communication of Parents With Children With Special Needs in Forming “Self Help Skill” Characters

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Abstract:

Children in groups below normal and or slower than normal children, both social development and intelligence are called mentally retarded children, the term in Indonesia is referred to as mental retardation. Mental retardation has difficulties in completing academic, communication, and social life tasks that are carried out every day, so they require special services and education. Children with mental retardation should not always depend fully on other people, basically they still have potential. The ability of mentally retarded children in self-help skills, in other words, self-help is very important because it is very beneficial for children with special needs. Interpersonal communication between parents and children with mental retardation is needed in the process of child development where growth and development is the main process for a child with special needs, especially in forming the character of Self Help Skill. This study aims to determine the interpersonal communication between parents and children who have mental retardation in forming the character of Self Help Skill. The research uses a qualitative approach that emphasizes data in the form of interview results obtained from key informants through qualitative descriptive research. The results of this study indicate that parents who have high knowledge will maximize their children's abilities in several ways, one of which is the interpersonal communication approach. Interpersonal communication carried out by parents to mentally retarded children in forming Self Help Skill characters includes providing positive support, attitudes or behaviors that support, empathize and make themselves role models of Self Help Skills for children with special needs in their daily activities .

Keywords: Interpersonal Communication, Children with Special Needs, Self Help Skills, Parents and Children

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Paper ID: INDOSC116

Tri Hita Karana as a Bali Tourism Communication Strategy in Preserving Tourism Cultural Destinations

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Abstract:

Objective:The aim of this research is to point out that Tri Hita Karana as a Bali tourism communication strategy in preserving tourism cultural destinations. The research background is the dilemmatic phenomenon of the development of the Bali tourism industry. **Methodology:** The research paradigm is construction, so the main theory used is Berger and Luckmann's social construction of reality. This type of research is descriptive qualitative, completed by Barthes's concept of semiotics. **Results:**The result shows that Tri Hita Karana is the most strategic message used for Bali tourism communication management. Overcoming the freedom of foreign cultures and the domination of infrastructure development that does not favor aspects of Balinese differentiation and the insight of Tri Hita Karana is a crisis for destinations that rely on profane means. Therefore, so that Bali is not trapped in the pragmatism of populist culture, the philosophy of Tri Hita Karana must be used as a marketing movement and management of the Bali tourism industry. The research findings is the concept of Balinese tourism communication as a result of the synthesis of message construction that Bali is open, but elements of transcendentalism must still be understood and implemented by any tourist. **Implication:**The implications of the research are: 1) the role of the Tri Hita Karana insight strategy as a shining culture, must be used as a guideline for the development of tourism infrastructure and superstructure, as well as the harmonization of Balinese people's life patterns. 2) Tourism communication in conveying Tri Hita Karana's insight, the communicators who must be involved are customary stakeholders and the government, using the universal Tri Hita Karana language, while the communicators are tourists and investors, using popular tourism as a cultural crisis message.

Keywords: Tri Hita Karana, Cultural Tourism, Bali Tourism Communication

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Paper ID: INDOSC127

Polygamy and Its Impact on the Economy: A Malaysian Family Perspective

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Abstract:

Polygamy and the economy can become a global issue because the practice increases the total number of family members, the country's population, the source of economic generation and the workforce. The purpose of this study is to identify how the development of polygamous families affects the family's income and economic management. A total of 6 families were interviewed. The respondents who were chosen to provide information consisted of husbands, first and second wives. A total of 18 respondents were interviewed. In depth, face-to-face interviews were conducted which were then transcribed and analyzed using thematic analysis. The following nine themes emerged: from the husband's perspective, economic and financial management becomes more efficient, expenses become limited, and assets increase. While the perspective of the first wife, the source of income is still consistent, generating more sources of income and economic management independently. While from the second wife's perspective, financial resources on their own, innovative in business, and applying talents to increase income. The theme can be used as the inspire existing polygamous families to increase financial resources more efficiently. Fostering cooperation and sustainable economic generation through the polygamous family system and utilizing the energy resources of family members as a solution to financial problems.

Keywords: Polygamy; Economy; Family; Sustainability

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Paper ID: INDOSC39

Analysis of Digital Business Strategy to Support Sustainable Economic Development

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Abstract:

Objective: Purpose: This study aims to analyze Digital Business Strategies to Support Sustainable Economic Development. Business digitization that is currently developing includes websites, social media, Office Automation, and other technologies. Collaboration between hardware and software here really supports the running of digital processes. **Methodology:** The development of a digital business strategy to support sustainable economic development requires strong analysis to determine the position of the level of digital facilities used to support business. On the website, for example, it can be analyzed by applying the WebQual measurement method which uses the support of the IPA (Importance Performance Analysis) method. **Results:** The results of this study are in the form of strategies for developing business by utilizing technology for business in the digital era, such as social media, mobile applications and websites. **Implication:** This study presents the perception and importance approach of the user. The user's perception of a good information system is a system where users are satisfied with the quality of the website. This study is very useful for practitioners, business people to support sustainable economic development by analyzing the applied business strategy. This paper provides a valuable reference for business people and society to develop a profitable business.

Keywords: Analysis, Digital Business, Economic, Technology

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Paper ID: INDOAF12

Android Mobile Application for Healing Ischemic Stroke Patient by Supporting From Album Music

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Abstract:

Objective: This research aims to build a mobile application that can make it easier for the therapist Ischemic stroke to get and collect the music albums presented in the form of a mobile. The application is used to be able to give best recommendation about music albums without any obstacle to get it like therapist have to come to music store for what they need to heal they patients. **Methodology:** The methodology used in this research is interview the user and study literature to take their experience about the problem the have in it. **Results:** The results of this study are in the form of a mobile application that can provide information about the album music's. Using literature review can increase the purpose of mobile application to make it happen in user needs **Implication:** This study presents a mobile application to make it easier for therapist to find album music for what they need. It is presented as a android application so that therapist can easily access it. This paper provides a valuable reference for therapist and the public to increase heal their patients or they have same illness.

Keywords: Therapist, Ischemic stroke, study literature

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Paper ID: INDOSC106

Business Model for Virtual Programs in the Event Organizer Company: An Analysis

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Abstract:

Objective: This study aims to determine the development strategies that are applied by event organizer company in the virtual event program as an alternative to business development in the era of the industrial revolution 4.0. **Methodology:** This research uses a qualitative descriptive method by collecting data using in-depth interviews with several key informants, including business owners, employees, and customers of event organizer companies that organize virtual event programs. The object of this research is the business model canvas for the virtual event program which is formulated from the results of primary and secondary data collection. **Results:** The business development strategy implemented for holding virtual events is outlined in a business model canvas consisting of nine components, including (1) value proposition, (2) customer segments, (3) customer relationships, (4) customer channels, (5) revenue, (6) key activities, (7) key resources, (8) key partnerships, and (9) cost structures. **Implication:** This research provides benefits which are the business models that can be applied by industry practitioners in virtual event programs to adapt to the development of industrial revolution 4.0. For education, this research can be a reference for research on event organizer business development strategies.

Keywords: Business Model Canvas, Virtual Event, EO Business Strategy

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Paper ID: INDOSC79

Industrial Revolution 4.0 Based on Green Performance

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Abstract:

Objective: The industrial revolution 4.0 has changed the way humans work into automation/digitalization through innovations. Industry players play an active role as organizational entities that have a vision in achieving profits. The industrial revolution runs based on the performance revolution where in this paradigm there are major changes in the performance structure that are built on three things, namely ways of thinking, believing and how to behave. **Methodology:** Green Performance is balanced with an education system and self-potential improvement through training to respond to the globalization era with the character of the industrial revolution 4.0 where in this era new literacy is needed by using comprehensive data analysis and making conclusions related to communication skills, collaboration, critical thinking, creative and innovative in the use of natural resources, efficiency of natural resources, along with its social impact. **Results:** The existence of the industrial revolution provides benefits in increasing savings and minimizing consumption because in this case there are e-commerce opportunities and digital green economy development for industry players. The synthesis of the industrial revolution 4.0 will give birth to a prosperous society in development, while green performance will give birth to quality and superior human beings in preserving nature. **Implication:** This research presents a conceptual framework but is supported empirically to illustrate the importance of green performance in collaboration with digital green economy developers for industry players in the Industrial Revolution 4.0 era. This study is very useful for practitioners by identifying the benefits of linkage action between planned or realized green performance and digital green economy development in the industry. This paper provides a valuable reference for Industrial senior managers above, to consider implementing a green performance system that incorporates all communication, collaboration, critical thinking, creative, innovative thinking skills in the use of natural resources and efficiency of natural resources.

Keywords: Industrial Revolution 4.0, Green Performance, Synthesis, e-commerce, Digital Green Economy, Natural Resource Efficiency.

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Paper ID: INDOSC83

Customer Satisfaction as an Intervening Variable Between Mobile Banking Services and Customer Loyalty During the COVID-19 Pandemic at Cimb Niaga Bank, Surabaya City

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Abstract:

The purpose of this study was to determine the effect of customer satisfaction as an intervening variable between the relationship between mobile banking services and customer loyalty during the COVID-19 pandemic at the CIMB NIAGA bank in Surabaya. This study uses a quantitative method with a path analysis model and the help of the IBM SPSS V.20 application. The results of the study are that mobile banking services have a significant effect on customer loyalty, mobile banking services have a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty and customer satisfaction variables as an intervening variable have an effect on the relationship between mobile banking service variables and customer loyalty variables.

Keywords: Mobile banking services, Customer Satisfaction, and Customer Loyalty

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Paper ID: INDOSC102

Teaching Young Learners With Autism: Malaysian Swimming Instructors' Experiences

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Abstract:

There is a dearth of research in teaching young learners with autism swimming in the Malaysian context. Based on purposeful sampling, this study investigates the experiences of three swimming instructors teaching young learners with autism. Semi-structured interviews were utilized with a qualitative case study. Data were analyzed using Braun and Clarke's (2006) guide for thematic analysis. Findings indicate that handling young learners with autism requires swimming instructors' patience, keeping the learners calm, and instilling trust. These are the traits to success in ensuing any swimming lesson. This knowledge may be shared with future swimming instructors and incorporated in the curricula of special education programmes to cater to the needs of these learners.

Keywords: Autism; Swimming Instructor; Patience; Calm; Trust

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Paper ID: INDOSC118

Design and Build an Android-based Educational Gaming App Using Construct 3 Software at PT. EDUCA SISFOMEDIA INDONESIA

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Abstract:

When it has entered the era of technology that is increasingly developing, one of which is the rampant development of gadgets, especially android-based, which is more owned by users and there are various applications, one of which is games that make children's concentration distracted so that children are more fun to spend their time on gadgets because the display and multimedia offered are not only that games can be played from an early age to an age causing inhibiting reading attention impact on the shrinking development of education at an early age. To be able to keep pace with the growth that is certainly about to increase until the combination of technology with education that creates educational games can be an important role in the context of learning as a form of innovation. The purpose of this research is to improve a guidance game by using an efficient and instant construct 3 application This research uses the necessary research methodology. The subject of this study is PT. Educa Sisfomedia Indonesia as a game development partner who can help how to improve educational games. The educational aspect of this game has an educational module such as material introduction so that it can again increase interest in reading.

Keywords: Gadgets, Android, Educational Games, Construct 3, PT. Educa Sisfomedia Indonesia

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Paper ID: INDOSC110

Analysis of the Government's Strategy for the Community as Obey as Taxpayers Case Study: South Jakarta Area

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Abstract:

Objective:This paper is an analysis of the south Jakarta government's strategy for the community to obey as taxpayers. Focus on taxpayers of the South Jakarta region whose government for a long time has not completely resolved these problems. **Methodology:** This research which used by the author using descriptive qualitative methods. Descriptive research is a method that is carried out to find out the description, situation, a thing by describing it. **Results:** With this South Jakarta regional government strategy, South Jakarta regional tax revenues experienced rapid growth of 28.79%, per June 2022. The DGT Regional Office said that tax revenue as of June 2022 was Rp. 36.27 trillion or 63.08% of the tax revenue target of Rp. 57.51 trillion. **Implication:**The strategy of the South Jakarta government in an effort to increase the awareness of the people of South Jakarta in paying taxes is very appropriate. Other regions should also implement tax socialization to the local community every month, so that taxpayer awareness can be properly formed. This paper gives valuable reference to Other regions to the existence of tax socialization or counseling becomes an education in itself for the community as well as increasing tax compliance through changes in the behavior of the taxpayer community so that they are more understanding, aware, and concerned about exercising their rights and fulfilling their tax obligations.

Keywords: Taxpayers, local taxes, tax socialization, taxpayer awareness

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Paper ID: INDOAF6

The Effect of Corporate Social Responsibility and Inventory Intensity on Tax Aggressiveness

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Abstract:

Objective: With there are still many cases of tax aggressiveness practices, the purpose of this study is to determine the effect of Corporate Social Responsibility and Inventory Intensity on Tax Aggressiveness. **Methodology:** This research method uses quantitative which can be interpreted as a research method based on the philosophy of positivism, with the object of research being LQ 45 companies listed on the Indonesian stock exchange. **Results:** The results are expected based on the formulation of the problem and the hypothesis that Corporate Social Responsibility which has a significant negative effect on tax aggressiveness and Inventory Intensity has a significant negative effect on tax aggressiveness. **Implication:** This research are expected to increase awareness of tax obligations and carry out tax planning in accordance with applicable legal provisions. although it can be said that many companies are burdened with paying large amounts of taxes. However, for the continuity of the company and protecting wealth and minimizing the burden that must be paid, do not use tax evasion practices or tax evasion.

Keywords: Corporate Social Responsibility, Inventory Intensity and Agresivitas Pajak

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Paper ID: INDOAF15

Influence Leverage, Institutional Ownership, and Ownership Managerial Level of Accounting Conservatism

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Abstract:

This study aims to examine and analyze the influence of leverage, institutional ownership, and managerial ownership on the level of accounting conservatism. The research population is all banking companies listed on the Indonesia Stock Exchange in 2017-2021 and reporting their comprehensive financial statements. The sample selection technique is purposive sampling. Samples that meet the criteria are 29 companies. The sample analysis unit for 2017-2021 is 145 financial reports, with 73 data outliers reducing the number of samples to 72. Partial test results show that managerial ownership has a positive effect on accounting conservatism meanwhile, leverage, and institutional ownership have no impact on accounting conservatism. Simultaneous test results leverage, institutional ownership, and managerial ownership show the effect on accounting conservatism.

Keywords: Accounting Conservatism, Leverage, Institutional Ownership, and Managerial Ownership

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Paper ID: INDOAF20

The Influence of Internal Control, Accountability, and Transparency of Financial Reports on the Quality of Financial Statements (Case Study on Indonesian Zakat Initiative Amil Zakat Institutions)

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Abstract:

This study aims to determine whether internal control, accountability, and transparency of financial reports affect the quality of financial reports. The data used in this study are primary data in the form of questionnaires distributed to several respondents covering internal control, accountability, transparency, and quality of financial reports. The population of this study in Amil Zakat Institute the Indonesian Zakat Initiative, with the sampling method using purposive sampling method. The number of samples used were 35 samples. The research method in this study used descriptive statistical analysis, classical assumption test, multiple linear regression with hypothesis testing. The results of this study indicate that the internal control and accountability variables have no effect on the quality of financial reports, while the transparency variable has a positive and significant effect on the quality of financial reports. However, the variables of internal control, accountability, and transparency simultaneously have a significant effect on the quality of financial reports

Keywords: Internal Control, Accountability, Transparency, and Quality of Financial Reports

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Paper ID: INDOAF24

Macroeconomic Influences on Corporate Capital Structure of Firm Listed the Indonesian Stock Exchange

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Abstract:

This study aimed to investigate the factors that influence the capital structure policies of Indonesia Stock Exchange Consumer Goods Companies. Conceptually, there are two factors that determine capital structure: macroeconomics and microeconomics. Uncontrollable macroeconomic factors are represented in this study by Inflation, Interest Rates, and Economic Growth. Controllable microeconomic factors are represented in this study by profitability, firms size, Intangible Assets, and Retained Earnings. According to statistical test results, all indicators of macroeconomic factors influence capital structure policy, whereas indicators of microeconomic factors do not all influence capital structure.

Keywords: Capital Structure, Macroeconomics, Microeconomics

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Paper ID: INDOAF27

The Influence of Company Age and Profitability on the Financial Distress of IDX Listed Manufacturing Companies 2020-2022

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Abstract:

This research was conducted to test whether the profitability of the company, as well as the age of the company, have an influence on the company's financial difficulties. For this reason, the research that will be carried out later has the main objectives, namely to find out 1) whether profitability has an effect on financial distress, and 2) whether the age of the company also has an effect on the financial distress of manufacturing companies. In order to be able to answer various possible answers, this research was conducted using a quantitative approach through analysis of financial report data for manufacturing companies listed on the IDX during the 2020-2022 period. There are target companies, namely there are 8 companies that will be analyzed. All data will be analyzed using multiple linear regression tests to prove the effect of the two independent variables. The results show that 1) the profitability of manufacturing companies has a positive effect on the financial distress experienced by the company; and 2) The age of the company has a relationship or influence on financial distress. These results give us an understanding to carry out management accounting analysis to find out how likely it will be faced in cases of financial difficulties that will be experienced by each company.

Keywords: Profitabilitas, Solvabilitas, Company Age, Financial Distress

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Paper ID: INDOAF107

The Effect of Net Profit, Debt & Operating Cash Flow on Dividend Policy in Automotive Companies Listed on the IDX During the COVID-19 Pandemi Era (2020-2021)

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Abstract:

Objective: This study aims to determine the effect of net profit, bank debt and cash flow whether it has a significant effect on dividend payments in automotive companies listed on the Indonesia Stock Exchange during the Covid 19 pandemic era. As we know, the automotive industry has received several tax conveniences during the Covid 19 pandemic (2020-2021). **Methodology:** The data used in this study uses secondary data published on the website <http://www.idx.co.id>. This study uses quantitative analysis methods, namely with statistics such as regression analysis and classical assumption tests. We used statistical software to help the process of data analysis. **Implication:** The results of the study show that net income, debt and cash flow have an effect on dividend payout, we expect that this result should be used in the development of automotive industry in Indonesia. This study aims to determine the effect of net profit, bank debt and cash flow whether it has a significant effect on dividend payments in automotive companies listed on the Indonesia Stock Exchange during the Covid 19 pandemic era. The results of this research analysis, the discussion can be made as follows: **The Effect of Net Income on Dividend Policy** Net profit has an effect on dividend policy in manufacturing companies as shown by a significance number of after the t-test was carried out. The results of the study concluded that net profit information can be used as a benchmark for management in making decisions regarding dividend policy. **The Effect of Operating Cash Flow on Dividend Policy** Operating cash flow has a significant effect on dividend policy, as indicated by its significance number after the t-test was carried out, so it can be concluded that in determining the amount of a company's dividend payout, operating cash flow is one of the benchmarks for management.

Keywords: Net Income, Debt, Operating Cash Flow, Dividends, Automotive Industry.

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Paper ID: INDOAF46

The Effect of Use of Information Technology and Internal Control on the Quality of Financial Reports for Village-owned Business Enterprises With Human Capital as a Moderating Variable

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Abstract:

Objective: This study aims to examine the effect of the use of information technology and internal control on the quality of financial reports with human capital as a moderating variable

Methodology: This research adopts a quantitative approach. The research was conducted in Lamongan, precisely in the Ngimbang District, Indonesia. The population of this study were all village-owned enterprises in the Ngimbang Lamongan sub-district, the sampling technique in this study used total sampling with , this study chose the parties involved in sampling such as the chairperson and treasurer as respondents and the number of respondents who reported responses was 38 respondents. Data was collected via a self-reported online questionnaire. Partial Least Square (PLS) is used to test the relationship which is then hypothesized. Results: The results showed that the use of technology, internal control and human capital had an effect on human capital which was used as a moderating variable in this study indicating that human capital was able to strengthen the use of information technology and internal control on the quality of financial reports in village-owned enterprises in the Ngimbang sub-district, Lamongan Implication: The village government must pay attention to factors supporting the achievement of the goals of village-owned enterprises such as the use of information technology, internal control and human capital because these factors have a positive and significant role in the village economy and are expected to make village-owned enterprises in the Ngimbang sub-district better Again. An important practical implication of this research is that the managers of village-owned enterprises must improve their thoughts, ideas and strategies in managing human resources towards quality human resources as an effort to improve the performance of village-owned enterprises in the Ngimbang sub-district.

Keywords: Utilization of Information Technology, Internal Control, Human Capital, Quality of Financial Reports

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Paper ID: INDOAF47

Effect of the Use of Village Financial System Application (SISKEUDES) on the Quality of Financial Reports Mediated the Competence of Village Apparatus (Case Study in Village Government of Sukodadi Lamongan Sub-district)

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Abstract:

Objective: This study aims to examine the effect of using village financial system applications (SISKEUDES) on the quality of financial reports mediated by the competence of village officials
Methodology: This study uses a quantitative approach. The research was conducted in all villages in the Sukodadi sub-district, Lamongan Regency. The population of this study was all villages in the Sukodadi sub-district with a total of 20 villages. The sampling technique in this study used purposive sampling with a criteria approach. The research was conducted in 10 villages with 30 respondents. Villages were selected because these Desa had experienced cases of financial fraud. Data were collected through self-reported online questionnaires. Partial Least Square (PLS) is used to test the relationship which is then hypothesized. **Results:** The results show that the use of the village financial system application (SISKEUDES) directly affects the quality of village financial reports, and the competence of village officials directly affects the quality of village financial reports. The use of the village financial system application (SISKEUDES) through the competence of village officials gives results that have a greater influence than direct testing. **Implication:** Practically it is hoped that the village government can improve accounting understanding by maximizing to be able to understand accounting knowledge, especially in the public sector, namely the village government sector, then understand how the process of the public sector accounting cycle is to make financial reports from the beginning to end and become quality financial reports. maximize the use of the village financial system application (SISKEUDES) properly, to improve the quality of village government financial reports that are made. This research is expected to assist the decision-making process by the village government, local and central government. Theoretically, it can be used as reference material in conducting further research and can increase knowledge same problem.

Keywords: Village financial system application, Financial Report, Competence

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Paper ID: INDOAF48

The Effect of Profitability, Investment Decision, Funding Decision, and Dividend Policy on the Value of Manufacturing Companies Listed on the IDX Period 2018-2020

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Abstract:

The purpose of this study is to determine the effect of profitability, investment decisions, funding decisions, and dividend policy on firm value. The sample for this research is a food and beverage manufacturing company listed on the Indonesia Stock Exchange (IDX) for the 2018-2020 period. Data collected by documentation method. Sampling using purposive sampling method, and obtained 10 companies. Data management used multiple regression methods with the help of SPSS version 26. The information analysis procedures used are descriptive statistical analysis methods, classical assumption tests, multiple linear analysis tests, and hypothesis testing with the variables Profitability (X1), Investment Decision (X2) and Funding Decision (X3), Dividend Policy (X4), Firm Value (Y). The results of this study indicate that Profitability, Investment Decisions & Dividend Policy have a positive effect on Firm Value and Funding Decisions have no effect.

Keywords: Firm value, profitability, investment decision, funding decision, Dividend policy.

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Paper ID: INDOAF55

The Influence of Underwriter Reputation, Percentage of Share Sold, and Company Size on Shares Underpricing

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Abstract:

The reason for conducting this research is to measure the impact of the underwriter's reputation, the percentage of shares sold, and company size on stock underpricing. The researcher used the population, namely companies that carried out IPOs on the IDX for the period 2017 – 2020. The sample was taken using a purposive sampling method so that the sample in this study was 128 companies. The data analysis method in this study used multiple linear regression analysis with SPSS Version 26. The results showed that company size had no effect on stock underpricing. Meanwhile, underwriter reputation has a significant negative effect on stock underpricing, the percentage of shares sold has a significant positive effect on stock underpricing and simultaneously underwriter reputation, percentage of shares sold, and company size have a significant positive effect on stock underpricing.

Keywords: Percentage of Shares Sold, Underwriter's Reputation, Company Size and Share Underpricing

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Paper ID: INDOAF56

Analysis of the Influence of Environmental, Social, and Governance (ESG) on Company Values in Companies Listed in the Jakarta Islamic Index (JII) Period 2019-2021

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Abstract:

This research aims to find out the influence of environmental, social, and governance (ESG) on company value in companies listed on the Jakarta Islamic Index (JII) for the 2019-2021 period. This study uses data from the financial statements of companies listed on the Jakarta Islamic index. The samples in this study were 60 samples. The method used in this study was purposive sampling. Data analysis in this study used multiple linear regression, multiple linear correlation, and multiple linear determination. The results of the study show that environmental has no effect on firm value, social has no effect on firm value, and Governance (ESG) has an effect on firm value.

Keywords: Environmental, Social, Governance, Corporate Values

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Paper ID: INDOAF57

Relationship Between Corporate Governance Mechanism, Sustainability Performance and Corporate Profitability

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Abstract:

Objective: The study empirically investigates the relationship between corporate governance mechanism, sustainability performance and corporate profitability. We measure sustainability performance affects corporate profitability mediated by the presence of the finance director and moderated by the frequency of the board of directors' meetings. **Methodology:** The study analyzes a sample of financial sector companies, especially state-owned banks listed on the Indonesia Stock Exchange from 2011 to 2021 make up the research population with data analysis techniques through conditional process analysis. Multiple regression methods were used. **Results:** The results show that sustainability performance influences corporate profitability; the presence of the finance director does not affect the company's profitability; the presence of finance director does not mediate the effect of sustainability performance on corporate profitability which is moderated by the frequency of the board of directors' meetings; the frequency of board of directors meetings moderates the effect of sustainability performance on company profitability and the frequency of board of directors meetings does not moderate the effect of sustainability performance on the presence of the finance director and the effect of the presence of the finance director on corporate profitability. **Implication:** The study is crucial for decision-makers who aim to optimize the sustainability performance to raise corporate profitability. **Keywords:** Corporate Governance Mechanism, Presence of Finance Director, Frequency of Board of Directors' Meetings, Sustainability Performance, Corporate Profitability

Keywords: Corporate Governance Mechanism, Presence of Finance Director, Frequency of Board of Directors' Meetings, Sustainability Performance, Corporate Profitability

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Paper ID: INDOAF62

The Effect of Institutional Ownership and Managerial Ownership on Financial Distress With Profitability as a Moderating Variable

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Abstract:

The purpose of this study is to determine the effect of institutional ownership and managerial ownership on financial distress with profitability as a moderating variable. Data obtained from data that has been collected by data collection agencies and published to the data user community and the official website of the IDX (www.idx.com). Samples are 100 manufacturing companies listed on the Indonesia Stock Exchange in the period 2017-2021. This research uses the regression analysis method logistics. The results show that institutional ownership and managerial ownership have a positive influence on Financial Distress in Manufacturing Companies listed on the Indonesia Stock Exchange in the 2017-2021 period. Results of the test on moderating variables indicate that Profitability is able to strengthen the effect of Institutional Ownership and Managerial Ownership on Financial Distress in Companies Manufacturers listed on the Indonesia Stock Exchange for the period 2017-2021.

Keywords: Institutional Ownership, Managerial Ownership, Financial Distress, Profitability

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Paper ID: INDOAF108

Literacy Technology, Engineering and Mathematics (STEM) Parents and Vocational High School (SMK) Students in Increasing the Role of Women in the Digital Era.

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Abstract:

The era of the increasingly developing digital industry is inevitable and will touch on the role of women in mastering technology, especially this internet-based technology in the future. The increasing number of technology-based and digital work fields requires women to be able to compete in the world of work, one of which is by mastering the STEM field which is currently still dominated by men. The role of the family and the understanding of female students from an early age is one of the efforts to increase the role of women in the future STEM field of work. The research method was carried out through a qualitative descriptive approach. As for the determination of key informants using purposive sampling, data collection techniques were carried out by direct interviews, observation and document search with Miles Huberman's analysis. Parents, the community and the school are supporting elements for understanding schoolgirls in knowing and understanding the STEM field and the demands of the world of work that they will face later in the era of digital technology.

Keywords: Literacy Technology, Engineering And Mathematics, digital era, gender

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Paper ID: INDOSC51

Enforcement of Civil Rights Victims of Crime in Indonesia From the Perspective of Pancasila

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Abstract:

Enforcement of civil rights for criminal victims in Indonesia can be pursued in three ways, that is a combination of compensation cases, through lawsuits against the law, and through requests for compensation for restitution and protection of witnesses and victims. However, these efforts can only be carried out if there is a request from the victim, if there is no request then this effort cannot be carried out. This resulted in a separate obstacle for the victims of crime in order to obtain compensation from the perpetrators of the crime. This condition shows that the value of justice in Pancasila has not yet been implemented in the criminal justice system. Through normative juridical research methods, data searches will be carried out that originate from laws and regulations related to enforcing the civil rights of victims of crime. This research concludes several efforts and ways in which victims of crime can apply for compensation.

Keywords: Crime victims, civil rights, compensation, substantive justice

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Paper ID: INDOSC58

Joyfull Learning with the Asbombar Technique for Early Childhood Vocal Learning

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Abstract:

Objective: This research develops a fun music notation learning method for autistic children, using the asbombar technique. The researcher aims to see how far the Early Childhood Education Inclusion Institute (PAUD) increases the potential for musical arts in children with autism. In this study, researchers wanted to provide fun methods and techniques in the process of learning music, especially the theory of music notation for children with autism. **Methodology :** This study used a qualitative method by approaching the Inclusion PAUD in Sidoarjo. Analysis of the data used is Observation, Interview, and Documentation. **Results:** The results of this study indicate that the condition of children with autism and the ability of educators have a significant influence on the use of musik notation in increasing the artistic potential of autism. **Implication:** The results of this study indicate that learning music with a fun method is very important to teach autistic children. Because the condition of children with autism and the ability of educators have a significant influence on children's ability to learn music, because the basis for learning music is that children must first understand block notation. Moreover, the students involved are autistic children. This is a concern because art is the most important part in the growth and development of a child, especially autistic children.

Keywords: Education, Music, Children, Autism

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Paper ID: INDOSC80

Testing of Fraudulent Financial Reporting as a Moderating Variables: The Influence of Fraud Triangle Perspective on Company Value (Empirical Study on Mining Companies Listed on the Indonesia Stock Exchange 2016-2019)

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Abstract:

This study aims to detect fraudulent financial reporting based on analysis fraud triangle. The theory fraud triangle states that there are three conditions used, namely pressure, opportunity and rationalization. This study uses a variable Fraudulent Financial Reporting as a Variable Moderating. Data analysis in this study using SmartPLS. The sample used was 20 companies that experienced consecutive profits during the study period with a purposive sampling technique listed on the Indonesia Stock Exchange. The data used in this study are mining companies 2016-2019. The results of this study indicate that external pressure with debt ratio proxy and financial targets with profitability ratio proxy affects firm value. Variables financial stability with a proxy for changes in total assets and nature of industry with a proxy for changes in accounts receivable have no effect on firm value. Meanwhile, the variable moderating used, namely fraudulent financial reporting with the proxy of earnings management, can't moderate the independent variable on the dependent variable.

Keywords: Financial Stability, External Pressure, Financial Targets, Nature of Industry, Fraudulent Financial Statements and Firm Value

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Paper ID: INDOAF21

3D Mobile Application as a Medium for Introducing Pictionary Interactive English for Early Childhood

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Abstract:

Objective: This research was conducted to develop android mobile applications in 3-Dimensional form as a medium for introducing interactive English for early childhood. This learning medium is designed to introduce children to English vocabulary as early as possible. **Methodology:** The data collecting methods in this study through literature studies, interviews and observations. While the software development method uses the Multimedia Development Life Cycle. **The Object of this research** is a student of Smart Student Center (SSC) Lamongan Kindergarten, East Java. **Results:** The results of this study have gone through two tests, namely system testing and field testing. System testing includes process testing and system testing on android mobile devices with different specifications. The test results show that the application can run according to the design. While in testing with Android mobile devices with different specifications, they also obtained different results. Testing white box testing obtained a feasibility score of 90.0% and was included in the excellent category. **Implication:** The products developed are expected to help the learning process in the recognition of English vocabulary in early childhood. Providing new learning media innovations, especially in English subjects, so as to create a fun learning atmosphere and stimulate the spirit of early childhood learning. Providing additional knowledge in the use of 3D-based learning media.

Keywords: 3 dimensions, interactive English, pictionary, early childhood.

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Paper ID: INDOSC50

The Role of Education on the Work Productivity of Employees Managing Child-friendly Integrated Public Spaces (RPTRA) in the Srengseng Sawah Urban Village in South Jakarta Through Moderation of Community Service Attitudes

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Abstract:

Child-friendly integrated public open space or abbreviated as RPTRA is an institution under the provincial government of DKI Jakarta. This RPTRA is an open space that is a place for all residents to interact at every village level in DKI Jakarta Province. The objectives of this study were: 1) to determine the direct effect between education on the productivity of Srengseng Sawah Village RPTRA employees, 2) to determine the direct effect between service attitudes on the productivity of Srengseng Sawah Village RPTRA employees and 3) to determine the effect of education to the productivity of Srengseng Sawah Village RPTRA employees through moderation of service attitudes. This research method was descriptive. The analysis was conducted with 36 samples of child-friendly integrated public space (RPTRA) management employees in Srengseng Sawah Village. The research data were qualitative and quantitative data. Data analysis applied structural equations. The results showed that education has no direct influence on the productivity of Srengseng Sawah Village RPTRA employees. The second conclusion states that there was a direct relationship between service attitude and productivity of Srengseng Sawah Village RPTRA employees. The third conclusion, there was an indirect effect between education variables on productivity with moderation of service attitude variables.

Keywords: RPTRA, Education, Service Attitude, Working Productivity

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Paper ID: INDOMA36

The Effect of Total Quality Management Application and Performance Measurement System on Employee Performance Through Motivation as an Intervening Variable in Trust Group Surabaya Company

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Abstract:

This research has the aim of investigating the effect of the implementation of the performance measurement system and total quality management on the employee performance of the Trust Group Surabaya company through the motivation of the intervening variable. In the research conducted using primary data by taking data directly to the respondents. Obtaining data through a statement list tool that will be intended for employees of the Trust Group Surabaya company with a total sample of 48 out of 54 employees based on information from the company. The quantitative approach through the Path Analysis model is the approach used in the research assisted by the SPSS 20 application tool. In this research, the results showed that total quality management had no significant effect on employee performance, but the performance measurement system and motivation turned out to have a significant effect on employee performance. In addition, total quality management through motivation as an intervening variable does not have a significant effect on employee performance, but the performance measurement system through motivation as an intervening variable has a significant effect on employee performance.

Keywords: Total Quality Managemen;, Performance Measurement System; Motivation; Employee Performance

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Paper ID: INDOMA54

The Effect of Work Motivation and Work Flexibility on the Performance of GrabBike Drivers with Incentives as a Moderation Variable

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Abstract:

Objective: This study aims to test and analyze the effect of Work Motivation and work flexibility on the performance of Grab bike drivers with Incentives as a moderation variable. This research was conducted at the Paguyuban Solidaritas Grab Bike Lamongan (SGBL) and the Paguyuban Driver Ojek Online Lamongan (PANADOOL).. **Methodology:** Respondents in the study were 44 drivers and were selected using the purposive sampling method, which is a sampling technique based on certain criteria. The data source is derived from the results of the questionnaire deployment and is analyzed using Smart PLS Results:. The results showed that all variables have an influence on each other. **Implication:** This research presents the results of research that can later be used by future researchers, while for Grab Indonesia companies must maintain consistency to provide online transportation that is easily accessible to users and improve driver performance by providing new competitive policies, further research is suggested to add variables so that the results will further enrich the discussion about Grab driver performance, further research is suggested to replace moderation variables so that it will enrich moderation variables to the performance of Grab Bike drivers further developed

Keywords: Work Flexibility, Incentives, Performance, Work Motivation

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Paper ID: INDOMA64

Talent Management and Organizational Sustainability: Role Of Engagement And Satisfaction

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Abstract:

ABSTRACT Objectives -This study aims to determine the role of Talent Management (TM) in achieving Organizational Sustainability (OS). This study also examines the role of engagement and satisfaction in achieving organizational sustainability goals (ie social, economic, and environmental). **Methodology** – This research focuses on the internal organization and the Student Activity Unit at Nahdlatul Ulama University, Sidoarjo, with a total sample of 97 respondents. Data collection was carried out through a closed questionnaire with a purposive sampling technique. Data be analyzed using Structural Equation Model (SEM) with PLS (Partial Least Squares) program. **Results** –Results indicate a significant direct impact of TM on OS. The research findings improves understanding of the role of TM in improving OS. The results also confirm that engagement and satisfaction have a positive influence between TM and OS. **Implications** – This study only focuses on the small organizational sector in a university. The findings imply that organizations can consider TM as a strategy in maintaining the organization. The research findings imply that acquiring, developing and retaining talented members can be an important strategy for achieving organizational sustainability. In addition, the involvement and satisfaction of members can provide a positive role between TM and OS.

Keywords: Keywords: Talent management, Organizational sustainability, Engagement and Satisfaction

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Paper ID: INDOMA67

Determinants of Service Quality and Process Quality on Customer Satisfaction of Online OJEK "GOJEK" (Empirical Study: Area in Duren Tiga, Jakarta Selatan)

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Abstract:

This study aims to determine how much influence service quality and process quality have on customer satisfaction for online motorcycle "Gojek" in the Duren Tiga area, South Jakarta. The research was carried out through quantitative descriptive analysis using a survey method conducted on 50 customers of the "Gojek" online motorcycle taxi. Sampling in this study using purposive sampling. By using several criteria for sampling. The data analysis technique in this study used multiple linear regression tests. The results of this study indicate that there is a simultaneous influence of Service Quality (X1) and Process Quality (X2) on Customer Satisfaction (Y). The value of Service Quality (X1) and Process Quality (X2) on Customer Satisfaction (Y) is 72.6% while the remaining 27.4% is influenced by other factors. from the results of processing the F test data, the results obtained are F account > F table, $62.208 > 3.20$ and a sig value <0.05 ($0.000 < 0.05$) then H_0 is rejected and H_a is accepted. This means that the variables of service quality and process quality have a positive and significant effect on customer satisfaction of the online motorcycle "Gojek" (Empirical study in Duren Tiga, South Jakarta). Simultaneously the influence of Service Quality and Process Quality on Customer Satisfaction obtained a result of 0.726. This shows the magnitude of 72.6%, while the remaining 27.4% is influenced by other factors. This study presents a conceptual but empirically supported framework to describe the significance of service quality and process quality to customer satisfaction in the online transportation industry. This study is very useful for practitioners by identifying the importance of the services and processes provided by the company. This paper provides a valuable reference for online company management to continuously improve services and processes in increasing customer satisfaction.

Keywords: Service Quality, Process Quality, Customer Satisfaction

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Paper ID: INDOMA77

Customer Satisfaction as Mediation of Influence Service Quality and Value on Customer Trust

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Abstract:

This study investigates how service quality and perceived value influence Garuda Airlines customer brand loyalty and how the relationship is mediated by customer satisfaction. The research was conducted in Indonesia. The number of samples is 315 respondents and has been tested for validity and reliability. The data analysis technique used is Smart PLS 3.0. The results of the study showed that service quality, perceived value, and customer satisfaction had a positive and significant effect on customer trust. Another result of customer satisfaction can mediate the relationship between service quality and value on customer trust. It is hoped that this research can serve as empirical evidence for further research and contribute to enriching the development of marketing management science, particularly service quality, perceived value, customer satisfaction and customer trust. The practical implication of this research is that Garuda airlines customers will be satisfied if the quality of Garuda Airlines flight service can meet their expectations

Keywords: Satisfaction, service quality, value, customer trust

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Paper ID: INDOMA33

Analysis of the Effect of Product Quality and Price on Customer Satisfaction PT. Adhimix RMC Indonesia Cibubur Plant Branch in Bogor

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Abstract:

This study aims to determine the Analysis of the Effect of Product Quality and Price on Customer Satisfaction of PT. Adhimix Rmc Indonesia Cibubur Plant Branch In Bogor The author uses a quantitative approach with descriptive analysis methods and statistical analysis. The sampling method uses the accidental sampling method, namely the selection of respondents from customers encountered by the author. The number of samples used in this study was 50 respondents. The results of this study are 1) product quality has a significant positive effect on customer satisfaction 2) it can be concluded that the Price variable has a positive and significant effect on Customer Satisfaction 3) it can be concluded that the Product Quality and Price variables together have a positive and significant effect on Customer Satisfaction. Meanwhile, the magnitude of the simultaneous influence between Product Quality and Price on Customer Satisfaction can be seen from R Square of 0.684. This shows that the magnitude of the influence of Product Quality and Price together on Customer Satisfaction 68.4% and the remaining 31.6% is influenced by other variables that are not described in this study.

Keywords: Product Quality, Price, Customer Satisfaction, PT. Adhimix Rmc Indonesia, Bogor, Cibubur.

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Paper ID: INDOMA85

Indonesia's Rising Need for a Management Information System to Meet the Challenge of Industry 4.0

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Abstract:

Abstract The purpose of this study is to investigate the difficulties associated with implementing management information systems in the post-industrial, post-Internet era 4.0, which affects every aspect of society and society's defenses. Also being revised as a result of these modifications are the laws protecting both individuals' and communities' personal information. A troubling method, research delves deeply into the link between the management information system and the expansion of industry 4.0 to determine the nature of the causal relationship between the two. Listening to multiple perspectives and analyzing qualitatively stated tales helps researchers arrive at viable solutions. The study found that the use of AI that is only moderately effective in management information systems is pervasive in many different areas of activity. This breakthrough will pave the way for AI to be developed that can effectively oversee human-run computer networks.

Keywords: Management, individual, community, information, system, society Introduction

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Paper ID: INDOMA87

The Effect of Work Motivation and Leadership Style on Lecturer Performance (Case Study at DKI Jakarta Private Higher Education)

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Abstract:

Objective: The research was conducted to analyze the influence of work motivation and leadership style on the performance of educators. **Methodology:** This research was conducted at a private university in DKI Jakarta. With a total of 315 respondents, the research method used is a descriptive and verification method with a quantitative approach. Data analysis technique using multiple linear regression analysis. In the study, researchers used IBM SPSS Statistics as a means of processing the SPSS 26 data version. **Results:** The results of this research show that work motivation has a positive and significant effect on the performance of educators and leadership style has a positive and significant effect on educational performance **Implication:** The implementation of an educational institution is effective if it is supported by the quality and performance of superior human resources and is very influential on the success of an organization.

Keywords: Work Motivation, Work Discipline, Leadership Style, Lecturer Performance

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Paper ID: INDOMA88

Analysis of Financial Performance Using Financial Ratios in Manufacturing Companies in the Food and Beverage Industry Sub-Sectors Listed on the Indonesia Stock Exchange

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Abstract:

Food and beverage companies are one of the industries that support the industrial world in Indonesia, with an increasing population in Indonesia, the volume of food and beverage needs continues to increase, therefore many new companies have sprung up because they consider the food and beverage industry sector to have good prospects. profitable. The purpose of this study was to assess the financial performance of manufacturing companies in the food and beverage industry sub-sector for the 2017-2020 period. Financial performance is measured by Profitability Ratios proxied by Return on Equity, Liquidity Ratios proxied by Current Ratio, Solvability Ratios proxied by Debt to Equity Ratio and Activity Ratios proxied by Total Assets Turnover and company performance, then you can see which companies perform better good and which performance is poor according to industry standards. The research results show that when viewed from the profitability ratio proxied by the ROE of PT. Multi Bintang Indonesia Tbk showed very good financial performance. If seen from the Liquidity ratio which is proxied by the Current Ratio of PT. Delta Djakarta Tbk showed very good financial performance. When viewed from the Solvency ratio proxied by DER, PT. Delta Djakarta Tbk showed very good financial performance. If seen from the ratio of activity proxied by TATO, it shows that PT. Wilmar Cahaya Indonesia is said to be very good.

Keywords: Annual Report, Financial Ratio and Financial Performance

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Paper ID: INDOMA89

Efforts to Grow Entrepreneurship Among Students

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Abstract:

Empirical facts show that the number of university graduates has increased significantly over time, while the absorption capacity of the job market is very small. As a result, the open unemployment rate in Indonesia is quite high, reaching 9-10% and including the educated unemployed alumni of universities. To overcome the high educated unemployment, it is deemed necessary to develop entrepreneurship among students. There are five main essences in entrepreneurship, namely: (1) a strong will to work independently, to have bright ideas, and to be optimistic in trying, to develop new, unique ideas, of interest to many people, especially in the economic field; (2) the ability to take risks and make decisions; (3) willingness to think and act creatively and innovatively; (4) willingness to work carefully, diligently and productively; (5) work with a spirit of togetherness and sound business ethics. Various efforts that can be taken to foster entrepreneurship among students are: (1) including entrepreneurship courses in the curriculum of each study program at tertiary institutions which curricularly must be followed by all students; (2) developing an Integrated Work and Learning Program, namely an educational program that combines learning and work like employees in the world, especially for final year students; (3) cooperation with MSMEs; (4) establishment of Student Cooperatives; and (5) carrying out side jobs for students either in accordance with their field of knowledge or in accordance with their talents and hobbies even though they are not in accordance with their field of knowledge.

Keywords: Developing, entrepreneurship, students

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Paper ID: INDOMA96

Catering Booking Information System at PT Gobel Dharma Sarana Karya (GDSK) Web Based

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Abstract:

Objective: Purpose: The purpose of this research is to design and build a website-based catering ordering system so that it can facilitate the ordering process for customers and make it easier to recap sales reports. **Methodology:** The approach method used for this application is an object-oriented system and method (System Development Life Cycle) waterfall process model that starts from planning, analysis, system design, and system implementation. **Results:** This application was built with the programming language PHP and MySQL as database storage media. The results of the research are in the form of a Catering Order website which can facilitate the ordering process for customers and make it easier to recap sales reports. **Implication:** This research presents a system to make it easier for customers to order food catering in the form of a website so that customers can easily access it. This paper provides a valuable reference for companies and the public to easily place orders online.

Keywords: Information System, Ordering, Catering, Website

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Paper ID: INDOSI61

Digital Transformation and Influence on Information Use in Indonesia

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Abstract:

Objective: With the presence of information technology can provide a variety of data or solutions for making a decision, and can be implemented properly. The existence of technology-based digital transformation as part of the development of a management information system requires everyone's knowledge of updated information and also reaches out to other parties from various places. Centrality of connectivity in public life. In 2020, the International Labor Organization (ILO) reported that the COVID-19 pandemic demands the capacity of workers to work remotely, so that access to connectivity is fundamental. Shift from network expansion to network densification
Methodology: The current global challenge is to ensure that there is sufficient capacity, competition and affordability to provide internet networks as well as sustainable investment in the ICT sector. Network densification, or a strategy to provide more capacity for networks, is the main strategy for providing and developing 5G networks in the world. The Impact of the COVID-19 Pandemic: The Information User Gap Widens. Result: Tools in Digital Transformation: 1. The existence of an adequate information system: data and technology governance in the business sector, information control, downstream use of information technology. 2. Digital Competence: Digital Literacy, Digital talent. 3. Infrastructure in carrying out digital transformation. 4. Policy/Regulation Implication: Digital Transformation Goals: 1. Increase efficiency and productivity (example: activities within the government/ministry and private sector). 2. Innovation (for example: the presence of digital economic activities). 3. Promote Inclusiveness (example: creating a digital community).

Keywords: Information System, Digital Transformation, Technology, Organization

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Paper ID: INDOSI25

Collaborative Communication Model for MSEs Business Sustainability at Pongkor National Geopark

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Abstract:

Pongkor National Geopark area is located in Bogor Regency as an area of conservation, education, local economic development and sustainable development through the concept of Geopark development. Sustainability in development is a part of the Geopark's contribution to achieving the Sustainability Development Goals. Local economic development is a part of the development of Micro and Small Enterprises (MSEs) in the Geopark area, which distinguishes them from MSEs with the Geoproduct concept. This research is conducted with Mix Method approach. Qualitative research methods are conducted with in-depth interviews and focus group discussions. The qualitative research method was conducted with the Structural Equation Modeling (SEM) method to determine the communication model for MSE business sustainability in Pongkor National Geopark. The results show that (1) the characteristics of MSE actors have secondary education with a culinary business and have joined the community; already have aspects of business licensing at least one type and many have not utilized the marketplace even though they have used social media; (2) digital competence has a significant positive effect on aspects of collaborative competencies; (3) there are differences in perceptions from stakeholders related to factors affecting business sustainability that include competitive products, competent human resources and collaborating stakeholders; and (4) the collaboration communication model shows that collaborative competence is influenced by digital competence, stakeholder support and interest in Geopark and Geoproduct, and collaborative competence affects MSE business sustainability in Pongkor National Geopark. Based on this, it is found that the collaborative communication model has not been effective because the level of understanding of collaboration by stakeholders, especially MSE actors, is not optimal. So in the future, the collaborative communication model can be improved through the rational choice of using digital communication that is able to eliminate space and time barriers, especially for MSE actors.

Keywords: Business sustainability, collaborative communication, Geopark, MSEs, stakeholder.

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Paper ID: INDOSI90

The Effect of Online Marketing Strategies Through Paid Promoting Social Media Instagram and Ease of Transaction Together on the Buying Interest of FKIP UNS Students.

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Abstract:

This purpose of this study is determine (1) the effect of online marketing strategies through paid promoting Instagram social media on the buying interest of FKIP UNS students, (2) the effect of ease of transaction on the buying interest of FKIP UNS students, (3) the effect of online marketing strategies through paid promoting social media instagram and ease of transaction together on the buying interest of fkip uns students. This research use survey method. This research uses purposive random sampling technique, where research describe the result of data quantitative through percentages and tables. Population in this research are faculty of teacher education amounting 8964 taken sample equal to 383 respondents. Data collection were done by distributing questionnaires to respondents. The results of the study show that online marketing strategy variables through paid promoting social media Instagram and ease of transactions have a partial and simultaneous influence on purchase intention. The independent variable in this study has a percentage influence contribution of 36.8% on purchase intention while the remaining 63.2% is influenced by other variables not included in this model.

Keywords: Buying interest, ease of transaction, marketing strategy, paid promote, social media Instagram.

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Paper ID: INDOSI81

Expert System for Diagnosing Dragon Fruit Plant Diseases Using Website-based Purposive Sampling and Forward Chaining Methods

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Roy Ibrahim, Lancang Kuning University, Pekanbaru, Indonesia

Abstract:

Objective: Purpose: The purpose of this research is to build a system that can make it easier for farmers to detect dragon fruit diseases which are presented in the form of a website. The system is used to be able to anticipate in overcoming a decrease in production or harvest levels. **Methodology:** The methodology used in this research is to take samples using purposive sampling method can be used to make certain considerations, these considerations are based on samples obtained from experts on dragon fruit plant diseases. Then the samples were analyzed using the forward chaining method to obtain conclusions about disease diagnoses in dragon fruit plants using predetermined rules. **Results:** The results of this study are in the form of a website that can provide information about the disease and its symptoms to dragon fruit farmers. Using purposive sampling can increase the value of the accuracy of disease diagnosis. **Implication:** This study presents a system to make it easier for farmers to detect dragon fruit diseases which are presented in the form of a website so that farmers can easily access them. This paper provides a valuable reference for farmers and the public so that they can easily analyze the diseases that exist in dragon fruit plants.

Keywords: Forward Chaining, Disease, Purposive Sampling, Expert System, Dragon Fruit Plants

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Paper ID: INDOSI14

A New Horizon Creative Approach to Grasp Attention of Non-Engineering Students to Learn Engineering Subject

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Abstract:

Objective: The purpose of this paper is to share the experience of the engineering lecturer in teaching a non-engineering students. For this study, a group of culinary students have to undertake an engineering subject for their elective course. The culinary students has to take Engineering Materials subject in this study. **Methodology:** The students will have to take quiz, test and final examination in order to pass this subject. A total of 73 number of culinary students were enroll in this engineering subject. The data were analyze by using i-RAS system. This system has the ability to determine the students achievement for not only grades but also the specified programme outcomes. **Results:** The results from the i-RAS system shows a promising outcome. The non-engineering students scored a good result as compared to an engineering student. It showed that the extra method of teaching is successful to guide the non-engineering students. **Implication:** This paper gives a valuable insight to engineering lecturer that have to teach non-engineering students in near future. It is worth to mention that the standards of setting quiz, test and final exam for engineering subject has to undergo a very detailed process. There is absolutely no exception. It is because all engineering courses were administered by the Engineering Accreditation Council of Malaysia.

Keywords: Non-engineering students, Teaching methods, Engineering subject

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Paper ID: INDOSI119

The Effect of Content Promotion Hierarchy in Increasing the Number of Students (an AISAS Analysis to the Accounting Students Enrolled in at IBIK Kosgoro 57 Campus)

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Abstract:

Tertiary education institutions are instrumental in producing graduates to enhance human resources as part of the Government's mandate. Tertiary education is not only run and managed by the State but also by private sectors. One of them is IBIK Kosgoro 1957. The number of students who are enrolled at private campuses such as IBIK Kosgoro 1957 is one of the indications of their successes. This study aims to measure the effect of the digital promotion hierarchy at this IBIK Kosgoro 1957 campus. The theoretical studies of this research are marketing communications, digital marketing communications, the effect of the hierarchy of human behaviour and the AISAS model. Besides that, the theory of consumer behaviour and promotional content is also included in the narrative of marketing communication contents. This study uses a positivistic paradigm, with quantitative data processing by distributing questionnaires to 100 accounting students at IBIK 57. Data are processed using simple linear regression and average analysis for descriptive data processing. The research findings show that from the descriptive analysis students have reached the Action level (4.05) in the behavioural hierarchical effect of digital promotional content by the IBIK 57 campus. From the examination, it appears that there is a weak significant effect between digital promotional content and students' interest in registering at IBIK 1957 which is equal to 31.9%. If the regression equation is drawn, $Y \text{ Desire to Study} = 1.981 + 0.458X \text{ (Digital Promotion Content)}$. It is clear that creating digital promotional content that is more sensible and relevant to the trend is very important for the campus in order to attract more students of this generation to enrol in this institution.

Keywords: Marketing Communication, AISAS, Digital Promotion Content

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Paper ID: INDOSC60

Critical Thinking Patterns of Students on Mathematics Ability in Class V AR-Rohma Batu Elementary School

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Abstract:

Objective: Research This done in Class V School Base Ar-Rohmah Stone . Methodology: Research This use approach based qualitative , data analysis using observation , interview And documentation . Result: Think critical is formation cognitive mental abilities student on aspect logic like gift argument , interesting conclusion And proportional statement . _ Think critical will useful in finish problem . it _ caused , when child faced on A problem For solved , moment That condition cognition child experiencing disequilibrium. Disequilibrium occurs on child raises process happening assimilation And commodation . Process the happen in a manner Keep going continuously until on equilibrium . it _ in a manner No direct happening process think critical student on ability finish question solving problem math .

Keywords: Pattern , Ability think Critical , Mathematics

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Paper ID: INDOSC65

Gamification in Basic Education: A Systematic Review of Academic Research

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Abstract:

Objective: Gamification is often referred to as a learning innovation that is able to improve students' abilities in learning. The fun gamification learning model is considered a suitable method to be applied in elementary school learning. **Methodology:** The purpose of this research is to review the existing literature and research on Gamification in Basic Education. Following PRISMA's guidelines for conducting and reporting systematic reviews, literature reviews were carried out systematically. **Results:** Based on a systematic search of the Scopus database, a total of 25 peer-reviewed articles were included. There, including annual publications, multilevel, publication sources, fields of study, and, fields of study, and geographical context. **Implication:** The categorization of Gamification in Basic Education is carried out to understand the direction of research in this field and the emphasis on certain aspects. This review is intended to pave the way for new research on disciplines that require more sophisticated knowledge and analysis.

Keywords: Basic education, education, educational innovation, gamification, PRISMA, systematic review.

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Paper ID: INDOSC70

Effect of Application of the Realistic Mathematics Learning Model on Critical Thinking Skills for Elementary School Third Grade Students

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Abstract:

Problems in the field stated that teachers were still lacking in selecting innovative models in teaching and learning activities. This research aims to describe the learning process through a mathematical learning model on the material around a flat shape and analyze the effect of its application realistic mathematics learning model for the critical thinking skills of third grade elementary school students. The type of research that used is quantitative research with the Pre-Experimental Design research method using design one group pre-test and post-test research. Data collection techniques using test sheets and sheets observation and analyzed using the paired sample t-test. Based on the research results show that the value of asymp. Sig $0.000 < 0.05$ so that it can be stated that there is a significant influence on students' critical thinking skills using realistic mathematics learning models in third grade elementary school students. In addition, the results of the teacher's observations during the learning process that the teacher's activity during the three meetings experienced an increase was seen when the teacher provided motivation, conveyed learning objectives and active student-centered teaching and learning activities

Keywords: Realistic Mathematics Learning Model, Critical Thinking Skills, Teacher Activity

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Paper ID: INDOSC73

The Implementation of Differentiated Instructions by the Trained Teachers in Sidoarjo, Indonesia.

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Abstract:

This paper aims to explain the implementation of differentiated instructions in kindergarten to senior high schools in Sidoarjo. Differentiated instruction is a popular teaching approach in schools with the 2020 curriculum. The trained teachers from the schools know the theory of differentiated learning in training. This is a qualitative case study method to reveal the real situations in the classes. The subjects are the four trained teachers from kindergarten to senior high school in Sidoarjo. They come from private and state schools. The study employed observation to identify the similarities and differences between the teachers' practices, while the interviews explored the teachers' perceptions of differentiated instructions. The result showed that the teachers designed different methods for implementing differentiated instruction in varying levels of schools. The kindergarten and primary school teachers prefer implementing the differentiated product to process. In contrast, the junior and senior high school teachers felt free to design various methods in differentiated processes and products. The maturity of students becomes one factor for the teachers to determine the methods or techniques. The teachers' perceptions were good about the approach. They agreed that differentiated instruction was appropriate to enhance the students' motivation to learn. However, they were challenged to implement it daily since they had a more complicated preparation than before. Differentiated instructions were challenging for teachers to apply in the classes. The teachers should know how to adjust it to the students' needs. The different levels of students need other methods to teach. The teachers, however, should keep the concept of differentiated learning both in the instructional process and products.

Keywords: Differentiated Instruction, Trained Teachers, Differentiated Process, Differentiated Products.

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Paper ID: INDOSC75

The Diasporic Identity of Sikh Youth Among Jakarta's Multicultural Society

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Abstract:

The presence of the Sikh religion in Indonesia, particularly in Jakarta, is a group of ethnic minorities among Jakarta's multicultural society. Recognizing Sikh followers is seen in their identity, which is distinguished by the use of 5K. In Jakarta, the young Sikh diaspora also creates communities to maintain their sense of identity. The Sikh diaspora must be able to maintain their identity discrimination in order to continue practicing the Sikh religion as taught by Guru Nanak Dev and the other nine Sikh Gurus. The strategy for strengthening beliefs and self-identity in Sikh youth is to begin using social media with the goal of being easily accepted by Sikh youth in this digital era.

Keywords: Identity, Young Sikh Diaspora, Sikh, Jakarta Society

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Paper ID: INDOSC78

Evaluation of Management Practice and Problems of Environmental Factors and Social Characteristics of Successful Dairy Cooperative Credit Scheme Government Development Project in Dairy Business of Indonesia

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Abstract:

The objectives and importance of the evaluation are expected to provide information for dairy project development planners with factual basis for making wise decision for successful dairy cooperative Credit Scheme Government Development Project in dairy business in Indonesia, particularly : in identifying the development program of dairy farming by smallholders through cooperative which need to be expanded, or discontinued, and in determining the performance of imported Holstein-Friesian raised by small farmers in Indonesia and the problems encountered by small farmers dairy cattle raisers and cooperatives. Since 1979 , the Department of Agriculture assisted the Dairy Cooperative of Package Credit Program Scheme (PUSP), especially through the Directorate General of Livestock (Direktorat Jendral Peternakan), Presidential Aid Credit Project and Individual (small investment Credit Scheme). The credit is provided by the Rural Bank of Indonesia (BRI) to the farmers as well as the cooperatives. The mean daily production of milk was ranged from 3.1 to 8.1 liters, average lactation length range from 75 to 330 days, generally lower than milk production of the temperate countries this due to genetic merit and the feed quality and warm climate. The main problems of Dairy Cooperative were poor management and technological information and communication, lack of capital, lack of technicians and facilities of the cooperative, market access , and problems of social characteristics of the farmer such as lack of knowledge and skills and experience of the farmer. Environmental problems of quality and quantity of feed availability, higher temperature , relative humidity, and lower rain full.

Keywords: Dairy cooperative development, entrepreneur, business

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Paper ID: INDOSC117

Method of Determining the Cost of Goods Produced (Study in the Seblak Malaga Business)

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Abstract:

The increasingly fierce business competition causes business actors to be creative in innovating so that the business they are involved in is not inferior to competitors. One of the factors that can affect business performance is the ability of business actors to calculate the cost of production. By correctly calculating the cost of production, business actors can determine competitive product selling prices. The purpose of this research is to determine the method of determining the cost of goods manufactured in the Seblak Malaga business. The research was carried out using a qualitative descriptive method. Data were obtained by means of direct interviews with the main research informants, observation, and the documentation process while the researchers were in the field. The results of the study show that seblak malaga business actors in determining the cost of production are based on the price of raw materials needed in one day of the seblak production process plus the cost of renting a stand that must be borne per day.

Keywords: Method, Cost of Production, Seblak Malaga

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Paper ID: INDOAF69

An Empirical Study on the Determinants of the Capital Structure of Indonesia's Firms

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Abstract:

This study examined the effect of profitability, growth opportunities and firm size of the company's capital structure. The sample in this study was 339 Indonesia's companies listed on the Indonesia Stock Exchange (BEI) in 2020. The sampling technique used purposive sampling and techniques data analysis using ordinary least square. These results indicate that there is the influence between the variable company size (size), profitability and sales growth on the capital structure of companies on the Indonesia Stock Exchange. The test results partially showed that the size of the company partially has a significant positive influence on the capital structure. The sales growth has negative effect on the capital structure. Thus, the hypothesis stating that sales growth has a positive effect on the capital structure, is not accepted. The profitability negatively affects the capital structure. The coefficient of determination or Adjusted Rsquare of 0.269 shows that 26.9% of the variation in changes in capital structure can be explained by variations in changes in company size (size), profitability, and sales growth while 73.1% of variations in changes in capital structure are described by variations in other variables outside this research model.

Keywords: Capital Structure, Profitability, Growth Opportunities, Firm Size,

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Paper ID: INDOAF86

Analysis of the Influence of Brand Image and Green Product Makeup the Body Shop on Consumer Purchasing Decisions in Srengseng Sawah Village South Jakarta

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Abstract:

This study aims to analyze the effect of brand image on purchasing decisions, the effect of green products on purchasing decisions and the effect of brand image, and green products on purchasing decisions for The Body Shop makeup on consumers in Srengseng Sawah Village, South Jakarta. The type of data in this study uses quantitative data. Data analysis using multiple linear regression. Data retrieval techniques through questionnaires. The sampling technique in this study was non-random sampling using the accidental sampling method, namely anyone who happened to meet the researcher. The sample in this study was 60 respondents, namely all people in Srengseng Sawah Village, South Jakarta who have used The Body Shop makeup products. The results showed that brand image partially had a positive and significant effect on purchasing decisions, while green products partially had a positive and significant effect on purchasing decisions. The results also show that brand image and green products simultaneously have a significant effect on purchasing decisions for The Body Shop makeup for consumers in Srengseng Sawah Village, South Jakarta.

Keywords: Brand Image, Green Product, Purchase Decision, Makeup the Body Shop

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Paper ID: INDOMA97

Entrepreneurial Intention of Business Students: the Role of Individual Creativity Using Structural Equation Modeling

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Abstract:

The demographic bonus in Indonesia that appears in 2030-2040 is marked by a higher number of productive age population than non-productive age population. This phenomenon will potentially increase the number of young enterprises in Indonesia. However, if Indonesia is not ready for this demographic bonus, then the demographic bonus will turn into a demographic disaster. Where the intellectual unemployment rate will be higher. The aim of this research is to develop a new conceptual model related to entrepreneurial intention of business students in Makassar, Indonesia by analyzing the influence of social support, self-efficacy and individual creativity on entrepreneurial intention. A total of 215 respondents were used in this study using a convenience sampling technique. The covariance-based structural equation modelling (CB-SEM) approach has been applied using AMOS software version 24 to complete the analysis procedure including data screening, confirmatory factor analysis and structural analysis. The findings revealed that social support and self-efficacy positively influence individual creativity. And individual creativity fully mediates the relationship between social support, self-efficacy and entrepreneurial intention of business students. The study outcomes indicate that social support, self-efficacy and individual creativity play pivotal role in enhancing entrepreneurial intention of Business students in Indonesia.

Keywords: Social support; self-efficacy; individual creativity; entrepreneurial intention

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Paper ID: INDOMA111

Business Development Strategy and Energy Analysis in the Manufacture of Agricultural Waste Bio-briquette in Post COVID-19 Pandemic

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Abstract:

Objective: The existence of rice straw waste and wood sawdust is a potential that can be used as bio-briquettes to improve the community's economy. Agricultural waste is an environmentally friendly energy source that has contributed to one-tenth of primary energy consumption. Bio-briquettes have the opportunity to substitute fossil fuels by utilizing wasted biomass and increasing the economic empowerment of local communities. This research was conducted to examine business development strategies and energy produced by bio-briquettes from waste rice straws and wood sawdust. **Methodology:** Business development strategy analysis was carried out using a questionnaire method, and bio-briquette production was carried out using carbonation and gluing methods. **Results:** Marketing and improvement of briquette products is supported by questionnaire result data. This study found that the biobriquette business has a significant and positive influence on improving the local community's economy. The results of the research show that the biobriquettes that have been made have the potential to become a business opportunity at the household level that has quality that meets SNI 016235-2000. **Implication:** This research focuses on developing the household economy with a cause marketing strategy and provides an overview of briquette product marketing efforts that have the opportunity to substitute fossil fuels by utilizing wasted biomass and increasing the economic empowerment of the local community. This research was conducted to examine strategies for developing household businesses that are useful for business start-ups pasca COVID-19.

Keywords: Renewable Energy, COVID-19, Business Development Strategy, Bio-briquette, Agriculture Waste

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Paper ID: INDOSI63

Analysis of the Impact of Competence on Performance Through Work Motivation of Employees of Medium-Scale Media Companies in Jakarta Indonesia

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Abstract:

This study aimed to analyze the direct effect of competence on employee performance, competence on work motivation, work motivation on employee performance, and the indirect effect of competence through work motivation on employee performance. This research was conducted in Jakarta, Indonesia. This research was a descriptive study. The research sample amounted to 99 employees of the human resource department. The data analysis method utilized Structural Equation Modeling (SEM) with the SmartPLS application. The results showed that competence has a positive and insignificant effect on employee performance. Furthermore, competence has a positive and significant effect on work motivation. Work motivation has a positive and significant effect on employee performance. The results of the indirect effect test indicated that competence has a positive and significant effect on employee performance through work motivation. The implication of this research is that enhancing employee competence require support from the company by increasing work motivation. Activities that can be conducted is a training in accordance with the needs of the daily task.

Keywords: Competence, Work Motivation, Employee Performance, Medium-Scale Media Companies

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Paper ID: INDOMA95

Artificial Intelligence in English Teaching: A Systematic Literature Review

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Abstract:

Objective: This study aims to review existing literature and research on artificial intelligence in english teaching. **Methodology:** Following the PRISMA guidelines for performing and reporting systematic reviews, a review of the literature was done systematically. Based on a systematic search of Scopus databases, a total of 20 peer-reviewed articles were included. **Results:** The results show that there were several publications on artificial intelligence in english teaching from the multilevel analysis and perspective analysis. China was the top research nation and the most multilevel analysis was network level. **Implication:** Further research that has the opportunity to be carried out, such as research on artificial intelligence in English teaching, uses a level of the individual and team.

Keywords: Artificial intelligence, English teaching, multilevel analysis, systematic review.

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Paper ID: INDOSC74

Technology Acceptance Model and Brand Equity Through Electronic Word of Mouth on Purchase Intention in E-commerce

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Abstract:

Objective: A total of 2,361,423 businesses in Indonesian e-commerce in 2020, most of whom are business actors from the non-formal sector, use instant messaging and social media as sales tools, with a total revenue of both e-commerce businesses below 300 million rupiah . Business owners in e-commerce are millennials who often interact with technological developments, and e-commerce is no exception. The problem that is often experienced when carrying out business activities in e-commerce is the lack of demand for goods and services. A total of 1,774,589 businesses from the total e-commerce business in Indonesia are still concentrated in Java. This phenomenon is related to the location close to the center of the economy and the availability of supporting facilities such as adequate internet access (BPS. 2021). **Methodology:** This research is a quantitative research, there are four stages in this study including the initial initial stages, observation, filling out questionnaires, data collection, then the data processing stage, continued to test the validity of the data quantitatively. Sources of data used in this study are primary data and secondary data. The data collection method in this study was to use questionnaires, literature studies, and other secondary sources. The sampling technique used purposive sampling method. The initial stage is to produce variable data that is examined in e-commerce. Furthermore, the data is processed and analyzed, with the analysis technique used in this study is AMOS Structural Equation Modeling (SEM). The benefits of this research are expected to foster business interest and increase wisdom in the use of e-commerce by knowing the goods or services being traded using the technology acceptance model approach, electronic word of mouth and brand equity in e-commerce which will ultimately lead to the development of Indonesia's digital economy which is sustainable

Keywords: TAM, eWOM, Purchase intention, E-Commerce

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Paper ID: INDOMA76

The Effect of Regional Genuine Revenue and General Allocation Funds on Economic Growth With Regional Expenditures as Intervening Variables (Study on the Regencies/Cities in East Java 2019-2021)

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Abstract:

Objective: The purpose of this research to determine the effect of regional original income and general fund allocation on economic growth. As well as to determine the role of regional expenditure mediation in the influence of regional original income and general fund allocation on economic growth. **Methodology:** The object is the districts in East Java Province. The population used in this study are 38 districts/cities in East Java Province. This study uses quantitative methods with secondary data collection. The data used are the realization of regional own-source revenue, general allocation funds, and spending areas, as well as the rate of regional gross domestic product based on constant prices. This study uses sampling with total sampling technique. The research data was analyzed using a tool in the form of the SmartPLS 3 software application. **Results:** The results of this study indicate that Local Own Revenue has an effect on Regional Expenditures, General Allocation Funds have an effect on Regional Expenditure, Local Own Revenue has an effect on Economic Growth, General Allocation Funds have no effect on Economic Growth, Regional Expenditures does not affect Economic Growth, Regional Expenditures do not mediate the effect of Regional Original Income on Economic Growth, Regional Expenditures do not mediate the effect of General Allocation Funds on Economic Growth. **Implication:** . The implication of this research is that the government can optimize local potential, namely local original income to improve the regional economy and it is also necessary in terms of emphasizing APBD and TKTD allocations in the future so that the actual results found are in accordance with good budget correlations. This research can be used as a reference for future researchers to determine the factors that influence economic growth.

Keywords: Regional Own Revenue, General Allocation Fund, Regional Expenditures, Economic Growth

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Paper ID: INDOAF114

Digitalization of Sustainable Business Practices: Malaysian and Asean Views, Problems, Possible Resolutions, and Impact on Customers and Society in Emerging Economies.

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Abstract:

The digitalization of sustainable business practices has become increasingly important in emerging economies such as Malaysia and other ASEAN countries, as businesses strive to balance economic growth with environmental and social responsibility. In this article, the author will discuss the Malaysian and ASEAN perspectives on the digitalization of sustainable business practices, including the problems, possible resolutions, and impact on customers and society.

Keywords: Digitalization, Sustainability, Business Practices, Customer, Society

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Paper ID: INDOSC112

Awareness at Bank X Related to the Implementation of Sustainable Finance

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Abstract:

Banking is an important tool for the Indonesian government to achieve sustainable development goals through sustainable finance. Bank X is obliged to first implement POJK 51/2017. The purpose of this study is to assess the level of sustainability awareness regarding the implementation of sustainable finance and to identify barriers to its implementation. The research object focuses on the KPS 2 Division and the BNR Division at Bank X because the corporate directorate has the largest debit balance and oversees the business sector with the highest sustainable development issues. This study evaluates the implementation of sustainable finance using the 3-stage CSM Model. Data collection uses qualitative content analysis methods, questionnaires, and interviews. The results showed that the level of sustainability awareness of the research object was 84.4%, which is at the stage of entering Sustainable Finance 3.0. Several barriers to the implementation of sustainable finance for the research object have been identified, accompanied by suggestions for solutions. Organizations need to overcome barriers that still exist in the implementation of sustainable finance to prepare to enter Phase II of the Sustainable Finance Roadmap. The number of specific research samples is only in 2 divisions in Bank X so the research results cannot show the entire population included in the ESG Sub Committee of Bank X.

Keywords: Bank, sustainable finance, sustainability awareness, POJK 51, CSM model

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Paper ID: INDOAF101

Risk of Technology and On-Line Security as Identity Theft: An Impact on Female Universities Students Analysis

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Abstract:

Purpose: This research examines the role of technology and online security in identity theft on female in private university students of Karachi. It has been observed among universities fellows some are in physical and mental morbidities due to depression of their data breaching by someone and they are blackmail or become victims of identity theft. The objectives of this research were to assess the awareness level of identity theft among female students as well as to identify the elements that may raise this awareness. **Design/Methodology/Approach:** This study used a descriptive design with convenience sampling of female students of 5 universities. Data were gathered using a structured questionnaire, and they were analyzed using 115 questionnaires. Data was analyzed using Smart PLS 4.0 software. Partial Least Squares (PLS) Structural Equation Modeling-Variance Based was used to assess the study model (SEM-VB). Structural and measurement model were used to examine the model. The significance of the path coefficients and loadings was examined using the bootstrapping method. **Findings:** The findings of this study revealed that technology and online security are the major factors in increasing the risk of identity theft among female, and that this cyber-crime is growing as a result of the data sharing to colleagues, credit card, and on line shopping or food delivery and mostly lack of awareness of the issue. **Originality/Value:** The results of this study can be used to make every women more aware of identity theft so women will be more cautious to share their personal information and reveal it to just anyone. **Limitations:** A small sample size was used in this study, which was only concerned with in 5 private universities.

Keywords: Identity theft on female, technology, online security

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Paper ID: INDOSC10

The Influence of Affiliate Marketing and Customer Trust on Purchase Decisions on E-Commerce Platforms Through Smartphone Media

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Abstract:

This research aims to examine the influence of affiliate marketing and customer trust on purchase decisions on e-commerce platforms through smartphone media. In this research, qualitative methods were used, where information was collected through interviews and observations of respondents involved in the marketing activities of subsidiary companies and purchasing products through online stores with smartphones. The sampling method used is probability sampling using the simple random sampling method. Material is collected through interviews, participant observation, and document analysis. The results of the research show that affiliate marketing has a positive impact on the purchase decisions of customers on online shopping platforms through smartphones, and purchase decisions are also significantly influenced by customer trust. This research concludes that affiliate marketing and customer trust are important factors that influence customer purchase decisions on e-commerce platforms through smartphone media.

Keywords: Customer Trust; Purchase Decision, E-commerce, Smartphone

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Paper ID: INDOMA126

Academic Optimism: A Study of Secondary School Teachers' Perceptions

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Abstract:

Teachers' positive conviction demonstrates that they can influence students' classroom, learning, and academic performance by putting their trust in their parents and cooperating with them. It is highlighted by believing their capabilities to overcome the hurdles and retort to failure with resilience as well as perseverance. The present research study was carried out to investigate the state of academic optimism as well as the relationship between its various aspects. The research may make a theoretical, managerial, or academic contribution. 1266 secondary school teachers were chosen at random from 216 Government Secondary Schools in Punjab. With permission, the Academic Optimism Survey was adapted. Pilot testing was used to ensure the instrument's validity and reliability. Data were collected in regularly scheduled meetings. To examine the data, descriptive as well as inferential statistics were employed. The ethics of research were followed. Teachers were found academically optimistic both at teachers and schools level. They confirmed the presence of academic optimism as well as its sub factors in the schools. A positive relationship was observed among collective efficacy, faculty trust and academic emphasis. There was no significant difference in academic optimism based on demographic variables. Without a doubt, school administrators may make wise choices regarding the adoption and implementation of best practices in their institutions. They might use the knowledge in the professional development programs.

Keywords: Psychology, Optimism, Collective Efficacy, Trust, Academic Emphasis.

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Paper ID: INDOSC9

The Effect of Dividend Policy and Capital Structure on Firm Value with Growth Opportunity as a Moderating Variables (Study of Trading and Service Companies Listed on the IDX in 2019-2021)

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Abstract:

Objective: The purpose of this research is to examine and analyze the effect of dividend policy and capital structure on firm value with growth opportunity as a moderating variable. **Methodology:** This research uses quantitative methods. The population used in this study uses trading and service companies listed on the Indonesia Stock Exchange for the 2019-2021 period using a sampling technique, namely purposive sampling of 54 samples based on predetermined criteria. Partial Least Square (PLS) is used to test the relationship which is then hypothesized. **Results:** The results of the research show that 1) Dividend Policy has a negative effect on Firm Value, 2) Capital Structure has a positive effect on Firm Value, 3) Growth Opportunity has a negative effect on Firm Value, 4) Dividend Policy has no effect on firm value with growth opportunity as a moderating variable, 5) Dividend policy has no effect on firm value with growth opportunity as a moderating variable. The results of the research as a whole provide implications for trading and service companies listed on the Indonesia Stock Exchange to carry out evaluations or planning to be able to maximize company value. **Implication:** The results of the research as a whole provide implications for trading and service companies listed on the Indonesia Stock Exchange to carry out evaluations or planning to be able to maximize company value. Dividend policy and an effective capital structure will give a positive signal to the market, so that it will attract investors to invest which will increase stock prices and will increase the value of the company, high company value is indeed an attraction for investors but good growth is also a support in seeing how far a company can increase its firm value supported by a high capital structure also has good implications for the company's development

Keywords: Dividend Policy, Capital Structure, Growth Opportunity, Firm Value

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Paper ID: INDOAF115

TikTok Social Media with Artificial Intelligence: Use for Business Promotion

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Abstract:

In the modern era, social media is a very powerful marketing tool that may provide large earnings. Numerous business professionals have demonstrated this. Particularly now that you may choose and utilize a variety of social media platforms to advance your business. For instance, Facebook has many users, as do Twitter, Instagram, and TikTok, which is currently the most popular. TikTok is a platform for fun, but it is also effective enough to be used for brand marketing. It is confirmed that a lot of people currently use the TikTok app, therefore this is a fantastic chance for business people to use social media as a promotional tool. There is no denying the power of social media, and utilizing it to advertise products online is considerably different from using traditional promotion methods like leaflets, billboards, and the like. The reach of social media promotions is undoubtedly greater, thus using TikTok for social media will improve or speed up the sale of the products produced. A basic example of artificial intelligence (AI) without image recognition is Tiktok's recommendation engine. However, RE has developed into one of the essential elements with the most widespread deployment across practically all online businesses and platforms at this point. As an illustration, consider Amazon's promotional emails and YouTube's video suggestion function. The fundamental design strategy used by Tiktok is user-centered design. To put it simply, TikTok will only suggest content that users will enjoy. The AI algorithm will automatically log any likes that are made on TikTok content by users.

Keywords: Recommendation Engine, Social Media, TikTok, Artificial Intelligence, User-Centric Design

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Paper ID: INDOMA71

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**Thank You
For Your
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