

**Conference Program**

**CONFERENCE PROGRAM  
DAY 01 Monday (April 20, 2015)**

Time	Program Detail
07:30 am - 09:00 am	Registration
09:00 am - 09:05 am	Welcome Remarks - Ms Trisha Gilang Saraswati
09:05 am - 09:15 am	Art Performance by Telkom University Students
09:15 am - 09:35 am	Opening Speech - <b>Farooq Ahmed Jam PhD</b> (Conference Chair) (Executive Director Global Illuminators)
09:35 am - 09:55 am	Welcome Speech by Conference President - <b>Dr Jafar Sembiring M.Ed.M.</b>
09:55 am - 10:15 am	Keynote Speech from Telkom Indonesia - <b>Mr. Priyantono Rudito, Ph.D</b>
10:15 am - 10:20 am	Wearing Pangsi Together
10:20 am - 10:45 am	Grand Networking Session, Tea Break and Art Performance 'Rampak Kendang' by SWS and Press Release
10:45 am - 11:05 am	Keynote Speech by <b>Prof. Dr. Usman Raja</b> - Brock University Canada
11:05 am - 11:25 am	Keynote Speech by Rector of Telkom University - <b>Prof. Ir. Mochamad Ashari</b>
11:25 am - 11:45 am	Awarding Session
	- Mr Farooq Ahmed Jam PhD
	- Dr Jafar Sembiring M.Ed.M
11:45 am - 12:00 am	City Tour Announcement and Photo Session
12:00 am - 01.00 pm	Lunch
01.00 pm - 01.30 pm	Participants Movement
01:30 pm - 02:30 pm	On The Way From Trans Hotel to Bandung Techno Park Telkom University
02:30 pm - 03:30 pm	Bandung Techno Park Telkom University
03:30 pm - 05:00 pm	Bandung City Center Sightseeing
05:00 pm - 08:00 pm	Saung Aklung Udjo Performance and Dinner
08:00 pm - 09:00 pm	On the Way to The Trans Luxury Hotel

**End of Day 01**



## DAY 02 Tuesday (April 21, 2015)

### Session 1 (9:00 am – 10:45am)

Venue: Room 1

**Session Chairs: Dr. Jafar Sembiring M.Ed.M. & Prof. Dr. Umi Narimawati**

**Track A: Business & Management Economics Studies**

GTAR-15-112	The Influence Of Crude Oil Price, Consumer Confidence, Exchange Rate, And GDP Growth Rate Toward Sales Number Of Pt Toyota Astra Motor Period 2006 – 2012	Liviana Tio
GTAR-15-125	The Influence Of Firm Size, Profitability And Financial Leverage On Income Smoothing	Larisha Resty Famelia
GTAR-15-132	Understanding Factors That Affect Level Of Oral Communication Apprehension Between Accounting And Non-Accounting Students: A Literature Review	Shahida Shahrudin
GTAR-15-143	Economic Burden Of Psoriasis: Review Of Literature	Nor Azmaniza Azizam
GTAR-15-144	Stress Management And Oncology Nurse Behaviours: An Association In Nursing Profession.	Nor Intan Shamimi Bt Abdul Aziz
GTAR-15-200	Managerial Characteristics and Perception Factors in Export Readiness.	Herwina Rosnan

**Tea Break (10:45-11:00 am)**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 1 (9:00 am – 10:45 am)**

**Venue: Room 2**

**Track A: Business & Management Economics Studies**

**Session Chairs: Dr. Chandra Setiawan & Nadia Moelyono, S.Sos**

GTAR-15-210	Business Model Innovation In Public Television Station	Farah Alfanur
GTAR-15-217	Analysis Of Telco Branchless Banking Strategy In Indonesia	Iradianty, Aldilla
GTAR-15-222	Earnings Management And Performance Analysis Company Doing Initial Public Offering In Indonesia Stock Exchange	Yopy Palupi Purbaningsih
GTAR-15-238	The Factors Affecting Employees' Performance In Pt. Jakarta Outer Ring Road (Pt. Jl)	Waseso Segoro
GTAR-15-239	Banking Fragility Sector Index And Determinants: A Comparison Between Local-Based And Foreign-Based Commercial Banks In Malaysia	Noryati Ahmad
GTAR-15-307	Green Production of Batik Industry Based on MTS Model in Solo Indonesia	Taufiq Immawan

**Tea Break (10:45-11:00 am)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 1 (9:00 am – 10:45 pm)**

**Venue: Room 3**

**Track A: Business & Management Economics Studies**

**Session Chairs: Ir. Syarifuddin, MM & Dra. Ade Irma Susanty**

GTAR-15-347	Incorporating Word of Mouth Effect on Customers Purchasing Decision in Small Business	Trisha Gilang Saraswati
GTAR-15-352	Modelling of Poverty Panel Data in Java with Spatial Durbin Model	Agusti, Rakhmi
GTAR-15-355	Transformational Leadership and Its Impact to Lecturers Intellectual Capital Factors in Telkom Economics and Business School Telkom University	Yuliani Rachma Putri
GTAR-15-358	Local Brand Strategy in Global Competition Winning	Oktafani, Farah
GTAR-15-359	STUDY ABOUT HUMAN RESOURCE INFORMATION SYSTEM IN DEVELOPING DECISION-MAKING PROCESS	Mahir Pradana
GTAR-15-243	The Role of Sample Size in Scientific Research Studies	Philip AE Serumaga-Zake

**Tea Break (10:45-11:00 am)**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 1 (9:00 am – 10:45 pm)**

**Venue: Room 4**

**Track B: Social Science & Humanities**

**Session Chairs: Reni Nuraeni & Dr Dewi K. Soedarsono**

GTAR-15-139	Impact Of Post Tsunami Recovery Process On The Livelihoods Of The Survivors In The Coastal Area Of Ampara District	ML. Fowzul Ameer
GTAR-15-140	Impacts Of Agroforestry In Nintavur Area	MI. Fowzul Ameer
GTAR-15-150	Mental Health Relationships Influence Academic Achievement Higher Institution Student	Pua Poh Keong
GTAR-15-159	Entanglement Between Visitor And Attractions Through Sensory Experiences Perspective In The Context Of Cultural Heritage Tourism	Nur Hidayah
GTAR-15-167	The IMPORTANT Of BALANCE DIET TO THE Human Capital Formation ON Physical And Mental Fitness	Azhani Che Ibrahim
GTAR-15-341	Study of Psyc-social condition of the bullying victims : case study in “X” Junior High School Bandung	Abdurrachman Fauzi
GTAR-15-193	Creativity And The Tendency Of Choosing A Career As An Entrepreneur Among Metro Polytechnic Students In Malaysia	Sri Sumarwati

**Tea Break (10:45-11:00 am)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 1 (9:00 am – 10:45 pm)**

**Venue: Room 5**

**Track D: Engineering & Technology Studies**

**Session Chairs: Dr. Gatot Yudoko & Dedy Rahman Wijaya**

GTAR-15-126	Education And Research Trends In Engineering Asset Mangement	Joe Amadi-Echendu
GTAR-15-128	Remote Sensing Image Compression Using Dual Tree Complex Wavelet Transform In JPEG2000	Zarka Lazuardi
GTAR-15-188	Geographic Information System With Decision Support System To Help Prevention Of Disaster In Indonesia	Angga Hidayah Ramadhan
GTAR-15-215	An Economical Perspectives: The Asean Power Interconnection Projects	Z.H.Bohari
GTAR-15-253	Integrated Ground System Application Security System Framework	Nina Hendrarini
GTAR-15-257	Electromagnetic Radiation From TELCO Towers: Health Effects And Public Opinion	Adlina Suleiman

**Tea Break (10:45-11:00 am)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 1 (9:00 am – 10:45 pm)**

**Venue: Room 6**

**Track A: Business & Management Economics Studies**

**Session Chairs: Herry Irawan & Lucy Pujasari Supratman**

GTAR-15-176	The Effect Of The New Logo And Brand Image Towards The Customer Loyalty Of Starbuck, Jakarta	Arif Partono Prasetio
GTAR-15-199	Theorizing Attitude Towards Islamic Financing Adoption In Integrative Model Of Behavioral Prediction – A Proposed Conceptual Framework	Purnomo M Antara
GTAR-15-247	Impact Of Dividend Policy On The Shareholders' Wealth: Shariah Vs Non-Shariah Companies	Farazida Mohd Akit
GTAR-15-249	The Influence Of Composition Of Independent Board Of Commissioners, Audit Committee Size, And Company Size Towards Enterprise Risk	Hikmi Fauziah Maulani
GTAR-15-258	Commitment To Stay Of Faculty In Technology And Applied Science Fields: How Significant Of Personal And Institutional Factors In Affecting Staying Intention?	Wu, Ming-Jiuan

**Tea Break (10:45-11:00 am)**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 1 (9:00 am – 10:45 pm)**

**Venue: Room 7**

**Track A: Business & Management Economics Studies**

**Session Chairs: Wa Ode Likewati & Citra Dwi Setiawati R**

GTAR-15-175	The Effect Of Capital Structure On Corporate Performance: Evidence In Vietnam	Hoang Thi Thanh Hang
GTAR-15-360	Gross Regional Domestic Product In 113 Distics/ Cities In Java In 2010, Indonesia	Febriyanti Azzikra
GTAR-15-362	Social Media As An Effective Media Promotion That Affect Consumer Decision Making Process	Zuliestiana, Dinda Amanda
GTAR-15-363	Entrepreneurship Innovation Strategy In Business Communication: A Case Study In The Achievement Of Growth Pt Edu Media Komunika	Muhammad Sufyan Abdurrahman
GTAR-15-260	Review On Recording Of Account Receivables At Pt. Pindad Mitra Sejati	Debbie Christine
GTAR-15-344	Dependence Of Sugar Prices In The Regions Of Java, Sumatra And Kalimantan In Indonesia	Kumara Jati

**Tea Break (10:45-11:00 am)**



**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 2 (11:00 am – 12:45 pm)**

**Venue: Room 1**

**Track A: Business & Management Economics Studies**

**Session Chairs: Dr. Ir Eddy Soeryanto Soegoto- & Ir. Ama Suyanto**

GTAR-15-278	The Role Of Marketing Environment Audit In Marketing Performance Through Index Of Services Marketing Excellence (ISME) In Bandung Indonesia Stars Hotel	Wa Ode Likewati
GTAR-15-291	Development And Validation Of The Success Potential Inventory For Female Agri-Entrepreneurs	Glenn Medallon Calaguas
GTAR-15-295	Competitiveness Strategy Model For Effective Organizational Structure Of Higher Education In East Kalimantan	Fajar Apriani
GTAR-15-299	A Study On The Performance Of Permanent Lecturers Of Management Department In Private Higher Education In Bandung Indonesia	Fetty Poerwita Sary
GTAR-15-305	Consumer Preference Analysis On Choosing Minimarket With Convenience Store Concept In Bandung (Study In Circle K, Indomaret And Alfamart In 2014)	Citra Dwi Setiawati R.

**(Lunch Break: 12:45- 1:45)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 2 (11:00 am – 12:45 pm)**

**Venue: Room 2**

**Track A: Business & Management Economics Studies**  
**Session Chairs: Dr. Palti MT. Sitorus & Purwanto, SE., MM**

GTAR-15-265	The Influence Of Smartfren Andromax Bundling Products On Purchasing Decisions (Study At Students Or University Students In Bandung 2014)	Damayanti
GTAR-15-266	The Analysis Of Organizational Performance Using Balanced Scorecard In Pt. Bank Jabar Banten	Herry Irawan
GTAR-15-268	Test Of Arbitrage Pricing Theory: Evidence From Indonesia	Winarto, Jacinta
GTAR-15-275	Customer Loyalty Determinants For Full Service Airlines (Fsa)	Reni Heviandri Riandarini
GTAR-15-327	Consumer Attitudes Analysis Toward Green Product Sariayu Martha Tilaar And The Body Shop(A Study Of University Students In Bandung)	Rubiyanti, Nurafni
GTAR-15-323	Contribution Of Credit For Indonesia National Economic Growth From 2000 Until 2013	Harrie Lutfie

**(Lunch Break: 12:45- 1:45)**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 2 (11:00 am – 12:45 pm)**

**Venue: Room 3**

**Track B: Social Science & Humanities**

**Session Chairs: Ir. Syarifuddin, MM. & Dra. Ade Irma Susanty**

GTAR-15-183	Employer Perceptions Toward Implementation Phase Technical Skills Among Students Vocational Flow Based Industrial Supplies.	Mohd Nur Hafiz Bin Fauzi
GTAR-15-185	Implementation Of Harmonize Elements In Modern Urban Housing Development	Radzi Ismail
GTAR-15-189	Human Perception Model For User Interface Using Participatory Analysis	Mohd Maizolakmal Bin Haron
GTAR-15-230	How E-Zakat Has Changed The Way Muslims Pay Their Zakat	Minda Indrani
GTAR-15-232	Smoking On Campus: A Review Of Communication Among Students Smoker	Rita Destiwati
GTAR-15-349	Case management protection of violence against disabled children	Hanif Az Zahrawani
GTAR-15-350	Development of Community-based Disaster Risk Reduction : an adaptation to climate change	Uut Hanafi Rochman

**(Lunch Break: 12:45- 1:45)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 2 (11:00 am – 12:45 pm)**

**Venue: Room 4**

**Track D: Engineering & Technology Studies**

**Session Chairs: Zarka Lazuardi & Nina Hendrarini**

GTAR-15-274	Virtual Class Using Web And Smartphone As Supporting Tool For Successful Computer Networking Course	Mia Rosmiati
GTAR-15-331	Mobile Electronic Nose Architecture For Beef Quality Detection Based On Internet Of Things Technology	Dedy Rahman Wijaya
GTAR-15-336	The Combination Of Agglomerative Clustering And K-Means Algorithm For Website Visitor Segmentation	Indwiarti
GTAR-15-356	Measurement The Level Of The Knowledge Management System Implementation On People, Structure, Culture, And Technology Factor Using Analytical Hierarchy Process (Ahp) Method At Telkom University	Arifanto , Yogi
GTAR-15-361	Face Tracking Using Particle Filter In Augmented Reality Environment	Ajie Tri Hutama
GTAR-15-262	Properties Of Micro Fine Quarry Dust Concrete	Nur Hanani Abdul Rahim

**(Lunch Break: 12:45- 1:45)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 2 (11:00 am – 12:45 pm)**

**Venue: Room 5**

**Track E: Health & Medicine Sciences**

**Session Chairs: Panjasaram Naidoo (PhD) & Shamsinar Ibrahim**

GTAR-15-279	Detection Of Cervical Cancer Disease Using Adaptive Thresholding Method By Image Processing	Eggi Intan Putri
GTAR-15-322	A Comparative Study On Healthy City Capacity Mapping: Indonesia And Korea	Sukri Palutturi
GTAR-15-324	Professional Challenges To Strengthen Partnerships In The Implementation Of Healthy Cities In Indonesia: A Case Study Of Makassar	Sukri Palutturi ,
GTAR-15-233	Kemuning: An Analysis Of Anthropology Of Health	Dr. Junardi Harahap
GTAR-15-234	Bekam Treatment: Cheap, Holistic And Changes Paradigm	Dr. Junardi Harahap

**(Lunch Break: 12:45- 1:45)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 2 (11:00 am – 12:45 pm)**

**Venue: Room 6**

**Track A: Business, Management and Economics Studies**

**Session Chairs: Prof. Dr. Umi Narimawati & Yopy Palupi Purbaningsih**

GTAR-15-277	Q Methodology As Innovative Research Method In Knowledge Management	Dr. Andri Ottesen
GTAR-15-308	The Test Of Gender Diversity Financial Structure And Market Perception To The Cost Of Financial Distress: Evidence From Indonesian's Family Business	Farida Titik Kristanti
GTAR-15-325	Generic Entrepreneurship Education Program Design At Universities	Susilaningsih
GTAR-15-326	Demand Forecasting For Economic Order Quantity In Inventory Management Of Wooden Toys Manufacture	Marheni Eka Saputri
GTAR-15-343	Analysis Effect Of Website Quality To User Satisfaction And It's Impact Of Intention To Revisit	Krishna Kusumahadi

**(Lunch Break: 12:45- 1:45)**

**DAY 02 Tuesday (April 21, 2015)**

**Session 3 (2:00-3:30pm)**

**Venue: Room 1**

**Track A: Business & Management Economics Studies**

**Session Chairs: Dr. Jafar Sembiring M.Ed.M.-& Prof.Dr. Dwi Kartini Yahya**

GTAR-15-313	Profitability And Its Influence On Share Prices	Trenggana, Arlin Ferlina M
GTAR-15-317	Design Control Procedures Nonconformity, Corrective And Preventive Action Under Clause 8.3, 8.5.2, 8.5.3 Of Iso 9001: 2008 And Clause 4.5.3 Of Iso 14001: 2004 At Cv Gradient Using Business Process Improvement Method	Iqbal, Muhamad
GTAR-15-318	Market-Based Strategies To Meet The Demands Of Industry, Small And Medium Enterprises	Pradana, Mahir
GTAR-15-320	The Association Between Traits And Work Engagement: Can HR Elements Be A Moderator?	Raida Abu Bakar
GTAR-15-321	The Analysis Of Perception Of Useness, Ease, Social Influence, Believe And Cost And The Effect On The Interest Of Using Online Transaction By Smartphone	Mustikasari, Ati

**(Tea Break: 3:30-3:45)**

**Closing Ceremony: 4:00-4:30pm**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 3 (2:00-3:30)**

**Venue: Room 2**

**Track A: Business & Management Economics Studies**

**Session Chairs: Dr. Palti MT. Sitorus & Nadia Moelyono, S.Sos**

GTAR-15-328	Factors Influencing Green Purchasing Behavior (A Study Of University Students In Bandung)	Rubiyanti, Nurafni
GTAR-15-330	Analisis Entrepreneurship Knowledge, Training Students Home Industry Of Intention Entrepreneur	Dr. Endang Ruswanti
GTAR-15-332	The Analysis Of Perception Of Useness, Ease, Social Influence, Trust, And Cost And The Effect On Interest Of Using Alfa Online.	Mustikasari, Ati
GTAR-15-334	The Analysis Of Coopetition Strategy Of Joint Venture Zocha In Garut Indonesia Using Value Net	Ayu Ardhillah Yuliartha Rachman
GTAR-15-342	Green Marketing Strategy Analysis To Brand Trust Through Marketing Mix Approach (Study On The Body Shop Users In Bandung, West Java)	Suryawardani, Bethani
GTAR-15-346	EFFECTS OF GREEN MARKETING ON PURCHASED DECISION BY CONSUMER PERCEIVED VALUE (Study On Honda Injection Motorcycle)	Nurafni Rubiyanti

**(Tea Break: 3:30-3:45)**

**Closing Ceremony: 4:00-4:30pm**



**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 3 (2:00-3:30)**

**Venue: Room 3**

**Track B: Social Science & Humanities**

**Session Chairs: Dr. Endang Ruswati & Dr Dewi K. Soedarsono**

GTAR-15-240	Towards Predicting the Walkability of Pedestrian Rail Commuters in Kuala Lumpur Conurbation	Hamid, Norlida, Abdul.
GTAR-15-259	Identification the Quantity of Student' The Effectiveness of Theistic Spiritual Counseling in Improving Students' Intrapersonal Competency (Quasi Experiment Research on Student of STKIP Singkawang Year 2013/2014).	Iip Istirahayu
GTAR-15-276	A Study of Effectiveness of Management Development Program	Endah Nuranaini
GTAR-15-280	Lecturers perception of the soft skills of engineering students in Malaysian polytechnics	Ahmad bin Esa
GTAR-15-301	The impact of new media on child socialization " Applied research on basic education schools in Muscat – Oman	Dr. Emad Farouk Saleh
GTAR-15-340	Implementation of public policies in female- single parent with disability : In the perspective of social Innovation in public sector	Ika Nugrahaeni
GTAR-15-300	A Comparative Analysis of Islamisation of Science in Indonesia and Malaysia.	Maisarah Hasbullah

**(Tea Break: 3:30-3:45)**

**Closing Ceremony: 4:00-4:30pm**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 3 (2:00-3:30)**

**Venue: Room 4**

**Track C: Physical Life and Applied Sciences**

**Session Chairs: Dr Muhammad Abbas**

GTAR-15-250	The Three Tier-Test for Identification The Quantity of Students' Misconception on Newton's First Laws.	Yudi Kurniawan
GTAR-15-264	Bark Ph as A Factor Affecting Number Of Algal Density Of Epiphytic Terrestrial Algae In Putrajaya, Malaysia	IHSAN ALWI
GTAR-15-357	Identification of Quantity Students' Misconceptions on Hydrostatic Pressure with Three Tier-Test	Riski Mulyani,
GTAR-15-309	Land Productivity And Cost Production Of Food Crop Farms As Land Institutions And Farm Environment In Sub-Watershed Upstream Solo In Indonesia	Suwarto
GTAR-15-243	The Role of Sample Size in Scientific Research Studies	Philip AE Serumaga-Zake
GTAR-15-227	Resolution Of Land Disputes In A Perspective Of Indonesia's Land Law Reformation	Darwin Ginting

**(Tea Break: 3:30-3:45)**

**Closing Ceremony: 4:00-4:30pm**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 3 (2:00-3:30)**

**Venue: Room 5**

**Track E: Health and Medicine Studies**

**Session Chairs: Eggi Intan Putri & Sukri Palutturi**

GTAR-15-114	Evaluation Of Clinics On The Provision Of Youth Friendly Services In The Ethekwini Metro Of Kwa Zulu Natal	Panjasaram Naidoo (Phd)
GTAR-15-153	Managed Care: What Do Private General Practitioners (Gps) Think?	Shamsinar Ibrahim
GTAR-15-270	Transformation Study Of Implementation Of National Health Insurance (Nhi) At Mamuju Regency, Indonesia	Muh. Kardl Rais
GTAR-15-271	Fraud Prevention In National Health Insurance Implementation In Kendari City, Indonesia	Suhadi
GTAR-15-272	Analysis On National Health Insurance Financing At Jenepono Regency, Indonesia	Zainuddin

**(Tea Break: 3:30-3:45)**

**Closing Ceremony: 4:00-4:30pm**

**Conference Program**

**DAY 02 Tuesday (April 21, 2015)**

**Session 3 (2:00-3:30)**

**Venue: Room 6**

**Track B: Social Science & Humanities**

**Session Chairs: Dr Bambang Rudito & Anggraeni Permatasari**

GTAR-15-304	Designing And Producing Multimedia Learning Prototype To Enhance EFL Students' English Presentation Skills In Tertiary Education	Kusmayanti
GTAR-15-348	Development of Emergency Response System to the Child in Need Special Protection : an evidence of social Innovation in public sector	Ika Putri Nawangsari
GTAR-15-168	Soft Skills Construct For Architecture Graduate In Accordance With Industries Requirement.	Padil, Suhaili
GTAR-15-169	A Discussion On The Risk Management Of Outdoor Education	Abidah Ainah Binti Mohamed Jamal
GTAR-15-314	Cyber Ethics Issue On Spreading News Link Trough Social Networks – Case Study On Indonesian Cyber Community	Kusuma Ayu Laksitowening
GTAR-15-269	A Case Study Of Classroom Seating Arrangement To Promote Students Communication Interactivity In Telkom University	Lucy Pujasari Supratman

**Tea Break: (3:30-3:45)**

**Closing Ceremony: 4:00-4:30pm**