

International Conference on "EMERGING TRENDS IN ACADEMIC RESEARCH" (ETAR-2014)

# International Conference on **ETAR**

BOOK OF CONFERENCE PROCEEDINGS  
NOVEMBER 25-26, 2014



International Conference on  
EMERGING TRENDS IN  
ACADEMIC RESEARCH (ETAR-2014)

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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACTS ETAR-2014

International Conference on  
“EMERGING TRENDS IN ACADEMIC  
RESEARCH”  
(ETAR- 2014)  
Bali, Indonesia.

**Global Illuminators,  
Kuala Lumpur Malaysia**





## **Book of Abstracts Proceedings**

International Conference on “Emerging Trends  
In Academic Research” (ETAR-2014) Bali,  
Indonesia.

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Proceedings of the International Conference on  
“Emerging Trends In Academic Research” (ETAR –  
2014) Bali, Indonesia.

ISBN: 978-969-9948-05-3

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Printed and bound by: *Ideas Pro Printers*

## TABLE OF CONTENTS

<b>INTERNATIONAL SCIENTIFIC COMMITTEE.....</b>	<b>XI</b>
<b>ORGANIZING COMMITTEE .....</b>	<b>XIV</b>
<b>CONFERENCE PRESIDENT MESSAGE .....</b>	<b>XVI</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>XVIII</b>
<b>KEYNOTE SPEAKERS .....</b>	<b>XX</b>
<b>CONFERENCE PROGRAM .....</b>	<b>XXI</b>
<b>LIST OF CONFERENCE ATTENDEES .....</b>	<b>1</b>
<b>TRACK A: BUSINESS MANAGEMENT &amp; ECONOMICS.....</b>	<b>2</b>
1. ASSESSING ORGANIZATIONAL LEARNING CULTURE, LEADERSHIP AND DIALOG IN A LEARNING ORGANIZATION3	
2. EMPLOYABILITY OF HOTEL AND RESTAURANT MANAGEMENT GRADUATES FROM SY 2008- 2010: BASES FOR COMPETENCY ASSESSMENT AND PROGRAM ENHANCEMENT .....	4
3. A SURVEY ASSESSMENT OF CUSTOMER PREFERENCES TOWARDS HEALTHCARE PRODUCTS AND SERVICES .....	5
4. RELIGIOUS COMMITMENT AND INDONESIAN MUSLIM CONSUMER BEHAVIOR (CASE STUDY IN BANDUNG, WEST JAVA).....	6
5. THE EFFECT OF SPIRITUALIZED ORGANIZATION CULTURE AND SPIRITUALIZED LEADERSHIP TO INCREASE WORKERS JOB SATISFACTION .....	7
6. THE ROLE OF BANDUNG DIGITAL VALLEY AS THE INCUBATOR FOR SMALL MEDIUM SCALE DIGITAL BUSINESS .....	8
7. FACTORS ANALYSIS AFFECTING CUSTOMER LOYALTY MANDIRI INTERNET BANKING SERVICES AT BANK MANDIRI INDRAPURA SURABAYA BRANCH.....	9
8. THE EFFECT OF THE SERVICE QUALITY TOWARDS THE STUDENT LOYALTY AT THE ADVENT UNIVERSITY, BANDUNG .....	10
9. IS THERE A NEXUS BETWEEN SOCIAL EQUITY AND SUSTAINABILITY?.....	11
10. CUSTOMER VALUE CO-CREATION IN ELECTRONIC BANKING SERVICES .....	12

11. THE EMOTIONAL EFFECT OF MULTIMEDIA INDUCED EMOTIONS ON E-LEARNING AMONG POLYTECHNIC STUDENTS .....	13
12. SIMULATION MODEL FOR EVALUATING INTENSIVE CARE UNIT CAPACITY .....	14
13. HESITATION TO BUY COUNTERFEIT PRODUCTS: AN INDONESIAN PERSPECTIVE.....	15
14. KEY SUCCESS FACTORS OF INNOVATION IN CREATIVE INDUSTRIES FOR INCREASING COMPETITIVENESS: CASE STUDY OF COMPANIES AT BANDUNG - INDONESIA .....	16
15. IMPLEMENTATION OF E-GOVERNMENT STRATEGIC PLANNING TO PROVIDE BETTER SERVICE FOR THE CITIZEN: THE CASE OF THE BANDUNG REGENCY GOVERNMENT.....	17
16. THE BLUE OCEAN STRATEGY FOR CREATING VALUE INOVATION (STUDY IN “KEDAI DIGITAL “YOGYAKARTA-INDONESIA ) .....	18
17. THE BEHAVIORAL APPROACH TO URBAN POVERTY REDUCTION MODEL .....	19
18. THE EFFECT OF COMMITMENT TO CHANGE TO TURNOVER INTENTION: COPING WITH CHANGE AS MEDIATION.....	20
19. ANALYSIS MAPPING PRODUCT TABLET BASED ON PERCEPTION (STUDY CASE: BANDUNG – INDONESIA) .....	21
20. HEALTH AND SAFETY MANAGEMENT INFLUENCE ON THE EMPLOYEES’ PRODUCTIVITY (CASE STUDY AT PT. OIL POWER, BANDUNG-INDONESIA 2013).....	22
21. EXPERIENTIAL MARKETING STRATEGY ANALYSIS FOR CUSTOMER SATISFACTION AND REPEAT BUYING.....	23
22. COMMUNICATION ACTIONS IN DEMOCRACY DELIBERATIVE RESEARCH.....	24
23. THE IMPACT OF BRAND TRUST ON BRAND LOYALTY WITH MEDIATIONOF CUSTOMER SATISFACTION AT TOKOBAGUS.COM.....	25
24. THE ANALYSIS OF INFLUENTIAL ATTRIBUTES ON STUDENTS SATISFACTION IN ENTREPRENEURSHIP COURSE USING KANO MODEL (CASE STUDY IN BUSINESS ADMINISTRATION MAJOR IN TELKOM UNIVERSITY).....	26
25. THE INTERCONNECTION BETWEEN CONTRACTORS’ BIDDING STRATEGIES AND JKR (JABATAN KERJA RAYA) TENDER EVALUATION FACTORS .....	27
26. FACTOR ANALYSIS OF WORK MOTIVATION USING MASLOW’S HIERARCHY OF NEEDS: CASE STUDY ON CIVIL	

SERVANTS AT BANTEN PROVINCE’S OFFICE OF AGRICULTURE AND LIVESTOCK.....	28
27. ANALYSIS OF DRIVER FACTORS IN ACHIEVING SUSTAINABLE ENVIRONMENTAL PERFORMANCE IN HOTEL INDUSTRY .....	29
28. THE INFLUENCE OF KPOP CHRISTMAS FESTIVAL EVENT OF INTEREST TO VISIT IN BALI MALL GALERIA .....	30
29. BRAND PERSONALITY INFLUENCE TOWARD BUYING INTENTION – THE CASE OF “CONVERSE” FROM STUDENTS’ PERCEPTION IN BANDUNG .....	31
30. CUSTOMER SATISFACTION ANALYSIS OF SERVISCAPE IN SIERRA CAFÉ & LOUNGE BANDUNG.....	32
31. EFFECT OF TRANSFORMATIONAL LEADERSHIP AGAINST EMPLOYEE PERFORMANCE OF TELKOM VISION REGIONAL OFFICE OF WEST JAVA.....	33
32. THE EFFECT OF RUPIAH-USD EXCHANGE RATE VOLATILITY TO STOCK INDEX VOLATILITY .....	34
33. THE INFLUENCE OF BRAND AWARENESS AND PERCEIVED QUALITY TO THE PURCHASE DECISION (CASE STUDY IN CIPAGANTI TRAVEL –BANDUNG) .....	35
34. NEW MODEL OF E-LEARNING BASED ON KNOWLEDGE MANAGEMENT SYSTEM .....	36
35. THE EFFECT OF EMPLOYEE SATISFACTION ON CUSTOMERS SATISFACTION .....	37
36. THE EFFECT OF FAMILY OWNERSHIP ON FIRM PERFORMANCE IN INDONESIA: A STRUCTURAL EQUATION MODEL ANALYSIS.....	38
37. THE ACCEPTANCE OF TECHNOLOGICAL INOVATION BY THE ACADEMICS (A STUDY ON MBTI LECTURERS – TELKOM UNIVERSITY).....	39
38. EXPLORING MICROBLOGGING CONTENT BUSINESS OF A SUCCESSFUL MAGAZINE IN INDONESIA .....	40
39. THE EFFECT OF AFFILIATION, LEVEL OF SATISFACTION AND INNOVATION TO KNOWLEDGE SHARING IN ECONOMIC AND BUSINESS FACULTY, TELKOM UNIVERSITY .....	41
40. CORPORATE DIVERSIFICATION AND CASH HOLDING.....	42
41. BUZZ MARKETING ANALYSIS OF EFFECT ON BRAND IMAGE, BRAND AWARENESS, AND PURCHASING DECISION THROUGH TWITTER .....	43

42. THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION THROUGH BRAND PREFERENCE AS INTERVENING VARIABLE .....	44
43. EFFECT OF TRAINING ON EMPLOYEE PERFORMANCE AT ELECTRICAL STATE OWNED COMPANY IN BANDUNG .....	45
44. EXTRINSIC AND INTRINSIC MOTIVATION INFLUENCE EMPLOYEES' PERFORMANCE THROUGH KNOWLEDGE SHARING IN PT ABCD INDONESIA .....	46
45. ANALYSIS OF POLITICAL MARKETING ON LEGISLATIVE ELECTION .....	47
46. EFFECT OF DEBT TO PROFITABILITY IN TELECOMMUNICATION BASED CDMA IN INDONESIA.....	48
47. THE ALLURE OF CELEBRITY ENDORSERS AND 'HALAL' CERTIFICATES ON CUSTOMERS' BUYING INTEREST .....	49
48. INFLUENCE OF PERSONALITY FACTORS ON PURCHASE INTENTION OF COUNTERFEIT JERSEY AMONG ENGLISH PREMIER LEAGUE (EPL) FANS .....	50
49. THE EFFECT OF TICK SIZE TO STOCK'S LIQUIDITY IN BURSA EFEK INDONESIA YEAR 2008 .....	51
50. CUSTOMER RELATIONSHIP MANAGEMENT MODEL FOR HIGHER EDUCATION INSTITUTION IN INDONESIA.....	52
51. A CONCEPTUAL MODEL OF INDONESIA HOSPITAL ACCOUNTABILITY IN HOSPITAL REFORMATION ERA.....	53
52. THE RISK IDENTIFICATION ON THE ASSETS OF GREEN MANAGEMENT-BASED CLEAN WATER SERVICES AND THEIR MANAGEMENT PLANS AND STRATEGIES (A STUDY ON CLEAN WATER SERVICES IN JAWA BARAT).....	54
53. CONSUMER COMPLICITY WITH COUNTERFEIT PRODUCTS IN INDONESIA .....	55
<b>TRACK B: SOCIAL SCIENCES &amp; HUMANITIES.....</b>	<b>56</b>
54. GENDER EQUALITY IN UNIVERSITIES: PERCEPTIONS OF FUTURE EDUCATORS .....	57
55. THE RELIGIOUS LITERACY PROBLEM OF KAZAKHSTAN YOUTH .....	58
56. ASSESSMENT OF COMPETENCY LEVEL OF PRE-SERVICE TEACHERS BASED ON NATIONAL COMPETENCY- BASED TEACHER STANDARDS (NCBTS) IN PUBLIC SCHOOL IN THE NATIONAL CAPITAL REGION (NCR) .....	59
57. HUMANISTIC APPROACH TO NURSING EDUCATION: LIVED EXPERIENCES OF IRANIAN NURSING STUDENTS .....	60



58. FOOD BLOG: A NEW TREND IN FOOD WRITING.....	61
59. DEVELOPMENT OF SYSTEM DYNAMICS MODELING AND SIMULATION FOR SUSTAINABLE FOOD SECURITY POLICY IN INDONESIA.....	62
60. IDENTITY TRANSFORMATION TO THE SELF CONCEPT OF 10 TEENAGERS FROM DIVORCE FAMILY IN ACTUALIZING THEMSELVES AS ‘THE VICTIM’ OF PARENT DIVORCE TO THE SOCIETY IN BANDUNG CITY, INDONESIA .....	63
61. MOTIVATIONS TOWARD RECREATIONAL SPORT PARTICIPATION AMONG WOMEN POLICE OFFICERS IN IPD, SHAH ALAM.....	64
62. LANGUAGE AND CULTURE IN POST-APARTHEID SOUTH AFRICA-HOW LANGUAGE IS USED TO REMIND GROUPS OF DIFFERENCE .....	65
63. ANALYSIS OF LEGAL AWARENESS OF THE DORMITORY STUDENT (CASE STUDY ON 1ST- YEAR STUDENT AT THE UNIVERSITY OF X) .....	66
64. THE INFLUENCE OF “KUTA KARNIVAL” EVENT AGAINST IMAGE OF BALI AS TOURISM DESTINATION .....	67
65. STUDY OF FOOD WASTE USAGE AS RENEWABLE ENERGY RESOURCE .....	68
66. PSYCHOLOGICAL FACTORS AFFECTING UNIVERSITIES’ STUDENTS FOOD CHOICE .....	69
67. CYBER BULLYING MEDIA ON SOCIAL NETWORK DURING THE 2014 PRESIDENTIAL ELECTION .....	70
68. THE SPORTS BETTING MOTIVES AMONG FOOTBALL FANS IN TAWAU, SABAH.....	71
69. A STUDY OF MOTIVATION FACTORS AND VOLUNTEER’S SATISFACTION DURING THE MAYBANK GOLF MALAYSIA OPEN (MMO) 2014 .....	72
70. CUSTOMER SATISFACTION ANALYSIS BASED ON COMPLAINTS HANDLING .....	73
71. PERFORMANCE PROFILING OF YOUNG TENNIS PLAYERS ..	74
72. AN ASSESSMENT ON THE BUREAU OF JAIL MANAGEMENT AND PENOLOGY (BJMP) REHABILITATION PROGRAMS IN BATANGAS: A GUIDE FOR PROGRAM ENHANCEMENT .....	75
73. PRODUCTIVITY OF THE SENIOR CITIZENS IN RURAL AND URBAN AREAS OF BATANGAS PROVINCE: ITS IMPLICATION TO THEIR WELFARE AND COMMUNITY INVOLVEMENT.....	76

74. AMBIVALENCE AND SUPPRESSED MEMORIES EXPLORED IN JOSEPH BRODSKY'S LESS THAN ONE .....	77
<b>TRACK C: PHYSICAL LIFE &amp; APPLIED SCIENCES.....</b>	<b>78</b>
75. IT IS NECESSARY TO DEVELOP THE WEATHER DERIVATIVE CONTRACTS: RESEARCH IN VIETNAM.....	79
76. DETERMINING CHEMICAL QUALITY OF WATER IN DEEP WELLS OF SIRJAN(AS A DESERT TOWN IN IRAN), BEFORE AND AFTER RAINING .....	80
77. PRELIMINARY STUDY OF METHANE OXIDATION IN LANDFILL COVER SOIL; THE EFFECT OF MOISTURE CONTENT.....	81
78. EFFECT OF TEMPERATURE AND TRANSPORTATION ON CATECHOLAMINES AND CORTISOL LEVELS RELATIVE TO STRESS IN GOATS.....	82
79. ESCHERICHIA COLI TETRACYCLINE-RESISTANT-GENES RELATIVE TO ANTIBIOTICS OVERUSE AND THEIR IMPACT ON THE ENVIRONMENT .....	83
80. PCR BASED TECHNIQUE TO IDENTIFY BIOSURFACTANT PRODUCING BACTERIA DIRECTLY FROM OIL-CONTAMINATED SAMPLES .....	84
81. PRODUCTION OF CARBOXYMETHYL CELLULASE BY A NOVEL CELLULOLYTIC BACILLUS SP. ISOLATED FROM COMPOST .....	85
82. DIAGNOSTICS AND OPTIMIZATION OF CROPS' NITROGEN NUTRITION IN RAINFED CONDITIONS OF THE NORTHERN KAZAKHSTAN .....	86
83. IS COSMOPOLITAN VALUE A THREAT TO INDONESIAN NATIONALISM?(A SECTIONAL SURVEY RESEARCH ON HIGH SCHOOL IN CIMAHI WEST JAVA).....	87
84. MODEL IMPACT RESISTANCE OF BIO-TEXTILE FABRICS COMPOSITE FROM AGAVE AND PINEAPPLE LEAF FIBERS ..	88
85. AIR POLLUTION AND SHADING AS POSSIBLE FACTOR AFFECTING NUMBER OF ALGAL CELLS (CHLOROPHYTA: COCCOMYXA CONFLUENS).....	89
86. MOTIVATION, TASK ORIENTATION AND EGO ORIENTATION INFLUENCE FLOW EXPERIENCE AMONG GOLFER.....	90
87. PARTNERSHIP BETWEEN MIDWIVES AND TRADITIONAL BIRTH ATTENDANTS (TBAS) IN THE WORK HEALTH DISTRICT MINASATENE PANGKEP 2014.....	91
<b>TRACK D: ENGINEERING .....</b>	<b>92</b>

88. ROTATING A MEMS IMU FOR A FOOT-MOUNTED PEDESTRIAN NAVIGATION .....	93
89. TEST MANAGEMENT SYSTEM FOR CONCURRENT AND MASSIVE ORAL TEST (CASE STUDY: ENGLISH SUBJECT ON SAS TELKOM UNIVERSITY) .....	94
90. THE ROLE OF TRANSFORMATIVE IT CAPABILITY ON INCREASING ORGANIZATIONAL INNOVATIVENESS IMPACT ON SUSTAINABLE COMPETITIVE ADVANTAGE .....	95
91. ARCHITECTURAL FRAMEWORK FOR INDEPENDENT REPORTING SYSTEMS .....	96
92. COMPONENT BASED MODEL FOR GENERAL REPORTING SYSTEM ENGINE .....	97
93. INTEGRATED AND EFFICIENT ATTENDANCE MANAGEMENT SYSTEM BASED ON RADIO FREQUENCY IDENTIFICATION (RFID) .....	98
94. MAPPING, SEARCHING AND ROUTING TELECOMMUNICATIONS DEVICE USING GOOGLE API.....	99
95. WEBSITE IN INDONESIAN RADIO BROADCASTING INDUSTRI: LIVE STREAMING AND PODCASTING .....	100
96. ENHANCED SIMPLIFIED HYBRID, ENERGY-EFFICIENT DISTRIBUTED CLUSTERING.....	101
97. SAFETY CRITICAL COGNITIVE RADIOS WIRELESS SENSOR NETWORK FOR UAV HEALTH MONITORING .....	102
98. CONFLICT RESOLUTION ANALYSIS OF WASTE-BASED POWER GENERATION CONSTRUCTION PLAN'S CONFLICT IN GEDEBAGE, BANDUNG CITY USING GRAPH MODEL FOR CONFLICT RESOLUTION (GMCR).....	103
99. IMAGE PROCESSING, OPTIMIZATION OF JPEG2000 IMAGE COMPRESSION STANDARD .....	104
<b>TRACK E: HEALTH &amp; MEDICINE STUDIES .....</b>	<b>105</b>
100. PRACTICE OF "LONG DISTANCE TREATMENT" METHOD AMONG HEALING PRACTITIONERS IN MALAYSIA: ANALYSIS FROM ISLAMIC PERSPECTIVE .....	106
101. CHROMOSOMAL ANALYSIS AND NORS POLYMORPHISM OF BAGARIUS SUCHUS (SILURIFORMES: SISORIDAE) BY CONVENTIONAL BANDING AND FISH TECHNIQUES .....	107
102. VIRAL LOAD FROM TISSUE BRUSHING AND PERIPHERAL BLOOD OF NASOPHARYNGEAL CARCINOMA FROM MAKASSAR BEFORE AND AFTER TREATMENT .....	108
103. YAHYA IBN 'ADI ON PSYCHOTHERAPY .....	109

104. PRETERM BIRTH PREVALENCE AND ITS RELATED RISK FACTORS: A TWO- STAGE STUDY .....	110
105. ASSESSING THE POTENTIAL ENVIRONMENTAL AND HEALTH RISKS OF MERCURY IN AQUATIC HABITAT DUE TO ARTISANAL BULADU GOLD MINE IN GORONTALO PROVINCE, INDONESIA.....	111
106. FACTORS ASSOCIATED WITH MATERNAL BEHAVIOR IN EXCLUSIVE BREASTFEEDING BABY AGES 6 TO 11 MONTHS IN MAWASANGKA DISTRICT BUTON 2014 .....	112
107. FAKTOR RISIKO KEJADIAN KOINFEKSI TB PADA PENDERITA HIV/AIDS DI RSUD LABUANG BAJI MAKASAAR TAHUN 2014 .....	114
<b>FUTURE EVENTS.....</b>	<b>115</b>

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**INTERNATIONAL CONFERENCE ON  
“EMERGING TRENDS IN ACADEMIC  
RESEARCH” (ETAR- 2014). BALI, INDONESIA.**

**Venue:** Aston Denpasar Hotel & Convention  
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## CONFERENCE PRESIDENT MESSAGE

**Dr. M Yahya Arwiyah, SH**



Salam, Good Morning,  
Greetings. Selamat Datang,  
Welcome.

I would like to thanks to our honorable keynote speaker and our collaborative partner Global Illuminators, our steering and organizing committee that lend a hand together for the success of this conference. I welcome all honorable participants of the conference “EMERGING TRENDS IN ACADEMIC RESEARCH” (ETAR-2014) in Bali, Indonesia.

Thank you for joining us in this conference and I do hope all of you will have a pleasurable time enjoying this conference and also enjoying beautiful sights of Bali. As like the theme of this conference, “ROLE OF MULTIDISCIPLINAR INNOVATION FOR SUSTAINABILITY AND GROWTH POLICY” hopefully this forum could emerge to establish new trend in multidisciplinary academic fields. By sharing knowledge from all the participants that come from more than 15 countries and around 120 people, this forum will have valuable contribution to the society in the future and around the world. For Telkom University this forum is one of our important path in striving our vision to be a leading research university. We do appreciate to Global Illuminators for inviting us as local affiliate university and collaborate to organize this wonderful event. We hope our collaboration will be sustained and create more productive events in the future.

Wishing you all the best to enjoy your stay in Bali Indonesia and have a good learning and sharing atmosphere in this conference.

Thank You, Terima Kasih

**Dr. Yahya Arwiyah, SH, MH**

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## CONFERENCE CHAIR MESSAGE

### Dr. Farooq Ahmed Jam



The international conferences on 'Emerging Trends in Academic Research (ETAR-2014)' serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conferences provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success. A very special

thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you

**Farooq Ahmed Jam (PhD)**

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## KEYNOTE SPEAKERS

### **Achmad Manshur Ali Suyanto, Ir., MBA., DBA**



**Dr. Achmad Manshur Ali Suyanto** holds a PhD in Marketing (Southern Cross University – Australia) and he joined Telkom University as lecturer in marketing and strategic management since 2010. He began his career as employee in Telkom Indonesia for 25 years. His initial background is MBA (Master of Business Administration) from Telkom University and he is a BSc in Engineering from Institut Teknologi Sepuluh Nopember- Surabaya (ITS). Now, He is 3rd vice rector of Telkom University (Deputy Vice Chancellor III) and regarded as a admission and International collaborator in Telkom University. Under his supervision right now Telkom University has already had 15 collaboration with foreign Universities around the world (Europea, Australia and Asia). His research interest in management, Strategic Business and marketing has already contributed research on this area and has already been presented in many international conferences, workshops, seminars and Training. By his 25 years experiences in Telkom Indonesia as professional and also as academician, he will share his thoughts in this forum regarding enhancement and challenges for university by multidisciplinary research and practice for facing Asean Economic Community 2015 and Globalization 2020.

**CONFERENCE PROGRAM**  
**DAY 01 Tuesday (November 25, 2014)**  
**Welcome Reception & Registration**  
**8:00 am – 9:00 am**

**Opening Ceremony (09:00 am – 10:50 am)**  
**Venue: Room 1**

09:00 am - 09:10 am	Welcome Remarks - Ms. Hendrati Dwi Mulyaningsih
09:10 am - 09:20 am	Opening Speech - Dr. Farooq Ahmed Jam (Executive Director Global Illuminators)
09:20 am - 09:40 am	Conference President Speech- Dr. M Yahya Arwiyah, Sh
09:40 am - 10:00 am	Key Note Speech - Dr. Achmad Manshur Ali Suyanto, Ir., MBA., DBA
10:00 am - 10:30 am	Award Ceremony & Group photo

**Grand Networking Session and Tea Break (10:30 am – 10:50 am)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 1**

**Session Chairs: Dr Palti Sitorus & Dr Maryam Davodi-Far**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-101	ASSESSING ORGANIZATIONAL LEARNING CULTURE, LEADERSHIP AND DIALOG IN A LEARNING ORGANIZATION	Muhammad Nurjufri Jaafar
ETAR-14-112	THE EFFECT OF SPIRITUALIZED ORGANIZATION CULTURE AND SPIRITUALIZED LEADERSHIP TO INCREASE WORKERS JOB SATISFACTION	Florentina K Tehubijuluw
ETAR-14-129	THE EMOTIONAL AFFECT OF MULTIMEDIA INDUCED EMOTIONS ON E-LEARNING AMONG POLYTECHNIC STUDENTS	Jeya Amantha Kumar
ETAR-14-184	THE EFFECT OF COMMITMENT TO CHANGE TO TURNOVER INTENTION: COPING WITH CHANGE AS MEDIATION	Ida Bagus Gede Adi Permana,
ETAR-14-187	HEALTH AND SAFETY MANAGEMENT INFLUENCE ON THE EMPLOYEES' PRODUCTIVITY (CASE STUDY AT PT. OIL POWER, BANDUNG-INDONESIA 2013)	Has, Muhammad, Nicky
ETAR-14-203	THE ANALYSIS OF INFLUENTIAL ATTRIBUTES ON STUDENTS SATISFACTION IN ENTREPRENEURSHIP COURSE USING KANO MODEL (CASE STUDY IN BUSINESS ADMINISTRATION MAJOR IN TELKOM UNIVERSITY)	Annisa N. Garmaisa
ETAR-14-205	FACTOR ANALYSIS OF WORK MOTIVATION USING MASLOW'S HIERARCHY OF NEEDS: CASE STUDY ON CIVIL SERVANTS AT BANTEN PROVINCE'S OFFICE OF AGRICULTURE AND LIVESTOCK	Mahendra Fakhri
ETAR-14-213	EFFECT OF TRANSFORMATIONAL LEADERSHIP AGAINST EMPLOYEE PERFORMANCE OF TELKOM VISION REGIONAL OFFICE OF WEST JAVA	Ida Nurnida Relawan

**Lunch Break (1:00 pm – 2:00 pm)**





**DAY 01 Tuesday (November 25, 2014)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 2**

**Session Chairs: Dr Ridwan Amirruddin & Dr Rezian-na Muhammad**

**TRACK E: HEALTH & MEDICINE STUDIES**

ETAR-14-102	PRACTICE OF “LONG DISTANCE TREATMENT” METHOD AMONG HEALING PRACTITIONERS IN MALAYSIA: ANALYSIS FROM ISLAMIC PERSPECTIVE	Khadher Ahmad
ETAR-14-111	CHROMOSOMAL ANALYSIS AND NORS POLYMORPHISM OF BAGARIUS SUCHUS (SILURIFORMES: Sisoridae) BY CONVENTIONAL BANDING AND FISH TECHNIQUES	Nuntiya Maneechot
ETAR-14-121	YAHYA IBN ‘ADI ON PSYCHOTHERAPY	Mohd. Nasir Omar
ETAR-14-135	PRETERM BIRTH PREVALENCE AND ITS RELATED RISK FACTORS: A TWO-STAGE STUDY	Reza Chaman
ETAR-14-167	ASSESSING THE POTENTIAL ENVIRONMENTAL AND HEALTH RISKS OF MERCURY IN AQUATIC HABITAT DUE TO ARTISANAL BULADU GOLD MINE IN GORONTALO PROVINCE, INDONESIA	Anwar Mallongi
ETAR-14-275	FACTORS ASSOCIATED WITH MATERNAL BEHAVIOR IN EXCLUSIVE BREASTFEEDING BABY AGES 6 TO 11 MONTHS IN MAWASANGKA DISTRICT BUTON 2014	Fairus Prihatin Idris
ETAR-14-284	FAKTOR RISIKO KEJADIAN KOINFEKSI TB PADA PENDERITA HIV/AIDS DI RSUD LABUANG BAJI MAKASAAR TAHUN 2014	Sri Syatriani
ETAR-14-307	Viral load from tissue brushing and peripheral blood of nasopharyngeal carcinoma from Makassar before and after treatment	Eka Savitri

**Lunch Break (1:00 pm – 2:00 pm)**



**DAY 01 Tuesday (November 25, 2014)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 3**

**Session Chairs: Dr Yahya Ariwyah & Yusriani**

**TRACK C: PHYSICAL LIFE AND APPLIED SCIENCES**

ETAR-14-160	IT IS NECESSARY TO DEVELOP THE WEATHER DERIVATIVE CONTRACTS: RESEARCH IN VIETNAM	Doan Thanh Ha
ETAR-14-165	DETERMINING CHEMICAL QUALITY OF WATER IN DEEP WELLS OF SIRJAN(AS A DESERT TOWN IN IRAN), BEFORE AND AFTER RAINING	Saman Hajmohamadi
ETAR-14-189	EFFECT OF TEMPERATURE AND TRANSPORTATION ON CATECHOLAMINES AND CORTISOL LEVELS RELATIVE TO STRESS IN GOATS	Mahmoud, I. Y
ETAR-14-190	ESCHERICHIA COLI TETRACYCLINE-RESISTANT-GENES RELATIVE TO ANTIBIOTICS OVERUSE AND THEIR IMPACT ON THE ENVIRONMENT	Al-Bahry, S.N
ETAR-14-197	PCR BASED TECHNIQUE TO IDENTIFY BIOSURFACTANT PRODUCING BACTERIA DIRECTLY FROM OIL-CONTAMINATED SAMPLES	Al-Bahry, S.N
ETAR-14-201	PRODUCTION OF CARBOXYMETHYL CELLULASE BY A NOVEL CELLULOLYTIC BACILLUS SP. ISOLATED FROM COMPOST	Sivakumar, N
ETAR-14-202	DIAGNOSTICS AND OPTIMIZATION OF CROPS' NITROGEN NUTRITION IN RAINFED CONDITIONS OF THE NORTHERN KAZAKHSTAN	Valentina

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 2 (02:00 pm – 03:30 pm)**

**Venue: Room 1**

**Session Chairs: Dr AMA Suyonto & Arry Widodo**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-125	IS THERE A NEXUS BETWEEN SOCIAL EQUITY AND SUSTAINABILITY?	Maryam Davodi-Far
ETAR-14-181	THE BEHAVIORAL APPROACH TO URBAN POVERTY REDUCTION MODEL	Nazief Nirwanto
ETAR-14-215	THE EFFECT OF RUPIAH-USD EXCHANGE RATE VOLATILITY TO STOCK INDEX VOLATILITY	Ika Febriana Habiba
ETAR-14-259	EFFECT OF DEBT TO PROFITABILITY IN TELECOMMUNICATION BASED CDMA IN INDONESIA	Trenggana, Arlin Ferlina
ETAR-14-271	THE EFFECT OF TICK SIZE TO STOCK'S LIQUIDITY IN BURSA EFEK INDONESIA YEAR 2008	Deannes Isyнуwardhana
ETAR-14-281	THE RISK IDENTIFICATION ON THE ASSETS OF GREEN MANAGEMENT-BASED CLEAN WATER SERVICES AND THEIR MANAGEMENT PLANS AND STRATEGIES (A STUDY ON CLEAN WATER SERVICES IN JAWA BARAT)	Alfira Sofia

**Tea Break (03:30 pm – 03:45 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 2 (02:00 pm – 03:30 pm)**

**Venue: Room 2**

**Session Chairs: Dr Yahya Arwiyah & Lucy Pujasari Supratman**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-107	ASSESSMENT OF COMPETENCY LEVEL OF PRE-SERVICE TEACHERS BASED ON NATIONAL COMPETENCY- BASED TEACHER STANDARDS (NCBTS) IN PUBLIC SCHOOL IN THE NATIONAL CAPITAL REGION (NCR)	Silvia C. Ambag
ETAR-14-108	GENDER EQUALITY IN UNIVERSITIES: PERCEPTIONS OF FUTURE EDUCATORS	Dr. Rovelina B. Jacolbia
ETAR-14-137	HUMANISTIC APPROACH TO NURSING EDUCATION: LIVED EXPERIENCES OF IRANIAN NURSING STUDENTS	Fariba Bolourchifard
ETAR-14-228	LANGUAGE AND CULTURE IN POST-APARTHEID SOUTH AFRICA; HOW LANGUAGE IS USED TO REMIND GROUPS OF DIFFERENCE	Jason le Grange
ETAR-14-241	THE INFLUENCE OF “KUTA KARNIVAL” EVENT AGAINST IMAGE OF BALI AS TOURISM DESTINATION	Martha Tri Lestari

**Tea Break (03:30 pm – 03:45 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 2 (02:00 pm – 03:30 pm)**

**Venue: Room 3**

**Session Chairs: Anwar Mallongi & Doan Thanh Ha**

**TRACK C: PHYSICAL LIFE AND APPLIED SCIENCES**

ETAR-14-220	IS COSMOPOLITAN VALUE A THREAT TO INDONESIAN NATIONALISM? (A SECTIONAL SURVEY RESEARCH ON HIGH SCHOOL IN CIMAHI WEST JAVA)	Halimah, Lili
ETAR-14-225	MODEL IMPACT RESISTANCE OF BIO-TEXTILE FABRICS COMPOSITE FROM AGAVE AND PINEAPPLE LEAF FIBERS	Asmanto Subagyo
ETAR-14-226	AIR POLLUTION AND SHADING AS POSSIBLE FACTOR AFFECTING NUMBER OF ALGAL CELLS (CHLOROPHYTA: COCCOMYXA CONFLUENS)	Asmida Ismail
ETAR-14-274	PARTNERSHIP BETWEEN MIDWIVES AND TRADITIONAL BIRTH ATTENDANTS (TBAS) IN THE WORK HEALTH DISTRICT MINASATE'NE PANGKEP 2014	Yusriani
ETAR-14-306	PRELIMINARY STUDY OF METHANE OXIDATION IN LANDFILL COVER SOIL; THE EFFECT OF MOISTURE CONTENT	Faeiza Buyong

**Tea Break (03:30 pm – 03:45 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 3 (03:45 pm – 05:15 pm)**

**Venue: Room 1**

**Session Chairs: Adhe Irma Susanty & Mahir Pardana**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-127	CUSTOMER VALUE CO-CREATION IN ELECTRONIC BANKING SERVICES	Paschaloudis Dimitris
ETAR-14-148	A SURVEY ASSESSMENT OF CUSTOMER PREFERENCES TOWARDS HEALTHCARE PRODUCTS AND SERVICES	M. Nasser Katib
ETAR-14-173	CLASSIFICATION OF EMPLOYEE USING INTRANET IN INTERNAL COMMUNICATION AS A MEDIA COMPANY (STUDIES IN HUMAN CAPITAL EMPLOYEE CENTER PT. TELKOM BANDUNG)	Refi Rifaldi Windya Giri
ETAR-14-174	FACTORS ANALYSIS AFFECTING CUSTOMER LOYALTY MANDIRI INTERNET BANKING SERVICES AT BANK MANDIRI INDRAPURA SURABAYA BRANCH	Refi Rifaldi Windya Giri
ETAR-14-185	ANALYSIS MAPPING PRODUCT TABLET BASED ON PERCEPTION (STUDY CASE : BANDUNG – INDONESIA)	Refi Rifaldi Windya Giri
ETAR-14-188	EXPERIENTIAL MARKETING STRATEGY ANALYSIS FOR CUSTOMER SATISFACTION AND REPEAT BUYING	Ati Mustikasari

**End of Day One**

**DAY 01 Tuesday (November 25, 2014)**

**Session 3 (03:45 pm – 05:15 pm)**

**Venue: Room 2**

**Session Chairs: Lucy Pujarasi & Arry Widodo**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-242	STUDY OF FOOD WASTE USAGE AS RENEWABLE ENERGY	Mukhammad Ramdhan Kirom
ETAR-14-247	CYBER BULLYING MEDIA ON SOCIAL NETWORK DURING THE 2014 PRESIDENTIAL ELECTION	Drs. Hadi Purnama, M.Si.
ETAR-14-268	PRODUCTIVITY OF THE SENIOR CITIZENS IN RURAL AND URBAN AREAS OF BATANGAS PROVINCE: ITS IMPLICATION TO THEIR WELFARE AND COMMUNITY INVOLVEMENT	Noralyn Muria
ETAR-14-248	THE SPORTS BETTING MOTIVES AMONG FOOTBALL FANS IN TAWAU, SABAH	Mustafa Yen
ETAR-14-249	A STUDY OF MOTIVATION FACTORS AND VOLUNTEER'S SATISFACTION DURING THE MAYBANK GOLF MALAYSAN OPEN (MMO) 2014	Mohammad Ali Bin Kimik

**End of Day One**

**DAY 01 Tuesday (November 25, 2014)**

**Session 3 (03:45 pm – 05:15 pm)**

**Venue: Room 3**

**Session Chairs: Dr Palti Sitorous & Astadi Pangarso**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-130	SIMULATION MODEL FOR EVALUATING INTENSIVE CARE UNIT CAPACITY	Trisha Gilang Saraswati
ETAR-14-168	KEY SUCCESS FACTORS OF INNOVATION IN CREATIVE INDUSTRIES FOR INCREASING COMPETITIVENESS: CASE STUDY OF COMPANIES AT BANDUNG - INDONESIA	Yudi Azis
ETAR-14-172	THE ROLE OF BANDUNG DIGITAL VALLEY AS THE INCUBATOR FOR MICRO SMALL MEDIUM SCALE DIGITAL BUSINESS	Hatammimi, Jurry
ETAR-14-177	IMPLEMENTATION OF E-GOVERNMENT STRATEGIC PLANNING TO PROVIDE BETTER SERVICE FOR THE CITIZEN: THE CASE OF THE BANDUNG REGENCY GOVERNMENT	Deden Witarsyah
ETAR-14-180	THE BLUE OCEAN STRATEGY FOR CREATING VALUE INOVATION (STUDY IN “KEDAI DIGITAL “ YOGYAKARTA- INDONESIA)	Marheni Eka Saputri
ETAR-14-204	THE INTERCONNECTION BETWEEN CONTRACTORS’ BIDDING STRATEGIES AND JKR (JABATAN KERJA RAYA) TENDER EVALUATION FACTORS	Fadzida Ismail.

**End of Day One**



**DAY 02 Wednesday (November 26, 2014)**

**Session 1 (09:00 am – 10:30 am)**

**Venue: Room 1**

**Session Chairs: Trisha Gilag Saraswati & Mahir Pardana**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-206	ANALYSIS OF DRIVER FACTORS IN ACHIEVING SUSTAINABLE ENVIRONMENTAL PERFORMANCE IN HOTEL INDUSTRY	Setiawati, Cut, Irna.
ETAR-14-235	THE EFFECT OF FAMILY OWNERSHIP ON FIRM PERFORMANCE IN INDONESIA: A STRUCTURAL EQUATION MODEL ANALYSIS	Ari Kuncara Widagdo
ETAR-14-243	THE EFFECT OF AFFILIATION, LEVEL OF SATISFACTION AND INNOVATION TO KNOWLEDGE SHARING IN ECONOMIC AND BUSINESS FACULTY, TELKOM UNIVERSITY	Silvianita, Anita
ETAR-14-153	HESITATION TO BUY COUNTERFEIT PRODUCTS: AN INDONESIAN PERSPECTIVE	Ayu Hema Ajeng Diwasasri
ETAR-14-257	EXTRINSIC AND INTRINSIC MOTIVATION INFLUENCE EMPLOYEES' PERFORMANCE THROUGH KNOWLEDGE SHARING IN PT ABCD INDONESIA	Ade Irma Susanty,

**Tea Break (10:30 am – 10:45 am)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 1 (09:00 am – 10:30 am)**

**Venue: Room 2**

**Session Chairs: Deden Witarsyah & Rezian Muhammad**

**TRACK D: ENGINEERING**

ETAR-14-164	ROTATING A MEMS IMU FOR A FOOT-MOUNTED PEDESTRIAN NAVIGATION	Khairi Abdulrahim
ETAR-14-175	TEST MANAGEMENT SYSTEM FOR CONCURRENT AND MASSIVE ORAL TEST (CASE STUDY : ENGLISH SUBJECT ON SAS TELKOM UNIVERSITY)	Yahdi Siradj
ETAR-14-176	THE ROLE OF TRANSFORMATIVE IT CAPABILITY ON INCREASING ORGANIZATIONAL INNOVATIVENESS IMPACTED ON SUSTAINABLE COMPETITIVE ADVANTAGE	Teguh Widodo
ETAR-14-198	ARCHITECTURAL FRAMEWORK FOR INDEPENDENT REPORTING SYSTEMS	Laksitowening, Kusuma Ayu.
ETAR-14-211	COMPONENT BASED MODEL FOR GENERAL REPORTING SYSTEM ENGINE	Yanuar Firdaus
ETAR-14-216	INTEGRATED AND EFFICIENT ATTENDANCE MANAGEMENT SYSTEM BASED ON RADIO FREQUENCY IDENTIFICATION (RFID)	Dedy Rahman Wijaya

**Tea Break (10:30 am – 10:45 am)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 1 (09:00 am – 10:30 am)**

**Venue: Room 3**

**Session Chairs: Dr Silvia C Ambag & Arry Widodo**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-182	IDENTITY TRANSFORMATION TO THE SELF CONCEPT OF 10 TEENAGERS FROM DIVORCE FAMILY IN ACTUALIZING THEMSELVES TO THE SOCIETY IN BANDUNG CITY, INDONESIA	Lucy Pujasari Supratman
ETAR-14-183	THE MOTIVATIONS AND CONSTRAINTS TOWARD RECREATIONAL SPORT PARTICIPATION AMONG WOMEN POLICE OFFICER IN IPD, SHAH ALAM	Abdul Rahim Mohd Meerah
ETAR-14-240	ANALYSIS OF LEGAL AWARENESS OF THE DORMITORY STUDENT (CASE STUDY ON 1ST- YEAR STUDENT AT THE UNIVERSITY OF X)	M. YahyaArwiyah
ETAR-14-246	PSYCHOLOGICAL FACTORS AFFECTING UNIVERSITIES' STUDENTS FOOD CHOICE	Mohamad Azli bin Razali
ETAR-14-256	PERFORMANCE PROFILING OF YOUNG TENNIS PLAYERS	Mohamad Rahizam Abdul Rahim

**Tea Break (10:30 am – 10:45 am)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 2 (10:45 am – 01:00 pm)**

**Venue: Room 1**

**Session Chairs: Dr Maryam Davodi-Far & Edhe Irma Susanty**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-195	COMMUNICATION ACTIONS IN DEMOCRACY DELIBERATIVE RESEARCH	Dedi Kurnia Syah Putra
ETAR-14-196	THE IMPACT OF BRAND TRUST ON BRAND LOYALTY WITH MEDIATION OF CUSTOMER SATISFACTION AT TOKOBAGUS.COM	Citra Kusuma Dewi
ETAR-14-207	THE INFLUENCE OF KPOP CHRISTMAS FESTIVAL EVENT OF INTEREST TO VISIT IN BALI MALL GALERIA	Purnamasari, Rina, R.A.
ETAR-14-208	BRAND PERSONALITY INFLUENCE TOWARD BUYING INTENTION – THE CASE OF “CONVERSE” FROM STUDENTS’ PERCEPTION IN BANDUNG	Rubiyanti, Nurafni
ETAR-14-209	CUSTOMER SATISFACTION ANALYSIS OF SERVISCAPE IN SIERRA CAFÉ & LOUNGE BANDUNG	Farah Oktafani
ETAR-14-227	THE INFLUENCE OF BRAND AWARENESS AND PERCEIVED QUALITY TO THE PURCHASE DECISION ( CASE STUDY IN CIPAGANTI TRAVEL – BANDUNG )	Iskandar, Dadang
ETAR-14-238	EXPLORING MICROBLOGGING CONTENT BUSINESS OF A SUCCESSFUL MAGAZINE IN INDONESIA	Erni Martini,

**Lunch Break (01:00 pm – 02:00 pm)**



**DAY 02 Wednesday (November 26, 2014)**

**Session 2 (10:45 am – 01:00 pm)**

**Venue: Room 2**

**Session Chairs: Deden Wirarsyah & Dr Rezan Muhammad**

**TRACK D: ENGINEERING**

ETAR-14-218	MAPPING, SEARCHING AND ROUTING TELECOMMUNICATIONS DEVICE USING GOOGLE API	Eka Widhi Yunarso
ETAR-14-219	WEBSITE IN INDONESIAN RADIO BROADCASTING INDUSTRI : LIVE STREAMING AND PODCASTING	Harliantara
ETAR-14-221	ENHANCED SIMPLIFIED HYBRID, ENERGY-EFFICIENT DISTRIBUTED CLUSTERING	Sidik Prabowo
ETAR-14-250	SAFETY CRITICAL COGNITIVE RADIOS WIRELESS SENSOR NETWORK FOR UAV HEALTH MONITORING	Nina Hendrarini
ETAR-14-285	CONFLICT RESOLUTION ANALYSIS OF WASTE-BASED POWER GENERATION CONSTRUCTION PLAN'S CONFLICT IN GEDEBAGE, BANDUNG CITY USING GRAPH MODEL FOR CONFLICT RESOLUTION (GMCR)	Dini Turipanam Alamanda
ETAR-14-304	IMAGE PROCESSING, OPTIMIZATION OF JPEG2000 IMAGE COMPRESSION STANDARD	Zarka Lazuardi

**Lunch Break (01:00 pm – 02:00 pm)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 2 (10:45 am – 01:00 pm)**

**Venue: Room 3**

**Session Chairs: Astadi Pangarso & Lucy Pujarasi**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-229	NEW MODEL OF E-LEARNING BASED ON KNOWLEDGE MANAGEMENT SYSTEM	Nyoman Bogi Aditya Karna
ETAR-14-230	THE EFFECT OF EMPLOYEE SATISFACTION ON CUSTOMERS SATISFACTION	Suryawardani, Bethani.
ETAR-14-237	THE ACCEPTANCE OF TECHNOLOGICAL INOVATION BY THE ACADEMICS (A STUDY ON MBTI LECTURERS – TELKOM UNIVERSITY)	Khairani R Siregar
ETAR-14-244	CORPORATE DIVERSIFICATION AND CASH HOLDING	Noorlaily Fitdiarini
ETAR-14-277	A CONCEPTUAL MODEL OF HOSPITAL ACCOUNTABILITY IN INDONESIA AT HOSPITAL REFORMATION ERA	Indrianty Sudirman

**Lunch Break (01:00 pm – 02:00 pm)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 3 (02:00 pm – 03:30 pm)**

**Venue: Room 1**

**Session Chairs: Dr Trisha Gilag Saraswati & Mahir Pardana**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-239	THE EFFECT OF THE SERVICE QUALITY TOWARDS THE STUDENT LOYALTY AT THE ADVENT UNIVERSITY, BANDUNG	Rolyana Ferinia,
ETAR-14-251	BUZZ MARKETING ANALYSIS OF EFFECT ON BRAND IMAGE, BRAND AWARENESS, AND PURCHASING DECISION THROUGH TWITTER	Hanifa, Fanni Husnul
ETAR-14-253	THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION THROUGH BRAND PREFERENCE AS INTERVENING VARIABLE	Heppy Millanyani
ETAR-14-258	ANALYSIS OF POLITICAL MARKETING ON LEGISLATIVE ELECTION	AMA Suyanto
ETAR-14-254	RELIGIOUS COMMITMENT AND INDONESIAN MUSLIM CONSUMER BEHAVIOR (CASE STUDY IN BANDUNG, WEST JAVA)	Heppy Millanyani
ETAR-14-255	EFFECT OF TRAINING ON EMPLOYEE PERFORMANCE AT ELECTRICAL STATE OWNED COMPANY IN BANDUNG	Astadi Pangarso

**Tea Break (03:30 pm – 04:00 pm)**

**Closing Ceremony (04:00 pm - 04:30 pm)**

**Venue: Room 1**

**End of the Conference**



**DAY 02 Wednesday (November 26, 2014)**

**Session 3 (02:00 pm – 03:30 pm)**

**Venue: Room 2**

**Session Chairs: Adhe Susanty & Arry Widodo**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-261	THE ALLURE OF CELEBRITY ENDORSERS AND ‘HALAL’ CERTIFICATES ON CUSTOMERS’ BUYING INTEREST	Putu Nina Madiawati
ETAR-14-264	INFLUENCE OF PERSONALITY FACTORS ON PURCHASE INTENTION OF COUNTERFEIT JERSEY AMONG ENGLISH PREMIER LEAGUE (EPL) FANS	Khairulzaman Hamin
ETAR-14-276	CUSTOMER RELATIONSHIP MANAGEMENT MODEL FOR HIGHER EDUCATION INSTITUTION IN INDONESIA	Erda Guslinar Perdana
ETAR-14-287	CONSUMER COMPLICITY WITH COUNTERFEIT PRODUCTS IN INDONESIA	Sharif, Osa Omar
ETAR-14-267	EMPLOYABILITY OF HOTEL AND RESTAURANT MANAGEMENT GRADUATES FROM SY 2008-2010: BASES FOR COMPETENCY ASSESSMENT AND PROGRAM ENHANCEMENT	Shiela Escartin

**Tea Break (03:30 pm – 04:00 pm)**

**Closing Ceremony (04:00 pm - 04:30 pm)**

**Venue: Room 1**

**End of the Conference**



**DAY 02 Wednesday (November 26, 2014)**

**Session 3 (02:00 pm – 03:30 pm)**

**Venue: Room 3**

**Session Chairs: Dr Rovelina & Dr Silvia Ambag**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-154	THE RELIGIOUS LITERACY PROBLEM OF KAZAKHSTAN YOUTH	Nagima Baitenova
ETAR-14-166	FOOD BLOG: A NEW TREND IN FOOD WRITING	Farina Nozakiah Tazijan
ETAR-14-171	DEVELOPMENT OF SYSTEM DYNAMICS MODELING AND SIMULATION FOR SUSTAINABLE FOOD SECURITY POLICY IN INDONESIA	Teten W. Avianto
ETAR-14-260	MOTIVATION, TASK ORIENTATION AND EGO ORIENTATION INFLUENCE PHYSICAL FLOW EXPERIENCE AMONG GOLFER	Dr Rezian-na Muhammed Kassim
ETAR-14-270	AMBIVALENCE AND SUPPRESSED MEMORIES EXPLORED IN JOSEPH BRODSKY'S LESS THAN ONE	Allan D. Tipan

**Tea Break (03:30 pm – 04:00 pm)**

**Closing Ceremony (04:00 pm - 04:30 pm)**

**Venue: Room 1**

**End of the Conference**

## LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don't have any paper presentations, however they will be attending the conference as delegates and observers

	<b>Name</b>	<b>Affiliation</b>	<b>Country</b>
<b>1</b>	Budi Lamakka	Hasanuddin University, Indonesia	Indonesia
<b>2</b>	Julia Yunus	Hasanuddin University, Indonesia	Indonesia
<b>3</b>	Muh. Taslim	Hasanuddin University, Indonesia	Indonesia
<b>4</b>	Muh. Jabir	Hasanuddin University, Indonesia	Indonesia
<b>5</b>	Erwin Azizi Jayadipraja	Hasanuddin University, Indonesia	Indonesia
<b>6</b>	Budy Utomo	Hasanuddin University, Indonesia	Indonesia
<b>7</b>	Budi Lamakka	Hasanuddin University, Indonesia	Indonesia
<b>8</b>	Dr. Ridwan Amiruddin	Hasanuddin University, Indoneisa	Indonesia

## **TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

## **ASSESSING ORGANIZATIONAL LEARNING CULTURE, LEADERSHIP AND DIALOG IN A LEARNING ORGANIZATION**

**Muhammad Nurjufri Jaafar<sup>1</sup>, Norliya Ahmad Kassim<sup>2</sup>, Muhammad  
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### **ABSTRACT**

A learning organization is an organization that learns powerfully and collectively and is continually transforming itself to better collect, manage, and use knowledge for the organization's success. This study examines the practices of three dimensions of learning organization namely organizational learning culture, leadership and dialog in the Selangor State Public Library in Malaysia. The study employs a survey method using questionnaire to collect data from the staff of the organization. On the average, the result reveals that the organization has a positive inclination towards being a learning organization. Specifically, the results show that respondents quite agree that organizational learning culture and leadership (both mean=4.30 respectively) take place in their organization. They also quite agree that dialog (mean=4.08) is being practiced in their organization. The findings of the study will be useful to the management of the organization in building their organization more effectively as a learning organization.

**Keywords:** Organizational Learning Culture, Leadership, Dialog, Learning Organization.

## **EMPLOYABILITY OF HOTEL AND RESTAURANT MANAGEMENT GRADUATES FROM SY 2008- 2010: BASES FOR COMPETENCY ASSESSMENT AND PROGRAM ENHANCEMENT**

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### **ABSTRACT**

The study assessed the employability and competency of Hotel and Restaurant Management graduates of Lipa City Colleges .The result thereof provided information significant in the program enhancement of the Hospitality Management course. The respondents were graduates of LCC from school year 2008 to 2010 and their respective managers/employers. The main instrument used was the survey questionnaire consisting of two parts. The first part determined the profile of the respondents, while the second part sought the competency of the respondents in terms of their skills. The validation of the survey questionnaire was done through face validation. The researches revealed that majority of the respondents were male. Most of the respondents are employed as dining personnel, captain waitress, butler, field outlet executive, bartender and guest relation officer. Some of them are in a managerial position in Singapore. In terms of program enhancement, the result of this study indicated that the respondents are excellent and very satisfactory with problem solving skills. However, program enhancement is needed to include materials and strategies that would improve the students' knowledge and understanding of the implications of their decisions and interpersonal skills or human relation skill.

**Keywords:** Employee ability, Competency, Hotel and Restaurant

## **A SURVEY ASSESSMENT OF CUSTOMER PREFERENCES TOWARDS HEALTHCARE PRODUCTS AND SERVICES**

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### **ABSTRACT**

This paper examines customer preferences towards healthcare products and services. The study is based on a survey using self-administered questionnaire for our data collection which was conducted on 260 respondents in Kedah and Perlis. The respondent's profile showed that about 60 percent of the respondents are female, single (50%), living with spouse and/or children or parents, aged between 25 – 40 years old, administrative or government/military staff, Muslim, first degree holder, and income earner with a monthly salary of between RM2,000 to RM5,000. This indicates that a majority of the respondents are in the middle income bracket and signifies their affluence although most of the respondents reside in Kedah and Perlis. On the customer's behavior towards healthcare products and services, many agree that they prefer to have many choices of products and services to choose from. Many respondents also agree that they generally purchase a brand that is worth their money. Many said they have their own favourite brand which they will use repeatedly. Additionally many also think that they like new and innovative products and services. When asked on whether choosing a service provider is important or not, many think that it is something that really matters and it is a decision that really interests them. The findings also suggest that helpfulness, ability to clear patient's queries, caring, friendliness and expertise (correct diagnosis and adequate knowledge) are attributes that healthcare product and service provider should have. Healthcare providers' acceptance of letter of guarantee from employer and healthcare providers' links with many insurance companies are just two criteria indicated by respondents as important. Other important criteria also include availability of credit terms and acceptance of credit, debit or charge cards by healthcare providers.

**Keywords:** Survey, Customer Preferences, Healthcare Products and Service.

## **RELIGIOUS COMMITMENT AND INDONESIAN MUSLIM CONSUMER BEHAVIOR (CASE STUDY IN BANDUNG, WEST JAVA)**

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### **ABSTRACT**

The purpose of this study is to empirically investigate the effect of religious commitment on Indonesian muslim consumer buying decision with product quality, halal logo and brand choice as determinant factors. Specifically, this study aims to determine the level of religious commitment of Indonesian consumers, which among halal logo, product quality or brands selection is the most important thing to be noticed by Muslim consumers with different religious commitments. Subsequently, whether these factors influence the decision-making process of consumer purchasing Muslims.

This study uses descriptive statistics, MANOVA and multiple regression as data analysis technique. MANOVA is used to determine which factors are considered as the most important factor in each religious commitment. While multiple regression is used to see the effect of each factor partially and simultaneously to the consumer purchase decision-making process of Muslims in each level of religious commitment. Data is collected through questionnaires. Sample chosen by a convinience sampling technique.

The results of this study are expected to provide a deeper knowledge of the Indonesian Muslim consumers, given the few studies that have been conducted regarding the Indonesian Muslim consumers while Indonesia is the largest Muslim country in the world. The result indicates that the level of religious commitment will effect consumer buying decision based on product quality, halal logo and brand choice as determinant factors.

**Keywords:** Buying Decision, Religious Commitment, Product Quality, Halal Logo, Brand Choice.

## **THE EFFECT OF SPIRITUALIZED ORGANIZATION CULTURE AND SPIRITUALIZED LEADERSHIP TO INCREASE WORKERS JOB SATISFACTION**

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### **ABSTRACT**

Spiritual aspect enables workers to live with the greater meaning and depth and to look for a meaning beyond the physical needs and a low-level life in their business. Together with spiritual value established by the leader, it will assist in achieving the workers happiness and satisfaction with their jobs. In addition, it also will help the organizations to achieve business objectives and allow the employees to flourish within the organization. The main objective of this study is to analyze the effect of spiritualized organization culture and spiritualized leadership to achieve workers job satisfaction in the property industries in Indonesia. All the data is statistically analyzed using the Structural Equation Method model. Findings of this research indicate that there's a positive effect between spiritualized organization culture and spiritual leadership into worker job satisfaction; in which spiritual leadership has a greatest effect into workers job satisfaction. While the results showed that worker job satisfaction has the greatest effect on organization performance future research should consider the importance role of the leader for organization performance by setting-up core value within organization. This study is the first, to the researcher's knowledge, to see the effect of all dimensions of spiritual organization culture and spiritualized leadership into workers job satisfaction.

**Keywords:** Spiritualized Organization Culture, Spiritualized Leadership, Workers Job Satisfaction.



## **THE ROLE OF BANDUNG DIGITAL VALLEY AS THE INCUBATOR FOR SMALL MEDIUM SCALE DIGITAL BUSINESS**

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### **ABSTRACT**

The recent development of entrepreneurship in Indonesia is growing fast, also in the digital business field. As a part of the creative industry, digital entrepreneur in the form of small medium enterprise have to be supported. The role of business incubator in providing space, shared office, services, support, skill development, seed capital, and synergy is very important for the small medium enterprise development. This research tries to analyze the role of Bandung Digital Valley as the incubator for digital business in small medium scale. Research method used is descriptive qualitative with data collection by observation, documentation study, and in depth interview with three entrepreneur who registered as Bandung Digital Valley tenants, Bandung Digital Valley management, and academicians. After data validation test using source triangulation and data analysis using Miles and Huberman model, Bandung Digital Valley was found running those seven roles with several recommendations.

**Keywords:** Business Incubator, Digital Business, Small Medium Enterprises

## **FACTORS ANALYSIS AFFECTING CUSTOMER LOYALTY MANDIRI INTERNET BANKING SERVICES AT BANK MANDIRI INDRAPURA SURABAYA BRANCH**

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### **ABSTRACT**

The research purpose is to know the factors that affecting consumer loyalty in internet banking transaction at Bank Mandiri at Indrapura, Surabaya Branch Office and to understand the importance of each factor affecting customers in conducting banking transactions through the internet banking. Factor Analysis method is used to identify the latent variable of five sub factors that affect the customer loyalty, such: Service Quality, Perceived Value, Trust, Habit, and Reputation. An indicator of each sub variable will be analyzed and reduced to a few dominant factors that affect customer loyalty Mandiri Internet banking, using principal component analysis factor analysis method. The results are, respondents were more interested to make banking transactions through electronic banking services / remote interaction (mobile banking, net banking, and ATM) on ABC Islamic Bank with a feature that can perform cash withdrawal transactions, the existence of a layered security in every transaction, transfer to other bank accounts, transfer of the RTGS (Real-Time Gross Settlement), payment of bills for entertainment (e.g Online Games, internet, cable TV), payment of credit card, credit purchases and subscribe to the newspaper, can be used to deposit cash, can register (SMS banking, internet banking, mobile banking), can be accessed anywhere, and rapid transaction processing.

**Keywords:** Preference, Electronic Banking/Remote Interaction, Loyalty, Factor Analysis.

## **THE EFFECT OF THE SERVICE QUALITY TOWARDS THE STUDENT LOYALTY AT THE ADVENT UNIVERSITY, BANDUNG**

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### **ABSTRACT**

Internal marketing defined as the marketing which rely on the readiness of the human resources inside the organization. Human resources play important role in the services industry. One of the services industry which rely on the quality of the human resources as their internal marketing support is the educational organization. The Advent University of Indonesia (UNAI) Bandung already conduct the external marketing program. They succeeded to attract the high school graduate to UNAI. This research analyzed the quality of services have an effect toward the loyalty of the UNAI students. We use nonprobability sampling to draw the samples from the 1870 students. Descriptive analysis and simple linear regression conducted to analyze the problems. The research found the UNAI's service quality was high. The student loyalty also shown at the high level. The service quality has linear and significant effect towards student loyalty. The significant founding was that the measurement criteria for the student loyalty need to be adjusted. We must make consideration to view the student as the customer or as as the the service/product materials.

**Keywords:** internal marketing; service quality; customer loyalty; education organization; services marketing

## **IS THERE A NEXUS BETWEEN SOCIAL EQUITY AND SUSTAINABILITY?**

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### **ABSTRACT**

Although environmental sustainability offers a vision to preserve the earth's resources while sustaining life on earth, there tends to be injustice and disparity in how resources are allocated across the globe. As such, the question that arises is who will environmental sustainability benefit? Will the rich grow richer and the poor become worse off? Is there a way to find balance between environmental sustainability and still implement and achieve success with distributive justice theories? One of the facets of justice is distributive justice; the idea of balancing benefits and costs associated with the way in which we disseminate and consume goods. Distributive justice relies on how the cost and burdens of our resource allocation can be done reasonably and equitably and spread across a number of societies, and within each society spread across diverse groups and communities. In the end, the question is how to interact with the environment and diverse communities of today and of those communities of the future.

**Keywords:** Consumerism, Environmental Sustainability, Sustainable Development, Social Justice, Social Equity, Distributive Justice.

## **CUSTOMER VALUE CO-CREATION IN ELECTRONIC BANKING SERVICES**

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### **ABSTRACT**

This research paper explores customer value co-creation in e-banking services. The use of internet as a mean of providing and consuming services has been growing over the past few years. New electronic channels are replacing the more traditional ones. An exploratory study was conducted on experienced electronic banking customers by using a qualitative in-depth interviewing method. The findings increase the understanding of customer-perceived value and value co-creation on the basis of attributes of mobile services and customer-perceived disadvantages of mobile phones in electronic banking context. The findings allow practitioners to improve their services and marketing strategies and pass on information to the academics about interesting future research areas.

**Keywords:** Electronic Services, Value Co-Creation, E-Banking.

## **THE EMOTIONAL EFFECT OF MULTIMEDIA INDUCED EMOTIONS ON E-LEARNING AMONG POLYTECHNIC STUDENTS**

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### **ABSTRACT**

This study examines the effect of multimedia induced emotions on emotional affect in an e-learning environment. Emotions are induced or designed based on three categories; positive (PosD), neutral (NeuD) and negative (NegD). All systems were similar in content and narration but differed in multimedia visual element such as colour, font size, font type and images. The respondents selected for this study are undergraduate students (N=33) from the Diploma of Electronic Engineering currently enrolled for the EE503: IC Fabrication and Packaging Technology course. Emotional affect due to the treatment were measured using the Positive and Negative Affect Schedule (PANAS) Results showed significant differences in the reductions of negative affect scores for PosD and NegD design. Concluding that negative emotional design is beneficial in e-learning as it could reduce negative emotional affect.

Keywords: Emotional effect, Multimedia, E-learning, Polytechnic Students.

## **SIMULATION MODEL FOR EVALUATING INTENSIVE CARE UNIT CAPACITY**

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### **ABSTRACT**

Intensive Care Unit (ICU) is the busiest unit in hospital that provides intensive care for people who are in a critically ill or unstable condition. The ICU closely related to the availability of capacity, which can be measured by the availability of bed, since it will affect the service provided by the ICU. The capacity itself cannot be too large or too small, so the effective and efficient number of capacity needed to be measure to anticipate cost and market loss. This paper employed simulation model using Arena Simulation Software to evaluate ICU capacity by considering the priority principle of patient that was applied in one of hospital as a case study and to confirm the validity of the simulation model. The proposed capacity evaluation model through simulation is expected to help identify and evaluate alternatives. The result suggests the proposed simulation model to be applied to evaluate ICU capacity since it can be used to identify and evaluate alternatives related to the capacity expansion which can be performed in the ICU with preference of average bed utilization rate.

**Keywords:** Simulation Model, Intensive Care Unit, Capacity Evaluation, Operation Management.

## **HESITATION TO BUY COUNTERFEIT PRODUCTS: AN INDOONESIAN PERSPECTIVE**

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### **ABSTRACT**

Indonesia is among several offenders mentioned in a US report targeting the world's worst piracy offenders who will soon see their illegal market overtaken by the Internet, which is increasingly the sales medium instead of shopping mall stalls and street carts (Jakarta Globe, May 2012). Hence, the urgency of a study to overcome the problems is indeed increasing. This research is aimed to persuade the hesitation of consumers towards counterfeit cosmetics products. Approximately 200 respondents were involved in the questionnaire survey enclosed with the statement that based on Likert scale. The data that considered as valid were analyzed using AMOS Ver. 5 using Structural Equation Modelling (SEM). The results of the hypothesis testing shown that both social and personality factors and also risk aversion could determine consumer attitudes towards fake products and possibly enforce the hesitation of consumer. This research concludes that the consumer attitude, along with negative word-of-mouth and low subjective norms, could significantly enhance the hesitation of consumers to buy counterfeit products.

**Keywords:** Hesitation to Buy, Attitudes towards Counterfeit, Risk Aversion, Negative Wom, Subjective Norms.



## **KEY SUCCESS FACTORS OF INNOVATION IN CREATIVE INDUSTRIES FOR INCREASING COMPETITIVENESS: CASE STUDY OF COMPANIES AT BANDUNG - INDONESIA**

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### **ABSTRACT**

Innovation is now a key element in improving the competitiveness of businesses, however it is not easy to innovate successfully. The purpose of this study is to identify the key success factors in innovation to accelerate the improvement of competitiveness of the creative industries. This study is a qualitative study using case study method, in which interpretive approach used to build knowledge about the innovation of the companies to observe and interpret human interactions in real activities. Data were collected from primary data through observation and interviews. Data collection was conducted to elaborate on the information in understanding the background of the business, consideration of the internal aspects of the company, the factors of competitors, customers, how to get the business idea, how to design the products and produce as well as how to commercialize the product. Secondary data collection from various sources i.e. websites, magazines, books, and research reports. Cases were taken based on criteria such as receiving various awards, or be the first in its industry and as well as their business are remain continues and exist. Cases selected for each of the sub-sectors, namely: Subsector fasyen: Peter Says Denim; Art Subsector: Saung Angklung Mang Udjo, Museum & Education; Design Subsector: Wayang Golek Harja Giri; Subsector Music: Mocca; Architecture Subsector: Urbane Indonesia; Subsector IT: Digital Happiness; and Culinary Subsector: Amanda Brownies. This study has identified several key success factors, grouped in three stages namely idea generation, product design and production, and commercialization. To name a few of these factors i.e. Combination and Reverse Thinking, Community development concept, Creative human resources, Value for consumers, Word of mouth communication, and Spirit of entrepreneurship.

**Keywords:** Innovation, Key Success Factors, Creative Industry.

## **IMPLEMENTATION OF E-GOVERNMENT STRATEGIC PLANNING TO PROVIDE BETTER SERVICE FOR THE CITIZEN: THE CASE OF THE BANDUNG REGENCY GOVERNMENT**

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### **ABSTRACT**

The need of e-Government strategic planning for Local Government like Bandung Regency is necessary because of the current system is not integrated, resulting in duplication of data that causes inaccuracy and no link resources. Information management is still low due to unavailability, inconsistent, inaccurate information technology planning and development has been done in the past and the lack of leadership in evaluating the development of these technologies. Information technology investment becomes less useful to the organization due to the development of a strategic plan to focus more on technology rather than on the needs of the business. This study proposed strategic planning of information technology (e -Government) by using the concept of SWOT Analysis at the Bandung Regency Government. The results of this study will further result in the strategic planning of electronic government in the form of a portfolio of applications and application development priorities and resources that will be a reference for the development of e -Government 2013-2018 at Bandung Regency Government.

**Keywords:** SWOT, E-Government, E-Government Strategy.

## **THE BLUE OCEAN STRATEGY FOR CREATING VALUE INNOVATION (STUDY IN “KEDAI DIGITAL “YOGYAKARTA- INDONESIA )**

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### **ABSTRACT**

Merchandise business has been developing rapidly in recent years especially in Yogyakarta. This phenomenon makes entrepreneurs in merchandise industry should compete to retain customers, and most of them extremely decrease their price and cut the margin profit. “Kedai Digital” implemented Blue Ocean Strategy to create a new market and make the competition irrelevant. Value Innovation is basic way of this strategy. Specifically, this study discusses analysis of value innovation in “Kedai Digital” Yogyakarta. The objective of this study is to determine value innovation and identify value driver in “Kedai Digital”.

This research was using mix method approach whereas qualitative approach was conducted by doing in depth interview with all of decision maker in 6 companies in the Merchandise Business in Yogyakarta and quantitative approach was conducted by spreading questionnaire to 100 persons which is got from the purposive sample of “Kedai Digital” customers. Both data analysing was used as qualitative and quantitative. Aanalysis tools are Canvas Strategy and Four Framework Analysis.

Findings show that “Kedai Digital” has been creating 3 value innovation which is not able to be imitated by competitors. Its value innovation that has been designing are free design, unique location and one stop shopping concept. Those values makes “Kedai Digital” becomes a leader in merchandise industry and makes the competition irrelevant.

**Keywords:** Mmerchandise Industry, Value Innovation, Blue Ocean Strategy, Kedai Digital.

## THE BEHAVIORAL APPROACH TO URBAN POVERTY REDUCTION MODEL

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### ABSTRACT

This study attempts to build a model of poverty alleviation based on specific aspect of empowerment, i.e., in terms of social, economic, and environmental dimensions. The variables estimated as a measure of community \_the urban poor\_ behavior especially in perceiving awareness of those social, economic, as well as environmental aspects of empowerment.

The indicators are grouped into three dimensions according to those aspects under study. First, economic indicators namely fund management; capital, asset growth, payback, and profit optimization. Second, social indicators are participation rate in decision making, access to institutions involved, networking, perceived poverty, and independency or entrepreneurship. The indicators of the awareness on environment dimensions are measured by proxy of hygiene and sanitation, physical utility, comfortable living, and aesthetics.

The unit of analysis in building the model is the participants of P2KP (UPP or urban poverty empowerment program funded by World Bank) within two kelurahans or village, i.e. Bululawang and Sengguruh, both are located in kabupaten or regency Malang, East Java. The data are obtained by a well-prepared profound questionnaire and analyzed using factor analysis and cluster analysis. The respondents are segmented according to its demography and eventually the community is segmented in conform with the factors identified in order to design a suitable model based on the characteristics and behavior as well.

Three factors identified represent the behavior in the area of Bululawang are: 1) Funding; 2) Productivity; and 3) Independency; charaterized by 61 percent emphasizes on productivity, 14 percent careless on poverty, and 24 percent on funding, etc. Sengguruh comprises: 1) Productivity; 2) Accessibility; and 3) Competitiveness, charaterized by 13 percent carelessness, 26 percent less attentive, and 61 percent of respondents out of 98 respondents perceived positively on poverty.

This study proves that clearer identified picture of the urban community under study by its behavior and poverty perception then produced more appropriate model of poverty alleviation programs which are expected to become more effective and fruitful as a means policy implication.

**Keywords:** Poverty Alleviation; Factor Analysis; Cluster Analysis; Behavior.

## **THE EFFECT OF COMMITMENT TO CHANGE TO TURNOVER INTENTION: COPING WITH CHANGE AS MEDIATION**

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### **ABSTRACT**

Changes are inevitable to organization. Some changes are successfully achieve and few changes drive towards organization failure. In order to gain success on conducting changes, organization, must identified some factor that can reduce resistance to change. Some of that factor are commitment to change and coping with change. These two factor are related to turnover intention that some researcher related to resistance to change. This study using quantitative method to find out commitment to change can be prediction variable for turnover intention and coping with change can mediate relation between commitment to change and turnover intention. The results of this study shows that turnover intention are predicted by commitment to change and relation between commitment to change and turnover intention can be mediated by coping with change. The results give organization information to conduct suitable changes program in order to reduce turnover intention.

**Keywords:** Commitment to Change; Coping with Change; Turnover Intention.

## **ANALYSIS MAPPING PRODUCT TABLET BASED ON PERCEPTION (STUDY CASE: BANDUNG – INDONESIA)**

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### **ABSTRACT**

Evaluation of the brand positioning was felt very necessary to determine the pace and strategy of the company in the face of future business. This research is descriptive qualitative primary data using questionnaires. The method used to sort and map every attribute of a brand is the frequency and multidimensional scaling.

The purpose of this research is to study the behavior of consumers in choosing a tablet at the same time plotting tablet manufacturers (Acer, Asus, HP, iPad, Samsung and Toshiba) based on the attributes (price, design, service, features, battery life, prestige, etc.)

These results indicate the benefits and usefulness of the tablet is the most needed features, elegant design and ergonomic, user friendly, after-sales service, the value of prestige or high prestige. While the similarity of the test, attributes, features, design, service and price, samsung more like iPad, Acer Asus and HP more similar. As for the attribute long battery life and prestige, apple and samsung is pretty close to the same Acer Asus, Toshiba, and HP.

**Keywords:** Positioning, Tablets, Consumer Behavior, Multidimensional Scaling.

## **HEALTH AND SAFETY MANAGEMENT INFLUENCE ON THE EMPLOYEES' PRODUCTIVITY (CASE STUDY AT PT. OIL POWER, BANDUNG-INDONESIA 2013)**

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### **ABSTRACT**

Health and Safety Management has an important role in ensuring the welfare of the employees (physically and physiologically). It is stated welfare since health and safety will enhance the performance which finally will result to the employees' welfare. The purpose of this study is to analyze the influence of Health and Safety Management on the Employees' Productivity in PT. Oil Power, in the fuel terminal field, Bandung. Number of respondent in this study is 80 employees. The data collected through survey, by distributing questionnaire to the respondents. The method used to analyze the data is simple linear regression. There are nine aspects of health and safety management and six aspects of productivity would be analyzed in this study.

The result shows that health and safety management has significant influence on Employees' productivity. Based on the result of research, health and safety management in PT. Oil Power is very important to be implemented. The performance will be counterproductive if health and safety are not be implemented.

**Keywords:** Health and Safety Management, Employees' Productivity, Work Accidents.

## **EXPERIENTIAL MARKETING STRATEGY ANALYSIS FOR CUSTOMER SATISFACTION AND REPEAT BUYING**

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### **ABSTRACT**

Culinary business of restaurants, cafes and culinary products of creativity the Bandung citizen growth rapidly, create competition among them. Therefore, the businessman must increase their creatifity in marketing strategies one of which is through experiential marketing. Customers will be able to differentiate products and services from each other, because they can feel and experience gained directly through the five approaches (sense, feel, think, act, relate), both before and when they consume a product or service. With the application of experiential marketing which is owned by restaurant and cafe, it is expected that customers will get different things, not just satisfied with the food, but also get a different atmosphere. In the end, customers obtain unique values, get satisfaction so make repeat purchases (repeat buying).

Collecting data in this study by distributing questionnaires to the consumer who has conducted transactions in any of the 3 restaurants are quite popular in Bandung, such as Misbar, Bancakan and Qahwa. Samples to be used as many as 420 people, which will be drawn at random from the third restaurant. Variables in the study are Sense Experience (X1), Feel Experience (X2), Think Experience (X3), Experience Act (X4) and Relate Experience (X5), Customer Satisfaction (Y1) and Repeat Buying (Y2). Data were analyzed using descriptive analysis and Structural Equation Model (SEM).

The results of this study are expected to show a positive effect of the use of experiential marketing (sense, feel, think, act, relate experience) to customer satisfaction which causes consumers to make repeat purchases.

**Keywords:** Sense Experience, Feel Experience, Think Experience, Experience Act, Relate Experience, Customer Satisfaction and Repeat Buying.



## **COMMUNICATION ACTIONS IN DEMOCRACY DELIBERATIVE RESEARCH**

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### **ABSTRACT**

Nature has placed mankind under the reign of the two sovereign powers: suffering and pleasure. Nature has indicated what we should do, and determine what will we do then (Bentham, Introduction to the Principles of Morals and Legislation). The two sovereign powers between pleasure and pain, a distinctive blend of show climate governance democracy Indonesia at this moment. Communication, participation contributes to climate vibration of democracy. Jurgen Habermas, for what he termed the Communication action is a collective Community Builder in the democratic era of multiculturalism. Review of romanticism, as quoting Henry Schamandt in the History of Political Philosophy (1990) explain the existence of his the reality bias of suffering into the illusion of building pleasure. Romanticisme delivers true space arguing that democracy is the best political system for a country, but the fundamental question is whether the democracy building an illusion or reality. The communicative democracy always brings a blaze which is much different from the reality. Poverty appears to be visible, be transferred into a fertile country, abundant natural results, and optimism towards the rational development. It feels, articulation of messages and contextuality convened its own romanticism for the public. So, this short abstract wants to unravel the role of Communications in deliberative democracy climate of Indonesia. This writing, trying to describe more about the deliberative democracy in romanticism from the perspective of communication studies through a qualitative approach, the conceptual literature and researchers stand as a constructivist.

**Keywords:** Romanticisme, Communication Actions, Democracy Deliberative.

## **THE IMPACT OF BRAND TRUST ON BRAND LOYALTY WITH MEDIATION OF CUSTOMER SATISFACTION AT TOKOBAGUS.COM**

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### **ABSTRACT**

The conventional way of shopping that is offline in store has been modernized into online shopping trend. The numerous online shopping website occur due to the opportunity that leads to the interesting and need-to-be-anticipated competition. Tokobagus.com, the number one and highest in traffic rank online shopping website in Indonesia, needs to sustain its position with right strategy and employ the necessary factors in the business, which are brand trust, customer satisfaction, and brand loyalty. These are needed to boost the profit and sustain in the tightening competition nowadays.

This is a causal-associative research with quantitative approach. The research employs 100 respondents through online questionnaire with convenience sampling for data collection. It applies descriptive analysis and path analysis.

The research shows that all three variables; brand trust, customer satisfaction, and brand loyalty; have been in good condition, but not in the maximum level of each degree. The research also shows that (1) Brand trust affects customer satisfaction of Tokobagus.com. It is equal to 69,7%. (2) Customer satisfaction affects brand loyalty. It is equal to 53%. (3) Brand trust affects brand loyalty directly. It is equal to 3,8%. (4) Indirectly, brand trust affects brand loyalty with customer satisfaction as mediation. It is equal to 60,8%.

**Keywords:** Brand Trust, Customer Satisfaction, Brand Loyalty.

# **THE ANALYSIS OF INFLUENTIAL ATTRIBUTES ON STUDENTS SATISFACTION IN ENTREPRENEURSHIP COURSE USING KANO MODEL (CASE STUDY IN BUSINESS ADMINISTRATION MAJOR IN TELKOM UNIVERSITY)**

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## **ABSTRACT**

The purpose of this research is to map attributes of entrepreneurship courses at Business Administration Studies Program (in University of Telkom) into the Kano Model category, and also to enhance a comprehensive calculation of CS-Coefficient to determine how influential each attribute on student satisfaction and dissatisfaction. CS-Coefficient calculation results show that the attributes with most influences on student satisfaction is suitable, adequate, and up-to-date aids in the learning process for entrepreneurial practices (e.g. business simulations) with better values of 0.7, the results also indicate that the attribute with most influence on student dissatisfaction is appropriate physical environment for the classroom (light, ventilation, chairs, voices, etc.) with worse values of - 0.7.

**Keywords:** Student Satisfaction, Quality of Entrepreneurship Course, Kano Model.

## **THE INTERCONNECTION BETWEEN CONTRACTORS' BIDDING STRATEGIES AND JKR (JABATAN KERJA RAYA) TENDER EVALUATION FACTORS**

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### **ABSTRACT**

Every contractor faces the difficulty to survive in this competitive era. Contractors need projects to survive. It is better to grab a project from the government for payment security reason. However many contractors do not have the strategies which are in-line with the JKR evaluation factors. This will lead to the failure during the tender evaluation process. Therefore this research is conducted to identify the basic bidding strategies which are of utmost importance for the evaluation of tender. The focus will be on building and civil contractors. The objective is to assess the interconnection between the contractors' bidding strategies and JKR evaluation factors. The data will be collected from a pilot questionnaire survey and followed by a modified questionnaire survey, depending on the value obtained for reliability analysis. At the end of this research, the results obtained will show the priority of the strategies in relation to the factors of evaluation. Therefore it is hoped that the contractors will benefit from this research to become more competitive in tender bidding and increase the chance of winning the bid.

**Keywords:** Bidding, Tender, Strategy, Evaluation.

# **FACTOR ANALYSIS OF WORK MOTIVATION USING MASLOW'S HIERARCHY OF NEEDS: CASE STUDY ON CIVIL SERVANTS AT BANTEN PROVINCE'S OFFICE OF AGRICULTURE AND LIVESTOCK**

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## **ABSTRACT**

The aim of this study was to identify the dominant factors that influence work motivation of the Civil Servants who work at the Banten Province's Office of Agriculture and Livestock. The research was using explorative quantitative method. Respondents in this study were Civil Servants at Banten Province's Office of Agriculture and Livestock. There were five variables included, which were physiological needs, safety needs, social needs, esteem needs, and self-actualization needs, respectively. The data of this study were obtained from the interview and questionnaires which were distributed to 73 respondents. The technique used to analyze the data was factor analysis with software SPSS version 20.0.

By means of factor analysis, the dominant factors influencing work motivation became more obvious by clustering the five factors into two major groups. Eventually, the two dominant factors that influenced the Civil Servant's level of motivation at Banten Province's Office of Agriculture and Livestock were divided into two major groups, which are internal needs and external needs. Internal needs were represented by the variable of physiological needs, which explained the 20.42% of the total significant factors influencing the employee's work motivation at Banten Province's Office of Agriculture and Livestock. While external needs were represented by the variable of safety needs, social needs, esteem needs, and self-actualization needs, which explained 67.92% of the total significant factor influencing of the employee's work motivation at Banten Province's Office of Agriculture and Livestock.

**Keywords:** Factor Analysis, Work Motivation, Maslow's Hierarchy of Needs, Human Resource Management.

## **ANALYSIS OF DRIVER FACTORS IN ACHIEVING SUSTAINABLE ENVIRONMENTAL PERFORMANCE IN HOTEL INDUSTRY**

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### **ABSTRACT**

Hotel produces carbon monoxide average 160-220 kilograms per meter per room in floor annually. Moreover, the usage of water per visitor is average 170-440 liters per night. Solid wastes which produced by every visitor is average 1 kilogram per night. Considering these damage, hotel providers are trying to implement the environmentally friendly hotel operations (EFHOs) and achieve environmental performance. This research aims to describe factors that motivate hotel to implement EFHOs, called driver factors, consist of: government, customer demand, level of competition, greenness at the organizational level and attitude toward change (KamalulAriffin, N.S., Khalid, S.N., Wahid, N.A, 2013:108). This research uses literature review in exploring secondary data and the object for case studies are certificated-eco-friendly hotels chosen by judgmental sampling through filter criteria based on environmental performance, case studies and evidence of EFHOs. This research finds different dominant factors in determining EFHOs, consist of: (1) green champion in term of the owner, strong employee participation called Green Eyes and green innovation factors to provide green materials facilities are driver factors in Orchid Hotel-India, (2) level of competition and attitude toward change factor in the form of Eco-Meet then become the manifestation of Green Partnership Program are driver factors are in The Fairmont Royal York Hotel-Canada, and (3) customer demand factors and high technologies usage which are integrated with daily operation activities are driver factors could be found in Verde Hotel-South Africa. The research concludes that every hotel has driver factors which motivate stakeholders in implementing EFHOs, based on its vision and owner direction, green innovation materials, customer and employee awareness regarding on environment issues and investment readiness to manifest technologies in achieving higher environmental performance. Author suggests for hospitality provider to maintain all factors then improve the operational strategy become core competency then actualize sustainable tourism in the future.

**Keywords:** EFHOs, Driver Factors, Environmental Performance.

## **THE INFLUENCE OF KPOP CHRISTMAS FESTIVAL EVENT OF INTEREST TO VISIT IN BALI MALL GALERIA**

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### **ABSTRACT**

This study was conducted based on decreasing and increasing problem of visitor's number of Mal Bali Galeria every December in 2009-2013 associated with an existing event. Kpop Christmas Festival Event is an event organized by Mal Bali Galeria in welcoming Christmas in December 2013. The purpose of this study was to determine the effect of the event of Kpop Christmas Festival on people's interest to visit Mal Bali Galeria, either simultaneously or partially. This study was conducted using quantitative methods with descriptive causal research. Data was collected through questionnaires with a sample of 348 people using the Non-Probability Sampling technique by purposive sampling. Data were analyzed with multiple linear regression analysis using statistical software SPSS 20. Event is an activity that is organized to commemorate the important things throughout human life either individually or group-bound culture, customs, traditions, and religion are held for specific purposes and involving communities held at a certain time (Noor, 2009:7). Interest is a fixed tendency to notice and remember some of the activities (Slameto, 2010:57). The results showed that the coefficient of determination shows R square of 0.779 which means that Kpop Christmas Festival event affects the interest for 77.9% and the remaining 22.1% is influenced by other factors that were not examined in this study. In the F test, Christmas Festival Kpop event is affecting the visiting interests proved by F value of 200.087. In the T test is known that subvariabel where and how not affecting the interest of visiting the Mal Bali Galeria. This research conclude that Kpop Christmas Festival events simultaneously affecting the visiting interest of Mal Bali Galeria. The most influencing factors seen by event's side are the subvariabels who were comprised of performers, guest stars, media partners, and target audiences.

**Keywords:** Event, Visiting Interest, KPOP.

## **BRAND PERSONALITY INFLUENCE TOWARD BUYING INTENTION – THE CASE OF “CONVERSE” FROM STUDENTS’ PERCEPTION IN BANDUNG**

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### **ABSTRACT**

Nowadays consumers view products and brands as being more than functional. People express themselves through the brands they consume. Converse shoes have become a top of mind school shoes among student until 2013 from the survey conducted by Frontier consulting group. The survey shows that there is high interest in buying converse shoes among student. Congruence between brand and self is seen as critical, and individuals will largely opt for those brands which can best reflect their self-concept. This study aims to explain the influence of brand personality towards intention to buy. More specifically, this study focuses on the case of Converse shoes on the perspective of students. The research involved brand personality dimensions review of the available literature on influencing consumer intention to buy. For data collection, 400 students in several high schools and universities in Bandung had been chosen by convenience sampling. The research questionnaire was derived based on the brand personality dimensions. Data analysis results, using multiple linear regression analysis, showed that customers’ buying intention is positively influenced by sincerity, excitement, competence, and sophistication. However ruggedness has negative impact on customer intention to buy. Limitation of this research relate to the use of mom-probability sample and conducted only in several high school and university in Bandung area. Considering that Converse brand is very popular high school and university students, this study contributes to the academic body of knowledge by examining consumers’ perception about converse brand personality and this influence on buying intention. By testing existing knowledge in a new concept, the paper makes incremental contribution to the knowledge on brand personality, a provides insights for practitioners.

**Keyword:** Brand, Brand Personality, Buying Intention.



## **CUSTOMER SATISFACTION ANALYSIS OF SERVISCAPE IN SIERRA CAFÉ & LOUNGE BANDUNG**

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### **ABSTRACT**

The development of the restaurant business has considerable potential as an industrial center. Therefore, competition from competitors even higher, companies are required to have a strategy that is unique and not widely known by the public is to establish an organization's physical facilities (servicescape). Sierra Cafe & Lounge is a restaurant that is popular and located in Dago Pakar Bandung. This research was carried out by using the level of customer satisfaction in the servicescape dimension ambient condition, spatial layout and functionally, and sign, symbols and artifacts.

The objective of this research is to investigate the performance of servicescape, the expectations and the level of customer satisfaction with the performance of a given servicescape Sierra Cafe & Lounge and to determine aspects of what needs to be improved to increase the servicescape Sierra Cafe & Lounge.

This type of research is descriptive research with quantitative research methods by distributing questionnaires to 100 respondents were sampled in this study with the sampling technique accidental sampling. Data analysis in this research using servicescape analysis, customer satisfaction index and Importance-Performance-Analysis (IPA).

The results of this research can be seen that the performance of servicescape based on consumer perception is considered good with a percentage of 76.83% and the expectations of consumers considered important with a percentage of 84.08%. The analysis of this study shows consumers are in a category are not satisfied with the customer satisfaction score of 0.91. Results-Importance-Performance Analysis (IPA) in this study showed that there are three attributes servicescape to be fixed by the management company, namely (1) music performed according to consumer tastes (2) the attractiveness of the room layout, (3) the menu should be clearly appear.

**Keywords:** Servicescape (Ambient Conditions, Spatial Layout and Functionally, Sign, Symbols, and Artifact), Consumer Satisfaction and Importance Performance Analysis.

## **EFFECT OF TRANSFORMATIONAL LEADERSHIP AGAINST EMPLOYEE PERFORMANCE OF TELKOM VISION REGIONAL OFFICE OF WEST JAVA**

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### **ABSTRACT**

Telkom Vision Regional Office of West Java is one of pay television Provider Company in Indonesia. In order to be able to compete and become a market leader of pay television provider in Indonesia, Telkom Vision applying the transformational leadership style that believed can affect employee performance of Telkom Vision. This paper aims to determine how well the application of transformational leadership and employee performance, and also to find the effect of transformational leadership style on employee performance of Telkom Vision. A quantitative research method through descriptive analysis approach is applied and data collection techniques used was saturated sampling. Descriptive analysis method used for describing or analyzing the data and multiple regression analysis method used in hypothesis testing. From the result of data processing, it is known that transformational leadership variables consist of Idealized Influence (X1), Inspirational Motivation (X2), and Individual Consideration (X4) have a significant effect on employee performance (Y) while Intellectual Stimulation (X3) has less significant effect on employee performance (Y). T-value calculate for Idealized Influence (X1) by 2737, Inspirational Motivation (X2) by 9254 and Individual Consideration (X4) by 2,396. T-value of the variable is greater than 1.69 while t-value of Intellectual Stimulation (X3) by 0.42 is smaller than t-table. Overall, the effect of transformational leadership on employee performance has percentage by 77.8% and the remaining 22.2% is influenced by other variables outside of this research.

**Keywords:** Leadership, Transformational Leadership, Performance.

## **THE EFFECT OF RUPIAH-USD EXCHANGE RATE VOLATILITY TO STOCK INDEX VOLATILITY**

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### **ABSTRACT**

The purpose of this paper is to analyze the effect of Rupiah-USD exchange rate volatility to stock index volatility of LQ45 Index in Indonesia. The problem of this research due to the similar movement between Rupiah-USD exchange rate and stock index volatility. The period of the study has been taken from January to December 2012, using daily closing prices for stock index and daily middle rates for Rupiah-USD exchange rate. This study uses GARCH to measure the Rupiah-USD exchange rate volatility and standard deviation to measure the stock index volatility. Granger Causality test has been applied in order to study the effect of Rupiah-USD exchange rate volatility. The result of this research shows that there is independence relationship between Rupiah-USD exchange rate volatility and stock index volatility, means that Rupiah-USD exchange rate volatility has no effect on stock index volatility. Data stationarity from unit root test showed that both series were stationary at the first difference form.

**Keywords:** Exchange Rate, LQ45 Stock Index, Volatility, Granger Causality, Unit Root Test.

## **THE INFLUENCE OF BRAND AWARENESS AND PERCEIVED QUALITY TO THE PURCHASE DECISION (CASE STUDY IN CIPAGANTI TRAVEL – BANDUNG)**

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### **ABSTRACT**

Tourism in Bandung has recently increased as indicated by Regional Statistic Board that the tourists significantly increased from 6.112.103 in 2011 to 8.412.694 persons in March 2013 to Bandung city. The local tourists mostly dominated to visit Bandung, especially from Jakarta. It was supported by such transportation facility as train, bus, car, and travel. There are other Travel Shuttle service Bandung –Jakarta beside Cipaganti Travel, i.e. City trans, Day trans, X trans, and Baraya Travel.

Two elements of brand equity, namely, brand awareness dan perceived quality were used in this research since the previous research stated that those elements had closely related with buying decision significantly. Meanwhile brand association dan brand loyalty were not investigated in this research. This research is aimed to analyze the influence of brand awareness and perceived quality on the purchase decision of Cipaganti Travel, Bandung-Jakarta route as travel Cipaganti is not the only travel and shuttle service in Bandung. Data was collected using explanatory survey method. It was done less than one year with the approach of cross sectional method. Population of this research is Bandung society who is included into Cipaganti travel's customer. The used sample amount of this research is 400 respondents by using purposive sampling method. The used method is quantitative method with path analysis.

The research result indicated that brand awareness and perceived quality jointly influence the purchase decision by 45.2% and the 54.8% remaining is influenced by other independent variables which are not investigated in this research. It was concluded that brand awareness and perceived quality influenced buying decision partially and simultaneously. However, perceived quality was more influenced than brand awareness.

**Keywords:** Brand Awareness, Perceived Quality; Purchase Decision.

## **NEW MODEL OF E-LEARNING BASED ON KNOWLEDGE MANAGEMENT SYSTEM**

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### **ABSTRACT**

As per October 2014, there are more than 20.233.240 students from all academic institutions in Indonesia. This number is very large compared to number of academic document indexed by Google Scholar which only reaches 774.000 documents. This research address this problem by proposing the usage of Knowledge Management System that provide ability to gather all type of knowledge and archived them in an Internet friendly manner. This will give further benefit in knowledge sharing and reuse, like for an example building another layer of e-learning on top of all the knowledge. The novelty of this research is by proposing a new model of e-learning based on Knowledge Management System.

**Keywords:** Knowledge Management System, E-Learning, Internet Friendly, Document Metadata.

## **THE EFFECT OF EMPLOYEE SATISFACTION ON CUSTOMERS SATISFACTION**

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### **ABSTRACT**

Employee satisfaction is an important factor for improving organizational performance. Employees who are satisfied with the job tend to be more productive and more effective than organizations with less satisfied employees. A number of empirical studies have also shown a strong positive relationship between employee satisfaction and customer satisfaction. Interestingly, based on preliminary observations made in this study, there was information that a satisfied customer is not always the consumers from organizations that have a high level of employee satisfaction, and vice versa.

The method used in this study is causal, by collecting primary and secondary data. The primary data obtained from questionnaires to the respondents with a non-probability technique sampling. The questionnaires tested previously with the validity and reliability to make sure all items used in this research are valid and reliable. To determine whether there is a significant impact of employee satisfaction on customer satisfaction, this study used simple linear regression analysis.

The results of this study are expected to be useful for the development of science and businesses, especially in the management of human resources and marketing management in the company.

**Keywords:** Employee Satisfaction, Consumers Satisfaction, Management.

## **THE EFFECT OF FAMILY OWNERSHIP ON FIRM PERFORMANCE IN INDONESIA: A STRUCTURAL EQUATION MODEL ANALYSIS**

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### **ABSTRACT**

This study aims to examine the effect of family ownership on firm performance of listed companies in Indonesia. As noted by many researchers that family ownership is the dominant of ownership structure in Southeast Asia, including Indonesia. The dominant of family ownership affects corporate governance practices and firm performance. However, results of previous studies on the effect of family ownership on firm performance provide inconsistent results. Some studies find that the family ownership has a positive effect on firm performance. In contrast, several studies find that family ownership negatively affect the firm performance. The inconsistent results may be due to most previous studies separately examine family ownership and other variables that affect the firm performance. In fact, these independent variables might affect each other. For example, family ownership might affect management style and corporate governance practice. Therefore, this study examines relationship between the family ownership with the other independent variables and relationship of these variables with the firm performance. This study employs structural equation modeling (SEM) to analyze data. Sample of this study consist of listed companies on the Indonesia Stock Exchange in period 2006-2008.

**Keywords:** Family Ownership, Corporate Performance, Structural Equation Modeling, Indonesia Stock Exchange.

## **THE ACCEPTANCE OF TECHNOLOGICAL INNOVATION BY THE ACADEMICS (A STUDY ON MBTI LECTURERS – TELKOM UNIVERSITY)**

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### **ABSTRACT**

The high demand of educational industry has some influences on the academic's lifestyle, specifically the lecturers in which their previous lifestyle was conservative. Their conservative lifestyle was changed to modern lifestyle due to the high level of mobility. This study has two purposes. Firstly, it is conducted to discover whether compatibility, observability, relevance, personal demographic, personal experience, internal environment and external environment have any influences on the attitude of Telecommunication and Informatics Business Management Program Study (MBTI) Telkom University's lecturers toward smartphone adoption. Secondly, this study is also conducted to discover whether the attitude influences behavior intention in smartphone adoption by the academics (MBTI Telkom University lecturers). In achieving the study's objective, the Technology Acceptance Model (TAM) and Diffusion of Innovation (DOI) are applied. A survey by using questionnaire is carried out as the study's approach. The result of the study provides empirical support to the idea that the characteristics of the innovation from Attitude, Observability, Compatibility, Personal demographics, and Personal experience influence the acceptance attitude toward the use of smartphone.

**Keywords:** DOI; TAM; WCU.



## **EXPLORING MICROBLOGGING CONTENT BUSINESS OF A SUCCESSFUL MAGAZINE IN INDONESIA**

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### **ABSTRACT**

Twitter once has been described as a micro-blogging site to communicate in 140 characters. But nowadays, not only individual used twitter to communicate, but organization used twitter as a medium to interact with their customer and promote their business.

The author examines the use of twitter by one of the most followed twitter account of woman magazine in Indonesia. This research used a content analysis technique to examine how twitter is used by the Femina Magazine as an interactive tool of advertising by exploring the Femina Magazine tweet post during three months to specify the tweet category and interactivity from Femina Magazine tweet post. Data from tweet post activity then analyze with descriptive method.

**Keywords:** Promotional Tools, Magazine, Content Analysis.

## **THE EFFECT OF AFFILIATION, LEVEL OF SATISFACTION AND INNOVATION TO KNOWLEDGE SHARING IN ECONOMIC AND BUSINESS FACULTY, TELKOM UNIVERSITY**

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### **ABSTRACT**

Knowledge sharing is an important thing that every institution to be done, especially higher education institution. To get students with an excellent quality, every lecturer in higher education institution needs to improve their knowledge. Working climate factor influences the process of knowledge sharing. Conducive working climate and a good relationship within member's in-group will also affect the communication process, so the information exchange process will do well. This research using quantitative method and correlation. The aim of this research is to determine the effect of affiliation, level of satisfaction and innovation to knowledge sharing in Economic and Business Faculty, Telkom University.

**Keywords:** Affiliation, Level of Satisfaction, Innovation, Knowledge Sharing.

## **CORPORATE DIVERSIFICATION AND CASH HOLDING**

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### **ABSTRACT**

Cash holding is also one of the company's internal funding sources that could be used for investment. Corporate investment funding policy will affect the magnitude of the cash holding because management must decide the source of the funds used, i.e. internal and external priorities, and funding sources that will be used first. This study aimed to test whether diversification strategies reduce or increase the tendency of companies to save cash on a company financially constrained financially, non-constrained, and all the company. The sample used in this study is manufacturing companies were listed on the Indonesia Stock Exchange in 2006-2011 selected by the method of purposive sampling. Analytical techniques used in the data analysis panel with the approach Ordinary Least Squared (OLS). This research indicated that diversifies have negative insignificantly influence to change cash holding on company. Tendency corporation to keep cash holding in response to lower positive cash flow in diversified company. This influence was stronger on constrained than non-financially constrained company. The cash flows had a positive influence on cash holding. This trend was stronger on corporations constrained than financially non-constrained. While market to book value of assets had insignificantly positive influence to cash holding company. These influences should also apply to companies financially constrained. However, the influence of market to book value of company assets in financially non-constrained could not be determined having no systematic pattern on debt ratio, payout ratio, book-to-market asset ratio and size of assets.

**Keywords:** Diversification, Strategy, Cash Holding, Financially Constrained, Non- Financially Constrained.

## **BUZZ MARKETING ANALYSIS OF EFFECT ON BRAND IMAGE, BRAND AWARENESS, AND PURCHASING DECISION THROUGH TWITTER**

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### **ABSTRACT**

Internet has become one of modern communication tools in the development technology era. Internet users in Indonesia has increased from year to year. The highest activity is for social networking. Social networking is becoming a growing trend. In 2012, Indonesia is the fifth largest in the world of Twitter user's as much as 29 million users.

Twitter as one of the media for buzz marketing could be categorized as an effective tool for making a brand image of product which can be accepted and distributed to third party, consumers who chose the brand they will use, and redistribute about that brand. Buzz marketing or commonly known as viral marketing is a marketing activity in communication media which creates "noise" significant and appealing to the target audience to discuss about the product and give it a try.

Research methods used in this research is descriptive and causal research by collecting primary and secondary data. . Sampling technique in this study was non-probability convenience sampling.

This study uses SEM (Structural Equation Modeling), a multivariate statistical analysis technique that analyzes the relation structured. This technique is a combination of factor analysis and multiple regression analysis.

The results of this study are expected to be useful for the development of science and the needs of businesses, especially in marketing field.

**Keywords:** Buzz Marketing, Social Networking, Brand Image and Structural Equation Modeling.

## **THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION THROUGH BRAND PREFERENCE AS INTERVENING VARIABLE**

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### **ABSTRACT**

The objectives of this study are to know the influence of customer satisfaction on brand preference, brand preference on repurchase intention, customer satisfaction on repurchase intention, and customer satisfaction on repurchase intention through brand preference for data package users.

This study uses descriptive and causal method with convenience sampling method. The object of this study is the user of Smartfren data package in West Java with signification level by 5% and confidence level by 95%. Data collection was tested quantitatively with 400 respondents. This study uses descriptive analysis and path analysis. Data processing uses SPSS version 16 for Windows.

Based on the descriptive analysis, it was found that customer satisfaction, brand preference and repurchase intention are in good category. The results showed that customer satisfaction's variable was simultaneously influencing brand preference positively and significantly. Furthermore, customer satisfaction and brand preference were simultaneously influencing repurchase intention positively and significantly. Partially, customer satisfaction influencing repurchase intention positively and significantly through brand preference.

According to the findings, Smartfren should improve the service quality on its data package speed by adding the number of BTS (Base Transceiver Station), providing high-speed data package service with affordable price, distinguishing Smartfren's features with another operators, creating program or event for all Smartfren users, creating quiz program with prizes for the Smartfren regular customer and participating in sponsoring humanitarian environment activities to deliver exemplary value for Smartfren users.

**Keywords:** Customer Satisfaction, Brand Preference, Repurchase Intention, Data Package.

## **EFFECT OF TRAINING ON EMPLOYEE PERFORMANCE AT ELECTRICAL STATE OWNED COMPANY IN BANDUNG**

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### **ABSTRACT**

The training program is an effort to develop human resources, especially for performance improvement. This paper aims to determine the effect of training on performance. This is motivated by the employee's performance has yet to reach the company's goals (ie average of the employee's performance is expected to achieve special results). A hypothesis that the performance has not been achieved due to training and this needs to be tested empirically. This paper employed quantitative methods. Sample of this study amounted to 45 people. Sampling technique using saturated sampling technique. Processing data using hypothesis testing, and simple linear regression analysis with the help of software SPSS version 20.0 for Windows. The results showed that, in partial variable training / training has a positive and significant impact on employee performance.

**Keywords:** Training, Performance, Employee.

## **EXTRINSIC AND INTRINSIC MOTIVATION INFLUENCE EMPLOYEES' PERFORMANCE THROUGH KNOWLEDGE SHARING IN PT ABCD INDONESIA**

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### **ABSTRACT**

**Purpose** – The purpose of this paper is to examine the influence of intrinsic and extrinsic motivation to employee performance through knowledge sharing.

**Design/methodology/approach** – This study used questionnaire as a method to collect the data that were distributed to employees of PT ABCD Indonesia. Total population of PT. ABCD Indonesia is 287 people. There were a hundred valid questionnaires then processed by using SPSS. Path analysis was used as a method to analyze the data.

**Findings** – Intrinsic and extrinsic motivation influence performance through knowledge sharing. Intrinsic and extrinsic motivation influence knowledge sharing as much as 21.2% and 29% respectively. Knowledge sharing influence employees' performance of PT. ABCD Indonesia as much as 10.9%. The study found that self-confident is a dominant factor of intrinsic motivation, and recognition is a dominant factor of extrinsic motivation.

**Keywords:** Intrinsic Motivation, Extrinsic Motivation, Knowledge Sharing, Performance.

## **ANALYSIS OF POLITICAL MARKETING ON LEGISLATIVE ELECTION**

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### **ABSTRACT**

Legislative election was conducted at 9 April 2014, followed by 12 political parties. The purpose of this study was able to analyze the marketing politics strategy of candidates who want to be elected.

Qualitative research methods was used. The research subjects are people, election commission, and candidates. The research location at Bandung City. Data was collected through in-depth interviews, observation and documentation. Data processing and analysis through interactive analysis, start from data collection, then reduce the data into getting to a conclusion.

Based on the results we concluded that: The product in the form of political party platforms such as ideology, vision, mission, and work programs of political parties was not taken into consideration in determining the choice of candidates more likely. Determining the choice tends to be more personal factors than political parties, such as personal/ figures, popularity, and capacity / capability of candidates more. Approach to political marketing strategy used by political parties and candidates in the City people to the political pull marketing approach is valuable.

**Keywords:** Marketing Politics, Election.



## **EFFECT OF DEBT TO PROFITABILITY IN TELECOMMUNICATION BASED CDMA IN INDONESIA**

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### **ABSTRACT**

This research aims to know the influence of short-term debt and long-term debt to profitability as measured by return on equity. The technique of sampling the sampling technique using saturated with samples of PT Bakrie Telecom Tbk and PT Smart Telecom Tbk in the periods 2007-2012. The technique of data analysis using regression in panel data, where the independent variables consist of short-term debt and long-term debt as well as profitability measured by return on equity as dependent variables. The results showed that short-term debt and long-term debt do not have significant influence both simultaneously and partially to the return on equity with a coefficient of determination or the R-squared of 36.01%.

**Keywords:** Short-Term Debt, Long-Term Debt, Return on Equity.

## **THE ALLURE OF CELEBRITY ENDORSERS AND 'HALAL' CERTIFICATES ON CUSTOMERS' BUYING INTEREST**

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### **ABSTRACT**

Advertising is a form of communication between producers and their target market. The rise of the halal trends and celebrity endorsers who become icons of a product is expected to increase buying interest of the customers. Celebrity endorsers can produce attractions that give sensory stimuli for customers. The circumstance is the same with the labeling of 'halal' category. Indonesia, as a country in which majority of the citizens are Moslems, required Halal certification as a top priority in this regard. There are several conditions based on the Decree of the Director of LPPOM Indonesian Theologists Assembly (Majelis Ulama Indonesia - MUI) No. SK07/Dir/LPPOM MUI/IV/11, which are the categorization of MUI's Halal certificate registrar, MUI's Halal certification process based on the critical levels of ingredients, and level of difficulty in tracking the 'halal' level. Eventually, there are two conditions, the first one is applicants' product of MUI's halal certificates based on the ingredients' level of rarity and level of difficulty in tracking the 'halal' level, the second one is kosher certification process modifications based on the level of critical ingredients and the difficulty of tracking the 'halal' level. According to a decree of MUI, many companies are competing to obtain the certificate of product ingredients. Celebrity endorsers and halal certificate is part of the stimulation that focuses on customers' inner feelings and emotions by creating an emotional experience that will have an impact on customer buying decision towards the products offered by the manufacturers.

**Keywords:** Celebrity Endorsers, Halal Certificate, Customer Buying Decision.

## **INFLUENCE OF PERSONALITY FACTORS ON PURCHASE INTENTION OF COUNTERFEIT JERSEY AMONG ENGLISH PREMIER LEAGUE (EPL) FANS**

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### **ABSTRACT**

English Premier League (EPL) is one of the most exciting and popular soccer leagues in the world. EPL has attracted millions of fans around the globe. This can be observed especially during EPL games whereby they will be wearing their favorite team jerseys to show their passion towards the team. Unfortunately, teams' popularity can lead to an illegal industry that contributes to the selling of counterfeit merchandises such as team jerseys. The purpose of this study was to examine the influence of personality factors on purchase intention of counterfeit jersey among English Premier League (EPL) fans. Based on the purpose, the study was conducted in intention to identify demographic profiles and the personality factors among EPL fans at Port Dickson, Malaysia. Specifically, a total of 326 respondents around Port Dickson were purposively selected for the study. The scale for the personality factors that being used in this study was developed by Norashikin (2009) from the combination of three models by Huang et al. (2004), De Matos et al. (2007), Phau and Teah (2009). Three hundred and twenty six (N= 326) respondents participated in the survey, with 90.6 % of response rate, which majority were men (N=233, 68.4%) compared to women (N=103, 31.6%). Most of them were aged between 18 – 27 years old (N=245, 75.2%) and majority are from Malay origin (N=136, 41.7%) compared to Chinese and Indian (27.3% and 24.8% respectively). Marital status showed that majority respondents consisted of those who either single or married (46.6% and 46% respectively). For occupation, most of them were employed either as professional or in management position (N= 154, 47.2%) and followed by students (N= 115, 35.3%). For income, it was reported the income level between RM 2001 – RM 4000 was 45.1% (N=147) followed by income less than 2000 (42.6%). Most of the people who purchased the jersey watched EPL matches, 83.1% (N= 271) compared to do not watch 16.9% (N = 55). For buying the jerseys, shopping mall outlets became first choice with 31.9% (N= 104), followed by “pasar malam” (night market) with 31.6% (N= 103) and “bazaar malam” (night bazaar) 20.9 % (N= 68). Boutique was the last choice to purchase the jerseys with 15.6% (N= 51). Findings also showed that the most important personality factor perceived by the fans was ‘status consumption’ (M = 5.01±1.4), followed by ‘perceived risk’ (M = 4.96±1.3), ‘value consciousness’ (M = 4.95±1.2), ‘risk awareness’ (M = 4.94±1.4) and ‘price quality inference’ (M = 4.87±1.3). Pearson correlation result shown that these personality factors (price quality inference, value consciousness, risk awareness, perceived risk and status consumption) have high and significant relationship on purchase intention ( $r = .86, p = .000$ ). While for the regression analyses had showed the personality factor was the predictor of purchase intention ( $\beta = .86, p \leq .00$ ) with the factor “value consciousness” was greater predictor than other factors in predicting purchase intention ( $\beta = .80, R^2 = .64$ ). As conclusion, there were influences of personality factors on purchase intention of counterfeit jersey among EPL fans especially in the aspects of deciding value for money.

**Keywords:** English Premier League (Epl) Fans, Counterfeit Jersey, Purchase Intention, Personality Factor.

## **THE EFFECT OF TICK SIZE TO STOCK'S LIQUIDITY IN BURSA EFEK INDONESIA YEAR 2008**

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### **ABSTRACT**

Liquidity, defined as the ease in converting an asset into cash, is a very important aspect in the financial market because it could affect the trading cost, required return and price discovery. The ease in converting an asset into cash could be measured in terms of time that is used in converting an asset into cash, or, alternatively, measured as the amount of money that has to be paid for the asset. At the end of 2006, the market regulators of the Indonesia stock exchange made a change in permissible minimum price variations. After the change the Indonesia Stock Exchange has 5 (five) tick size to be used as of 2007, accompanied by the change in the maximum price for every tick size (Rp. 1 for those shares with price under Rp. 200, Rp. 5 for shares with price between Rp. 200 and under Rp. 500, Rp. 10 for shares with price between Rp 500 and Rp. 1.990, Rp. 25 for shares with price between Rp. 2.000 and Rp. 4.975, and Rp. 50 for shares with price above Rp 5.000). The decision to change the tick size was made in order to increase the liquidity at the Indonesia Stock Exchange because some study has found that the change in tick size as the result of the new regulation has an effect to the entire market. Since there are five tick sizes with a specific range of prices for every tick size at the Indonesia Stock Exchange, then, with the trading activity, there may be a case where one or more shares might go across one price groups and would then be traded with a different tick size than before and so it would be traded with different liquidity than before. This paper is intended to study the impact of the change of the tick size as a result of the daily trading activity by comparing the liquidity as well as the volatility and efficiency of those shares that move across price groups. We measure the liquidity before the shares move across one price groups and then measure also the liquidity of those shares after 1, 5, 10, 20, 40 days after it move across the price groups. The results are as follows, the measurement of liquidity by relative spread indicated that stock's liquidity increase significantly only at 40 days after the movement of tick size Rp. 200 – Rp. 495. The measurement of liquidity by depth to relative spread yield significant increase at 10 and 20 days after the movement of tick size under Rp. 200.

**Keywords:** Effect, Tick, Liquidity, Bursa, Indonesia.

## **CUSTOMER RELATIONSHIP MANAGEMENT MODEL FOR HIGHER EDUCATION INSTITUTION IN INDONESIA**

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### **ABSTRACT**

Customer Relationship Management is a concept, theory, and strategy that focused on maintaining longterm and mutual relationship between the customer and the company. HEI is an institution with a multi customer. The ability of HEI to manage and optimize the potential of its customer can be the determining factor that helps HEI to win in the competition and meet the various demands of its role. This paper proposed model for CRM implementation in HEI. The model consist of costruct such as management function, customer, technology, knowledge and interaction space that consist of actor, role and interaction activity.

**Keywords:** CRM;Construct;HEI; Model.

## **A CONCEPTUAL MODEL OF INDONESIA HOSPITAL ACCOUNTABILITY IN HOSPITAL REFORMATION ERA**

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### **ABSTRACT**

Health reformation era has shifted from focus on quality and cost containment to accountability issues (Gamm 1996; Emanuel and Emanuel 1996a; Daniels and Sabin 1998; Davidson 1999; Lanier, Roland et al. 2003; Brinkerhoff 2004; Timmermans 2005). The purpose of the study is to develop a conceptual model of hospital accountability in Indonesia during healthcare reformation era.

This study was conducted using two stages i.e. (1) developing a conceptual model using qualitative method based on data collected from hospital experts, academicians, managers, regulators, legislators, and hospital's owners and (2) verifying the measurement model of of hospital accountability in Indonesia in hospital reformation era using confirmatory factor analysis with 360 samples with statistic significant on  $\geq 0,3$  (Tatham, R. L. and W. C. Black 1998).

The result showed that the dimension of hospital accountability consisted of 2 (two dimensions) i.e responsibility and transparency. The dimension of responsibility measured by 3 (three) variables i.e. moral, obligation and rational decision; while transparency was constructed by 3 (three) variables i.e. visibility, understandable and utilization.

**Keywords:** Hospital, Accountability, Hospital reform.

## **THE RISK IDENTIFICATION ON THE ASSETS OF GREEN MANAGEMENT-BASED CLEAN WATER SERVICES AND THEIR MANAGEMENT PLANS AND STRATEGIES (A STUDY ON CLEAN WATER SERVICES IN JAWA BARAT)**

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### **ABSTRACT**

The aims of the study are to reveal weaknesses in the management of the Company assets, to identify dan asses the risk probability and risk impact faced by the Company as well as to design strategies and policies for risk-based asset management in Clean Water Services (PPAB—Perusahaan Penyediaan Air Bersih).

The study can be classified as Action Research, a branch of Applied Research, in which the objective is to take further action to control program realization. The qualitative research method with explorative and descriptive approaches are used to explore either new literatures or to collect experts' opinion on factors related to the study, as well as to formulate strategies to resolve the identified problems. Face-to-face interview and Performance Reports of the Companies in Jawa Barat are used for data collection.

The results of the study show that the weaknesses in company asset management are as follows: (1) There is no long-term planning in the management of Clean Water Companies, (2) The Full Cost Recovery concept hasn't been applied, (3) Most of company assets are old assets, (4) Not all companies have asset management procedure, (5) The ownership of company assets is unclear.

Another result shows that the service coverage of PPAB in Jawa Barat is mostly 38.26%. This indicates a very low capacity of PPAB in providing clean water for the public in their service areas. The risk probability of service inadequacy of clean water services in Jawa Barat is still very high at 96.16%. Customer satisfaction for PPAB in Jawa Barat regarding completion rate of complaints is about 91.09%. This shows that PPAB is quite able to meet the satisfaction level, in spite of a quite high of risk probability of dissatisfaction of 67.41%. Water loss ratio of PPAB in Jawa Barat is at 31.60%. This indicates the insufficient of water loss management, and the probability of water loss is only 0.01%. The level of effectiveness of the customers' accounts receivable collection of PPAB in Jawa Barat is at 95.68%. This indicates a great performance of PPAB in managing their accounts receivable, while the risk probability of the ineffectiveness of the accounts receivable collection is 24.25%. The greatest loss impact occurs when the average rates set by the company are lower than the actual production cost, which is a maximum of Rp 25.55 billion.

Based on the result of exploration of the emergent types of risk, proposed strategy to handle the assets comprises technical and administrative risk management strategies. Technical risks include safety, the use of tangible assets, and currency exchange at chemicals purchase, electricity prices, and water loss. While administrative risks include market value and problematic receivables.

**Keywords:** Asset Management, Risk Management, Green Management.

## CONSUMER COMPLICITY WITH COUNTERFEIT PRODUCTS IN INDONESIA

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### ABSTRACT

Based on U.S Department of Commerce, Indonesia is one of the eight countries which produce counterfeit products, such as bags, wallets, apparels, and many more. All of those are quite enthused products. As the result of that pirated activities, in 2010 Indonesia had losses up to Rp 43,2 trillion in profit, which is nine percents higher than 2009. The objective of this research was to find out the influences of Collectivism, Hedonic Shopping Experience, Ethical Concern, and Perceived Quality toward Consumer Complicity with counterfeit fashion products in Indonesia. Sample of this research was taken from 400 respondents which came from various provinces in Indonesia. This research was using non-probability sampling with convenience sampling type through online system. The analysis of the data was using Structural Equation Modeling (SEM). The majority of respondents of this research was 21-25 years old and dominated by students. Most purchased counterfeit fashion products are bag, shoes, and clothes. Majority of respondents bought this things through online media (online shopping). Indonesian has modest Collectivism and Consumer Complicity, meanwhile the level of Hedonic Shopping Experience, Ethical Concern, and Perceived Quality of counterfeit fashion products are so high. According to the analysis results this research had a conclusion that indicated a positive influence from Collectivism and Perceived Quality towards Consumer Complicity, Ethical Concern has a negative influence towards Consumer Complicity, and the influence of Hedonic Shopping Experience on Consumer Complicity is found insignificant. This research suggested that future researches could be more specific when conducting research over the people who buy the counterfeit fashion products through online media.

**Keywords:** Collectivism, Hedonic Shopping Experience, Ethical Concern, Perceived Quality, Consumer Complicity.



## **TRACK B: SOCIAL SCIENCES & HUMANITIES**

## **GENDER EQUALITY IN UNIVERSITIES: PERCEPTIONS OF FUTURE EDUCATORS**

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### **ABSTRACT**

The study utilized the descriptive method of study. It aimed to determine the gender equality as manifested in an educational institution such as the Polytechnic University of the Philippines, the largest state university in the Philippines in terms of student population. A survey was done to get the perceptions of future educators specifically Bachelor in Business Teacher Education students. A researcher-made questionnaire was used in gathering the data. BBTE students' perceptions on academe practices of gender equality were determined in terms of learning materials, methods and strategies, subject matter, and evaluation. The study revealed that in all four factors, respondents strongly agree that gender equality is manifested. It also revealed that there is no significant difference between the perceptions of the male and female respondents on gender equality. It is recommended that teachers should continue to be mindful of gender equality inside the classroom.

**Keywords:** Gender Equality, Learning Materials, Methods and Strategies, Subject Matter, Evaluation.

## THE RELIGIOUS LITERACY PROBLEM OF KAZAKHSTAN YOUTH

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### ABSTRACT

In the modern world, religion has become one of the most powerful ideological factors actively influencing the minds of people, primarily young people and, unfortunately, not always in positive terms. Many believers among the youth of today believe in God with their concepts, and this understanding often does not coincide with the values of traditional and world religions: God is represented as a kind of embodiment of good, reasonable start, that is, as an abstract beginning, not necessarily supernatural, often impersonal. Such data do not exclude the possibility of the emergence of new destructive non-traditional religious movements, which can affect the souls and minds of young people in any updated forms. There is a rather significant factor when young people not versed in matters of religion and cannot distinguish between traditional religion from destructive religious movements, engaging in radical religious organizations, promote the restructuring of society, eradication of social evils and injustice. The loss of confidence of young people to different social projects makes a significant number of young people turn to destructive religious movements today, which often cultivates a spirit of religious exclusivity, "closed" for the uninitiated and are part of the heritage of the chosen, the faithful claim to exclusivity is confidence in exclusive possession of truth. The faith today is not only one of the Windows in the world, but also the synthesis of religion and education, religion and philosophy, religion and science. Religion binds civilization and brings people together not only morality, but by tradition, spirituality. It is clearly that without religiosity man loses his basic humanity. The religious idea is accessible for everybody than philosophical, scientific, or historical idea. The spread of the phenomenon of psychological dependence young people in all sorts of radical religious movements are becoming a worrying trend in the modern world and Kazakhstan is no exception. The authors of this article agree that the root cause of this dependence should be sought in existing cultural traditions of upbringing and education. Modern educational policy of the Republic of Kazakhstan only produces a comprehensive set of tools for the training of religious literacy among young people. We recognize that any religion is the culture of the country, so tolerant Islam and Russian Orthodoxy continuously to reach compromise and agreement to participate actively in the dialogue of cultures and religions, especially on topics that touch on the issue of youth educational policy.

**Keywords:** Religious, Youth, Young People.

## **ASSESSMENT OF COMPETENCY LEVEL OF PRE-SERVICE TEACHERS BASED ON NATIONAL COMPETENCY- BASED TEACHER STANDARDS (NCBTS) IN PUBLIC SCHOOL IN THE NATIONAL CAPITAL REGION (NCR)**

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### **ABSTRACT**

Education in the Philippines has undergone several stages of development from the pre-Spanish times to the present. In meeting the needs of the society, education serves as focus of priorities of the leadership at certain periods in our national struggle as a race. Learning, as a life-long process is a fact that can be realized through different modes. It can be obtained in whatever an individual does and in everywhere he goes. But normally, the educational system gives premium to the educative process. Several factors, other than teachers, are contributory to be a positive significant predictor to this. The teacher's competency is a totality of skills that the teacher possesses that corresponds to the best tool of a teacher. Sharpening of this "tool" has to start in the teachers or the pre-service teachers. Competence is a basic motivation because of people's abhorrence to failure. Answers to this problem will be a basis for the colleges offering BSed and BEed, in their attempt to raise the quality of teacher graduates. Usually teacher training shall start in the pre-service period of the teacher, and this shall be the starting point of the training experiences for the teacher education students. Therefore, we need competent and professional teachers in the education institution. Teacher education has a significant impact on early career teachers' skills and their philosophies of teaching. In particular, constructivist teacher education has been shown to have a positive impact on pre-service teachers' perceptions of their own teaching competencies leading to increased confidence and also improved teaching practice within schools. .

**Keywords:** Education, Development, Pre-service Teacher

## **HUMANISTIC APPROACH TO NURSING EDUCATION: LIVED EXPERIENCES OF IRANIAN NURSING STUDENTS**

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### **ABSTRACT**

The academic nurse teachers tried to have a complete understanding of the educational contents, to transfer knowledge to nursing students better, and to facilitate the process of education. The purpose of this study was to explore the lived experiences of Iranian nursing students regarding the characteristics of a good teacher, within the context of Iranian culture. We conducted a hermeneutic phenomenological study. Semi structured in-depth interviews with 12 nursing students were audio taped and transcribed. The transcriptions were then analyzed by Van Manen's method. One of the most important themes that emerged was "humanistic approach to nursing education", which also contained the subthemes of 'ethical necessities' and 'effective interaction'. The results provide deep understanding of humanistic approach to nursing education.

**Keywords:** Academic Nurse Teacher, Education, Student, Hermeneutic Phenomenology.

## **FOOD BLOG: A NEW TREND IN FOOD WRITING**

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### **ABSTRACT**

With the recent advancement of technology, classes are shifting from the traditional teaching to interactive teaching and learning environment. One of the popular way teachers opt for is by blogging. Blog enables students and teachers to post and share their ideas, comments and thoughts. In this research, blogging is introduced to a group of UiTM Culinary degree students in their Food Writing class with the aim to investigate their perceptions towards blogging and how their perceptions are associated with their engagement in blogging. Students from the culinary program use blog to write their food review and food critique in their food writing class. Drawing data from gathered interviews and questionnaires, the research reveals the success of academic blogging depends on the participation and motivational aspects from the students, social networks and teachers are the main contributing factors to provide continuous blogging.

**Keyword:** Blogging, Food Writing, Perceptions, Participation, Motivational.

## **DEVELOPMENT OF SYSTEM DYNAMICS MODELING AND SIMULATION FOR SUSTAINABLE FOOD SECURITY POLICY IN INDONESIA**

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### **ABSTRACT**

Natural resources depletion in one side, and population growth in other side, are confronting each other, therefore generate food scarcity and then threatens the food security and its sustainability. There are many kinds of policies on food security in Indonesia, however the policies were not designed holistically. This research aim to find holistic policy alternatives through modeling and simulation. System dynamics is applied as an approach to this research with consideration of: (1) System dynamics is not only a kind of modeling and simulation, but also an approach that has a paradigm known as systems thinking. (2) System dynamics has capacity as a tool to describe complexity of a problem, and the dynamics behavior. Before enter to the core of system dynamics modeling, this research try to develop a platform of system dynamics modeling for sustainable food security policy. The result is a spatial system dynamics concept that is more suitable for food security policy. The next research stage is development model and simulation. This research is expected to be one of sustainable food security policy design tools, and contribute to enrich system dynamics capability in modeling of sustainable food security policy.

**Keywords:** System Dynamics, Modeling, Food Security, Policy, Sustainability.

## **IDENTITY TRANSFORMATION TO THE SELF CONCEPT OF 10 TEENAGERS FROM DIVORCE FAMILY IN ACTUALIZING THEMSELVES AS ‘THE VICTIM’ OF PARENT DIVORCE TO THE SOCIETY IN BANDUNG CITY, INDONESIA**

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### **ABSTRACT**

The Republika newspaper on January 22, 2014 published the news from Bureau of Religious Courts (Badilag) has recorded that during the period of 2005 to 2010, the national divorce rate raised up to 70 percent. Bandung is at the top rank of divorce level in West Java. The High Court also displayed the data in 2010 that the divorce rate reached 84 084 cases. Many people still looked at the negative side of this phenomenon. They say widow or widower as a recalling to mock or to seduce, especially to a widow. The calling is not only to the divorce parents, but also to their children. The child has been stigmatized by the victim of their parent decision to get divorce. The term ‘victim’ seemed to be the word of oppression, otherwise the children don’t have any thought to be the ‘victim’. People considered the word ‘victim’ to children from the divorce family as the stigmatization between the children from harmonious united family and children from divorce family. They had negative sentiments from the community as the interview result to 10 informants. They come from families whose parents divorced because of various reasons, such as economic factors, being abandoned, physical violence, affair, and lack of harmony. The phenomenon of adolescents from divorced families has attracted my interest to explore the meaning of teenagers mind. This study was conducted by using phenomenology approach to 10 adolescents aged 19-22 years. Even though they come from the divorce family, the discussion result found that they have positive self-concept formation while socializing with the community. The formation of the self-concept are Self-Religious, Self-Futuristic and Self Independent.

**Keywords:** Psychology Communication, Teenagers, Self-Actualization, Self-Concept.



## **MOTIVATIONS TOWARD RECREATIONAL SPORT PARTICIPATION AMONG WOMEN POLICE OFFICERS IN IPD, SHAH ALAM**

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### **ABSTRACT**

The aim of this study was to identify the main motivations of recreational sport participation among women police officer in IPD, Shah Alam. This study used a questionnaire regarding the motivations and recreation activity to collect the findings. A total of 81 women police officer in IPD, Shah Alam were involved as respondents. From the Krejic table, the suitable sampling technique to be used in this research was simple random. All the information obtained from the questionnaire had been collected and analyzed using SPSS. Descriptive analyses were conducted on the motivations and discovered that most of the women would actively participate in recreational sport activity. The short distance of recreational sport activity taking place, while the non-participation in recreational sport activity was more obliged toward their family. Basically, married women are more focused on their family rather than participating in a sport activity. Furthermore, this study also found that there were significant differences in the motivations as well as demographic data that perceived by women police officer in IPD, Shah Alam in recreational sport participation. The result of this study indicated that the motivation factors had influenced the recreational sport participation among women police officer in IPD, Shah Alam. The findings of this study also indicated that there was a statistically significant difference between motivation factors toward the recreational sport participation. There was a significantly difference between demographic data and women's participation in recreational sport activities in term of age and experience. In conclusion, motivations play an important role in the participation or non-participation among women police officers in recreational sport activities.

**Keywords:** Motivation, Recreational Sport Participation.

## **LANGUAGE AND CULTURE IN POST-APARTHEID SOUTH AFRICA-HOW LANGUAGE IS USED TO REMINDE GROUPS OF DIFFERENCE**

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### **ABSTRACT**

This paper will focus on cultural conflict between parliamentary parties in South Africa and will consider how language and communication are used as a tool, to remind the “other” of difference. What initially began as banter, which was linked to appearance or quirks, has been quickly replaced with racial slurs and links to apartheid-based language. This continued concept of difference has resulted in a new negativity developing, one which is strongly linked to the apartheid ideals, rather than creating a bridge to achieve transformation. Therefore, considering systems theory, and specifically communication, this paper considers what has gone wrong and proposes a solution to the current issue.

**Keywords:** Language, Culture, Remind, Difference, South Africa.

## **ANALYSIS OF LEGAL AWARENESS OF THE DORMITORY STUDENT (CASE STUDY ON 1ST- YEAR STUDENT AT THE UNIVERSITY OF X)**

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### **ABSTRACT**

Legal awareness of dormitory student is determinant factor in order to create discipline and toward University boarding enhancement program. Enhancement of this legal awareness could be emerged from education whereas it can generate sense of responsibly, tolerant, and concerned with the environment. However, according to the reality in the field of unit analysis, during this program the students have not had this awareness yet.

The purpose of this study was to determine the extent of the level of legal awareness of 1st-year students which is living in the dormitory that has been provided by University. This study methodology is descriptive quantitative research methods, with a population of 2,000 students and using probability quota sampling technique with a sample of 700 respondents.

The results of this study indicate that the level of legal awareness the 1st-year students which is living in the dormitory that has been provided by University is on the average level.

Thus, the dorm and the university should undertake a program of legal education that should be integrated with learning activities, student activities and programs undertaken by dorm habituation.

**Keywords:** Legal Awareness, Legal Education, University Boarding Enhancement Program.

## **THE INFLUENCE OF “KUTA KARNIVAL” EVENT AGAINST IMAGE OF BALI AS TOURISM DESTINATION**

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### **ABSTRACT**

Tourism is often relied as a source of foreign of the states. In Indonesia tourism is the 4th largest source of foreign exchange and therefore many countries continues to promote their tourism to earn local and international tourists. As the most developed tourism destination in Indonesia, tourism of Bali had a decline in tourist numbers which caused by 1st Bali Bombing. The balinese and the government make some strategies to rebuilding image of Bali as a tourism destination. One of the strategies is Kuta Karnival events. This research aims to determine The Influence of Event Kuta Karnival against Image of Bali as a Tourism Destination.

This research used quantitative research with causality method. Researchers had 400 respondents with incidental sampling technique, as well as with simple linear regression analysis technique that is the attitude of the independent variables and the dependent variables.

The resulted of this study can concluded that Kuta Karnival event's had been conveyed properly, with percentage of 77,4%, and the image of Bali as a tourism destination with a percentage of 66,6%. There is also some significant effect of this event against image of Bali as one of Tourism Destination.

Based on the analysis and discussion, the regression models were used to predict attitude that is affected by advertising the message is applicable. The count table above in this research showed that  $t_{count} > t_{table}$  ( $12,398 > 1.966$ ). The decision is  $H_0$  is rejected and  $H_1$  is accepted. It can be concluded that event Kuta Karnival had a significant effect against image of Bali as Tourism Destination.

**Keywords:** Tourism, Event Kuta Karnival, Image.

## **STUDY OF FOOD WASTE USAGE AS RENEWABLE ENERGY RESOURCE**

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### **ABSTRACT**

Waste product in Indonesia is still a crucial problem where it is increasing every day in accordance with the citizen population. The absence of waste management, especially organic waste, causing bad impact on health such as infectious diseases and water pollution due to the decomposition of organic waste into organic acid or methane. The problem of sewage coming from the food waste can be overcome by using a fermentation process in anaerobic reactor which produces bio-hydrogen gas and organic fertilizer. Bio-hydrogen gas produced can be used as a source of renewable energy in which hydrogen gas has advantages when used as a fuel does not produce carbon dioxide, but only water vapor. In the research that has been done hydrogen has been produced depend on variation of rice content in food waste with grading 47.1% of the total gas produced to the highest levels of rice. Further studies using an anaerobic reactor with the addition of temperature control, pH, and substrate particle size and the expected product gas produced with a greater percentage of hydrogen gas.

**Keywords:** Food Waste, Fermentation Process, Bio-Hydrogen.

## PSYCHOLOGICAL FACTORS AFFECTING UNIVERSITIES' STUDENTS FOOD CHOICE

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### ABSTRACT

There are several factors that determine food choices among students. In research of Eating Habit and Factors Affecting Food Choice of Adolescents Living in Rural Areas stated that food choice in general is a complex process which depends on culture and is influenced by different factors such as personal, social, economic and emotional. Environmental factors such as cost of food and availability of fast food also play an important role in determining the food choices. As such, a survey is conducted among University Technology Mara Malaysia graduates to determine factors that contribute to graduates preferences in determining food choices. The research is carried out with the aims of identifying and determining the psychological factors affecting the food choice of graduates. It is hope by determining these factors, the food industries will understand better the preference of graduates in catering to their needs and an establishment of understanding the factors contributing to the psychological of food preferences.

**Keywords:** Psychological Factors, Graduates Preferences, Food Choices, Survey, Food Industries.

## **CYBER BULLYING MEDIA ON SOCIAL NETWORK DURING THE 2014 PRESIDENTIAL ELECTION**

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### **ABSTRACT**

Currently in Indonesia there are about 70 million Internet users, and nearly 90 percent of them take advantage of social media. Currently there are a lot of social media, there are social networking media such as Path, Pinterest, YouTube, Instagram, Twitter and Facebook, which has its own characteristics. One of them that has the highest number of users is Facebook, whose function has shifted from friendship into marketing tools.

The use of social network media in political events, such as the Presidential election in the 2014, not only serves as a medium for marketing a political party supporting one of the candidates for president and vice president, but also a medium of expression of individual in support of their candidates. But, there are problem occurred in using social network media, one of them is cyber bullying which aim to intimidate among the users of social networking media. Cyber bullying is then defined as an aggressive act that intentionally perpetrated by groups or individuals by means of communications technology and electronic media repeatedly over time against a victim who cannot easily defend themselves.

This phenomenon is interesting to observe from the perspective of communication, as a form of interpersonal communication that takes place in the public domain because it uses online media are monitored by many people. To find out more on the phenomenon of cyber bullying on facebook networking media, the author plans to observe the use of this qualitative descriptive approach, will analyze forms of bullying, causes of bullying, types of bullying, and bullying topics during the 2014 presidential election, which takes place from time to campaign, between July 22, 2014.

**Keywords:** Cyber Bullying, Social Networking Media, Facebook, Presidential Election.

## **THE SPORTS BETTING MOTIVES AMONG FOOTBALL FANS IN TAWAU, SABAH**

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### **ABSTRACT**

Betting or gambling and sports have always been strongly connected. But many researchers did not know on what of a certain degree the football fans motives to participate in betting or gambling. This research is focused to examine the relationship between football fans motives with three bases of betting or gambling motives which are societal motives, coping motives and enhancement motives respectively. 130 football fans (N=130) in Tawau District of Sabah have been chosen as the participants in this study. Questionnaires adopted and adapted from Development and Psychometric Evaluation of a Three-Dimensional Gambling Motives (S.H Stewart, 2008) was used in the study. Data collected was analyzed using SPSS version 20. Through Pearson Correlation Statistic results shows enhance motives ( $r=0.732$ ) was strongly related to football fans motives in betting or gambling followed by coping motives ( $r=0.664$ ) and societal motives ( $r=0.592$ .) respectively. Thus, enhance motives are found out to be the most influencing motives of football fans in Tawau District of Sabah participate in betting or gambling.

**Keywords:** Betting, Gambling In Sports, Football.



## **A STUDY OF MOTIVATION FACTORS AND VOLUNTEER'S SATISFACTION DURING THE MAYBANK GOLF MALAYSAN OPEN (MMO) 2014**

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### **ABSTRACT**

This study was to determine motives and volunteers' satisfaction that encouraged the volunteers to volunteering in Maybank Golf Malaysia Open 2014. This research was undertaken during the MMO 2014 which 100 of the respondents from public volunteers and educational volunteers were being involved to complete the survey. The researcher used questionnaire to do the survey which consist of four sections; Section A – Demographic Data, section B – Intrinsic Motivation, section C – Extrinsic Motivation and section D – Volunteers Satisfaction .The researcher engaged with two factors of motivations - intrinsic and extrinsic and also volunteers' satisfaction factor which was services. The obtained data were analyzed based on the descriptive and correlation statistics using SPSS version 16.0. The extrinsic motivation factors ( $\Sigma = 5770.00$ ) were found as the factors that encouraged the volunteers to volunteering in MMO 2014 while the overall of the volunteers' satisfaction levels were found as dissatisfied especially in welfare ( $M = 3.48$ ); food and beverages. Furthermore, the researcher found that there was no significant relationship between intrinsic motivation factors and volunteers' satisfaction level that encouraged the volunteers to volunteering in MMO 2014. Finding and recommendations were discussed for the implementation used in future.

**Keywords:** Volunteerism, Intrinsic and Extrinsic Motivation.

## **CUSTOMER SATISFACTION ANALYSIS BASED ON COMPLAINTS HANDLING**

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### **ABSTRACT**

The development of telecommunication technology is very rapid. This development encourages many telecommunication companies to produce cellular phone products, including PT XL Axiata Tbk. Customers will not switch to another product if the company satisfy them by handling the customer complaints well. The purpose of this research is to find the performance, expectation, level of customer satisfaction and aspects that need to be improved by PT XL Axiata Tbk.

This research used quantitative and descriptive method. Data obtained by questionnaire from 400 respondents. Data analysis techniques used are descriptive analysis, customer satisfaction index, and importance performance analysis (IPA).

The result of this research shows that customer expectations for complaints handling considered high while the performance considered good. Based on the analysis, customers were not satisfied. According to IPA, the average score of performance is 11,03 and the average score for expectation is 11,66.

Based on the result, suggestions that can be given are 1) add more customer service employees so many customers can be served quickly, 2) provide an easy and fast procedure, 3) provide clear information to customer, 4) provide facilities and infrastructure for customers to easily contact XL, 5) provide training for customer service so customers can easily understand the language and be polite, and 6) provide training for customer service about the problems that often occurred to customers so they can give an effective solution.

**Keywords:** Complaint Handling, Customer Satisfaction, Importance Performance Analysis (IPA).

## PERFORMANCE PROFILING OF YOUNG TENNIS PLAYERS

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### ABSTRACT

The purpose of this study was to determine the effects of an 8-week integrated training program on functional performance among Malaysian junior tennis players. Twenty four (n=24) nationally ranked junior tennis players between the age of twelve to sixteen years old (18 males and 6 females, mean age  $14.29 \pm 1.65$  years) were selected using purposive sampling method and were equally divided into experimental and control groups. The experimental group performed 4 sessions of intervention every week for eight weeks while the control group performed normal training sessions and match play for the same frequency and duration. All participants were tested on four different performance areas namely, the physical, psychological, technical and tactical profiles. Normality test showed that all data were normally distributed (Shapiro-Wilk Test). The results of sample paired t-test analysis subscales with every performance attribute showed significant improvement in all performance attributes with level of significant differences of  $\alpha < 0.05$  after the intervention. These methods correlate with the objectives of this study which focused on the effects of an intervention program and the results proved that the participants showed an improvement in their performance based on the four major areas of physical, psychological, technical and tactical skills. The Experimental Group showed higher improvement results which dictate the optimistic effect of intervention training program developed in this study while the Control group also showed significant difference in some of the variables. The results of this study show that an integrated training program can be an effective training module to improve player's performance.

**Keywords:** Performance; Profile; Training; Tennis; Coach; Player.

## **AN ASSESSMENT ON THE BUREAU OF JAIL MANAGEMENT AND PENOLOGY (BJMP) REHABILITATION PROGRAMS IN BATANGAS: A GUIDE FOR PROGRAM ENHANCEMENT**

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### **ABSTRACT**

This study aimed to assess the effectiveness on the implementation of rehabilitation programs by the Bureau of Jail Management and Penology in the three city jails in Batangas Province.

The study used descriptive research method and the population of the study were first-time and second-time offenders from Batangas City Jail, Tanauan City jail and Lipa City Jail. The study used a total of one hundred thirty six (136) inmate-respondents. Findings of the study revealed that majority of the first-time offenders them are 26 – 30 years old, high school undergraduate, had committed drug pushing, has been detained for the length of one to five months, and are participating morning exercises as their physical activity inside the jail, and in chess as their recreational activity. Most of them are participating in novenas as part of their religious activities. For the second time offender-respondents, majority were belonging to 36 – 40 years old, graduated high school, had committed drug pushing, has been imprisoned for sixteen to twenty months, and are participating in morning exercises as their physical activity, and in playing dama as their recreational activity. Majority of them are also participating in group praying as their religious activity.

The study also showed that there is lack of support from the local government, and lack of facilities and equipment for the execution of the different programs in the BJMP which are supposed to address the problems encountered when implementing the rehabilitation programs.

A liaison office should be established in each institution in order to properly monitor the different programs implemented in and by the bureau.

**Keywords:** Penology, Jail Management, Inmates, Batangas, Tanauan, Lipa.

## **PRODUCTIVITY OF THE SENIOR CITIZENS IN RURAL AND URBAN AREAS OF BATANGAS PROVINCE: ITS IMPLICATION TO THEIR WELFARE AND COMMUNITY INVOLVEMENT**

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### **ABSTRACT**

The study aimed to assess the productivity of the senior citizens in rural and urban areas of Batangas province and vouch its implication to their welfare and community involvement. Likewise, by conducting this study, reality will be established and it will provide substantive information which can be used to maximize the graying population resource.

The respondents were 200 senior citizens of the first class cities and municipalities in the province of Batangas specifically, Lipa and Batangas City; and municipalities of Rosario, San Juan and San Jose. The study used the descriptive method and the purposive sampling was utilized to identify the respondents.

The main instrument used was the survey questionnaires consisting of two parts. The first part determined the demographic profile of the respondents, while the second part sought the extent of productivity among the senior citizens in terms of the work/tasks they perform and the recreation or leisure activities they engaged in.

The validation of the survey questionnaires was done in two parts. The first part was consultation with the experts or the face validation, while the second part was the trial run to ten (10) members of the population who were not part of the respondents of the study. After which, the result of the dry run was subjected to Cronbach test at 0.70 to establish its reliability.

The research revealed that majority of the respondents were on their early and late sixties married, female, elementary graduate, not affiliated with any organization, if affiliated its either civic or religious, most were holder of Senior Citizens cards, employed before their retirement though presently not anymore employed, and under the support of their children. Most of the senior citizens were in good health, productive in terms of attending to household chores such as cleaning, cooking, washing dishes, washing and ironing clothes, participating in church activities, and in planting flowery, ornamental and similar garden plants, and most of the respondents were engaged in watching television programs, listening to radio programs, commentaries, and chatting and sharing stories with neighbors. Health status and affiliation/membership in political, civic, non- governmental and religious organizations were affecting the recreation of the senior citizens, while health status plays a vital role in the task/work done. Age, sex, civil status, and affiliation/membership were significantly associated with the productivity when the respondents were grouped by geographical location, whereas, recreational activities of the respondents differ from each other and are closely associated with their profiles and when they were grouped according to geographical location, except watching television which ranked first in both rural and urban. The government should create various programs to improve the health status of the senior citizens and at the same time, encourage them to have more participation in different community activities.

**Keywords:** Productivity, Citizens, Rural, Urban, Batangas.

## **AMBIVALENCE AND SUPPRESSED MEMORIES EXPLORED IN JOSEPH BRODSKY'S LESS THAN ONE**

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### **ABSTRACT**

Literature is the most complete and expressive manifestation of the Russian creative genius. Many a Great Russian poets and writers depict social realities and serve as the voice of this people's conscience and soul, unfortunately they had to suffer for it. At the dawn of the twentieth century revolution, some Russian letters whose works are fundamentally at odds with the dominant ideology were considered dissidents and must therefore experience suffering. Joseph Brodsky's collection of essays in *Less than One* chronicled such experiences.

This study attempted to hollow out those experiences which affirm the many horrors that the evils of men can inflict towards his fellow being and which the personae in Brodsky's essays wanted to suppress in their recent memories. Likewise, the study explored the ambivalent perspectives of the personae towards the reminiscence of such memories.

To realize this attempt, the study utilized the descriptive method of research as it emphasizes on the exploration of content, historical significance, behaviors, and influences on the characters' perspectives in life. Furthermore, the research utilized the New Historicism and Psychoanalytic literary approaches for its treatment because it focused on power relationships depicted within a work to which included are the considerations of characters and expressions of the experience and the validity of the narrative as revealed by the historical situation.

**Keywords:** Ambivalence, Suppressed, Memories.

## **TRACK C: PHYSICAL LIFE & APPLIED SCIENCES**

## **IT IS NECESSARY TO DEVELOP THE WEATHER DERIVATIVE CONTRACTS: RESEARCH IN VIETNAM**

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### **ABSTRACT**

Climate change is gradually increasing in associated with rising risks for enterprises. In order to hedge the weather risks, it is necessary to have the weather derivative instruments to mitigate the negative impact of weather on the economy. This article focuses on the introduction of the types of weather derivatives and the necessary applications to Vietnam.

**Keywords:** Weather Derivative, Weather Derivative Contracts.



## **DETERMINING CHEMICAL QUALITY OF WATER IN DEEP WELLS OF SIRJAN (AS A DESERT TOWN IN IRAN), BEFORE AND AFTER RAINING**

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### **ABSTRACT**

In culture of most countries in the earth, term water which means life is found. Water is the most abundant material which is available as solid, liquid and gas. Water is the best chemical solvent and many gases and minerals are easily solved in it. Due to increase of population and water requirement in different agricultural, drinking, hygienic and industrial sections and finally increase of production and pollution potentials, high pressure has been applied on water resources. Today, water is mentioned as the main energy source after fossil fuels in addition to its role in natural and human lifecycle. Water always has amount of salts, suspended materials and soluble gasses. Goal of this study is to test chemical parameters of drinking water of surrounding villages of Sirjan. First, these parameters which are the first step in recognition of water are described and then effect of well depth in water treatment and increase of salts concentration and also effect of rainfall in different months of year on water parameters are studied. At the end, conclusion and recommendation are presented. Although water of Sirjan villages is suitable for drinking, it can be harmful for the residents who live in these villages and drink water of these wells continually. Therefore, partial treatment of these waters seems necessary for reducing total hardness. Comparison of parameters before and after rainfall indicate direct effect of rainfall on groundwater and we expect to see increase of concentrations of all ions in groundwater of Sirjan in future considering low annual rainfall in Sirjan (averagely 78 mm) and increased exploitation of groundwater for agriculture and industry.

**Keywords:** Water, Sirjan, Chemical Quality, Deep Wells.

## **PRELIMINARY STUDY OF METHANE OXIDATION IN LANDFILL COVER SOIL; THE EFFECT OF MOISTURE CONTENT.**

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### **ABSTRACT**

Methane oxidation is one of the important processes to mitigate the emission of methane gas at landfill to the environment. This study investigated the effect of moisture content in order to enhance the methane oxidation of final cover soil from Taman Medan Dumpsite. Three different PVC soil columns contained cover soils with moisture content of 7%, 12% and 28% were used in this study. The columns were purged with the mixture of methane gas (60% by volume) and carbon dioxide gas (40% by volume) from the bottom of the soil columns. The mixture gas passing through the soil media was retrieved from the columns daily via sampling ports fabricated at every 10cm of the column height. The soil cover was classified as sandy silt contained 56 % of sand, 32 % of silt and 12 % of clay. It also had 12% of moisture content, bulk density of 0.229 g/cm<sup>3</sup>, particle bulk density of 0.0304 g/cm<sup>3</sup>, pH of 7.21, colour of dark yellowish brown, porosity of 86.72% and organic matter of 1.5 %. Gas chromatography analysed the collected gas had showed that methane oxidation effectively occurred in the column with 12% of moisture content that the average methane oxidation efficiency of the 7-day experiment was 47.97%. However, the methane oxidation efficiency in the other two columns with 7 and 28% of moisture content was significantly lower with only 8.93 and 7.87% of efficiency. The analyses also showed highest methane oxidation efficiency, by average, took place at the height of 80cm of those columns.

**Keywords:** methane oxidation, landfill soil cover, CH<sub>4</sub> mitigation.

## **EFFECT OF TEMPERATURE AND TRANSPORTATION ON CATECHOLAMINES AND CORTISOL LEVELS RELATIVE TO STRESS IN GOATS**

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### **ABSTRACT**

Effect of transportation under extreme ambient temperatures was monitored in the Dhofari goats during summer (35-45 oC) and winter (15-20 oC) in two age groups, 1 and 1.5 years old. Goats were divided into control and experimental groups. Experimental group was transported for 4.5 hours in an open truck while the controlled goats remained in a shaded pen. The effect of transportation, extreme ambient temperatures and age factors caused significant stress resulted in high rise in the plasma stress hormones, adrenaline, noradrenaline and cortisol during both seasons. Adrenaline and noradrenaline plasma levels were measured using high performance liquid chromatography, while cortisol was measured using chemiluminescence immunoassay. Rectal temperature varied during the experimental procedure. This investigation reveals that transportation under extreme temperatures can influence the stress level in both age groups which can be harmful to the health and the quality of meat.

**Keywords:** Transportation Stress, Temperature Stress, Physiological Stress, Cortisol, Catecholamines.

## **ESCHERICHIA COLI TETRACYCLINE-RESISTANT-GENES RELATIVE TO ANTIBIOTICS OVERUSE AND THEIR IMPACT ON THE ENVIRONMENT**

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### **ABSTRACT**

Tetracycline resistance (Tcr) is increasing dramatically, causing serious worldwide environmental problems. A total of 201 samples were collected from chicken intestine, human feces and treated-sewage-effluent (TSE). Hundred and eighteen *Escherichia coli* were isolated which were identified using MALDI-Biotyper. Single and multiplex PCR were used to screen isolates for 14 tet genes which only 7 tet genes (A, B, C, M, Q, W, 32) were found. The genes were sequenced and their identities were confirmed using BLAST, NCBI. Among the resistant isolates, tet A was the most frequent gene (83%) followed by tet B (78.5%) and tet 32 (38.5%) while the rest tet determinants occurred at a very low frequency. Many strains contained multiple Tcr determinants. Some strains contained 4 tet gene-combination, tet (A/B/C/32) and tet (A/B/M/32). The 4 tet gene-combination is reported for the first time in this region. The Tcr isolates showed a high variation of tet gene combination. The increase in the resistance of tetracycline with high diversification is an indication of overuse. Strict regulation and enforcement in this region is urgently needed to control and prevent the spread of resistant strains.

**Keywords:** *Escherichia Coli*, Tetracycline-Resistance, Treated-Sewage-Effluent, Chicken, Feces.

## **PCR BASED TECHNIQUE TO IDENTIFY BIOSURFACTANT PRODUCING BACTERIA DIRECTLY FROM OIL-CONTAMINATED SAMPLES**

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### **ABSTRACT**

The molecular biology techniques combined with surface activity analysis were used to identify biosurfactant producing bacteria from oil contaminated environment. We have collected several oil-contaminated soil samples and seventeen *Bacillus* strains isolated at Sultan Qaboos University, Oman. From those pure isolates and oil-contaminated soil samples DNA isolation and PCR amplification protocols were standardized. From these isolated DNA, the presence of genes responsible for lipopeptide biosurfactants production were analyzed. The surfactins and lichenysins are lipopeptide biosurfactants which are reported to be one of the best biosurfactants so far. The *Bacillii* spp. is reported to produce these kinds of lipopeptide biosurfactants. The presence of surfactin/lichenysin genes were checked using the primers: forward primer - srfA3/licA3F [5'-CAAAKCGCAKCATACCAAKTTGAG-3'], and reverse primer - srfA3/licA3R2 [5'-AGCGGAYATATTGATGCGGYTC-3']. After PCR reactions, the amplified genes were purified and sequenced using ABI - 3130XL Genetic Analyzer at Sultan Qaboos University, College of Science, Department of Biology. The sequences were edited and aligned using BioEdit program, and the similarities of the consensus sequences to existing sequences were obtained following NCBI - BLAST search tool (Basic Local Alignment Search Tool). Out of all 17 *Bacilli* strains and the oil contaminated soil samples, most showed presence of srf/lic genes in agarose gel. The pure isolates were screened for biosurfactant production in carbohydrate based minimal medium. The samples were screened for reduction in surface tension (ST) and interfacial tension (IFT). It was observed that the isolates which showed the presence of srf/lic genes were also producing the biosurfactant, thus reducing the ST and IFT, and vice versa. Thus, we hypothesize that the chances of identifying biosurfactant producing bacteria directly from different samples can be successfully improved by using molecular biology techniques.

**Keywords:** *Bacillus*, Biosurfactant, Surfactin, Lichenysin, Oil-contaminated Soil.

## **PRODUCTION OF CARBOXYMETHYL CELLULOSE BY A NOVEL CELLULOLYTIC BACILLUS SP. ISOLATED FROM COMPOST**

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### **ABSTRACT**

Eight cellulolytic bacteria were isolated from compost samples. All these isolates were identified as *Bacillus licheniformis* using 16S rDNA sequencing. The influence of carboxymethyl cellulose (CMC) concentration on cellulase production and microbial density was assessed for the eight isolates using 1% and 2% CMC medium. The induction of cell growth and enzyme activity was significantly high in 2% CMC medium than 1%. Among the eight isolates three bacteria B4, B8 and B7 exhibited the highest carboxymethyl cellulase (CMCase) activity. The maximum CMCase activity for B4 and B8 occurred after microbial growth reached the stationary phase but the maximum activity of B7 was observed during the log phase, after 4 h of incubation. It was found that reducing sugar liberated in CMC medium by the three isolates increased with the increasing CMCase activity. Moreover, significant correlation between cellulase activity and protein content was also observed. The viscosity decreased initially but increased during the later stages of fermentation. The crude cellulase from B7 strain showed activity towards carboxymethyl cellulose and filter paper but there was no detectable activity towards p-nitrophenyl- $\beta$ -D-glucopyranoside (PNPG). The CMCase showed optimum activity at 50°C and pH6.

**Keywords:** *Bacillus licheniformis*, Carboxymethyl Cellulase, Viscosity, Compost.

## **DIAGNOSTICS AND OPTIMIZATION OF CROPS' NITROGEN NUTRITION IN RAINFED CONDITIONS OF THE NORTHERN KAZAKHSTAN**

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### **ABSTRACT**

The results of year's research in diagnostics and optimization of the conditions of crops' nitrogen nutrition are considered in this article. The methodological approach to the evaluation of soil nitrogen state and crops with nitrogen is explicated. New method of determining the needs and dose calculation in nitrogen fertilizers with individual requirements of crop and the main factors defining their effectiveness is represented. A model predicting the effectiveness of fertilizers is presented. The developed technique allows purposefully manage soil nitrogen regime supplying optimization of nutrition and implementation of crops' potential possibilities.

**Keywords:** fertilizer, soil, diagnostics of nutrition, interrelation, optimal parameters, ways of management.

## **IS COSMOPOLITAN VALUE A THREAT TO INDONESIAN NATIONALISM?(A SECTIONAL SURVEY RESEARCH ON HIGH SCHOOL IN CIMAHI WEST JAVA)**

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### **ABSTRACT**

Cosmopolitan values contains two different sides in relation to the value of nationalism, on the one hand strengthen nationalism, but on the other hand it erodes the spirit of nationalism. Based on empirical findings which indicate a significant and positive effect between the cosmopolitan nationalism, the results of this study provide the following information. First, cosmopolitan values significant impact on the attitude of nationalism. Second, one way to improve students' attitudes nationalism is to increase understanding on the concept of nationalism to cosmopolitanism that strengthen students more clearly. Third, these findings provide confirmation of the theory - the theory that nationalism is influenced by cosmopolitan values, especially in terms of morals, politics, and culture. Cosmopolitan values good and healthy will have a positive impact on the students when learning Civic Education provide a strong foundation in providing a framework of nationalism to cosmopolitanism. In Civic Education learning, the values of cosmopolitan that is expected to erode the values of nationalism must be addressed by providing a frame of Indonesian nationalism.

**Keywords:** Cosmopolitan Values, Nationalism, Globalization.



## **MODEL IMPACT RESISTANCE OF BIO-TEXTILE FABRICS COMPOSITE FROM AGAVE AND PINEAPPLE LEAF FIBERS**

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### **ABSTRACT**

The objective of this research is a comprehensive model is presented to study the deformation and damage to bio-textile fabrics composite from agave and pineapple leaves fibers under small projectile impacts. The approach dynamically follows the strain wave propagation along each individual yarn away from the impact point. As in previous work the mechanics of wave propagation is formulated in terms of impulse-momentum balance equations, which are solved at each fiber crossover using a finite different technique. Our approach explicitly considers the various projectile characteristics namely; mass, velocity and shape, as well as all fiber properties such as denier, modulus, and tenacity (tensile strength). Even more importantly the model allow to account for slippage of yarn at crossovers and within the clamps. In previous work, slippage of yarn and fracture processes are described with a kinetic approach, which explicitly accounts for their dependence on impact rate. Results of model are in good quantitative agreement with published experimental data on single ply and several plies bio-textile fabric composite. They also clearly indicate that yarn slippage through clamps often seen experimentally is responsible for some salient features observed in ballistic data.

**Keywords:** Bio-Textile Fabric Composite, Projectile, Impacts, Tenacity, Crossover.

## **AIR POLLUTION AND SHADING AS POSSIBLE FACTOR AFFECTING NUMBER OF ALGAL CELLS (CHLOROPHYTA: COCCOMYXA CONFLUENS)**

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### **ABSTRACT**

Terrestrial algae, one of the many important living things for the earth's ecosystem are abundant in large spectrum such as on tree barks, stones, walls and plastics. The objectives of this research were to assess the effect of shading towards the number of algal cells inhabiting 30 free standing trees. Besides that, this study also looks into the number of algal cells in polluted and unpolluted environment. The results of this study showed that epiphytic terrestrial algae were found to grow abundantly in polluted environment as opposed to unpolluted ones. The algae are believed to be able to tolerate high amount of air pollutants such as carbon dioxide, carbon monoxide and many nitrogenous gases. Shading also appeared to influence the number of algal cells where the area with less shade provide better living ground for the algae. The number of algae is directly proportional to the amount of light they received. Therefore, this study provides a useful baseline data on some pollutant-tolerant algal species.

**Keywords:** Abundance, Algae, Banting, Kuala Lumpur, Non-Polluted Area, Polluted Area.

## **MOTIVATION, TASK ORIENTATION AND EGO ORIENTATION INFLUENCE FLOW EXPERIENCE AMONG GOLFER**

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### **ABSTRACT**

The popularity of golf sport in Malaysia has been linked to growing demands and this trend is expected to continue. Most of the golfers seek specific needs and wants to meet their motivations satisfaction. Several studies have explored motivating factors for sports participation among people, but limited data available regarding factors motivating golfer to participate in sport by adopt the flow theory. The flow theory is actually focuses on explaining the motivation quality experiences in the sport setting. Therefore, the purpose of this study that is to determine the relationship among motivation, task orientation, ego orientation, and flow experiences influence golfer's motivation at Seremban International Golf Club (SIGC), Negeri Sembilan, Malaysia. By using the by using random sampling, a total of 100 ( $n=100$ ) golfer was interview using quantitative methods. Pearson correlation demonstrated that motivation and ego orientation directly influence flow experience among golfer ( $\text{sig}=0.00$ ,  $p < 0.05$ ), while only task orientation is not significant ( $\text{sig} = 0.25$ ,  $p < 0.05$ ) influence flow experience. Thus, club managers need to manoeuvre the marketing strategy and focus on social aspect for the golfer engaging in golf and create pleasure experience. Future research needs to investigate the differences between ego and task orientation that influence flow experience among others sports setting.

**Keywords:** Motivation, Flow Experience, Golfer, Task Orientation, Ego Orientation.

## **PARTNERSHIP BETWEEN MIDWIVES AND TRADITIONAL BIRTH ATTENDANTS (TBAS) IN THE WORK HEALTH DISTRICT MINASATE'NE PANGKEP 2014**

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### **ABSTRACT**

**Background:** According to WHO (2007) Indonesia ranks fourth-highest maternal mortality rate in 2005 when compared to the world's developing countries. One of the many health cases still occur in Indonesia is to aid delivery by TBAs. In fact, almost all Indonesian people living in both rural and urban areas prefer to be assisted by TBAs. The proportion of deliveries according to place of birth in Indonesia is as much as 55.4% in health facilities, 1.4% and 43.2% in Polindes at home and other places (51.9% and 40.2% helped midwife helped shaman). Minasate'ne district health center. Minasate'ne Kab. Pangkep partnership program has been running since the year 2010. This study aimed to determine the behavior of the partnership between midwives and traditional birth attendants in the Puskesmas Minasate'ne.

**Methods:** The study was a quantitative research approach of "cross sectional" with a total sample of 32 people. In this study using a questionnaire as a data collection instrument is then processed by using a computer and presented in table accompanied by an explanation. To determine the relationship between the independent variable on the dependent variable, the chi-square test was used.

**Results:** The results showed that the partnership midwives and traditional birth attendants can be in the good category 46.9% and 53.1% unfavorable. Based on the results of the bivariate analysis, the  $p\text{-value} < \alpha (0.05)$  to obtain that there is a relationship between knowledge, attitudes, facilities, training, and regulations with the partnership between midwives and birth attendants in Puskesmas Minasate'ne Pangkep, while for supervision no association with the partnership between midwives and traditional birth attendants because the value of  $p = 0.229$  or  $p > \alpha (0.05)$ .

**Suggestion:** This study suggests that health workers in health centers Minasate'ne further enhance the knowledge, skills, equip the facility, as well as supervision of midwives and traditional birth attendants in the partnership program run by providing some forms of training are very helpful for birth attendants and midwives in the running its role as a partner.

**Keywords:** Partnership, Behavioral Factors, Midwives, Traditional Birth Attendants.

## **TRACK D: ENGINEERING**

## **ROTATING A MEMS IMU FOR A FOOT-MOUNTED PEDESTRIAN NAVIGATION**

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### **ABSTRACT**

Pedestrian navigation especially indoors suffers from the unavailability of useful GNSS signals for positioning. Alternatively, a low-cost Inertial Measurement Unit (IMU) positioning system that does not depend on the GNSS signal can be used for indoor navigation. However its performance is still compromised because of the fast-accumulating heading drift error affecting such a low-cost IMU sensor. This results in a huge positioning error when navigating more than a few seconds using only the low-cost sensor. In this paper, real field trials results are presented when a foot-mounted IMU is rotated on a single axis. Two promising results have been obtained. First, it mitigates the heading drift error significantly and second, it increases the observability of IMU z-axis gyro bias error. This has resulted in a greatly reduced error in position for the low-cost pedestrian navigation system.

**Keywords:** Heading Drift, IMU, Pedestrian Navigation.

## **TEST MANAGEMENT SYSTEM FOR CONCURRENT AND MASSIVE ORAL TEST (CASE STUDY: ENGLISH SUBJECT ON SAS TELKOM UNIVERSITY)**

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### **ABSTRACT**

This paper addresses the problem of implementing concurrent and massive oral test with limited instructor using Multimedia Networking technology. It takes the case study of English lessons in simulated environment (inside laboratory).

I have found that pronunciation and speech are very vital aspects in English skill and certification. Until now (at SAS Telkom University) the test is still undergone manually face to face 1:1 that spending too much time and fatigue for lecturer to examine straightway for massive participants. The proposed solution is mixing the power of Adobe© flash based e-learning technology to deliver questions and computer networking system to collect massive voice-in-file answers to be examined later. The result is impressive. Lecturer can split the time between administering the test and assessing it. The solution makes great time efficiency and reduce fatigue risk for lecturer.

**Keywords:** Oral Test, Concurrent, Massive, Multimedia Networking, E-learning.

## **THE ROLE OF TRANSFORMATIVE IT CAPABILITY ON INCREASING ORGANIZATIONAL INNOVATIVENESS IMPACT ON SUSTAINABLE COMPETITIVE ADVANTAGE**

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### **ABSTRACT**

This basic research applies a causality model to explain the relationship between IT Capability and organizational innovativeness impact on competitive advantage. All of those latent variables are revealed through a set of indicator variables that can be measured through a survey. Data sample are collected from 210 Telkom's managers who were responsible in achieving business targets, and analyzed using SEM Lisrel statistic software.

There are at least two groups of controversial opinions in concluding the relationship between IT capability and competitive advantage. The first group argues that the IT capabilities have impact on competitive advantage because these capabilities help organizations to innovate, and those are able to create uniqueness. The second group concluded that IT capability has no effect on the competitive advantage due the fact that IT investment are easily duplicated by competitors.

With triple-loop learning approach, IT capabilities are then analysed and classified into tree levels of capabilities to find a capability which has close relation to sustainable competitive advantage. The grand theoretical model and the empirical evidence provide an important foundation to develop a comprehensive theory for formulating the role of IT capabilities on organizational innovativeness leads to sustainable competitive advantage. Management should develop capability to provide infrastructure for information exchange, operationalize new conception, and reconfigurable IT resources. This new dynamic and contextual IT capability, then called as Transformative IT Capability.

**Keywords:** Transformative IT Capability, Triple-Loop Learning, Organizational Innovativeness, Sustainable Competitive Advantage.



## **ARCHITECTURAL FRAMEWORK FOR INDEPENDENT REPORTING SYSTEMS**

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### **ABSTRACT**

As the economic challenge emerge, enterprise should be very considerate in extracting information as the basic reference in making strategic decision. To meet the need of good management and providing valid information, data management is a must for enterprise. Reporting became a crucial component of data management and a fundamental process for enterprise as well. Reporting is required to present a clear picture of the current state of the enterprise to its global strategic planning. This is one of the main reasons why enterprise implements reporting systems. New problem arise when main information systems where the reporting system embedded often changed. In an information system, changes in one component often influence other components to change so. The domino effect of one changing component in main information system should not affect the reporting system being attached. Therefore, the reporting system should be developed based on adaptive architecture in order to easily settle in to changes that may happen in main information system. This research was conducted by analyzing previous system architectures and related application development approaches, observing basic components and modules on reporting systems, and in the end proposing new architectural framework that is intended to solve the problem.

**Keywords:** Reporting Systems, Information Systems, Architecture.

## COMPONENT BASED MODEL FOR GENERAL REPORTING SYSTEM ENGINE

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### ABSTRACT

Information systems implementation impacts enterprise behavior of running business and in the same time arise new challenges. Nowadays, enterprise faces the challenges related to data management. One of common forms of utilizing technology in data management is reporting. Reporting plays a key role as the basic reference of decision making. Reporting systems are expected to assure interoperability with other systems, accommodate multi data sources, provide varied format option, and can be used easily. To meet these needs, it is necessary to be constructed a model that can be a reference in developing reporting systems engine.

The objectives of this research is to propose a new model that assure the reporting system being developed meet the functional requirement while also give independency to components inside the engine. The model is formulated through the following steps: comparing some approaches in system development, identifying components and modules needed in reporting engine, and analyzing technologies used in reporting systems.

**Keywords:** Reporting Systems, Data Source, Interoperability, Engine, Components.

## **INTEGRATED AND EFFICIENT ATTENDANCE MANAGEMENT SYSTEM BASED ON RADIO FREQUENCY IDENTIFICATION (RFID)**

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### **ABSTRACT**

Mostly companies or organizations need systems to record their employee attendance. Employee attendance data is very important for companies as one of the parameters to assess performance and discipline of their employees. Nowadays, there are a variety of attendance recording mechanism from manual system to biometrics systems. In this study will be discussed about attendance management system based on Radio Frequency Identification (RFID) technology. RFID is one of enabler technology for Internet of Things (IoT) which is currently being developed. That application of IoT concept can provide solution for many problems that occur in the society, one of them is attendance management system. That system is part of Human Resource Management System (HRMIS) which is the system has been developed has high flexibility to integrate with another system, has transaction processing speed better than biometrics system, and requires an efficient investment for devices. Currently, attendance management system based on RFID has been deployed and running in the production environment and widely used in the Telkom University.

**Keywords:** Internet of Things, Radio Frequency Identification, Attendance Management System.

## **MAPPING, SEARCHING AND ROUTING TELECOMMUNICATIONS DEVICE USING GOOGLE API**

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### **ABSTRACT**

Access Division of PT.XYZ is one of the communication service provider in Indonesia have difficulty in mapping and searching so many telecommunication devices and are spread throughout the XYZ city. The process of mapping the manual and search the device using GPS is considered less effective. It is therefore necessary that the application can be a solution in the mapping and telecommunication devices. The design and implementation of object-based applications using the Waterfall model, using JSP (Java Server Pages), MySQL database and the Google APIs. Testing conducted using blackbox testing methods. The results showed that the application provides convenience in mapping, by means of a telecommunications device to enter data in the form of coordinates will be displayed in googlemaps which will be accessible by field workers, so that field personnel can easily find these telecommunication devices. In addition, the application can also provide estimates of the path to find a telecommunications device.

**Keywords:** Mapping, Searching, Google API.

## **WEBSITE IN INDONESIAN RADIO BROADCASTING INDUSTRI: LIVE STREAMING AND PODCASTING**

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### **ABSTRACT**

The presence of new internet medium phenomenon has bring significant change in the Indonesian broadcasting world. Radio broadcasting institution continue to develop with their transmission technology and audio application. Any situation in the develop of radio technology always adapt with the purpose to maximise performance in manging, especially work on the market that satisfy public according to people dynamics. Radio broadcasting will never die as the develop of radio broadcasting still exist. Literature said that would be wrong if assume internet as competitor of radio broadcasting media, and more precisely internet as a partner, because radio broadcasting institution use internet as a new media to expand their broadcasting range from local to a global size. The usage of internet communication technology by radio broadcasting institution today is equipped by website. This study recommended live streaming and podcasting as a creative radio website.

This research use qualitative approach that still unpopular to asses conventional radio internet media integration to private broadcasting radio with data collection method by direct observe, interview, and documentation research. In this research, researcher choose speaker that understand about the radio broadcasting website. Speaker selection was purposive, and choose by particular purpose. Analysis data technique using the qualitative approach, data obtained from many source with many method (triangulation) and continuously until the data saturate. Researcher also analyze data with sorting the data size, organizing with interpretation, give interpretation meaning about analized data with 3 systematic analyze aspects namely data reduction, data display, and conclusion.

This study explain that website will be crucial to increase performance in radio broadcasting now and later. This study found that radio broadcasting nowadays use transmission from air (broadcast) by voice and sound also live streaming or podcast streaming through the internet (network) by voice, text, picture, and video.

**Keywords:** Radio Website, Live Streaming, and Podcasting.

## **ENHANCED SIMPLIFIED HYBRID, ENERGY-EFFICIENT DISTRIBUTED CLUSTERING**

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### **ABSTRACT**

Different from the traditional ad-hoc network which have limited network size of implementation, the wireless sensor network technology can be applied in a much various ways. A method that can ensure the high scalability of wireless sensor network. sHEED (Simplified Hybrid., Energy-efficient, Distributed Clustering) protocol used in wireless sensor network to reduce energy consumption. Multi-level clustering is one method that can increase the efficiency of communication between nodes in the wireless sensor network that influence its lifetime and scalability of network that has been established. This paper put forward enhanced sHEED by reducing its inter-cluster communication cost by introduce super CH concept which was tested with network lifetime (first and last node death), energy ratio, PLR (Packet loss Ratio) and Convergence Delay parameter.

**Keywords:** Multi-Level Clustering, Energy Efficient, Wireless Sensor Network.

## **SAFETY CRITICAL COGNITIVE RADIOS WIRELESS SENSOR NETWORK FOR UAV HEALTH MONITORING**

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### **ABSTRACT**

A cognitive radios wireless sensor network is one solution of scarcity of spectrum access. The purpose of this paper is to learn more about emerging application of cognitive radios wireless sensor networks especially in aviation. This paper describes the advantages of cognitive radios wireless sensor networks improving spectrum utilization and increasing communication quality.

Cognitive radios are able to overcome the limitations associated with coverage bandwidth, time synchronization. Cognitive radios are intelligent system so that can dynamically adapt their access system, transmission waveform, and networking protocols. In the aviation real-time communication is an absolutely necessary and safety critical is kind of hard real time. With the rapid adaptability of cognitive radios allows realtime ambience to happen. Selection protocols and corresponding scheduling system is an important thing to do to gain hard realtime communication. Sensors are connected to network based cognitive radios is facilitated in sending the data in real time, so monitoring process of the UAV performance can be done well.

**Keywords:** Cognitive Radios, Protocol, Safety Critical, Real Time, UAV.

## **CONFLICT RESOLUTION ANALYSIS OF WASTE-BASED POWER GENERATION CONSTRUCTION PLAN'S CONFLICT IN GEDEBAGE, BANDUNG CITY USING GRAPH MODEL FOR CONFLICT RESOLUTION (GMCR)**

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### **ABSTRACT**

The purpose of this study is to analyze the conflict resolution in PLTSa construction plan in Gedebage using the Graph Model for Conflict Resolution (GMCR). This conflict is motivated by the government plan to build PLTSa to overcome problem of waste in the city. However, the plan has not been agreed by the various parties, resulting a conflict. This is an exploratory research which is conducted to clarify and define the problem so that problem formulation can be made quickly. In this research, data was collected through interviews, questionnaires and literature review. Informants of this study are the parties to the conflict, namely PT Cempaka Arumpermai Estate, city of government, residents of Griya Cempaka Arum, Wahana Lingkungan Hidup (WALHI) as NGOs and environmental experts.

**Keywords:** GMCR, Conflict Management, PLTSa Gedebage.



## **IMAGE PROCESSING, OPTIMIZATION OF JPEG2000 IMAGE COMPRESSION STANDARD**

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### **ABSTRACT**

In this paper, will be compared compression based on DTCWT (Dual Tree Complex Wavelet Transform) method with JPEG2000 for remote sensing image compressing. In the JPEG2000 standard encoding, core processes using DWT (Discrete Wavelet Transform) method, while on the other hand there are DTCWT method which has better compression performance. Based on these facts, the results of this study will be compared between the JPEG2000 image compressions, which uses DTCWT, with the existing JPEG2000 standards, using DWT.

**Keywords:** DWT, DTCWT, JPEG2000.

## **TRACK E: HEALTH & MEDICINE STUDIES**

## **PRACTICE OF “LONG DISTANCE TREATMENT” METHOD AMONG HEALING PRACTITIONERS IN MALAYSIA: ANALYSIS FROM ISLAMIC PERSPECTIVE**

**Khadher Ahmad<sup>1</sup>, Sedek Ariffin<sup>2</sup>, Monika@Munirah Abd Razzak<sup>3</sup>,  
Ishak Hj Suliaman<sup>4</sup> and Fauzi Deraman<sup>5</sup>**

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### **ABSTRACT**

Long distance treatment is one of the methods used by the Islamic Alternative Treatment Centres in Malaysia. Through this method, the practitioners do not face the patients in person, but use other approaches according to their own skills and practices. This arouses doubts in their treatment because it is done without meeting the patients. The question is, is this method of treatment allowed in Islam? This article seeks to analyze the views of scholars and make juristic law, basically on the use of this method in the treatment of disease. Through field studies at 23 Islamic Treatment Centers in Malaysia, the data relating to the use of the long distance treatment was gathered using interviews and direct observations. Thus, the study found that there is only one hadeeth which has divergent meaning (mafhum mukhalafah) that can be understood, concerning the usage of this method (Long distance treatment). Basically it was allowed by the Prophet S.A.W. Overall, from an Islamic perspective, the practice of this treatment can be divided into two different views, [First] It is allowed based on certain conditions, and [Second] The method is prohibited and illegal.

**Keywords:** Islamic Medical Treatment, Long Distance Treatment, Disease Treatment, Malaysia.

## **CHROMOSOMAL ANALYSIS AND NORS POLYMORPHISM OF BAGARIUS SUCHUS (SILURIFORMES: SISORIDAE) BY CONVENTIONAL BANDING AND FISH TECHNIQUES**

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### **ABSTRACTS**

In the present study, conventional staining, NORs banding and molecular cytogenetics with Fluorescence in situ hybridization (FISH) using 18S rDNA and telomeric probes, were performed on the chromosomes of crocodile catfish, *Bagarius suchus* (Siluriformes, Sisoridae). The results revealed that the diploid chromosome number (2n) is 56 chromosomes and the fundamental number (NF) is 102 in both sexes. The karyotype composed of 17m+17sm+12a+10t. The nucleolar organizer regions (NORs) were detected by Ag- NORs banding and 18S rDNA probe mapping. The 18S rDNA are terminally located on the short arm adjacent to the telomere of the single pair of the 1st chromosome pair whereas NOR-bearing chromosome is only one chromosome of the 1st chromosome pair (1a 1b, polymorphic characteristic) at the subtelomeric region of the short arm. Moreover, FISH with telomeric probe (TTAGGG) n showed hybridization signals on each telomere of all chromosomes and interstitial telomeric sites were not detected.

**Keywords:** Chromosome Analysis, Polymorphism, Conventional Staining, Ag-Nors Banding and FISH Technique.

## **VIRAL LOAD FROM TISSUE BRUSHING AND PERIPHERAL BLOOD OF NASOPHARYNGEAL CARCINOMA FROM MAKASSAR BEFORE AND AFTER TREATMENT**

**<sup>1</sup>Eka Savitri, <sup>2</sup>Sofia Mubarak Haryana and <sup>3</sup>Anwar Mallongi**

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### **ABSTRACT**

The aim of this study is to compare the plasma of Epstein Barr Virus (EBV) DNA load and viral load of tissue brushing correlate of Nasopharyngeal Carcinoma (NPC) from Makassar before and after treatment. This research applied an analytic study to all 39 NPC's cases that have been informed to be recruited and every case have signed their informed consent. EBV DNA plasma was examined using RT-PCR as written by the manufacturer. Primer used in this study were QP1, QP2, and internal hybridization probes fluorogenic LC N EBNA and EBNA FLN (TIBMO Biol, Berlin, Germany). Real-time PCR reagents from Roche Diagnostics (Almere, Netherlands). The distribution of cases was based on anaplastic histopathological status. Results indicated that distribution of cases based on pathology anatomy are: type I (Carcinoma of squamous cell with ceratinized) was 1 case, type II (Differentiated carcinoma without ceratinized) was 13 cases, and type III (Anaplastic) was 25 cases. The absolut specificity indicated that EBV viral load from brushing is more specific for NPC compared to serum. Sensitivity (67.6%), Specificity (100%) and accuracy (69,2%) indicated that brushing is quite sensitive to be used as diagnostic for NPC compare to serum. The average of viral load from brushing before tretment was 370959680.9 and viral load plasma was 109324.6. The average of viral load from brushing after treatment was 192995.3, and viral load plasma was 981.6. In conclusion, EBV DNA of viral load can be used as a marker for the presence of NPC and the progression of the disease.

**Keywords:** Brushing, nasopharyngeal cancer, EBV, viral load, diagnostic

## YAHYA IBN 'ADI ON PSYCHOTHERAPY

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### ABSTRACT

Among Christian scholars who especially distinguished themselves in the 10th/11th century Islamic Baghdad were Yahya Ibn 'Adi (d.974), Ibn Zur'ah (d.1008), Ibn al-Khammar (d.1017) and Abu 'Ali al-Samh (d.1027). Some of these Christian translators were no longer relying on the Caliphs or other patrons of learning, but often found their own means of living which in turn prolonged their own academic interest. Consequently, some of them were no mere translators any more, but genuine scholars. The chief architect among them was Yahya Ibn 'Adi. He was not only the leader of his group but was also dubbed as the best Christian translator, logician and theologian of his times. This is justified, in addition, by his ample productivity in those fields of enquiry. A considerable number of such works have evidently been used by contemporary and later writers, and have also reached us today. Hence we consider that it is in these aspects that his distinctive contributions to scholarship lie, and therefore he deserves more serious study. Thus, this qualitative study which applies conceptual content analysis method, seeks to make an analytical study of Yahya Ibn 'Adi's theory of psychotherapy as reflected in his major work on ethics, Tahdhib al-Akhlaq (The Refinement of Character).

**Keywords:** Yahya Ibn'Adi, Soul, Character, Psychotherapy, Plato's Trichotomy of the Soul.

## **PRETERM BIRTH PREVALENCE AND ITS RELATED RISK FACTORS: A TWO- STAGE STUDY**

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### **ABSTRACT**

Preterm birth, defined as childbirth occurring at less than 37 completed weeks or 259 days of gestation, is a major determinant of neonatal mortality and morbidity and has long-term adverse consequences for health. This study was conducted to determine the prevalence of preterm birth and to identify its related risk factors, using a proper study design on a sufficient sample of a well-defined population in one hospital which is located in south-east of Iran. This research was carried out as a two-stage study. At first the prevalence of preterm birth was estimated using a cross-sectional study among 1000 of neonates. Sample size was estimated based on statistical formula and all of the new alive births were enrolled in study until completion of sample size and then risk factors of preterm birth were evaluated by use of a case-control study (Case: neonate with gestational age <37 weeks and Control: neonate with gestational age  $\geq 37$  weeks). Preterm prevalence was 6.1%. In final model, Low Birth Weight (LBW) (Odds Ratio=36.15), high risk pregnancy (OR=2.75) showed significant statistical association with preterm birth ( $P < 0.05$ ). According to our findings, preterm prevalence was not much higher than expectation and we think, it is resulted from socioeconomic development and especially health promotion during two recent decades. There was strong collinearity between prematurity and LBW and serious control of high risk pregnancies leads to significant reduction in preterm birth.

**Keywords:** Preterm Birth, Case-Control Study, Risk Factors, Iran.

## **ASSESSING THE POTENTIAL ENVIRONMENTAL AND HEALTH RISKS OF MERCURY IN AQUATIC HABITAT DUE TO ARTISANAL BULADU GOLD MINE IN GORONTALO PROVINCE, INDONESIA**

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### **ABSTRACT**

Total mercury (THg) in water column, sediment, and aquatic biota as well as environmental and health risks at artisanal Buladu gold mine and vicinity areas of Gorontalo Province, Indonesia were investigated. THg was determined by CV-AAS (Cold Vapor Atomic Absorption Spectrophotometer; Spectr. AA6200) after NaBH<sub>4</sub> (Sodium Borohydride) reduction, with detection limit was of 0.001 µg L<sup>-1</sup>. Based on the results of field measurements, the highest levels of THg concentrations in water column, sediment and shells in uncontaminated track were 41µg L<sup>-1</sup>, 5238 µg kg<sup>-1</sup>dw, 215 µg kg<sup>-1</sup>ww for *Bellamnya javanica* and 397µg kg<sup>-1</sup>ww for *Mya arenaria*, respectively, whereas in contaminated track, the significant elevated THg were found about 123µg L<sup>-1</sup>, 5612 µg kg<sup>-1</sup>dw, 1455µg kg<sup>-1</sup>ww for *Bellamnya javanica* and 1745µg kg<sup>-1</sup>ww for *Mya arenaria*, respectively. In addition, the estimated weekly intake (EWI) of Hg for *B. javanica*, *M. arenaria* and *Thunnus* sp. exceeded the accepted maximum tolerable weekly intake of 0.005 µg kg<sup>-1</sup> bw. Nevertheless, THQ values were still less than 1 with the maximum levels of 0.06, 0.11 and 0.69, respectively. These results suggested that Hg containing wastewater discharged into the Buladu River and the atmospheric fallout from Hg emission were the two major sources of Hg inputs in the areas of interest.

**Keywords:** Gold Mining, Mercury Distribution, Aquatic Habitat, Weekly Intake, Hazard Quotient.



## **FACTORS ASSOCIATED WITH MATERNAL BEHAVIOR IN EXCLUSIVE BREASTFEEDING BABY AGES 6 TO 11 MONTHS IN MAWASANGKA DISTRICT BUTON 2014**

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Correspondence: <sup>1</sup>fairus.p.idris@gmail.com

### **ABSTRACT**

**Background:** Babies who are fed with formula milk are likely to die in the first month of his birth. And the opportunity was 25 times higher than babies who are breastfed by his mother Exclusive. The number of cases of malnutrition in children under two years old who had struck the Indonesian region can be minimized through exclusive breastfeeding. Therefore, exclusive breastfeeding naturally be made as a priority program in our country is growing. Based on preliminary data obtained at the health center over a period of two years Mawasangka tehitung 2011 ASI coverage 330 ( 39.6 % ) infants , and in 2012 amounted to 404 ( 48.48 % ) infants , and in 2013 January to May totaled 124 ( 6.2 % ) infants.

**Methods:** The aim of this study was to determine factors associated with maternal behavior in exclusive breastfeeding in infants aged 6 to 11 months in the Work Area Health Center Mawasangka Mawasangka District of Buton. This study was an observational analytic study with cross sectional design. Sampling was performed using total sampling conducted by interview of 124 respondents using statistical analysis was done by Chi - Square test.

**Result :** The result showed that There is a relationship between knowledge of exclusive breastfeeding in infants aged 6 to 11 months (  $p = 0.009$  ) , there was no relationship between attitudes towards exclusive breastfeeding in infants aged 6 to 11 months (  $p = 0.123$  ) , there is a relationship between the promotion of exclusive breastfeeding to exclusive breastfeeding in infants aged 6 to 11 (  $p = 0.014$  ) , there was no relationship between the culture of exclusive breastfeeding in infants aged 6 to 11 months (  $p = 1.000$  ) , there is a relationship between a husband to support breastfeeding exclusively in infants aged 6 to 11 (  $p = 0.000$  ) , there is a relationship between the health worker to support exclusive breastfeeding in infants aged 6 to 11 months (  $p = 0.001$  ) .

**Recommendation:** It should be given a more in-depth information to Mother about exclusive breastfeeding, as well as understanding and giving proper time through posters, banners, advertisements and brochures. It should be given cultural understanding related to maternal health, such as the culture of the poor colostrum.

**Keywords:** Exclusive Breastfeeding, Knowledge, Attitudes, Culture, Husband Health Workers Support.



## **FAKTOR RISIKO KEJADIAN KOINFEKSI TB PADA PENDERITA HIV/AIDS DI RSUD LABUANG BAJI MAKASAAR TAHUN 2014**

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### **ABSTRACT**

Tuberkulosis (TB) merupakan penyakit infeksi oportunistik yang paling sering dijumpai pada infeksi HIV. Koinfeksi HIV-TB sekarang ini merupakan penyebab mortalitas utama di dunia dikarenakan oleh agen infeksius tersebut.

Penelitian bertujuan untuk mengetahui faktor risiko riwayat merokok, riwayat mengkonsumsi alkohol dan status IMT terhadap kejadian Koinfeksi TB pada penderita HIV/AIDS di RSUD Labuang Baji Makassar. Penelitian adalah penelitian observasional analitik dengan rancangan case control. Sampel dibagi menjadi dua yaitu kasus dan kontrol sebesar 23 kasus dan 46 kontrol sehingga total responden sebanyak 69 orang. Pengambilan sampel dilakukan dengan menggunakan teknik Accidental Sampling.

Hasil penelitian menunjukkan bahwa risiko riwayat merokok terhadap kejadian Koinfeksi TB dengan tingkat kepercayaan 95% diperoleh nilai OR = 5,6, risiko riwayat mengkonsumsi alkohol terhadap kejadian Koinfeksi TB dengan tingkat kepercayaan 95% diperoleh nilai OR = 2,91 dan risiko status IMT terhadap kejadian Koinfeksi TB dengan tingkat kepercayaan 95% diperoleh nilai OR = 5,65.

Kesimpulan Riwayat merokok merupakan faktor risiko kejadian koinfeksi TB, riwayat mengkonsumsi alkohol merupakan faktor risiko tidak bermakna dengan kejadian koinfeksi TB, Sedangkan status IMT merupakan faktor risiko kejadian koinfeksi TB. Saran Diperlukan suatu strategi pelayanan kesehatan yang lebih baik untuk meningkatkan pengendalian dan pencegahan TB pada pasien HIV/AIDS.

**Keywords:** Koinfeksi TB dan HIV/AIDS, Riwayat Merokok, Riwayat Mengkonsumsi Alkohol, Status IMT.

## **FUTURE EVENTS**

**2nd INTERNATIONAL CONFERENCE ON  
“Innovation Challenges In Multidisciplinary Research &  
Practice” (ICMRP-2014)**



**Date:** December 17-18, 2014

**Venue:** Pearl International Hotel Kuala Lumpur Malaysia

**Conference Email:** [icmrp2014@globalilluminators.org](mailto:icmrp2014@globalilluminators.org)

**Abstract Submission Date:** November 30, 2014

**Full Paper Submission Date:** December 05, 2014

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

**Conference Main Tracks**

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- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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**INTERNATIONAL CONFERENCE ON**  
“Global Issues in Multidisciplinary Academic Research”  
(GIMAR- 2015)”



**Date:** January 05-06, 2015

**Venue:** Hotel Novotel Dubai, UAE

**Conference Email:** gimar2015@globalilluminators.org

**Abstract Submission Date:** December 10, 2014

**Full Paper Submission Date:** December 25, 2014.

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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**INTERNATIONAL CONFERENCE ON**  
“Multidisciplinary Innovation in Business Engineering  
Science & Technology” (MI-BEST- 2015)”



**Date:** February 25-26, 2015

**Venue:** Century Park Hotel Manila, Philippine.

**Conference Email:** mibest2015@globalilluminators.org

**Abstract Submission Date:** January 10, 2015

**Full Paper Submission Date:** January 25, 2015.

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

**Conference Main Tracks**

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**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON**  
**“Trends in Multidisciplinary Business and Economic**  
**Research” (TMBER- 2015)”**



**Date:** March 25-26, 2015

**Venue:** Holiday Inn Bangkok Silom, Thailand.

**Conference Email:** tmber2015@globalilluminators.org

**Abstract Submission Date:** February 10, 2015

**Full Paper Submission Date:** February 25, 2015.

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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**2<sup>nd</sup> INTERNATIONAL CONFERENCE ON**  
**“Global Trends in Academic Research”**  
**(GTAR- 2015)”**



**Date:** April 20-21, 2015

**Venue:** Telkom University Bandung, Indonesia.

**Conference Email:** gtar2015@globalilluminators.org

**Abstract Submission Date:** February 10, 2015

**Full Paper Submission Date:** February 25, 2015.

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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**INTERNATIONAL CONFERENCE ON**  
“New Directions in Multidisciplinary Research & Practice”  
(NDMRP- 2015)”



**Date:** May 12-13, 2015

**Venue:** Istanbul GONEN Hotel, Istanbul, Turkey.

**Conference Email:** ndmrp2015@globalilluminators.org

**Abstract Submission Date:** February 10, 2015

**Full Paper Submission Date:** February 25, 2015.

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

**Conference Main Tracks**

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## **2<sup>nd</sup> INTERNATIONAL CONFERENCE ON**

**“Multidisciplinary Innovation for Sustainability and Growth”  
(MISG- 2015)”**



**Date:** June 2-3, 2015

**Venue:** Pearl International Hotel Kuala Lumpur Malaysia.

**Conference Email:** misg2015@globalilluminators.org

**Abstract Submission Date:** February 10, 2015

**Full Paper Submission Date:** February 25, 2015.

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Business , Management and Economics Studies
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ISBN 9789699948077



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