



**IConBEM**

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and Engineering Management

# ABSTRACT BOOK

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and Engineering Management (IConBEM)

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## KEYNOTE SPEAKERS



Prof Prof. Elizabeth L. Rose  
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### **The Importance of Entrepreneurship in a Post-Covid World**

Entrepreneurial activity is a key driver of the global economy, and micro-, small-, and medium-sized enterprises (MSMEs) represent fascinating opportunities for research. The pandemic has created both serious challenges and real opportunities for MSNEs, altering customers' expectations and affecting the ways in which businesses can and do operate. Addressing the challenges – and embedding the positive developments – will require cooperation and coordination among a wide variety of stakeholders.



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### **Alternatives To Hierarchical Organizing**

Recently, there has been a growing interest in a flatter, less-hierarchical forms of organizing. Gary Hamel predicted the death of bureaucracy in 2011 in a famous Harvard Business Review article. In 2014 Frederic Laloux published a global bestseller “Reinventing organizations” where he introduced pioneers of less-hierarchical organizations, the Dutch home care provider Buurtzorg and the French manufacturing company Favi, for example. These examples, as many other companies that have adopted post-bureaucratic or even boss-less modes of organizing have provided promising examples of how this might result in increased job engagement, profitability and customer satisfaction.

Organizations that challenge the traditional hierarchical structure have also been in the interest of recent academic research. Research has shown that post-bureaucratic, self-managing organizations solve universal problems of organizing in a different way than traditional hierarchies. Instead of relying on managerial command and control, these organizations use shared decision-making and fluid organizing to achieve company goals. Self-managing organizations decentralize authority so that no employee can expect that her decision will be overrun by someone only because of a higher position in the organization chart (Lee & Edmondson, 2017). This will inevitably result in new configurations of managerial control and employee autonomy.

Based on previous research in organization science, case examples from all over the world and our Finnish research group's findings, this keynote will address the questions of “why and how” of post-bureaucratic organizing.



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## Supply Chain Resilience in Times of Disruption: The Role of Collaboration

The COVID-19 pandemic has highlighted the vulnerability of global supply chains and reinforced the importance of building supply chain resilience to withstand future shocks. Research has demonstrated that companies cannot work in isolation in achieving supply chain resilience. Collaboration becomes the foundation of the resilience building block. Companies need to build culture of collaboration within their infrastructure that can adapt and better respond to disruptions. However, building collaboration is not easy tasks, challenges are always present.



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## EVALUATING THE SUSTAINABILITY OF LOCAL-BASED ECOTOURISM IN TULUNGAGUNG

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### ABSTRACT

The economic development of rural communities is often confronted and opposed to environmental sustainability. The emergence of the concept of Ecotourism is one solution in resolving the conflict between the two things. However, an Ecotourism Site in a village can cause inequality in one of its dimensions if it is not managed properly and carefully. This study aims to examine the three dimensions of Mbalong Kawuk ecotourism sustainability in Tulungagung. The method of assessing the sustainability status of Mbalong Kawuk ecotourism used in this study is the modified Multi-Dimensional Scaling (MDS) model of RAPFISH (Rapid Appraisal for Fisheries). The dimensions of sustainability assessed in this study are the Ecological Dimension, the Economic Dimension, and the Human Resource Dimension. Furthermore, leverage analysis is carried out to determine the sensitive attributes that contribute to determining and assessing the sustainability of a dimension. The results of the analysis show that the ecological dimension (55.56%), the economic dimension (62.39%), and the human resource dimension (64.55%) in Mbalong Kawuk Ecotourism are categorized as "quite sustainable". Mbalong Kawuk ecotourism is quite sustainable, with a note that there are several lever attributes that must be improved, such as regulations related to ecotourism management which must be ratified immediately, so that ecotourism can become "very sustainable".

**Keywords:** Sustainability, Ecotourism, RAPFISH



## IMPLEMENTATION OF ORACLE DATABASE MIGRATION TO TIBERO DATABASE WITH T-UP APPLICATION

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### ABSTRACT

In the current era of the Internet of Things, people interact through online communication media in real time. The rapid development of technology has forced many industries in the world of information technology to adapt quickly. Information technology can make data analysis faster, and information more accurate and several jobs can be performed simultaneously thereby saving time and operations. The database is a collection of information files stored on the server. Oracle is an enterprise database that currently has the highest rating and is the best database used by several industries in developing their business. With the features owned by Oracle on an enterprise basis, several industries must also be prepared to pay license fees. Every enterprise database must have a license fee for its use, but some industries are also thinking about how to use an enterprise database that has full features and is of course inexpensive. Tiberio is an enterprise database that can be said to have features that are very similar to Oracle and in terms of license fees it is cheaper than Oracle. With these problems, the author wants to migrate the Oracle database to Tiberio by using the T-Up application that has been provided by Tiberio for migrating data. Data migration is the process of moving the tables and data structures that we already have in the previous database to the new database. In this case, we also want to ensure that all functions in Oracle run well on the Tiberio database so that later industries that want an enterprise database at a lower cost can use Tiberio as a solution. This data migration uses the Data Migration Life Cycle as a research methodology. The success of this migration will be seen in the migration report that will be issued by the application and some adjustments to the tiberio database.

**Keywords:** Database, Oracle, Tiberio, Migration, Enterprise





## UNDERSTANDING ELDERLY CONSUMERS IN USING DIGITAL BANKING APPLICATIONS

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### ABSTRACT

The focus of this research is to determine the factors that influence the decision to use digital banking applications in the elderly. While digital is now a necessity more than ever, it's not enough to reach vulnerable populations like the elderly. This study uses quantitative methods to analyse based on literature studies from studies related to decisions to use digital banking applications in 300 elderly samples (over 50 years) in Surabaya, will explain the results of the SEM analysis using the STATA 14.2 program. Digital technology is one of the operational capabilities used to prevent the spread of the virus during the Covid 19 pandemic, but technology is an investment that is expected to be used even after the pandemic. Sudden changes and digital understanding of technology from various companies are things that elderly users need to pay attention to. This study shows the importance of understanding the banking industry in considering the use of digital technology for certain groups. This study contributes to understanding changes in digital transformation in the use of banking transactions during a pandemic for elderly customers. In addition, there is a need for a deeper understanding of the use of banking applications in the elderly to maintain business continuity. Prompt and well-coordinated implementation of the necessary support systems and digital infrastructure is essential for current and future.

**Keywords:** Banking application, Elderly, Service features, Perceived ease of use, Utility interest



## PERCEPTION INVESTIGATION-BASED ON COMMUTING COST MODEL

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### ABSTRACT

Travel expenses are a significant factor in transportation planning. In addition to the other aspect, travel time, the community considers expense as the necessary element in deciding which mode the communities should take. However, there is a gap between the actual transport expense and commuter's perception. Thus, a comprehensive knowledge is urgently needed particularly to be seen as major variable in transportation planning that sided with underprivileged group of transport poverty. The study focused on describe the correlation between income and transportation expense to retrieve the actual percentage of transportation expense for each income stratum based on communities' perceptions. Descriptive and regression analysis is used as method to examine commuters' interview data. The study's findings demonstrate that transportation expenses follow a negative polynomial regression pattern on income, further implying that the percentage of transportation expense in low-income communities is significantly higher than those in high-income communities.

**Keywords:** Commuting cost, Commuter, Income, Perception





## **EVALUATION AND DESIGN OF SERVICE QUALITY IMPROVEMENT AT PT SHOPEE INDONESIA (CASE STUDY: SHOPEE FOOD SURABAYA)**

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### **ABSTRACT**

The presence of Shopee Food in Indonesia is still relatively new to its competitors. Shopee Food is still expanding its reach to several regions in Indonesia to increase the number of consumers. Service quality is one of the main factors influencing consumer decisions when ordering food online. This study aims to identify critical service quality indicators for Shopee Food and provide strategic recommendations to improve service quality. In the first stage of the study, direct discussions were held with 11 Shopee Food customers. The result is that 25 indicators from 6 OFD-SERV dimensions follow the existing conditions of Shopee Food. In the second stage, data collection was carried out by distributing questionnaires via G-Form to 117 Shopee Food users in Surabaya. In the third stage, the method is calculated by Importance Performance Analysis and obtained three critical indicators that need improvement. Furthermore, these critical indicators become input from the House of Quality to develop recommendations for service improvement. The result is that there are four efforts that companies can make to improve the quality of critical services. The main focus is bug fixes and making application responses run faster.

**Keywords:** -



## **DEVELOPMENT OF RISK-BASED AUDIT METHOD STANDARD FOR STADIUM PROJECT USING DESIGN AND BUILD CONTRACT TO MINIMIZE DISPUTE BASED ON INSPECTORATE PERSPECTIVE**

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### **ABSTRACT**

Construction projects have been developing from the management side year by year. One of the problems that government has been facing government construction projects over the years is the duration of the procurement process that takes too long which is hard to be implemented if the project is urgent in terms of time. This creates the urgency to seek the solutions to the problem of how to shorten the time of the procurement process. The design and build integrated contract method that unites the planning and implementation process simultaneously is able to answer these problems and shorten the procurement time of government construction projects. However, there are many disputes faced by construction projects that use integrated design contracts post-project, one of which comes from the Government Internal Supervisory Apparatus (APIP) or commonly called the Inspectorate. This is because there are several different standard between the inspectorate and the owner or contractor that has been used in the process of government construction projects Audit. This study aims to identify the standards of the audit process of the Inspectorate, analyze the risks that cause disputes, and to develop standards for risk-based audit methods for design and build-based construction projects in order to minimize disputes that occurred from the inspectorate side of perspective.

**Keywords:** Audit, Risk, Design and build, Project management, construction





## **ESG RATING AND CORPORATE PERFORMANCE IN EMERGING MARKET: A SCOPING REVIEW**

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### **ABSTRACT**

Several previous studies showed the effect of Environmental, Social, and Governance (ESG) on corporate performance. There are two point of views in implementing of ESG however the effect of ESG on corporate performance especially in emerging market is Through a scoping review, this study attempts to highlight the role key and constraint implementing ESG by company in emerging market. This study use PRISMA diagram and five step framework by Arksey an O'Malley. A total of 337 publications were screened for eligibility and 58 publication for full-text checked. The result showed the role of institutional, ownership, corporate governance, and regulation that could support implementing ESG in emerging market. This study also giving several implication of implementing ESG in emerging market.

**Keywords:** -



# THE DETERMINANT OF SOCIAL MARKETING STRATEGY ON THE DECISION TO WASTE INVESTMENT MEDIATED BY ENVIRONMENTAL KNOWLEDGE AND PERCEPTION: A STUDY TO BANK SAMPAH PIJAR SEMESTA UIN RADEN MAS SAID SURAKARTA

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## ABSTRACT

Waste is the number four of the most producer of emission that influences environmental degradation. The Information System of National Waste Management (Sistem Informasi Pengelolaan Sampah Nasional, SIPSN) created by Ministry of Environment and Forestry reported that the daily waste in 33 provinces in Indonesia was 80,362.61 tonnes and 29,332,354.07 tonnes of waste annually. Waste bank is one of waste management systems in Indonesia. Waste Bank is a social enterprise for waste recycling that contributes to increase social income. For some cases, waste is not merely for investing money through waste, but it can be used for gold investment and umroh and hajj investment. Bank Sampah Pijar Semesta has been established in UIN Raden Mas Said Surakarta in 2020. However, number of customers is still limited. This study intends to investigate the determinant of student and staff for investing their waste to Bank Sampah Pijar Semesta by using social marketing approach. Word of mouth (WOM), social media marketing, and promotion to society are applied as the determinant of the decision to investing waste in Bank Sampah Pijar Semesta that is mediated by environmental perception and knowledge. This study is a survey to student and staff in UIN Raden Mas Said Surakarta that have population 20,039. Cluster sampling according to group of respondents (staff or student) and stratified sampling according to level of staff and student are implemented in this study. The sample number is 329 respondents. Path analysis using SPSS will be applied in this study. The result of this study will be used for investigating innovation and determining the strategy to improve Bank Sampah UIN Raden Mas Said Surakarta services that is supported by all civitas academia of UIN Raden Mas Said Surakarta.

**Keywords:** Waste bank, Waste investment, Environmental knowledge, Social marketing, Environmental perception



## **SUSTAINABILITY AWARENESS AT BANK X RELATED TO THE IMPLEMENTATION OF SUSTAINABLE FINANCE**

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### **ABSTRACT**

Banking is an important tool for the Indonesian government to achieve sustainable development goals through sustainable finance. Bank X is obliged to first implement POJK 51/2017. The purpose of this study is to assess the level of sustainability awareness regarding the implementation of sustainable finance and to identify barriers to its implementation. The research object focuses on the KPS 2 Division and the BNR Division at Bank X because the corporate directorate has the largest debit balance and oversees the business sector with the highest sustainable development issues. This study evaluates the implementation of sustainable finance using the 3-stage CSM Model. Data collection uses qualitative content analysis methods, questionnaires, and interviews. The results showed that the level of sustainability awareness of the research object was 84.4%, which is at the stage of entering Sustainable Finance 3.0. Several barriers to the implementation of sustainable finance for the research object have been identified, accompanied by suggestions for solutions. Organizations need to overcome barriers that still exist in the implementation of sustainable finance to prepare to enter Phase II of the Sustainable Finance Roadmap.

**Keywords:** Bank, Sustainable finance, Sustainability awareness, POJK 51, CSM Model





# THE EFFECT OF BLUE OCEAN STRATEGY IMPLEMENTATION AND SATISFACTION ON CUSTOMER LOYALTY THROUGH SERVICE QUALITY AS A MEDIATOR AT PT SATORIA ANEKA INDUSTRI

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## ABSTRACT

PT. Satoria Aneka Industri needs to take strategic actions to create an ideal market niche based on the company's goals and lessen direct battles with competitors, which include factories that make infusion fluids. The goal of this study is to determine and analyze (1) the impact of implementing the Blue Ocean Strategy on customer loyalty, (2) the impact of customer satisfaction on customer loyalty, (3) the impact of implementing the Blue Ocean Strategy on customer loyalty through service quality as a mediator, (4) the impact of satisfaction on customer loyalty through service quality as a mediator, (5) the impact of service quality on customer loyalty, (6) the impact of implementing the Blue Ocean Strategy on service quality, and (7) the impact of satisfaction on service quality. A purposive sampling technique was used to select a total sample of 46 respondents for this study's quantitative approach who had completed at least 3 transactions between January and September 2022. The study's findings show that (1) the Blue Ocean Strategy's implementation has a significant and positive impact on customer loyalty, (2) customer satisfaction has a significant and positive impact on customer loyalty, (3) service quality significantly and positively mediates the Blue Ocean Strategy's implementation on customer loyalty, (4) service quality significantly and positively mediates satisfaction on customer loyalty, (5) customer loyalty is significantly and favorably impacted by service quality, (6) service quality is significantly and favorably impacted by the Blue Ocean Strategy's implementation, and (7) customer satisfaction significantly and favorably influences service quality.

**Keywords:** Blue ocean strategy, Satisfaction, Service quality, Customer loyalty





## **OPTIMIZATION OF ONLINE EXAMINATION DEVELOPMENT ON NEW STUDENTS ADMISSION OF POLYTECHNIC FURNITURE AND WOOD PROCESSING INDUSTRY WITH ECONOMIC AND TECHNOLOGICAL FEASIBILITY ANALYSIS**

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### **ABSTRACT**

The admission of new students at the Polytechnic of Furniture and Wood Processing Industry (Polifurneka) has a significant impact on the quality of education, One of which is the level of competence of the new students who are accepted. Therefore, it is necessary to optimize the development of a new student admission selection system using the CAT (Computer Assisted Test) online examination system to produce competent students. There are three online exam system options that can be implemented at the Furniture and Wood Processing Industry Polytechnic, namely the online exam system by making your own, an online exam system provided by PT. X and online exam system of premium upgrade google form. Therefore these three options must be analyzed economically and technologically. Based on the economic and technological feasibility analysis, an online exam is chosen that is self-exam. In the economic feasibility of the online exam made by itself, it provides a Payback Ratio (PP) value of 0.12 years, Net Present Value (NPV) of Rp. 446.088.408,-, Return On Investment (ROI) of 13,229%, and from the results of technology analysis, the online exam made by yourself is considered feasible because there is an additional listening question feature and storage capacity of up to 900,000 register per month.

**Keywords:** Computer assisted test, Economic and technology feasibility analysis, Vendors and premium upgrades.



## THE HALODOC'S SOCIAL MEDIA DATA ANALYSIS AMIDST COVID-19 PANDEMIC: AN EVIDENCE FROM INDONESIA

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### ABSTRACT

This study aims to analyze Halodoc telehealth services reputation through its social media during Covid-19 pandemic critical time of 2020-2021 by using big data analysis. During that period, more people increasingly used e-health application services. This study applies data scraping technique to analyze big data collected from Halodoc's social media official accounts. The analysis includes contents, views, comments, likes, dislikes, and shares from the audiences toward Halodoc's social media platforms. The results indicate that Halodoc's brand reputation is considered as positive. YouTube was the Halodoc's social media platform that most got attention from customers' actions (views, likes, comments, and dislikes). Meanwhile, its Instagram was the most demanded by customers because they wanted to win the prizes from Halodoc. And finally, Facebook was the less communicative social media platform, due-to the problem on handling the Covid-19 tests. Several issues need to be resolved by Halodoc to further meet the user experience's expectations.

**Keywords:** Big data analysis, Covid-19, e-Health application, Social media, User experience



# **ANALYSIS OF IMPLEMENTATION AND MONITORING OF PERFORMANCE ACCOUNTABILITY OF THE DIRECTORATE GENERAL OF IMMIGRATION (CASE STUDY AT THE DIRECTORATE GENERAL OF IMMIGRATION, MINISTRY OF LAW AND HUMAN RIGHTS)**

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## **ABSTRACT**

This study aims to analyze planning, budgeting, and performance reporting and evaluate the implementation and reporting of performance accountability at the Directorate General of Immigration aimed at providing public services to meet public needs. This research is qualitative research using a case study approach. The study uses analysis of primary data in the form of interviews with several respondents and observations, as well as secondary data in the form of documents or reports regarding the implementation of planning, budgeting, and reporting as well as evaluating the implementation and reporting of performance accountability of the Directorate General of Immigration. The research results show that planning, budgeting, implementing, and considering the implementation and reporting of performance accountability have complied with Regulation of the Minister of Law and Human Rights Number 29 of 2014. However, they are still adapting due to changes in data processing from manual to digital in terms of performance. The evaluation results of activities and programs have been followed up to improve program planning in the future and have monitored the progress of performance achievements and their obstacle

**Keywords:** Accountability, Evaluation, Implementation, Monitoring, Performance



## **THE ANTECEDENT OF MOTIVATION AND THE MODERATING OF PERFORMANCE DIALOGUE TOWARD JOB SATISFACTION TO BUSINESS PERFORMANCE**

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### **ABSTRACT**

Many organizations tried to strengthen their competitive advantages by developing their internal organization behavior, including motivation by work environment design as part of job satisfaction, and performance management system as control and monitoring business performance system, include the communication about it as enablers tool. Regarding the organization behaviour to get more attraction from customer is a strategic way to increase the profit as one of business performance indicator. Previous researches reported that motivation and job satisfaction have effect to each other and each of these indicators has an effect on the employee's performance. There is a gap between employee performance and business performance of an organization. The connection between employee performance and business performance needed to transform by performance dialogue. It also hope can answers how can something abstract, such as motivation and satisfaction, lead to changes in organizational profit figures to become more stable, even tend to increase in trend. And, also how positive impact or effect of the performance dialogue as a tool in performance management to bridge the communication culture to business result in the middle global circumstances of Covid 19 pandemic which a lot of organization strongly survives, in the middle of digital technology in millennium era which is during this period, the workforce comes from Gen Y / Millennials and Gen Z / iNET that have different perspective about motivation, job satisfaction, and communication style. This research aims to study on moderating of performance dialogue to the mediating effect of job satisfaction between employee (Gen X, Gen Y and Gen Z) motivations toward business performance. This research will focus on the quantitative method to get information from many surveyors who work in these circumstances. The impact is companies can always keep abreast of developments in the face of increasingly fierce competition in digital era that where many Gen Y and Z's employees who have age between 17 - 42 years old as almost 90% of population are working current day during and after Covid19 pandemic time, without any variant of big cost of compensation and benefit (C&B) program; instead make the compensation and benefit (C&B) program within firm become more alive, honest, supportive, structuring timely communicative become the new culture that indicated more 100% meaningful impact, without a doubt being the wrong target or a waste of money. And this combination become organization's strong competitive advantages to achieve more positive business performance results, regardless the economic and sales market situation.

**Keywords:** Employee motivation, Job satisfaction, Business performance, Balance scorecard, Performance management, Performance dialogue



## **ANALYSING OF EMPLOYEE PERFORMANCE OF POWER GENERATION COMPANY USING A HUMAN RESOURCES SCORE CARD AND AN ANALYTICAL HIERARCHY PROCESS (CASE STUDY AT PT PLN ULP LARANTUKA)**

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### **ABSTRACT**

This article documents the improvement of performance appraisal system of a power generation company in Indonesia. The current organizational performance measurement is powerful to describe the overall performance of the organization or unit. However, the performance appraisal system for measuring employee performance only assesses tangible asset and without taking the intangible assets into account. This research aims to provide another perspective for measuring performance of one of the units in the largest power generation company in Indonesia, that so-called PT (Persero) PLN ULP Larantuka particularly Customer Service Unit. We reformulate the performance appraisal system based on the vision, mission, corporate culture, the main behaviors of business actors, and the company's business paradigm into four perspective of Balance Scorecard: financial, customer, internal business processes, and learning and growth. To get the best decisions that can be accepted by all decision makers in the company, through this research applied at ULP Larantuka, it is necessary to measure the performance of human resources using the Human Resources Scorecard (HRSC) and Analytical Hierarchy Process (AHP) methods. The reformulated performance appraisal system is used to evaluate the performance of 12 employees in the sales and technical service division at PT PLN (Persero) ULP Larantuka, which is located in a sub-district of East Flores Regency, East Nusa Tenggara, Indonesia. Based on the results of the global lagging indicator weight comparison, the result that building partnerships with customers have the highest weight of 0.167. This shows that the survey result is in line with the company's goals in its efforts to increase HR efficiency, especially in the customer sector in 2022. Based on the results of the global leading indicator weight comparison, the survey result show that the number of kWh of electricity sales and the total sales revenue of electricity occupy the top priority with the highest weight of 0.152. This shows that the survey result is in line with the efforts that must be made by employees in an effort to increase the cost of selling electricity and the company's income in 2022.

**Keywords:** Performance measurement, Performance appraisal, Employee performance, Power generation company, Human resources scorecard, Analytical hierarchy process.





## **INNOVATION BEHAVIOR BASED WORK ENGAGEMENT RELATED MODEL INFLUENCED BY PERSONALITY IN INDONESIAN SMEs**

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### **ABSTRACT**

The competitive market has increased the importance of employee involvement in achieving competitiveness strengthening Personality through Innovative Behavior. This article aims to examine the influence of Personality on Work Engagement through innovative behavior in SMEs. There is a lack of evidence that Personality can significantly influence Job Engagement through innovation behavior. Using simple random sampling technique, 200 employees from East Jakarta Small and Medium Enterprises. Data were obtained through survey methods and analyzed quantitatively using the LISREL Structural Equation Modeling. The results show that Personality has a direct effect on Work Engagement, and an indirect effect through innovative behavior. The test results can provide guidelines for MSMEs to provide opportunities for employees to be able to work according to the tasks assigned and develop employee abilities through personality.

**Keywords:** Personality, Innovation behavior, Work engagement, SMEs



## TRENDS OF LITERATURE IN RENEWABLE ENERGY RESEARCH IN INDONESIA: A BIBLIOMETRIC ANALYSIS

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### ABSTRACT

Many countries around the world have made energy transition a priority. The Indonesian government continues encouraging renewable energy to reduce reliance on fossil-based energy and achieve the Net Zero Emission (NZE) target by 2030. In Indonesia, many types of renewable energy are being pursued, including solar, bioenergy, hydropower, geothermal, wind, and sea. However, only some studies provide an overview of renewable energy research maps in Indonesia based on research literature studies on energy clusters. The purpose of this study is to map trends in the literature on renewable energy in Indonesia using a quantitative review technique called bibliometric analysis. The data was retrieved from the Scopus database and was analyzed using the VOSviewer software. Out of 1,390 documents, only 760 reached the analysis criteria, comprising 229 articles, 531 paper conferences, and 59 keywords. The documents are classified into six clusters, which consist of bio-energy with 332 documents, solar with 235 documents, wind with 73 documents, hydro with 56 documents, geothermal with 33 documents, and ocean with 31 documents. The result of this study shows how far research on renewable energy, as well as the most prevalent types of clusters studied in Indonesia, has progressed over time. Furthermore, this study provides an overview of the most researched renewable energy sector to assist policymakers in prioritizing the renewable energy sector, which has the potential to be developed on a larger scale in Indonesia.

**Keywords:** Renewable energy, Net zero emission, Bibliometric analysis, Indonesia, VOSviewer



## **ANALYSIS OF THE DEVELOPMENT OF DIGITAL MARKETING AS AN EFFORT TO INCREASE THE NUMBER OF VISITORS AT TAMAN PINTAR YOGYAKARTA**

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### **ABSTRACT**

The existence of the Covid-19 pandemic has had a negative impact on the tourism sector in Yogyakarta, including the Yogyakarta Smart Park. The number of visitors has decreased due to the temporary closure and restrictions on the number of visiting tourists. This study aims to analyze digital marketing development strategies to increase the number of visitors at Taman Pintar Yogyakarta during the pandemic. This research was conducted by 10 respondents consisting of 5 management respondents and 5 visitor respondents from various ages. Data retrieval was carried out by distributing questionnaires through the media google form and conducting interviews directly in the field. The analytical method used is descriptive qualitative with a case study approach. The results of the research show that marketing strategies are carried out digitally, namely through social media in the form of Instagram, and Youtube, as well as providing tickets that can be ordered online.

**Keywords:** Tourism



## **SET UP 5P MODEL TO FIGURE OUT THE DIFFERENT FACTORS OF INNOVATION BETWEEN EMPLOYEES FROM DEVELOPING AND DEVELOPED COUNTRIES**

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### **ABSTRACT**

The primary goal of the research is to establish a 5P model. The 5P model is a five-stage paradigm that comprises preparation, promotion, process, purpose, and prosperity. Inside each of the five phases are 16 critical variables. To study the various parameters mentioned above, 202 employees from emerging and developed nations were recruited. We discovered that 152 applicants work in companies of the same level after completing 202 questionnaire 1 surveys under "which level is your firm's standing". These applicants will be invited to complete the second inquiry, titled "Company Needs 5P to Go Forward." An independent T-test of 107 responses from 152 employees revealed that the greatest difference between the two groups was caused by the strength component in the promotion stage. Except for the inspection in the process stage, all of the 5P elements created a substantial difference between the two groups. Group 1 has a greater disparity between the two groups than Group 2. Activity in the process stage is the most important factor for group 1; strategy in the prospective stage is the most important factor for group 2. Employees of Group 1 are choosing time in preparation, strength in promotion, activity in process, product in purpose, and strategy in the prospective stage as the most important factors. Employees in Group 2 selected employee preparation, competition in promotion, activity in process, service in purpose, and strategy in the prospective stage as the most essential factors. The factors have a significant impact on the outcomes. By changing the level of 16 factors in the "5 P model," the level of the company will be changed.

**Keywords:** 5P model, Five levels, 16 factors, Innovation



## A MEASUREMENT MODEL OF THE SUCCESS OF E-BANKING IN INDONESIA

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### ABSTRACT

With the increasing number of banks implementing information technology, the effectiveness of corporate e-banking information systems must also be assessed by banks. The effectiveness of e-banking plays a critical role in expanding the utilization of e-banking for banking transactions and influences the rise in customer satisfaction. This study's objective is to see the effect of system quality, information quality, and service quality of Bank Mandiri e-banking on activity usage and customer satisfaction. This research uses primary data by distributing questionnaires to 200 respondents. The sampling method used was the purposive sampling technique. Respondents are banking customers in Indonesia who have routinely made e-banking transactions in the last five months. Data analysis was carried out using the Partial Least Square (PLS) method. The results of the study show that System Quality, Information Quality, and Service Quality have a positive effect on Use. Information Quality, Service Quality, and Use have a positive impact on User Satisfaction, but System Quality does not affect User Satisfaction. Use and User Satisfaction affects the Net Benefit, and the final results show that Use is a mediator between System Quality, Information Quality, and Service Quality to user satisfaction. Additionally, the results are expected to have implications for banking organizations' policies, especially in e-banking applications that prioritize customer satisfaction and the benefits they provide.

**Keywords:** System quality, Information quality, Service quality, Use, User satisfaction





## **THE IMPACT OF LEADERSHIP, SUPPLY CHAIN CAPABILITY AND ENVIRONMENTAL UNCERTAINTY ON COMPANY'S SUPPLY CHAIN RESILIENCE**

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### **ABSTRACT**

The competition for companies is very competitive due to the times. This development is due to the spread of technology that is increasingly evenly distributed in Indonesia. According to the Minister of Coordinating for Economic Affairs, Airlangga Hartanto, the post-Covid-19 economic condition is starting to recover. This affects the company in designing its business model to make the company competitive again. One way for companies to achieve this, it requires effective and targeted supply chain management. In order for supply chain implementation to run effectively, it is necessary to pay attention to several factors that influence it. Some of these factors include Leadership, Supply Chain Capability, and Environmental Uncertainty. Therefore, it is important to know how these factors can affect the supply chain resilience of an organization. This study uses the Partial Least Square – Structural Equation Model (PLS-SEM) method. The results of this study found that Leadership has a positive effect on Supply Chain Capability, but does not have a positive effect on Supply Chain Risk Management. In addition, Environmental Uncertainty has a negative effect on Supply Chain Capability, but does not have a negative effect on Supply Chain Risk Management. In addition, Supply Chain Capability has a positive effect on Supply Chain Risk Management, and Supply Chain Risk Management has a positive effect on Supply Chain Resilience.

**Keywords:** Leadership, Supply chain capability, Environmental uncertainty, Supply chain resilience, Partial least square – Structural equation model



## COVID-19 AND FINANCIAL PERFORMANCE OF SHARIA RURAL BANKS IN INDONESIA

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### ABSTRACT

The purpose this study contributes to analyzing the influence of COVID-19 on the performance of Islamic rural banks in Indonesia. This paper attempts to identify the impact of the COVID-19 pandemic and the financial performance of Sharia Rural Banks in Indonesia. This study is an attempt to explore the implications of the COVID-19 pandemic for the banking industry in Indonesia. As we know, banks in developing countries are more vulnerable to these external and massive threats. Therefore, it is very important to study their performance in the era before and during COVID-19, The population of BPRS in this study were 163 companies. Because the data was incomplete and not available on the company's website, the sample could not be taken from all populations. so that there are 74 data that meet the criteria for being sampled because they have the most complete financial reports and have been published in the 2018-2021 period. The results of the study show that the dummy variable COVID-19 has no effect on the financial performance of Sharia Rural Banks or Sharia People's Financing Banks (BPRS). Covid-19 has not had an impact on BPRS performance due to the segmentation of BPRS consumers, mostly rural communities who have income from agriculture, plantations and trade. These efforts did not have an impact on reducing the income of BPRS consumers during the Covid-19 period. Thus, Covid-19 will not have an impact on the financing that has been distributed by the BPRS. OCOI and SIZE variables affect financial performance. Meanwhile, the CAR, FDR and NPF variables have no effect on the financial performance of Sharia Rural Banks.

**Keywords:** COVID-19, ROA, SIZE, BPRS



## DEVELOPMENT OF THE CONCEPT OF ISLAMIC BANK SERVICE QUALITY BASED ON AN ISLAMIC PERSPECTIVE

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### ABSTRACT

The purpose of this study is to develop the concept of Islamic bank service quality based on an Islamic perspective. This research method is literature research by searching for literature related to the research topic. The results show The development of the concept of service quality of Islamic banks based on an Islamic perspective by adding the foundation of the concept of service quality is the correct faith and the mentality of customers and bank employees by imitating the nature of the Prophet Rasulullah sallallaahu 'alaihi Wasallam consisting of Shidiq, Fathonah, Amanah and Tablighi. Furthermore, sharia consists of Compliance, Assurance, Reliability, Tangible, Empathy and Responsiveness. if all goes well it will result in effective and efficient Islamic bank marketing activities. The result of the research is the development of knowledge in the field of Islamic economics in the form of developing the concept of Islamic bank service quality based on an Islamic perspective. In addition, the research results can be used as guidelines for marketing policies in Islamic banks in Indonesia.

**Keywords:** Faith, Islamic banking, Marketing, Service quality



## KNOWLEDGE LOSS RISK ASSESSMENT AND RISK MITIGATION ANALYSIS AT CEMENTING WORK UNIT

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### ABSTRACT

Modern organizations are often run on a project basis, where the company is simultaneously involved in several projects, making the development of management staff critical to project success. The ability and knowledge of employees will be able to have a positive impact on the company if they're developed and managed properly. With intellectual asset management through knowledge management, it is hoped that knowledge with high value to the company can be protected from the risk of loss of knowledge. The knowledge loss risk map is used to identify and analyse critical knowledge that is at risk of being lost, including the factors that cause that risk. The House of Risk method is also used to determine the consideration of mitigation measures for the risks that occur. Based on the knowledge loss risk map that has been carried out, there are three knowledge categories with top priority in the cementing work unit, namely, cementing job (FS1), cementing unit program & cementing job (FO3). Meanwhile, based on the risk treatment mitigation design, there are several preventive steps that are considered applicable, namely peer assisted, media database repository, lesson learned review, walkthrough management, and competence management program. From this research, it is hoped that the Analysis of Knowledge Loss Risk Assessment and Risk Mitigation at the Cementing Work Unit, can assist companies in determining steps to prevent the risk of loss of knowledge.

**Keywords:** Knowledge management, Knowledge loss risk assessment, Risk mitigation, Risk treatment







## **PRODUCT SERVICE SYSTEM FOR TRAIN PROPULSION SYSTEM: A CASE OF RAILWAY MANUFACTURER**

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### **ABSTRACT**

This paper presents several alternatives for the Product Service System (PSS) business model of a train propulsion system. A train propulsion system is a new product of national railway manufacturing that can be a new source of revenue for the company. The product service system alternatives are developed in this research to generate alternative revenue in addition to just selling the train products. Four alternatives can be applied by Indonesian railway manufacturers consist of selling the product only, selling the product with installation and five years of maintenance service, selling the product with installation and technical assistance during operation complete with ten years of maintenance service, or product leasing only. Each of the alternatives is evaluated based on its IRR and Payback Period. Based on the analysis, the results show that selling the product with installation and technical assistance during operation complete with ten years of maintenance service is the best alternative with IRR 27% and 4th year Payback Period.

**Keywords:** Railway manufacturing, Product service system, Train propulsion system



## **DIGITAL CULTURE IN A HYBRID WORKING MODEL: APPLICATION IN INDONESIA'S OIL & GAS INDUSTRY**

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### **ABSTRACT**

The hybrid working model (HWM), a combination of offices and offices, has been carried out by several professions and industries by 2020. Today, because of the covid-19 pandemic, where work from home (wfh) has forced more and more managers and organizations in various industries to consider its application after the situation becomes normal. Theories on HWM today refer to models as mixed between remote work or work from anywhere (wfa) and offices or wfo. The flexibility offered in the concept of HWM usually divides from 5 days of work to 3 days of employees working at the office and two days of employees working at home or long distance. The other concept of HWM is the disbanded need for division. For example, the financial division that still uses physical files will work in offices, and its division can work through Internet access and mobile laptops. This study explores the application of digital culture in the HWM setting of an oil & gas company services in Indonesia by examining their related organizational values. The research method used was interviews Interviews with open questions. We evaluated and found that first; regarding the effectiveness of an employee's work. Effectiveness segmentation includes physical and coordination, where physical is judged ineffective while coordination is more effective. Second, employee discipline. That is when the WFH employee discipline is disrupted by a professional value shift that can affect productivity. Third, the productivity of employees where the productivity value of employees didn't work during the hybrid working administration.

**Keywords:** Pandemic, Digital culture, Hybrid working model, Effectiveness, Discipline, Productivity



# **THE IMPACT OF COMPENSATION, MUTATION, PROMOTION AND WORK ENVIRONMENT TO EMPLOYEE PERFORMANCE THROUGH WORK SATISFACTION AS THE INTERVENING VARIABLE IN A TAX AUDIT FIRM**

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## **ABSTRACT**

The urgency of this study is based on the empirical conditions of compensation, transfer, promotion, and work environment which have not met the expected work satisfaction of the employees of a tax audit firm in Indonesia. Thus, this study aims to investigate the influence of compensation, mutation, promotion, and work environment on employee performance through work satisfaction as the intervening variable. The population in this study is 116 employees, calculated using the saturation sampling method. The survey data is computed based on the logic of Structural Equation Modelling (SEM) using Smart Partial Least Squares (SmartPLS). This study shows that compensation, mutation, promotion and environment have a significant effect on employee job satisfaction Besides, compensation, mutations, work environment and job satisfaction have a significant effect on the employee performance. However, promotion has no significant effect on the employee performance. Finally, compensation, mutations, promotions and work environment have a significant effect on employee performance through job satisfaction as an intervening variable.

**Keywords:** Compensation, Promotion, Work environment, Work satisfaction, Employee performance



## **IMPLEMENTATION OF GREEN TEACHING FACTORY CONCEPT FOR TEKNIK KENDARAAN RINGAN OTOMOTIF DEPARTMENT AT VOCATIONAL HIGH SCHOOL**

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### **ABSTRACT**

The quality of Human Resources (HR) in Indonesia is still relatively low, this is supported by the existence of BPS data which says that unemployment based on recent education is dominated by SMK at 10.38% due to an inconsistency in the educational curriculum which can provide an overview to SMK students about the job description in a company or industry. The government was less successful in designing the curriculum because many stakeholders did not understand the concept of the curriculum because the curriculum was compiled for the sole purpose of being a teaching guide which in the end was not implementable in the industrial world. Therefore, it is necessary to apply the independent learning curriculum through the green teaching factory curriculum learning model to prepare students according to their competency skills. This study aims to determine the current condition of the teaching factory in the Department of Teknik Kendaraan Ringan Otomotif (TKRO), SMKN 7 Surabaya. The research was conducted using qualitative research methods with several stages, namely analysis of existing conditions, focus group discussions, gap analysis, problem formulation, data analysis and interpretation, providing recommendations, and drawing conclusions. From the analysis carried out, it was found that the Teknik Kendaraan Ringan Otomotif teaching factory, SMKN 7 Surabaya requires several improvements, namely the need for overall scheduling in advance regarding the utilization of workshop facilities (factory) to accommodate teaching and learning activities. In addition, SOPs for practicum implementation and SOPs for activities that produce residues are needed. This aims to support the achievement of student competence and minimize the probability of waste production which will pollute the environment.

**Keywords:** Education to business interface, Standard operating procedure, Teaching factory



## ANALYSIS OF SUSTAINABLE SUPPLY CHAIN DEVELOPMENT

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### ABSTRACT

The supply chain is a series of interrelated processes within the company and in various companies that produce services or products for customer satisfaction. The stability of a supply chain affects the performance of the supply chain. One of the causes of supply chain instability is disruption. Supply chain disruption (SCD) is an unplanned and unforeseen event that disrupts the normal flow of goods and materials in a supply chain. The supply chain of this research is more focused on the food supply chain where food is a basic need for humans to be able to sustain life and sufficient food is a basic right that deserves to be fulfilled. Indonesia as a country with a large population faces very complex challenges in meeting the food needs of its population, especially during natural, non-natural and social disasters. This of course also looks at the condition of Indonesia being on the path of the most active earthquakes in the world. This geographical condition on the one hand makes Indonesia a region prone to volcanic eruptions, earthquakes and tsunamis, but on the other hand makes Indonesia a fertile and biologically rich region. In addition to frequent disasters due to its geographical conditions, Indonesia is also one of the developing countries in the ASEAN region whose food needs are a top priority and the primary sector is still the main economic sector.

**Keywords:** Supply chain, Disruption, Sustainable





## EVALUATING THE SUSTAINABILITY OF LOCAL-BASED ECOTOURISM IN TULUNGAGUNG

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### ABSTRACT

The return of educational institutions to offline learning has opened up an opportunity to evaluate the effectiveness of their learning implementations. Students who during the pandemic period attended online classes now can compare online learning against offline one in terms of learning effectiveness. This research surveyed business students in an exploration of students' preferences for online and offline learning media. The results indicated that students were aware of the benefits of conducting face-to-face learning over online learning. One of the most profound benefits that they derived was the chance of establishing interactions during the learning process. The respondents were revealed to believe that the best approach to employ for the time being is to combine online and offline approaches in learning. The results also showed that it is necessary to improve interactive learning contents such as innovative videos, animations, and materials.

**Keywords:** Online learning, Offline learning, Higher education student



## **LITERATURE REVIEW OF DIGITAL RECRUITMENT: HOW EFFECTIVE IS ARTIFICIAL INTELLIGENCE IN SELECTING PEOPLE?**

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### **ABSTRACT**

The use of artificial intelligence in recruitment can help select candidates according to company standards through a simple, effective, and efficient process. This paper investigates how the AI implementation in the traditional recruitment process transform into the AI-based recruitment and its impact on recruitment processes. We use systematic literature review and content analysis to obtain information regarding research gaps, research limitations, and future research opportunities. We analyze 35 articles collected between 2008 and 2022 showing that AI has several benefits, including increasing the interest of candidates to apply for jobs, increasing efficiency and timeliness, reducing recruitment costs, obtaining the best candidates, and reducing bias in the recruitment process.

**Keywords:** Artificial Intelligence, Recruitment, Systematic literature review



## **BIBLIOMETRIC ANALYSIS: JOB SATISFACTION IN TEXTILE FACTORY WORKERS**

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### **ABSTRACT**

Textile industry represents one of the most competitive industries. Consequently, the management tend to create pressures to their workers to pace with the high productivity level. This constant pressure given to the workers may possibly affect their job satisfaction. Hence, this study focuses on the bibliometric analysis in mapping the trend, conceptual structure, and characteristic of job satisfaction of textile factory workers. The data collection process results in 147 papers out of the total of 241 extracted papers. The bibliometric analysis shows the country distribution of research in this field is only dominated in USA and France. The co-occurrence analysis shows four major theme: Study on job satisfaction, worker's health assessment, cultural influence on textile factory workers, and review on absenteeism.

**Keywords:** Textile industry, Job satisfaction, Bibliometric analysis



# THE ROLE OF SOFTWARE-BASED CHARTING DECISION SUPPORT SYSTEM TO SUPPORT INVESTMENT DECISIONS IN THE STOCK MARKET

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## ABSTRACT

The COVID-19 pandemic disrupted global economic activity and also caused panic among investors. Public funds have begun to be allocated to several investment instruments, one of which is stocks, this is a logical effect caused by the pandemic resulting an increase in the number of investors. This increase of investors is not in line with the literacy related to the stock market. The selection of stock issuers is often difficult, even for the experienced investors, because the decision making influenced by many factors. The purpose of this study is to analyze whether a DSS model can help investors or users in their decision making in choosing the stocks to invest in, and the authors want to measure how accurate this DSS model could forecast stock movements. There are two data analyzes carried out, the first is to analyze user responses to the automatic technical analysis on the DSS model, by using moderated regression analysis (MRA) and the second is to analyze the signal recommendations generated by the DSS model by calculating the profit percentage and the loss. The findings of this study suggest that DSS has a positive impact on its users, although not too significant.

**Keywords:** Decision support system, Investment decision, Technical analysis



## **COLOUR PERCEPTION ON THE BRAND ELEMENT OF DRIVER'S ATTRIBUTE OF SHOPEE FOOD TOWARDS BRAND PERSONALITY**

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### **ABSTRACT**

Because of the competition in online food delivery in Indonesia, each company is encouraged to create an identity through the use of colour within brand elements and to establish a brand personality. Shopee Food, known for its orange colourselection, is one of the e-commerce companies that provide such a service. This includes the characteristics displayed by Shopee Food's driver-partners. As a result, the purpose of this research is to determine the effect of colour selection on the brand element attributes of Shopee Food driver partners toward the brand personality, which is tested on each indicator of brand personality itself. This study begins with the stages of literature review, research planning, and quantitative research using a 2x2 factorial design experimental method. A questionnaire was used as the research instrument, with a sample of 120 respondents divided into four groups with different treatments. A validity test and a reliability test were used to evaluate the instrument. Each treatment group was analyzed using the MANOVA test, and the hypothesis was tested using multiple linear regression. The results show that the use of orange has an effect on the excitement variable of the overall Shopee Food brand personality. Furthermore, Shopee Food's brand personality has been shown to be dominated by excitement. The findings of this study are expected to be useful for business entities in using brand elements. Furthermore, it is hoped that this study will serve as a reference as well as a source of data for further research.

**Keywords:** -





## **TRENDS OF GREEN PRODUCTION IN AGRICULTURAL INDUSTRY (2019-2022): A BIBLIOMETRIC ANALYSIS**

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### **ABSTRACT**

Trends and issues in green agriculture production is a process and an effort to find solutions to the problems faced by the agricultural industry, such as technological innovations that facilitate operational activities in agriculture. A systematic bibliometric analysis is used to solve this problem by providing a holistic view of publication trends and their publications across a variety of themes, including citations and publication metrics. This study analyzes bibliometric data from 2019 to 2022 to reveal the most prolific countries, universities, authors, journals, publications, and most frequent keywords in green agriculture production. For this purpose, VOS viewer software is used to visualize vulnerabilities based on co-citation, bibliographic coupling (BC), and co-occurrence (CC). The main contribution of this research is to provide an overview of trends and pathways of green production in agriculture, which can help researchers know trends and future research directions around the world.

**Keywords:** Green production, Agricultural industry, Bibliometric analysis



## CRITICAL FACTORS OF SUSTAINABLE SUPPLY CHAIN AND INNOVATION IN OIL AND GAS INDUSTRY: A LITERATURE REVIEW

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### ABSTRACT

This article has examined the innovation and sustainability of the oil and gas sector supply chain in Rivers State. Relevant literature was reviewed to gather data regarding researchers' perspectives on innovation and its relationship to supply chain sustainability. Supply chain innovation refers to improvements in the way supply chains work, particularly in how products, information, job and fund move through the supply chain. Sustainability is seen as the manifestation of concerns about the depletion of natural resources for future generations. According to expert views, supply chain innovation has played a very important role in increasing sustainability; Supply chain innovation is key to achieving sustainability in any industry. Oil and gas companies are recommended to adopt innovative supply chain best practices to improve sustainability. Much more innovation can be a significant catalyst for producing value and will certainly help react to customer demands, creating modern capabilities that achieve and sustain much greater efficiency or remarkable success in a business environment. increasingly complex, competitively, and constantly evolving. Empirical results from various studies have confirmed that greater applicability of innovation in the supply chain leads to a higher level of sustainability. This study is expected to deepen the understanding of the application of innovation in the supply chain through the collective opinions of oil and gas company executives.

**Keywords:** Supply chain innovation, Sustainability, Oil and gas sector





# COMPARISON OF MARKET BASKET ANALYSIS METHOD USING APRIORI ALGORITHM, FREQUENT PATTERN GROWTH (FP- GROWTH) AND EQUIVALENCE CLASS TRANSFORMATION (ECLAT) (CASE STUDY: SUPERMARKET “X” TRANSACTION DATA FOR 2021

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## ABSTRACT

The retail industry continues to grow and develop in Indonesia. Competition in the retail sector is increasingly high, causing retailers to find ways to provide products that are closest to consumer demand. Consumer needs and purchasing behavior can be predicted with big data - based technology. Association Rule or association rule is one of the techniques in data mining to find relationships or form associative rules between items in an itemset combination. One of the utilization of the association rule method is market basket analysis. The design of the database structure in the association rules mining algorithm is based on horizontal and vertical data formats. There are algorithms that can be used to analyze consumer purchasing patterns, including the Apriori algorithm, Frequent Pattern Growth (FP-Growth) which represents a database structure in a horizontal format, and the Equivalence Class Transformation (Eclat) algorithm which represents a vertical data format. This analysis uses these three algorithms, which are applied to Supermarket “X” transaction data for December 2021, namely 46,509 transactions. The measure of goodness is used to find out the best algorithm by using support and confidence values. The results show that the Eclat algorithm is the most superior algorithm compared to the others. The support value used in forming the association is 1%, resulting in 17 rules. From the results of these rules, the highest support value was generated by the purchase of Indomie Goreng Special and Indomie Ayam Bawang, where as many as 1,206 shopping transactions bought these two items together or 2.59% of the total transactions.

**Keywords:** Retail, Big data, Association rules, Apriori, FP-Growth, Eclat



## 5 YEARS OF INTEGRATED FUZZY SET DEVELOPMENT IN THE SUPPLIER SELECTION: A LITERATURE REVIEW

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### ABSTRACT

Suppliers play a crucial role in a company's competitiveness by providing quality inputs that are essential for delivering companies products and services. Therefore, selecting the best suppliers become strategically importance. Literature shows that there have been various tool and techniques developed to help companies in selecting their suppliers. This paper is aimed to review literature in order to investigate the implementation of fuzzy set model in supplier selection and examine its application in various industries. We use systematic literature review and content analysis to obtain information regarding research gaps, research limitations, and future research opportunities. We analyze 44 articles collected from 2017 to 2022 showing that fuzzy set model has been developed intensively during this period. Fuzzy set model offers several advantages and disadvantages for supplier selection decision making and is also widely used in industry.

**Keywords:** Fuzzy Set Model, Supplier selection, Systematic literature review





## **SWOT ANALYSIS IN IMPROVING COMMUNITY WELFARE THROUGH THE FAMILY PLANNING VILLAGE PROGRAM**

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### **ABSTRACT**

The government promotes the Family Planning Village program in order to make the family planning program successful to improve the community welfare, but its management still needs some improvements. This research locus is Bunulrejo Village, Blimbing Subdistrict, Dinoyo Village, Lowokwaru Subdistrict and Kotalama Village, Kedungkandang Subdistrict, Malang Municipality. This study aims to formulate the strategy of Department of Population Control, Family Planning, Women's Empowerment and Child Protection to make the family planning program successful and improving the people welfare of Family Planning Village. Data were collected by observation methods and secondary data and then analyzed by SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). This research uses descriptive qualitative method. The results showed that management of Family Planning Village program still needed some improvements. Strategies that can be done are through inter-sectoral coordination, assistance and supervision in each program implementation, and material approach with community.

**Keywords:** Family Planning, SWOT, Welfare, Population



## **ANALYSIS OF TURNOVER INTENTION, JOB ENGAGEMENT, JOB SATISFACTION CONSTRUCTION ENTERPRISES (BUMN) : CASE STUDY OF DEPARTMENT OF ENERGY AND INDUSTRIAL PT. X**

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### **ABSTRACT**

Turnover intention is a fairly interesting issue in the field of human resources. The relationship between employee engagement, job satisfaction, and turnover intention is an element in the organization that needs attention. The existence of turnover intention will be able to cause potential losses for the organization. Knowing some things related to turnover intention will be a strategic way to reduce this problem. Employee engagement is thought to be one of the variables related to employee turnover intention. This study aims to determine the effect of employee engagement and job satisfaction on turnover intention in one of the state-owned construction enterprises. This study uses quantitative methods with a causal research type. The research sample involved in this study was 100 people. The data is generated from questionnaires that have been distributed during the COVID-19 pandemic. The data collected through questionnaires was obtained using SPSS and the Partial Least Squares Structural Equation Model (PLS-SEM).

**Keywords:** Turnover intention, Job engagement, Job satisfaction, PLS-SEM, Human resource management



# THE INFLUENCE OF COVID-19 PANDEMIC SITUATIONAL FACTORS AND CONSUMER MOTIVATION ON PURCHASE DECISIONS FOR ELECTRONIC PRODUCTS AND GADGETS AT TOKOPEDIA

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## ABSTRACT

The COVID-19 pandemic has affected many aspects of life especially affecting the habits of people in many countries from around the world, Indonesia is no exception. One aspect that is affected due to changes in people's habits is their shopping preferences. This research discusses the influence of physical obstacles, antecedent states, store atmosphere, hedonic motivation, utilitarian motivation, and purchasing intention on the decision to buy electronic devices and accessories at Tokopedia. This study aims to understand changes in people's habits during the COVID-19 pandemic so that Tokopedia and online sellers can adjust relevant marketing strategies to society's current state. The data were collected online from 319 respondents. Partial Least Square-Structural Equation Modelling (PLS-SEM) technique was used to analyse the data. The results showed that physical obstacles, antecedent states, and store atmosphere did not affect the purchase intention of electronic products and gadgets on Tokopedia. Meanwhile, utilitarian motivation and hedonic motivation affect purchase intention. Also, the purchase decision is influenced by purchase intention, and gender only moderates the hedonic motivation relationship. The implications for Tokopedia and online sellers are to optimize the features that affect consumers' basic shopping needs, create fun marketing campaigns, provide attractive offers, and moderate the relationship between purchase intention and hedonic motivation. Besides that, they can create specific advertisements for certain genders to sharpen advertising activities.

**Keywords:** COVID-19 pandemic situational factors, Consumer motivation, Purchasing decisions, PLS-SEM



## **ANALYSIS THE EFFECT OF TRUST, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND SOCIAL INFLUENCE ON USING E- PAYMENT**

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### **ABSTRACT**

Changes in consumer behavior when transacting from cash to non-cash occur due to payment system digitization innovations. This innovation is in the form of electronic payments. Types of e-payments like mobile banking and electronic wallets are popular with Indonesians, where ShopeePay is the best non-bank QRIS provider in 2021. The Quick Response Code Indonesia Standard (QRIS) must be implemented by all payment system service providers. The potential use of QRIS is good in East Java, with Surabaya as the capital, generation Z as the largest market share of digital money users dominating Surabaya City. Factors affecting e-payment usage in Generation Z need to be analyzed. The purpose of this study is to analyze the influence of variables (1) trust, (2) perceived usefulness, (3) perceived ease of use, (4) social influence on intention to use, and (5) intention to use on actual use of e-payment, as well as the influence of different payment media (mobile banking and ShopeePay) on the relationship between these variables. A total of 390 data were processed using Structural Equation Modeling (SEM) and Multi-Group Analysis (MGA). SEM results show that trust, perceived usefulness, perceived ease of use, and social influence affect intention to use. Then, intention to use affects the actual use of e-payments. Furthermore, the difference in the effect of payment media on the relationship between trust and intention to use is only significant in mobile banking, and social influence on intention to use is only significant in ShopeePay through MGA.

**Keywords:** Mobile banking and ShopeePay electronic payment media, Use of electronic payments, Consumer behavior



## **HUMAN RESOURCES PLANNING USING WORKLOAD AND JOB ANALYSIS IN THE MARKETING DIVISION : CASE STUDY OF PT. INKA MULTI TRADING SOLUTION**

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### **ABSTRACT**

Every company is important to formulate, implement and evaluate strategic plans to achieve company goals. In supporting the achievement of organizational goals, the organization's strategic objectives are selected in order to create effectiveness, efficiency and productivity of human resource planning management. Human resource planning can be measured by the workload adjusted to the job descriptions for each position. This Research Division takes the object of the Marketing Division at PT. Inka Multi Solusi Trading (IMST) which is a company in the distribution and trading industry of railway components. The increase in project demand market penetration tends to cause workers to have a high physical and mental burden. In addition, the Marketing Division has 6 employees divided into 4 divisions. In this study, the main objective is to analyze employee workload and the results of the workload analysis will be aligned with job analysis to produce human resource planning. The method used is NASA TLX to measure the mental workload of each worker and the method of the Decree of the Minister of Administrative Reform number 75 of 2004 to find out the optimal number needed by the company and to use job analysis to recommend human resource planning. The results of this study are that the optimal number that should be obtained in the positions of Head and Junior Specialist are 5 people each, while for Project I Achievement Staff it should have an optimal number of 4 people and for Project II Achievement Staff it should have an optimal number of 3 people. Meanwhile, administrative staff should have an optimal number of 6 people. Human Resource Planning that needs to be done is recruiting or adding personnel according to the qualifications and competencies according to the positions that have been formed.

**Keywords:** Workload, NASA-TLX, Number of employee needs, Job analysis, Human resource planning



## **SOCIAL MEDIA MANAGEMENT SYSTEM DESIGN FOR INTEGRATED MARKETING COMMUNICATION OF ITS' CENTRAL CANTEEN AS A KHAS ZONE**

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### **ABSTRACT**

The potential use of social media can be the right momentum for the ITS Central Canteen to increase brand awareness of its business units as the Indonesian KHAS Zone. KHAS Zone stands for Halal, Safe and Healthy Culinary Zone. In addition, the ITS Central Canteen has advantages that can be highlighted through social media in the form of its commitment to ensuring cleanliness, hygiene, and the halal aspect of its culinary services. However, the ITS Central Canteen still does not have exclusive social media. Based on the potential and needs of the ITS Central Canteen social media, there is an urgency in preparing guidelines for the ITS Central Canteen social media management system. This research will produce a Social Media Management Guidelines Book which consists of five outputs. The output design of this study uses a qualitative method supported by the NVivo 12 Plus software in the data reduction process before drawing conclusions, and involves the perspectives of stakeholders, potential users, and experts. The identified social media platform in this design is Instagram. The second output, the brand blueprint consists of vision and mission, brand persona, unique selling point, and communicative strategy. The third output, the SOP design is produced to help applications use logos, colors, and other brand assets on the Instagram platform. The fourth output, content guidelines are visualized in the form of a prototype of the content idea. The fifth output is a recommendation for three positions that are crucial for the social media management team.

**Keywords:** Brand awareness, NVivo 12 Plus, Social media management, Business units, KHAS Indonesia Zone





## **MARKET ANALYSIS OF SPECIAL LIGHTING LED IN AGRICULTURE SECTOR (CASE STUDY: INDOOR AND URBAN FARMING IN SURABAYA DAN ITS SURROUNDING)**

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### **ABSTRACT**

Indonesia is an agrarian country where most of the population works in the agricultural sector with vast agricultural land. However, agricultural land in Indonesia is shrinking at a deficit of 90,000 hectares every year. Indoor farming is one way to anticipate this by growing plants in a controlled environment. The problem occurs in indoor farming is that LED grow light horticulture products are imported with a less long service life. Whereas LED lights are an important aspect for plants to grow well. This is a business opportunity for one of the manufacturers, namely the company to develop LED grow light horticulture products. Unfortunately, no market analysis has been conducted regarding products that are suitable for market conditions and customer needs. Therefore, this research was conducted to find out the market potential and the wants and needs related to LED special lighting grow light horticulture products. This research is a qualitative descriptive research. Data in this research will be taken by interview, direct observation, focus group discussion and secondary data. Data processing and analysis in this research will be carried out by data collection, data reduction, data presentation, and conclusions. The results of this study are market share of 9.31%, obtained features such as wifi control, scheduling and dimming, and product prices that suit customer needs ranging from Rp60,000.00-Rp200,000.00. In the future, the company can adjust the selling price of the product accordingly and educate consumers regarding the LED special lighting products that will be produced.

**Keywords:** Market analysis, LED special lighting, Indoor farming



# **IMPLEMENTATION OF CIRCULAR ECONOMY BASED WITHIN CONSUMER BEHAVIOR APPROACH ON E-WASTE TREATMENT POST INDUSTRY 4.0 : A CASE OF NOKIA PRODUCTION IN INDONESIA**

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## **ABSTRACT**

The Industrial Revolution 4.0 urges the consumption of electronic goods to support the citizens' daily activities, especially smartphone. Smartphones, where they damage, obsolete, and unused, will become an electronic waste or e-waste that contains hazardous and toxic materials. The present study explores the level of consumers' intention of electronic waste. The measurement of consumers' intention is conducted with the extended Theory of Planned Behavior (TPB) model. A confirmatory factor analysis with structural equation modeling is used as the analysis. Nonprobability sampling with purposive techniques is used to capture the data from respondents. The results of this study are in the form of risk mitigation from consumer behavior in processing their Nokia mobile electronic waste. So, the community can avoid the risk of loss arising from the misuse of electronic waste processing and will get the risk of profit if treating the electronic waste according to existing rules.

**Keywords:** Solar photovoltaic, Customer intention, UTAUT2, Theory of planned behavior





## **POTENTIAL ANALYSIS OF DEVELOPING INDONESIA CIRCULAR ECONOMY READINESS INDEX IN THE FOOD AND BEVERAGE INDUSTRY**

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### **ABSTRACT**

One of the industrial sectors prioritized by the government to immediately implement a circular economy in Indonesia is the food and beverage industry. This is because this sector contributes greatly to gross domestic product and employment rates in 2019. On the other hand, the amount of waste generated in this sector is also the largest. According to the results of Ministry of National Development Planning's research in 2021, the waste generated in this sector can be reduced by 52% in 2030 by implementing a circular economy. Therefore, the preparation of the Indonesian circular economy readiness index is required. However, before the index is developed, it is necessary to have an analysis of related potentials. The method used in this study is descriptive-qualitative with two approaches, namely, descriptive-qualitative analysis and comparative analysis. In collecting data, related literature studies and in-depth interviews with experts were carried out. The existence of Indonesian government policies that regulate the application of a circular economy, although not directly, will help in this research. Then, China and the European Union are the two main regions that are the main references for running a circular economy in the world. Finally, by conducting a comparative analysis, it is hoped that appropriate indicators can be found and applied in Indonesia.

**Keywords:** Circular economy, Food and beverage industry, Indicator, Indonesia, Readiness index



## ANALYSIS OF VARIABLE CALCULATION ON STARTUP ASSESSMENT: CASE STUDY AT PT X

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### ABSTRACT

The industrial revolution 4.0 has made information technology increasingly developed which has caused people's lives to be more digital transformation. The development of the digital economy is marked by the increasing presence of startups. In Indonesia, the number of startups has also increased and made Indonesia the sixth highest country with the highest number of startups in the world by 2022. In order to support the startup ecosystem in Indonesia, PT X initiated a startup incubation and acceleration program. PT X's incubator and accelerator programs provide digital creative facilities, funding, and expand market access to support startup development and accelerate industry growth. The amount of funding provided by PT X is based on the company value (valuation) of each startup which is calculated using the first chicago method. However, in its application, there are still several calculation components that have not been standardized. Therefore, this study aims to analyze the components of the valuation calculation, namely determining the CAGR, EV/Revenue, and Discount Rate in the startup valuation calculations that have been carried out by PT X and determining improvement evaluations for determining CAGR, EV/Revenue, and Discount figures. Rate in calculating the startup valuation using the First Chicago method for startups registered with PT X.

**Keywords:** Startup valuation, First Chicago Method, Compound Annual Growth Rate (CAGR), EV/Revenue, Discount rate



## **LIGHT FISHING PREFERENCES: EXPLORATIVE STUDY IN EAST JAVA FISHING INDUSTRIES**

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### **ABSTRACT**

The vast marine areas in Indonesia provide the extensive resources for fishing industries. However, the use of cutting-edge technology in these industries in Indonesia is still limited. For instance, the use of general lighting rather than special light fishing is still common in industries. This research exploring the east java fisherman preferences for special light fishing. We are using interview to collecting preferences data from 12 fisherman that domicile in harbour cities in east java region specifically in Lamongan, Pasuruan, Malang dan Surabaya. The result suggests that while price is the most critical aspect for the fisherman in deciding the lighting acquisition, but they are willing to purchase the product if the product provide additional productivity. Further, the result also exposes several features that consider to be vital in for light fishing product, such as: the colour of light that could be changed and the durability of light, especially during harsh condition.

**Keywords:** Fisherman, fishery lighting, fishing industry





## **THE EFFECT OF ORGANIZATIONAL CULTURE ON ABSORPTIVE CAPACITY AND BUSINESS PERFORMANCE (CASE STUDY: IKM LOGAM NGINGAS SIDOARJO)**

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### **ABSTRACT**

Pandemic Covid-19 has brought a massive negative economic and social impact in Indonesia. The industrial sector, especially the MSMEs has been hit particularly hard with significantly low productivity and sales. The MSMEs which are numbered at 64,19 million, is the largest contributor to the Indonesian GDP. Metallurgical SMEs in multiple regions has voiced their concerns regarding the significant rise in raw material cost, which worsened with the drop in consumer buying power has lowered their operating revenue. One of the solutions to deal with this issue is to utilize the innovation of organizational culture. Excellent organizational culture would translate into a conducive working environment, thus enabling the employees to absorb both internal and external knowledge (absorptive capacity) relatively well, motivating, and increasing their satisfaction towards their work, which results in increased labor productivity, and eventually the company's overall productivity (business performance). So, this research was conducted to examine the effect of organizational culture on absorptive capacity and business performance. This research is conducted in Ngingas Sidoarjo Metallurgical SMEs. Data collection is done through surveys using questionnaires. A total of 127 respondent (questionnaires) are gathered, which are then analyzed with the PLS-SEM method, using the SMARTPLS 3.2.9 software. The result of the research concludes that organizational culture has a direct and positive impact on absorptive capacity. Absorptive capacity directly and positively impacts business performance, and organizational culture indirectly impacts business performance, with mediation provided by absorptive capacity. It is also known that organizational culture has no effect on business performance.

**Keywords:** Absorptive capacity, Business performance, Organizational culture, PLS-SEM, Ngingas Sidoarjo Metallurgical SMEs



## **THE EFFECT OF STRATEGIC FLEXIBILITY ON BUSINESS SURVIVAL: STUDY ON THE RESTAURANT MSMEs DURING COVID-19 PANDEMIC**

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### **ABSTRACT**

The COVID-19 pandemic has devastated all aspects, from health, agriculture to the economy. The COVID-19 pandemic has certainly had an impact on all walks of life, from low to high economic levels. This has quite an impact on MSME businesses in Indonesia, one of which is culinary. The culinary industry is one of the tourism industries that has the greatest impact among other industries. This is due to social restrictions which prevent restaurants from serving dine-in services and can only provide take-away services. Entrepreneurs or restaurant managers must carry out survival and innovation strategies for the continuity of the culinary business so that there is no collapse in the business. As many as 43% of culinary businesses have experienced a decrease in income during this pandemic. The analysis used is PLS-SEM analysis by collecting 163 respondents with 159 data that have the criteria of MSME owners or restaurant managers in the Surabaya city area, have received assistance from the government, and continue to do business during the pandemic which is used as research data. The results showed that strategic flexibility had an effect on marketing innovation and process innovation, marketing innovation had no effect on business survival, process innovation had an effect on business survival, and government support had not moderated the relationship between marketing innovation and process innovation on business survival.

**Keywords:** Strategic flexibility, MSME, Business survival, PLS SEM