

Proceeding
IMMARA
International Master in Management
Applied Research Awards 2022

TOPIC

Business Sustainability with Supporting on SDG

VIRTUAL ADACEMIC CONFERENCE | OCTOBER 5th, 2022

Proceeding
IMMARA
International Master in Management
Applied Research Awards 2022

Foreword



Educational institutions are expected to produce research outputs by each institution's competencies. The production of this research is disseminated through seminars or international-oriented activities and is a collaboration among institutions. In this regard, the International Master in Management Applied Research Award (IMMARA) is a collaboration between the Master of Management and Master of Management Science, Faculty of Business Economics, Airlangga University, Surabaya; Master of Management at Paramadina University, Jakarta; and Graduate Business School, Universiti Teknologi MARA.

The form of this collaboration is the organization of academic seminars at the international level. This collaboration aims to organize activities that provide opportunities for students in each Study Program to take part in academic activities. This activity also allows Master of Management students to excel internationally.

The competitive review was conducted on the number of articles submitted, and chose 33 articles to publish. The paper is divided into human resources, finance, marketing, sustainable development goals, entrepreneurship, leadership, and Islamic finance.

We hope that, in the future, this academic seminar will have more participants from various countries with a variety of topics according to the competence of each institution. This collaboration is vital because it becomes a medium for exchanging knowledge and strengthening partnerships with all institution stakeholders.

Table Of Contents

Islamic Business Finance & Strategic Finance	1
The Role Of Intellectual Capital In Mediating The Relationship Between Corporate Governance And Firm Value.....	Error! Bookmark not defined.
Probing MSMEs' Competency in Utilizing Financial Assistance from Islamic Banks in Indonesia: An ECM Approach.....	3
Investment Prospects In Mini Hydro Power Plant To Support Green Economy.....	Error! Bookmark not defined.
Analysis Of The Effect Of Macroeconomic Variables On The Movement Of The Indonesian Sharia Stock Index (Issi) (Case Of The Indonesia Stock Exchange 2011–2020)	6
Human Resource Management	7
The Effect of Positive Motivation in Improving Employee Performance during the Work from Home (WFH) in PT. Bank SUMUT Melawai Branch	8
Technological Leadership Practice Within Multinational Oil & Gas Risk Management And Advisory Company	Error! Bookmark not defined.
The Effect of Employee Engagement on Employee Performance in Heavy Equipment Manufacturer Company (Study Case at PT ABC).....	10
Improving Online Learning Effectiveness By Utilizing Learning Management System (Lms) To Support The Quality Of Company Human Resources Improvements	Error! Bookmark not defined.
Understanding the Impact of Covid 19 on Knowledge Sharing Behaviour among Airport Services Employees	12
Strategic Partnership	13
Article Title: Partnership Management of Balinese Fermented and/or Distilled Beverage Industry to Achieve Village SDGs.....	14
Marketing Management	16
Analysis Of The Effect Of Information Design, Visual Design, Navigation Design On Trust In Tokopedia And Their Implications On Perceived Risk And Purchase Intention.....	17
Analisis Kemauan Nasabah Untuk Menggunakan Jasa <i>Mobile Banking</i> (Studi Pada Bank BJB Kantor Cabang Kebayoran Baru)	18
Brand Love Analysis Of Product Purchase Intention : A Case Study Of The Brodo Brand In The Jabodetabek Region.....	Error! Bookmark not defined.
Independent Leadership Of Housing Development Companies For Adaptive Organizations Through Swot Analysis (<i>Strengths, Weaknesses, Opportunities, Threats</i>) In The Era Of The Covid 19 Pandemic	Error! Bookmark not defined.
Granito As The Market Challenger In Facing The Competition In Domestic Market.....	22

The Role Of The Word Of Mouth In The Branding Process Of Ms Glow	Error!	Bookmark	not defined.
The Effect Of Sales Promotion And Time Availability On Consumer Impulse Buying Behavior During National Online Shopping Day.....	25		
RSIA Bunda Jakarta: Handling and Service Management Inpatient with Customer Journey Map.....	26		
Article Title: Market Challenger’s Marketing Strategies: Erigo Study Case	Error!	Bookmark	not defined.
The Strategies to Improve Customer Experience: A Case of Online Shopping Platform	28		
Entrepreneurship & The 17 Sustainable Development Goals (SDGs) & Leadership	29		
Digital Transformation In Msmes During The Covid-19 30Pandemic And The Effect On The Digital Mindset And Msme Performance.....	30		
Investment Prospects In Mini Hydro Power Plant To Support Green Economy	Error!	Bookmark	not defined.

Islamic Business Finance & Strategic Finance



The Role of Intellectual Capital in Mediating the Relationship Between Corporate Governance and Firm Value

(Study on Primary Consumer Goods Industry Sector Companies in Indonesia 2017 – 2020)



I Putu Arioka Kartawan and Luh Gede Sri Artini

Abstract

Purpose - The purpose of this study was to obtain empirical evidence regarding the role of intellectual capital in mediating the relationship between corporate governance and firm value. The research was conducted on public companies in the primary consumer goods industry sector that registered on Indonesia Stock Exchange.

Design/methodology/approach - The research sample was determined using a nonprobability sampling with a purposive sampling technique. This study uses secondary data obtained from the annual reports of primary consumer goods industry companies on the Indonesia Stock Exchange for the 2017-2020 period. The data analysis technique used path analysis. Path analysis is an extension of the regression model, which is used to test the correlation matrix on the causal model compared by the researcher.

Findings - The results showed that board size, independent commissioners and ownership concentration had a positive and significant effect on firm value, while CEO duality had a negative and significant effect on firm value. Intellectual capital was found to have partial mediation on the relationship between board size, independent commissioners, CEO duality and ownership concentration with firm value.

Research limitations - Generalizing the obtained results would require the sample size to be extended.

Implications - The theoretical implication of the research results is that it can provide empirical evidence regarding the role of intellectual capital in mediating the relationship between corporate governance and firm value. The practical implication is to give an overview to the company's management that the implementation good corporate governance by increasing awareness of the importance of intellectual capital can have a positive influence on the firm value. The results of this study are also expected to direct companies in making balanced investment decisions between investments in intellectual capital and investments in physical assets so that sustainable corporate value can be created.

Originality/value - This study is one of the first attempts to investigate the mediation impact of IC on the relationship between CG practices and corporate performance in the Indonesian context.

Keywords: *firm value, corporate governance, intellectual capital*

Probing MSMEs' Competency in Utilizing Financial Assistance from Islamic Banks in Indonesia: An ECM Approach



¹Muhammad Ismail Sunni, ²Milhatun Nisa'

^{1,2} Faculty of Economics and Business, Indonesian International Islamic University, Indonesia
Email: ¹muhammad.sunni@uiii.ac.id, ²milhatun.nisa@uiii.ac.id,

Abstract

Background: This research is based on the increase of entrepreneurs in Indonesia, especially after pandemics, along with the number of applications for financing to financial services, including Islamic banking, that have constantly risen. Aiming to both preventing the funds from being stagnated and advancing the business growth, Micro and Small Medium Enterprises (MSMEs) players are in dire need to acquire financial assistance for growing competitively. Granted, this study, therefore, was carried out to reveal the extent of financial assistance significance provided by Islamic banks for selected MSMEs.

Purpose: The purpose of this paper is to analyse the impact and the confine of financing or capital which has been injected by Islamic banking to reinforce MSMEs' performance. Additionally, this also observes which MSMEs sector has the biggest potential in maximizing the distributed financing assistance.

Design/ methodology/approach: Based on the authors' observation, the financing distribution has focused on the coverage that represents MSMEs types in Indonesia. Of the most noticeable MSMEs which were used in this study were agriculture, forestry, hunting and fishing (LAFH), manufacturing (LMNF), accommodation and food services activities (LAFS), and other service activities (LAEXP). The aforementioned sectors were examined to identify the proper benchmark of how effective financing has been for MSMEs growth, seen from the contribution of GDP by the business field. Whilst the quarterly data from year 2013 to 2021 was taken from Islamic Financial Service Board and Bank Indonesia, Error Correction Model (ECM) was employed to see the development both in the long and short term.

Findings: This study found that in the short term, the only type of MSMEs significantly affected by Islamic business financing was other services activities that focused on export. In contrast, while the remaining three variables were significant in the long term, MSMEs in other service activities had a reversal of the impact of the financing that Islamic banks had provided. Thus, in other words, contrary to export service-based MSMEs, MSMEs that were in the field of accommodation, food and drink as well as agriculture and manufacturing had the capability to effectively develop the resources obtained from Islamic banking only in the long run, not in the short run.

Research limitation: This study was impeded with incompleteness of the data and the accessibility toward details of total sales average of each MSME type that were investigated. Furthermore, this paper could be well extended to examine what determinants that might have a mediating effect between MSMEs' performance and Islamic bank financing, revealing the missing attributes that may play a significant role in empowering MSMEs' absorption of the financial resources attained.

Originality/value: While a lot of research review the significance of Islamic business financing toward MSMEs in general scope, this paper, as per authors' knowledge, is the first to not only assess the significance link of Islamic business financing with more specific fields of MSMEs, but also probe its extent in both short and long term.

Keywords: *Entrepreneurs Competency, Islamic Financing, MSMEs Performance, ECM*

Investment Prospects in Mini Hydro Power Plant to Support Green Economy



Aninditha J. Lestari, Meilan Mustikasari, Ratna Juwita

Management, Universitas Paramadina, Indonesia

Abstract

From day to day human activities require energy. Electricity is one of the energies that cannot be left. It is showing that electricity consumption in Indonesia has been increasing every year and it is a signal that the source of electricity needs to be escalated. Developing renewable energy (EBT) must be immediately optimized to replace fossil energy to support the electricity's availability. However, in terms of the fossil energy process in order to produce the electricity it is well-known not to be climate-friendly due to pollution and carbon emissions. Therefore, the renewable energy is urgently needed to accelerate the transformation from fossil energy to EBT to reach climate-friendly and sustainability. Indonesia has enormous potential renewable energy such as biofuel, geothermal, solar, water energy source and ocean waves. Mini-hydro power plant is one of the renewable energy potential for electricity resources using water energy source and dependable technology which is climate-friendly and can produce electricity for the isolated areas. Investment in Mini-hydro power has cheaper funds than other potential renewable energy. Unfortunately, Mini-hydro is still not optimized as potential energy replaces fossil energy. With those potentials, the Mini-Hydro Power Plant investment shall present the EBT as the green growth and nature development as the main source which responsible to prevent the natural resources exploitation which also has the technology that effectively lower the pollution and to create the potential to improve the equals social welfare to build a green economy so the sustainable development could be pursuit. Currently PLN and ESDM are widely giving the chance especially to the Independent Power Producer (IPP) Company in order to collaborate in developing and accommodating electricity needs in isolated areas.

Keywords: *PLTM, EBT, pertumbuhan hijau, pembangunan berkelanjutan, Green Economy, Independent Power Producer (IPP) Company*

Analisis of the Effect of Macroeconomic Variables on the Movement of the Movement of the Indonesian Sharia Stock Index (ISSI)

(Case of the Indonesia Stock Exchange 2011–2020)



Manarul Hidayat¹, Raden Mohamad Edwin², Adhib Eka Pambudi³, Yudianto⁴

¹Master of Management, Paramadina University, Indonesia ²Master of Management, Paramadina University, Indonesia

³Master of Management, Paramadina University, Indonesia

⁴Master of Management, Paramadina University, Indonesia

Abstract

The purpose of this study is to analyze the effect of macroeconomic variables on the movement of the Indonesian Sharia Stock Index (ISSI). The research method used is descriptive and quantitative, with monthly time series data from June 2011 to December 2020 using secondary data. The research object used is ISSI and macroeconomic variables. The macroeconomic variables in this study are the exchange rate rupiah-dollar (KURS), inflation (INFLATION), world gold prices (GOLD), and world oil prices (OIL). The analysis technique of this research is the Vector Error Correction Model (VECM) using the Eviews 10 software. VECM offers an easy working procedure in separating the long-term and short-term components of the data formation process, so that it can be used to model cointegrated time series data. The dependent variable in this study is the Indonesian Sharia Stock Index (ISSI). Meanwhile, the independent variables in this study are the exchange rate rupiah-dollar (KURS), inflation (INFLATION), world gold prices (GOLD), and world oil prices (OIL). The results achieved in this study are that the exchange-rate rupiah-dollar (KURS) variable has no effect in the short term, but has a negative effect in the long term on ISSI. Inflation variable (INFLATION) has no effect in the short term, but in the long term, the inflation variable has a negative effect on the ISSI variable. World gold price (GOLD) as a variable has no effect in the short term, but has a positive effect in the long term on ISSI. In the short term, the variable world oil price (OIL) has no effect, but in the long term it has a positive effect on the ISSI variable. The conclusion in this study is that the VECM estimation results in the short-term show that there are no macroeconomic variables that affect ISSI. Meanwhile, in the long term, the VECM estimation results show that all macroeconomic variables have an effect on ISSI.

Keywords: *ISSI, Macroeconomic Variables, Sharia Stocks, VECM.*

Human Resource Management



The Effect of Positive Motivation in Improving Employee Performance during the Work from Home (WFH) in PT. Bank SUMUT Melawai Branch



Padli Habibi Akbar Lubis

Management Science, Paramadina University, Jakarta

Abstract

This study is about the role of positive motivation that has an influence on employee performance, precisely on employees of PT Bank SUMUT Melawai Branch Office, Jakarta, especially during work from home (work from home). By using the approach of motivation theory as one of the theoretical foundations in writing this research. With the use of this theory, this thesis research raises the research question "How does positive motivation have an influence on performance?". To answer these research questions, the authors use qualitative research methods which will be supported by primary and secondary data types. The results obtained from this thesis research are how the positive motivation of employees of PT Bank SUMUT Melawai-Jakarta Branch during the work from home period (work from home).

Keywords: Positive Motivation, Employee Performance, Work from Home (WFH).

Technological Leadership Practice Withing Multinational Oil & Gas Risk Management and Advisory Company



Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Paramadina

Jl. Gatot Subroto Kav. 97, RT.4/RW.4, Mampang Prapatan, Jakarta Selatan Dewi Ayu AS

Dewi.apito@gmail.com

Abstract

The purpose of this paper is to shed more light on how a technological leadership is implemented into a multinational oil and gas risk management and advisory company. Taking into a case of a multinational company with more than 150 years of experience in this business, leading 12000 employees around the world.

As a well-known third-party advisory company, they are required to always one step ahead than their customer not only in term of mastering the technology but also in a way of how they look further toward the future shape of oil and gas industries. For that reason, the leader himself must be the one who have strong sense of technology advancement, visioner and so does he can lead and mobilize his company resources toward a same direction, an advance technology and continuous innovation.

The methodology of this paper is derived from Insights of literatures and the elaboration of CBSI – UTS: Leadershift capability frameworks underpin its practices on its three technological dimensions, the Strategy, the execution, and the people.

On strategic dimension, the leader and the management has embedded his technological leadership and views via company purpose, mission, and values that leads all employee toward the same direction, a driving company performance thru technology and innovation.

On execution dimension the leaders and management have adequate technological background and so does their understanding toward technology that can drive performance and future business sustainability is solid. And this solid point of view is well represented on their goal and judgment which navigate their daily business and innovation execution.

On people dimension, the leader and management has demonstrated their values of technological leadership by empowering and developing their employee innovation via scholarship, annual next generation summit, embedded technology leadership and innovation as well as allocating 5% percent of their revenue on research and development to double down their technological roadmap.

The results imply that by elaborating this three leadershift dimension is not merely the leader himself who has the adequate technological background and acumen, but he also elaborates his technological acumen into some practical action that navigate all of company resources.

Keyword: *Technological leadership, oil and gas advisory, CBSI–UTS: Leadershift capability frameworks*

The Effect of Employee Engagement on Employee Performance in Heavy Equipment Manufacturer Company (Study Case at PT ABC)



Ardhazia Ashria

Management, Paramadina University, Indonesia ardhazia.ashria@students.paramadina.ac.id

+62-8788-4821-809

Abstract

Human resources are one of the keys to the growth of a company, competition between companies increases along with technology that continues to advance, the company's growth in the quality of human resources plays an important role in facing competition. This is a driving force for human resources to give their best performance to advance the company. So, that in the end it can improve a better quality of life for employees. Employee is very important role in every company or organization. Because to create quality human resources requires the involvement of employees. Employee engagement is a positive, satisfying, work-related state of mind. This study was conducted to determine the effect and relationship between employee engagement on employee performance at PT ABC. The variables used are Vigor, Dedication, and Absorption. Testing the data using SPSS 25. This study uses a quantitative method involving 89 respondents with permanent employee with length of service more than 2 years. The characteristics of respondents based on education, age, gender, and marital status. The proportion of the influence of employee engagement represented by the dimensions of vigor, dedication, and absorption is 72.9% and the remaining 27.1% is influenced by other variables that are not in the regression model. The results of the study indicate that the dimensions of vigor, dedication, and absorption have a positive and significant relationship to employee performance. It is proven by the results of hypothesis testing where H1, H2, and H3 are accepted.

Keyword: *Employee Engagement, Employee Performance*

Reference: 52 references, 1990 to 2021

Improving Online Learning Effectiveness by Utilizing Learning Management System (LMS) to Support the Quality of Company Human Resources



Dakikotis Sururiyah, Gancar Candra Premananto

Jurusan Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Airlangga

Abstract

This article aims to describe efforts to increase the effectiveness of the use of the Learning Management System (LMS) in improving learning outcome and improving the quality of Human Resources (HR). The writing of this article uses the literature study method, namely reviewing and researching various literatures related to the topic of the problem being studied. The required data was collected through a contextual study which was then analyzed for its contents. The use of LMS in learning makes it easier for education and training management institutions to improve the learning process, learning can be accessed from various places and unlimited times, and learning can be carried out more simply. The use of LMS also makes learning more flexible in terms of study time and makes students more independent. Instructors can also monitor student activities through the LMS in detail.

Keywords: *learning, e-learning, Learning Management System, effectivity*

Understanding the Impact of Covid 19 on Knowledge Sharing Behaviour among Airport Services Employees



*Suriana Ramli, Azhari Mohd Tan, Wan Naziha Najwa Wan Abdul Hamid

Arshad Ayub Graduate Business School, Universiti Teknologi MARA, MALAYSIA

*Corresponding author's email: surianaramli@uitm.edu.my

Abstract

Covid 19 pandemic has transformed how business is conducted around the world. It accelerated the adoption of digitalization due to work from home arrangement. Similarly, airport operations are transformed to ensure business continuity. To adhere to movement control order (MCO) implemented by government of Malaysia, employees are instructed to work from home with an alternate schedule to office work. This working arrangement demanded immediate requirement for active knowledge sharing behaviour as employees work in isolation. This study aims to understand the behavioural changes due to employee willingness and commitment to knowledge sharing. The objective of this research is to examine the attitudes, subjective norms, and perceived control behaviours of airport terminal services (ATS) employees to knowledge sharing. The quantitative strategy used in this study is a structured questionnaire. The data was gathered in a non-contrived context with a crosssectional method. A total of 114 questionnaire forms were gathered and analysed using SPSS. The findings reveal that the relationships between attitude and perceived control behaviour are moderate in knowledge sharing. Weak correlations are shown by the respondents on the relationship between subjective norms and knowledge sharing. Consequently, it is demonstrated that ATS should invest in improving the subjective norm by inculcating a culture of knowledge sharing within the company. A comprehensive knowledge management framework in a form of access, storage and retrieval of data and information would enable the company to continue the business operations regardless of the situation. Continuous communication, employee engagement and training would further accelerate the acceptance of knowledge sharing as a way of working. Airport service operations are susceptible to many types of unforeseen crises such as pandemic, natural disaster and accidents. Therefore, the key to business survival is to ensure a resilient designed of work processes and employees' willingness to embark on the change effort.

Keywords: *Airport Services, Knowledge Management, Knowledge Sharing, Pandemic, Business Continuity.*

Strategic Partnership



Partnership Management of Balinese Fermented and/or Distilled Beverage Industry to Achieve Village SDGs



Putu Yudy Wijaya, Ni Nyoman Reni Suasih, I Putu Sastra Wibawa

Abstract

Background: Some regions in Indonesia have fermented and/or distilled beverages that are their own characteristics, including in Bali Province. The Bali Provincial Government has issued a regulation on the governance of Balinese fermented and/or distilled beverages (Bali Governor Regulation Number 1 of 2020). One type of regulated beverages is *Arak Bali*. In addition, the Bali Provincial Government also urged the Traditional Village to compile *perarem* (customary rules) related to the *Arak Bali* industry. In Bali there are 18 villages that are considered the center of the *Arak Bali* industry, one of the largest is in Tri Eka Buana Village because the number of people who become wine artisans is quite a lot. Balinese wine commodities still have a fairly high demand and supply, as well as their development potential, but the community still manages individually and conventionally, and has not yet understand the regulations. Therefore, it is necessary to involve various stakeholders and the partnership model of the fermented and/or distilled beverage industry, so that can contribute to the achievement of village development goals that sustainable or Village SDGs.

Purpose: The purpose of this study is to develop a partnership management model for the Balinese fermented and/or distilled beverage industry (in this case is *Arak Bali*) to achieve the SDGs Village in Tri Eka Buana Village.

Design/Methodology/Approach: This research used a qualitative descriptive approach, and the locus at Tri Eka Buana Village. Data were collected through non-participant observations, in-depth interviews (interviewees were determined to be purposive), and documentation (including literature review). Furthermore, the collected data was analyzed with triangulation techniques and disseminated through a Focus Group Discussion (FGD).

Finding: As previously explained, there are several regulations related to the existence of the *Arak Bali* industry, one of which regulates the marketing aspects of products, where products resale as raw materials or sold in the area of each custom village. The actors involved in this designed partnership model are *arak* artisans, custom villages, village governments (village), village economic institutions (Village Owned Enterprises a.k.a. BUMDes or village cooperatives), and private sector. Results shown that there are two possible partnerships models, namely partnerships with (private) beverage factories, and partnerships through empowerment schemes. For the empowerment scheme, *Arak* are collected, packaged, and sold only in the local custom village area, so that consumers will buy directly to location. In this scheme, cooperation with various actors is needed to be able to present *Arak Bali* products and industries innovatively. The existence of the Balinese wine industry is believed to play an important role in achieve village SDGs, especially related to partnership goals for village development, dynamic village institutions and culture adaptive, as well as the economic growth of the village is evenly distributed.

Research Limitation: As previously explained, there are 18 custom Villages in nine regencies/cities in Bali which are the center of the *Arak Bali* industry. But this research has only been focused on one area, which is the largest.

Originality/Value: Research on the existence of the Balinese fermented and/or distilled beverage industry still lack, especially regarding its policies and management to comply with regulations. Therefore, this research has an important value for the existence of the *Arak Bali* industry which also has the value of local wisdom.

Keywords: *Arak Bali industry; partnership management; policies; Village SDGs*

Marketing Management



Analysis of the Effect of Information Design, Visual Design, Navigation Design on Trust in Tokopedia and Their Implications on Perceived Risk and Purchase Intention



Achmad Basyir Rizky

Faculty of Economics and Business, Paramadina University, Indonesia

Abstract

In this current digital era, the providers of application e-commerce are growing and providing more innovations to increase consumers' purchase intentions for this application, one of which is Tokopedia, which continuously innovates mainly in the display design's application. The purpose of this study is to analyze the display design of the Tokopedia application which consists of information design, visual design, and navigation design on trust and its implication for perceived risk and purchase intention. This study uses a quantitative approach with a nonprobability sampling method with a total sample of 104 respondents. This study uses SmartPLS 3 software in managing data using multiple linear regression models and simple linear regression models. The result of this study indicates that information design and visual design do not affect trust, however navigation design affects trust, then trust has an effect on perceived risk, and then trust and perceived risk affect consumer purchase intention.

Keywords: *Information Design, Navigation Design, Perceived Risk, Purchase Intention, Trust, Visual Design*

Analisis Kemauan Nasabah Untuk Menggunakan Jasa Mobile Banking

(Studi Pada Bank BJB Kantor Cabang Kebayoran Baru)



Mahlud

mahlud.bjb@gmail.com

Abstract

Analysis of Customer Willingness to Use Mobile Banking Services, study on Bank BJB Kebayoran Baru Branch Office. This study deals with the influence of perceived usefulness, perceived ease of use, perceived risk and word of mouth (WOM) factor on customer willingness to use mobile banking services. The data was obtained by interview method by involving as many as 5 (five) participants. The data analysis used is interpreting the text delivered by the participants, Typing the data: text, reading the entire text, coding and classification, and description, pattern, theme. The research method used is qualitative method using indepth interview.

The results showed that the willingness of customers to use mobile banking can be influenced by perceived usefulness, perceived ease of use, perceived risk and word of mouth (WOM) factors.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Word of Mouth, TAM, Mobile Banking, PT Bank Pembangunan Daerah Jawa Barat dan Banten, Tbk*

Referensi: Eight books, eleven journal articles and two electronic sources website

Brand Love Analysis of Product Purchase Intention: a Case Study of the Brodo Brand in the Jabodetabek Region



Adam Rizky Ramadhan

Magister Management Program, University of Paramadina, Jakarta
+62 81281584433, adamrr14@yahoo.com

Iin Mayasari

Magister Management Program, University of Paramadina, Jakarta
+62 81328004587, iin.mayasari@paramadina.ac.id

Abstract

This study aims to analyze the effect of mystery, sensuality and intimacy on the brand love of the Brodo. And the effect of brand love on purchase intention on the Brodo. The data in the study were obtained through an online questionnaire survey, data were obtained from 111 respondents. Respondents are people who know the Brodo brand. Data processing using SmartPLS. The results showed that brand love was positively and significantly influenced by mystery and intimacy. Then brand love is influenced positively but not significantly by sensuality. And also purchase intention is positively and significantly influenced by brand love. The results of this study can help Brodo in making decisions for marketing strategies, especially in forming brand love and purchase intentions to consumers. The results of this study are expected to be able to grow purchase intention on the Brodo brand.

Keywords: *brand love, intimacy, mystery, purchase intention, sensuality*

Purpose of Study: This study aims to analyze the effect of mystery, sensuality and intimacy on the brand love of the Brodo. And the effect of brand love on purchase intention on the Brodo.

Methodology: Descriptive study with a quantitative approach, Samples were taken using a nonprobability sampling technique with a purposive sampling technique.

Summary of Finding/Results: The results showed that brand love was positively and significantly influenced by mystery and intimacy. Then brand love is influenced positively but not significantly by sensuality. And also purchase intention is positively and significantly influenced by brand love.

Conclusion and significance/contributions of study: The variable of mystery and intimacy has an influence on the formation of brand love. And the brand love variable itself has a positive and significant influence on the formation of purchase intention

Identification of Brand Resonance Elements: Study on Skrineer Mask Brand



Author: Karina Nurhadiah

Abstract

Background: The occurrence of the COVID-19 pandemic has made the competition for mask products very tight. Skrineer is a mask brand that has been present in Indonesia for 17 years.

Purpose: The aims of this study were (1) to identify the application of the Customer Based Brand Equity (CBBE) model, (2) to obtain an overview of the Skrineer brand which refers to the stages of brand development and branding objectives at each stage, (3) to obtain an assessment of the Skrineer mask based on the point of view of brand development and branding objectives at each stage.

Design/Methodology/Approach: This research method uses a qualitative descriptive method.

Findings: The results of this study are the Skrineer brand has implemented Customer Based Brand Equity (CBBE) which consists of six building blocks. (1) Salience, Skrineer's brand identity has been formed since before the pandemic, 1 ply mask is a mask product that is the mainstay of Skrineer as driving masks because they can filter particles, (2) Performance, Skrineer Masks can filter bacteria and viruses up to 99% and have certification from the Nelson Laboratory, America, (3) Imagery, Skrineer is a brand that stylish and has good quality, (4) Judgments, Skrineer is a brand that responsible for each of its products. Skrineer is very accepting of critics and suggestions from the public so that it can continue to improve the quality of its products, (5) Feelings, Skrineer can make consumers feel comfortable and safe when using Skrineer, (6) Resonance, the relation that Skrineer builds with its consumers is very good and quite intensive.

Research Limitation: In this study, the authors only conducted research with the concept of Customer Based Brand Equity (CBBE) which consisted of 6 (six) pyramid building blocks. This research was conducted on the Skrineer disposable mask brand and only focused on the island of Java with a total of 100 respondents.

Keywords: *customer-based brand equity, brand resonance, brand equity, stages of brand development, branding objectives at each stage*

Independent Leadership of Housing Development Companies for Adaptive Organizations Through SWOT Analysis (*Strengths, Weaknesses, Opportunities, Threats*) in the Era of the Covid-19 Pandemic



Khairani Dwi Puri

Paramadina University, Depok, 081310497897, khairani.puri@students.paramadina.ac.id

Ramadani

Paramadina University, Depok, 087882622567, ramadani@students.paramadina.ac.id

Dana Handika Dwi Saputra

Paramadina University, Halim East Jakarta, 081383605989, dana.dwi@students.paramadina.ac.id

Alia Damar Adiningsih

Paramadina University, Ciracas East Jakarta, 0895605829817, alia.adiningsih@students.paramadina.ac.id

Abstract

Calamity or disaster is something could not avoided and can occur when course. Likewise, when The Covid-19 pandemic hits, it makes you feel sad occur by massive throughout part of the world. Impact caused like drop condition health, sorrow consequence lost relatives family and problems economy will influence individual mental health. Destination from study this is for analyze independence leadership company developer housing area through Strengths, Weaknesses, Opportunities and Threats in company property. Through SWOT analysis, research this could see the power that will maintained, the weakness will be strengthened and minimized, opportunities that must be our take and threats created the solution. Method used is through Grounded Theory Design with interview with four source persons. Two internal company peoples and two external company peoples which is consumer company developer housing. Results obtained from side strength is in leadership in create product featured, concept housing and culture company. For weakness related service during development, planning and quality development. Opportunity company developer for could reach more market appropriate goals and bigger through online seminars or survey together and potential source available power and potential market. Threat change regulation government, conditions health team, system work from home and very competitive market competitive. For that, independence leadership in create product superior has becomes solution for sustainable company in the crisis era.

Keywords : *Covid 19, Industry, Developer Real Estate, Company, Property, SWOT Analysis*

Granito as the Market Challenger in Facing the Competition in Domestic Market



Uu Sahrudin ¹, Yuliartiko ², Herman Hermawan ³, Joko Mulyono ⁴, Desy Natalia ⁵, Widaningsih ⁶

Abstract

Ceramic with Granito brand is the one of the most popular ceramic in Indonesia since long year ago and have become legendary at ceramic industry. However, currently in line with many newcomers at industry ceramic both from domestic and import (such as China & India), sales of Granito is gradually reducing since later 5 years. In order to keep the existence of Granito ceramic and also to return back the sales condition as they were 5 years ago, it is necessary to make improvement and also breakthrough efficiently and effectively. Therefore, through this paper, it is studied about current condition of Granito ceramic industry, make evaluation and propose any alternative solution as recommendation to Granito ceramic industry to boost up their performance from design-production preparation – production – marketing – logistic - after sales including supply chain and raw material selection. Activity to create any recommendation or alternative solution on the paper to Granito ceramic industry is conducted by utilizing primary data and interview such as Focus group discussion with best practice from Granito ceramic industry, Confirmation of Granito ceramic specification & quality directly, etc. Analysis result shows that Granito ceramic currently is still the most popular and top brand among ceramic products in Indonesia market even though its sales is really reducing continuously in the later 5 years and not more as the market leader. The reducing conditions is as impact of many newcomers at ceramic industry in Indonesia. Newcomers of ceramic make competition become tight and customer has many options to purchase ceramic for their necessities. Therefore, to keep existence of Granito in market, Granito ceramic industry should make improvement comprehensively from downstream, midstream and until upstream industry. At downstream industry or area, Granito must make improvement on marketing strategy to keep loyal customers and to expand new customer including improvement at its after sales. At midstream industry or area, Granito must make deeply improvement to increase productivity and economic scale to make more competitive price to end customers. At upstream industry or area, Granito must make innovation both product and material through research & development and at all areas, Granito must level up competency of human resource in collaboration with many parties both domestic and overseas. Study about the above subject has contribution as advisory study to management of Granito ceramic industry. Scope of study is comprehensive; however, implementation can be gradually or step by step as well as the available resource and priority consideration of Granito ceramic industry. From all aspects of improvement, it is recommended that human resources improvement should be 1st priority because human resource quality & competency improvement will enable other activity improvement from marketing, production, quality, supply chain and research & development.

Keywords: *Marketing, Marketing Management, Marketing Mix, Competition*

The Role of the Word of Mouth in the Branding Process of MS Glow



¹I Gusti Ayu Surya Rusmita, ²Tasya Maharani, ³Herdy Syaf, ⁴Ivan Irawan, ⁵Rahmad B. Setiawan

1(Management, MM Postgraduate/ University of Paramadina, Indonesia)

2(Management, MM Postgraduate/ University of Paramadina, Indonesia)

3(Management, MM Postgraduate/ University of Paramadina, Indonesia)

4(Management, MM Postgraduate/ University of Paramadina, Indonesia)

5(Management, MM Postgraduate/ University of Paramadina, Indonesia)

Abstract

In the midst of the growth of the cosmetic industry and the number of products with intense competition in the current globalization and digital era, the chosen marketing strategy must of course be appropriate, efficient, and effective. One of the marketing strategies that has been developed and is effectively and efficiently implemented is the Word of Mouth communication process by utilizing as much as possible digital technology, one of which is social media (traditionally, WOM is conveyed directly from mouth to mouth). The purpose of writing this article is to envision the role of word of mouth in the MS Glow branding communication process. The design of this research is a literature review and local survey. Literatures review is a description of the theory, findings and other research materials obtained from reference materials to be used as the basis for research activities. Literature review contains reviews, summaries, and the author's thoughts on several library sources. Meanwhile, we also conducted survey in the format of a google sheet form application to a quite big number of respondents to study the awareness of local society towards MS Glow. The results showed that the WOM MS GLOW Strategy prioritized closeness with buyers, so they felt they were buying products from their own friends, colleagues or fans, in addition to building trust, also inspiring them to be diligent in taking care of themselves and prioritizing self-love. In addition to using public figures as influencers, of course the most important thing is that WOM's communication strategy must be based on "Honest Reviews" (prudent reviews) so that this becomes an extraordinary power, especially during a pandemic where circumstances causing consumers unable to directly see, test, try or even smell the product by themselves in a direct store, so, therefore, the use of an *E WOM* marketing strategy through the use of digital technology and influencers as a source of product information is the essential key to success. As previously mentioned, to prove the role of the WOM strategy on public knowledge of the MS GLOW brand, we performed a survey of more than 300 female respondents in the Bogor Regency area (West Java) with an average age in the range of 18 to 23 years regarding their awareness of MS GLOW. Based on the survey, it was found that 98.1% of respondents knew about the MS GLOW brand and 95.1% of respondents knew about MS GLOW products and 78.3% knew it from social media, 13.6% knew this from friends and the rest from family or other sources. It means the awareness program held by MS Glow reached its target. Therefore, according to the survey results, it

can be concluded that the Word of Mouth strategy carried out by MS GLOW is quite successful in branding its products. The writing of this article is expected to be useful for both academics and the public and can be used as reference material for anyone who wants to become an entrepreneur in setting up a business in the cosmetic sector in Indonesia.

Keywords: *Word of Mouth, MS GLOW*

The Effect of Sales Promotion And Time Availability on Consumer Impulse Buying Behavior During National Online Shopping Day



Andrea Tiara Putri

(Faculty of Economics and Business, Universitas Paramadina, Indonesia)

Abstract

Background – In the digital era, rapid technological advances can change the pattern of human life. Internet-based companies such as e-commerce can grow rapidly in Indonesia. Currently, e-commerce companies are trying to influence consumers to buy products, including using sales promotions and time availability, especially at the National Online Shopping Day event. On the other hand, each e-commerce company tries to develop marketing strategies and programs that directly influence consumers to buy products immediately, thus giving rise to consumer impulse buying behavior.

Purpose – The purpose of this study is to analyze sales promotion, time availability, and its effect on consumer impulse buying behavior.

Design/Methodology/Approach – A quantitative approach was used with purposive sampling method and 100 respondents as the research sample. This study uses IBM SPSS Statistics 26 software in managing data and using multiple linear regression analysis models.

Findings – The results showed that sales promotion had no effect on consumer impulse buying behavior during National Online Shopping Day, while time availability positively affected consumer impulse buying behavior on National Online Shopping Day.

Research Limitation – The results of the study do not provide a big picture of consumer impulse buying behavior during National Online Shopping Day in Indonesian society, because the object of research is only limited to people who live in Jabodetabek Region. The results of the study do not provide an overview for other online shopping events because the research was only conducted during the National Online Shopping Day event.

Originality/Value – This research is expected to contribute to e-commerce companies, as well as sellers in the e-commerce industry. The contribution given is in the form of additional knowledge and information, and can be taken into consideration for e-commerce companies so that they can trigger large impulse buying when the National Online Shopping Day is held.

Keywords: *Sales Promotion, Time Availability, Consumer Impulse Buying Behavior, National Online Shopping Day.*

RSIA Bunda Jakarta: Handling and Service Management Inpatient with Customer Journey Map



Siti Nurhayati, Siti Alkhairia Fachrurrozi, Moh. Teguh Satya Laksmna, Melvin Halpito,
Maria Advianti, Joko Mujiyanto,

(Postgraduate Student at Paramadina University, Indonesia)

Abstract

Research about inpatient handling and service with customer journey map in RSIA Bunda Jakarta which aims to find out whether all existing components are complete and adequate/function optimally in supporting the delivery of information of products and services from RSIA Bunda Jakarta. In addition, to find out the customer journey of inpatients starting from the beginning knowing information about hospitals, deciding on services and evaluating the experience of using RSIA Bunda Jakarta. The methods used are a mix of methods, qualitative (in-depth interviews) and quantitative (distribution of questionnaires to inpatients) conducted by RSIA Bunda Jakarta. This study shows that the stages of the Customer Journey Map that have been carried out by RSIA Bunda Jakarta help consumers to build awareness (Interest and Awareness), find information (Search), consider and choose (Research), and decide to become a patient (Purchase), then spread their experience both through social media, or Word of Mouth (WOM) which is spread by recommending RSIA Bunda Jakarta as a referral hospital, especially for pregnant women and mothers who are about to give birth to families across generations, friends, doctors, or with endorsements from celebrities, officials and well-known public figures in the country. The study recommends a few things. (1) Optimizing the role of social media for the dissemination and marketing of service products; (2) Continuously build strong Word of Mouth marketing by developing and supporting community that can influence future reference; (3) Development of technological innovations to increase awareness as well as search and research.

Keywords: *RSIA Bunda Jakarta, Patient Services, Customer Journey Map, Social Medial, Word of Mouth (WOM).*

Market Challenger's Marketing Strategies: Erigo Study Case



Ghendis Kirana Putri Wardhani, Kana Nur Aslamiyah, Alex Prasetyo, Primantyo Lebdho Wicaksono,
Rezki Mulya Putra, Luthfiyyah Leoni Tania Zahra

Abstract

Background: One of the business opportunities that are open from the rise of traveling which has become a lifestyle is the provision of goods for traveling purposes. Muhammad Sadad seized this opportunity by establishing the Erigo Store. Erigo Store has reached a turnover of Rp 22 billion in 2015. Knowing the potential for the development of Erigo products, Muhammad Sadad redefine the Erigo product concept to a street style fashion concept. The rise of Erigo primarily because it is not expensive yet high quality. Erigo already able to compete with other popular brands, and already has a good brand image.

Purpose: The purpose of this study is to explain the marketing strategy of Erigo, a local brand, as a market challenger able to compete in the international market and entered the established fashion market.

Methodology: The method used in this study is qualitative with literature reviews from various reliable sources, both online and printed sources.

Finding: The results showed that Erigo carried out a combined marketing strategy of offline store and e-commerce, social media influencers as brand ambassadors & endorsers, and social media campaign in both local and international events such as New York Fashion Week.

Research Limitation: The limitation of the research is the research only observing the marketing strategies carried by Erigo brand as the market challenger in the fashion industry in Indonesia from the year 2010 (the establishing year of Erigo brand) until 2022.

Keywords: *Erigo, E-Commerce, Social Media Influencers, Brand Ambassadors, Brand Endorsers, Social Media Campaign, New York Fashion Week*

The Strategies to Improve Customer Experience: a Case of Online Shopping Platform



Wan Amiera Binti Wan Jusoh¹, Muhammad Ilham Bin Sjahrir², Nur Fatimah Shuhada Binti Hussin³, and *Nor Irvoni Mohd Ishar⁴

^{1,2,3,4} Arshad Ayub Graduate Business School, Universiti Teknologi MARA

¹,(UiTM), Shah Alam, Malaysia ²Grabcar Sdn. Bhd., Petaling Jaya, Malaysia

³Batik Air Sdn. Bhd., Petaling Jaya, Malaysia.

Corresponding Author irvoni@uitm.edu.my

Abstract

Background: As the e-commerce industry has been growing recently, it is crucial to examine the factors of customer experience towards online shopping platforms. In this study, researchers aimed to examine the influence of website design, website security, and customer service towards customer experience that led to the preference of online shopping platform in Malaysia.

Purpose: The first objective of this study is to analyze the current situation of customer experience with the preferred online shopping platform among university students. Second, this study aims to examine the influence of website design, website security, and customer service towards customer experience. Third, this study aims to recommend strategies to improve customer experience with the online shopping platform among university students.

Design/Methodology/Approach: A total of 266 respondents participated in this study. However, 83 respondents have not experience using the online shopping platform (OSP), hence they did not fulfill the requirement. Therefore, only 183 sets of questionnaires were analyzed for the study.

Finding: The results show that out of three factors, only two factors (website design and customer service) were found to significantly influence customer experience. Customers were not influenced by the platform's website security matters.

Research Limitation: To understand customer online shopping experience, this study only looks at three factors which are website design, website security and customer service. Whilst the unit of analysis is only limited to university students as the respondents.

Originality/Value: The value of this study is researchers has examine the factors that influenced customer online experience and provide recommendations with nine strategies for online shopping platform to improve their customers' online experience which is best-cost strategies, innovation strategies (live-streaming), improve website design features, balance strong website security, improve customer service KPIs, vertical integration strategies, non-equity strategic alliance, offensive strategies, and outsourcing strategies.

Keywords: *Customer online experience, website design, website security, customer service*

Entrepreneurship & the 17 sustainable development goals (SDGs) & Leadership



Digital Transformation in MSMEs During the Covid-19 Pandemic and the Effect on the Digital Mindset and MSME Performance



Sonaji

Airlangga University, Surabaya

Abstract

Small and medium enterprises (MSMEs) have an important role for development in Indonesia, during the covid 19 pandemic, implementing strategies to encourage MSMEs to innovate through digital transformation is very important, because it can encourage MSMEs to remain productive. This study aims to determine the impact of the digital transformation of MSMEs which affects the digital mindset so that they can improve performance through online sales, quantitative research methods through questionnaires using a 1-6 linkert scale. The results show that digital transformation has an impact on the mindset of MSMEs in understanding customers, but MSMEs are still not optimal in innovating and carrying out production processes based on data and information, based on this it is necessary to have special resources to handle sales through social media or online, because on average MSMEs still have few resources so the focus they face is still only on the production process. Furthermore, in this study there are still limited variables, research samples and the number of questions on the questionnaire so that it still needs to be added, and the research is aimed at 2022, with a research focus on MSMEs that have received training in MSME digitization, and research focus on entrepreneurship and marketing management.

Keywords: *MSMEs, Digital Transformation, Digitization, Digital Mindset, Performance*

Investment Prospects in Mini Hidro Power Plant to Support Green Economy



Aninditha J. Lestari, Meilan Mustikasari, Ratna Juwita

Management, Universitas Paramadina, Indonesia

Abstract

From day to day human activities require energy. Electricity is one of the energies that cannot be left. It is showing that electricity consumption in Indonesia has been increasing every year and it is a signal that the source of electricity needs to be escalated. Developing renewable energy (EBT) must be immediately optimized to replace fossil energy to support the electricity's availability. However, in terms of the fossil energy process in order to produce the electricity it is well-known not to be climate-friendly due to pollution and carbon emissions. Therefore, the renewable energy is urgently needed to accelerate the transformation from fossil energy to EBT to reach climate-friendly and sustainability. Indonesia has enormous potential renewable energy such as biofuel, geothermal, solar, water energy source and ocean waves. Mini-hydro power plant is one of the renewable energy potential for electricity resources using water energy source and dependable technology which is climate-friendly and can produce electricity for the isolated areas. Investment in Mini-hydro power has cheaper funds than other potential renewable energy. Unfortunately, Mini-hydro is still not optimized as potential energy replaces fossil energy. With those potentials, the Mini-Hydro Power Plant investment shall present the EBT as the green growth and nature development as the main source which responsible to prevent the natural resources exploitation which also has the technology that effectively lower the pollution and to create the potential to improve the equals social welfare to build a green economy so the sustainable development could be pursuit. Currently PLN and ESDM are widely giving the chance especially to the Independent Power Producer (IPP) Company in order to collaborate in developing and accommodating electricity needs in isolated areas.

Keywords: *PLTM, EBT, pertumbuhan hijau, pembangunan berkelanjutan, Green Economy, Independent Power Producer (IPP) Company*