



PROGRAM BOOK

INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP LEADERSHIP AND BUSINESS INNOVATION (ICELBI) 2022

Santika Premiere Hotel Padang, 7-8 September 2022

Theme :

Fostering University-Based
Entrepreneurship in the Digital
Economy Era



Email :
icelbi@conference.unand.ac.id
<http://icelbi.conference.unand.ac.id>

Co-Host



PREFACE

Honorable,
Minister of SOE (State-owned enterprise) Republic of Indonesia Mr. Erick Thohir,
Governor of West Sumatra Province Mr. Mahyeldi Ansharullah

Keynote Speakers:

Dr. Eryadi Masli (Swinburne University, Australia),
Prof Dr Hishmuddin Mohd Ali (Universiti Teknologi Malaysia),
Dr. Sanat Wongthawethong (Director of Thailand Science Park),
Sr. Ishak Ismail (CEO of IMG Global, Malaysia),
Ir. Insannul Kamil, PhD, ASEAN Eng (Vice Rector UNAND),

Invited Speakers:

Dr. Ir. Audy Joinaldy, S.Pt., M.Sc., M.M., IPM, ASEAN.Eng (Wakil Gubernur Sumatera Barat),
Hj. Nevi Zuairina Irwan Prayitno (Anggota DPR RI Wakil Sumatera Barat),
Dr. Ir. G.N. Sandhy Widyasthana, MBA, PMP (COO/ Portfolio Director at MDI Ventures),
Dr. Dany Amrul Ichdan, SE., MSc (Director Of Institutional Relations Of Mind.id
Media & Press Partners,

Special: All committees who have worked well in holding this event, and all participants who have joined
both offline at Santika Hotel and Online from various countries and regions in Indonesia,

Assalamualaikum Wr.Wb.

Praise be to the lord, Allah SWT who has been giving us mercy, guidance, happiness, and health this morning. Shalawat and greetings we pray to our Prophet Muhammad SAW, who has brought us from the dark to the light of day, so we are always on the right path until the end of the world.

Universities have an important role in creating new entrepreneurs. Currently, the number of entrepreneurs in Indonesia is at 3.4%, this percentage is still insufficient to be a requirement for developed countries that need 12% to 14% of the number of entrepreneurs.

Andalas University continues to encourage various research and development efforts, mentoring and national and international collaborations to support the emergence of new entrepreneurs. The International Conference on Entrepreneurship, Leadership and Business Innovation (ICELBI) 2022 will bring an innovative new idea in building an entrepreneurial spirit. Thank you to all the committees who worked so hard to organize this event.

Let me also express my appreciation to the Minister State-owned enterprise (SOE) of the Republic of Indonesia and the Provincial Government of West Sumatra, who have supported and participated in the success of this event. thank you for your nice attention

Assalamualaikum Wr.Wb
Rektor ,

Prof. Dr. Yuliani, SH., M.H
NIP. 196207181988111001



Assalam Mualekum WrWb.

First of all, I would like to thank to our God for blessing and guidance because of him all able be attending to this conference. Secondly, my prophet of Muhammad SAW that we had brought from the darkness to brightness major area of the willing today. It is a great pleasure to welcome you to The first The International Conference on Entrepreneurship, Leadership and Business Innovation (ICELBI) 2022 in Universitas Andalas. Our conference theme 'Fostering university-based entrepreneurship in the digital economy era'. encourages entrepreneurship activists to become a catalyst for creating creative jobs and increasing economic growth, especially in the digital era.

We would like to recognize and welcome to Our honorable minister of State-owned Enterprise Bapak Erick Tohir BA, MBA, thank you bapak for attending our conference today, even though during your business, you still have time to open this event. The honorable Governor of West Sumatera, Bapak H.mahyeldi Ansharullah, Thank you very much, buya for your time. We would also like to recognize honorable Rector Universitas Andalas, Prof Yuliandri, as house this conference. Thank very much Bapak for support. We would like to thank our keynote speakers for their valuable time and sharing and in this conference. Thank you so much for your support. We would also like to thank our invited speakers and the second day

Welcome to all the global participants to this event in Padang, the beloved city.

We are very pleased to welcome all of the participants to the first in West Sumatera (ICELBI) held on September 7-8 2022 in Padang, Indonesia. This meeting is organized by Entrepreneurship Center of Universitas Andalas and supported by Universitas Andalas. The (ICELBI) is a pioneer conference on entrepreneurship, leadership, and innovation in the higher education environment that focuses on the research-oriented output from academics and practitioners. Although digital technology has become ordinary, implementing such advanced technology aspects in entrepreneurship is still a challenge for the current generation. Therefore, a forum is needed as a center for exchanging ideas and establishing cooperation in academic conferences to realize competitive entrepreneurship. We invite academics, practitioners, and policymakers from various parts of the world to participate and submit papers. More than 100 paper academics will presents at this conference from any country like Japan, Australia, Malaysia, Thailand and of course from Indonesia. Additionally, In order to support young entrepreneurs, we facilitate them to sale their product during this conference. More than 40 entrepreneurs from around West Sumatera promote the uniqueness of the product. If anyone wants to buy, the special price will given. Please come, visit, and buy the local products.

Finally we wish that all the participants will be able to get which will stimulate a creative exchange of idea and will be personally rewarding. Last but not least, we do appreciate all committee for their excellent work. We believe That this event will never come to happen without the attending of all participants and the organizing committee. Hopefully, you will have a fruitful discussion making networking and enjoy this event.

Wassalam Mualekum Wr Wb

Dr. Oknovia Susanti, S.T, M.Eng
Chairman

CONFERENCE

1. International Conference on Entrepreneurship, Leadership and Business Innovation (ICELBI) will be held hybrid on Wednesday and Thursday 07-08 September 2022. The conference consists of Plenary meeting with Keynote Speakers and Parallel Session with Invited Speakers.
2. The conference will be held on this Zoom link:
Meeting ID: 837 5235 9023
Passcode: ICELBI2022
Zoom Meeting Link: <https://bit.ly/ICELBIUNAND>
3. Plenary, Meeting Parallel Sessions are arranged according to the schedule that has been published through the website and Program Book
4. The time zone is Jakarta time (GMT +7)
5. Parallel Session will be divided into breakout room (online) and Parallel Room in Santika Hotel depending on the conference theme for Parallel Session. Participants must refer to the schedule to determine which breakout room to join
6. Meeting guidelines for presenter or participants
 - a. Please use the virtual background provided by the committee during the conference
 - b. Room and The zoom meeting will be open 30 minutes prior to the event
 - c. Participants are requested to join on time
 - d. When you login and are accepted to the zoom meeting, please fill the attendance link on the chat box on your screen in order to receive the participants' certificate
 - e. During the event, the host will mute you all. We also invite your comments and questions.
 - f. Please look at the chat box on your screen. If you want to ask questions, just type in the chat box and the moderator will pose the question to the speaker during Q and A session
 - g. Please make sure that your microphone is muted to reduce distractions
 - h. Please don't unmute yourself until the chair allows you to do so
 - i. Please turn on your camera during the photo session
7. Presentation guidelines for the Parallel Session
 - a. Each presenter is allocated 15 minutes for his/her session, consisting of 2 minutes introduction by the moderator, 7 minutes presentation, 4 minutes Q & A and 2 minutes closing by the moderator
 - b. Every presenter will present their own power point from their own laptop. If the presenter feel during the presentation might have some problems, please send the power point presentation to **Camila Faiza (WA 082383988626)** mentioning the time of presentation and which parallel session.
 - c. Only presenter will be provided the presenter's certificate
8. If you have any problem, do not hesitate to contact us:
 - a. **Camila Faiza (WA 082383988626)**
 - b. **Email to icelbi@conference.unand.ac.id**



RUNDOWN



RUNDOWN OF THE INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, LEADERSHIP AND BUSINESS INNOVATION (ICELBI 2022)

Padang, Indonesia, 07-08 September 2022

Day 1, Wednesday, 07 September 2022

(Zoom Meeting: <https://bit.ly/ICELBIUNAND>

Username : 837 5235 9023, Password: ICELBI2022)

TIME (GMT +7)	AGENDA	ROOM
07.30 - 08.45	Registration (Profile Video Entrepreneurship Center UNAND)	Participants and speakers admit to the virtual room in Zoom.
08.45 - 09.00	Art Performance : Pasambahan Dance	
09.00 - 09.05	Opening Ceremony	Mc
09.05 - 09.10	Singing National Anthem "Indonesia Raya"	
09.15 - 09.20	Pray	Faih
09.20 - 09.30	Welcoming Remark 1 Dr. Oknovia Susanti, S.T, M.Eng, Chairman of ICELBI	
09.30 - 09.40	Welcoming Remark 2 Prof Yuliandri, SH, MH, Rector of Universitas Andalas	
09.40 - 09.55	Opening Speech 1 H., Mahyeldi Ansharullah, SP, Governor of West Sumatra	
09.55 - 10.05	Opening Speech 2 Dr.-Ing. Ir. Uyung Gatot Syafrawi Dinata, M.T. , Head of Institute for Research and Community Services UNAND	
10.05 - 10.20	Opening Speech 3 Erick Thohir, B.A.,M.B.A , Minister of State-Owned Enterprises	
10.20 - 10.25	Launching International Conference on Entrepreneurship, Leadership and Business Innovation	
10.25 - 10.30	Appreciation and Photo Session	
10.30 - 10.45	Break	

Art Performance 2 : Piring Dance

Panel Session			
10.45	-	11.10	Keynote Speech 1 Moderator : Rayna Kartika, MCom, Ak, CA Dr. Eryadi Masli , Swinburne Australia
11.10	-	11.35	Keynote Speech 2 Prof. Dr. Hishsmuddin Mohd Ali , UTM (Malaysia)
11.35	-	12.00	Keynote Speech 3 Ir. Insannul Kamil, Ph.D, Asean Eng , Vice Rector Unand
12.00	-	12.30	Discussions
12.30	-	12.40	Appreciation and Photo Session
12.40	-	13.40	Break
13.40		15.40	Parallel Session 1 Invited Speaker
		Small Business Management	-
		Social Entrepreneurship	Dr. Dany Amrul Ichdan, SE., MSc. (Director of Institutional of Mind ID)
		Academic Entrepreneurship	
		Science and Technological Commercialization	Shandy Widyasthana (COO/ Portofolio Director of MDI Ventures)
		Science and Technological Commercialization	-
15.40	-	16.00	Break
16.00		18.00	Parallel Session 2 Invited Speaker
		Small Business Management	-
		Social Entrepreneurship	-
		Academic Entrepreneurship	-
		Science and Technological Commercialization	-
		Etchic, Women and Islamic Entrepreneurship	Prof. Masaji Watanabe, P.hD
18.00	-	18.05	Back to Ballroom End of Day 1 (Closing)



Thursday, 08 September 2022

(Zoom Meeting: <https://bit.ly/ICELBIUNAND>

Username : 837 5235 9023, Password: ICELBI2022)

TIME (GMT +7)	AGENDA	ROOM
08.00 - 08.30	Participants Registration	
08.30 - 08.35	Opening MC	
08.35 - 09.05	Keynote Speech 4 Sr. Ishak Ismail , IMG Global Malaysia	Session Chair: Donard Games, SE,M.Bus(Adv),PhD
09.05 - 09.35	Keynote Speech 5 Dr. Sanat Wongthawethong , Director Science Park, Thailand	
09.35 - 10.05	Discussion	
10.05 - 10.15	Appreciation and Photo Session	
10.15 - 10.30	Break	
10.45 - 15.35	Paper Presentation (Parallel Session 3) Social Entrepreneurship Etchic, Women and Islamic Entrepreneurship	Invited Speaker Audy Jonaldy (Vice Governor of West Sumatra Indonesia) Nevi Zuairina (Members of Parliament Republic Indonesia)
13.30 - 14.00	Break	
16.00 - 16.15	Closing Ceremony Closing Remarks and Best Presenter Award	PER ROOM
16.15 - 16.30	Appreciation and Photo Session End of Conference	

PARALLEL SESSION : Invited Speaker and Moderator

Day 1	07-Sep	Invited Speaker	Moderator
Room 1	13.30-15.30	-	Dr. Deasy Aseanty, SE, MM
Room 2	13.30-15.30	Dr. Dany Amrul Ichdan, SE., MSc. (Director of Institutional of Mind ID)	Dr. Eng Ardhian Agung Yulianto, S.Kom.,M.T
Room 3	13.30-15.30		Cindy Paloma, SP, MSi
Room 4	13.30-15.30	Dr. Ir. G.N. Sandhy Widyasthana, MBA, PMP (COO/ Portofolio Director of MDI Ventures)	Indah Permata Suryani, SE, MSc
Room 5	13.30-15.30		Dr. Eka Chandra Lina, SP, MSi

Day 1	07-Sep	Invited Speaker	Moderator
Room 1	16.00-17.45		Donard Games, SE, M.Bus(Adv), PhD
Room 2	16.00-17.45		Dr. Eng Ardhian Agung Yulianto, S.Kom.,M.T
Room 3	16.00-17.45	-	Dessy Kurnia Sari, SE,M.Bus(Adv),PhD
Room 4	16.00-17.45		Dr. Luki Adiati Pratomo, M.M.
Room 5	16.00-17.45	Prof. Masaji Watanabe, P.hD	Evitayani, PhD

Day 2	08-Sep	Invited Speaker	Moderator
Room 1	11.00-15.15	Dr. Ir. Audy Joinaldy, S.Pt., M.Sc., M.M., IPM, ASEAN.Eng (Vice Governor of West Sumatra Indonesia) Hj. Nevi Zuairina Irwan Prayitno (Members of Parliament Republic Indonesia)	Yuerlita, SSi, MSi, PhD



PRESENTATION SCHEDULE

Day 1: 07 September 2022
Parallel Session 1 (Afternoon: 13.30 - 15.30)

Room	Time Jakarta Time (GMT+7)	Title	ID Pap er	Authors	Institution	Topic
Room 1	13.30-13.45	Opening Moderator				
	13.45-14.00	Digital Communication and Its relation to SME Empowerment - Literature Review	13	Maharani Imran	Persada Indonesia YAI University	Small Business Management
	14.00-14.15	Factors Influencing Digital Technologies Adoption Among Indonesian SMEs: A Conceptual Framework	19	Faiz faiz	Swinburne University of Technology	Small Business Management
	14.15-14.30	What Makes a Coffee Shop Interesting?	21	Fauzan Gusti Wardhana	Swinburne University of Technology	Small Business Management
	14.30-14.45	The Consequences of Emotional Labor among Culinary Sector SMEs Employees in Jakarta	25	Netania Emilisa	Trisaksi University	Small Business Management
	14.45-15.00	A Determination of the Growth Rate of Gross Domestic Regional Product (GDRP) of the Agricultural Sector in Indonesia, Period 2012 – 2021	38	Dini Hariyanti	Trisaksi University	Small Business Management
	15.00-15.15	THE INFLUENCE OF FINANCIAL AND NON-FINANCIAL FACTORS ON FIRM VALUE WITH TAX AGGRESSIVENESS AS A MODERATING VARIABLE	39	Susi Dwi Mulyani	Trisaksi University	Small Business Management

Room 2 13.30-13.45 Opening Moderator & Invited Speaker						
	13.45-14.00	Community Entrepreneurship Development in People's Agricultural Business (An Avocado Farmer Experience in West Pasaman Regency)	06	Sukarli Sumarjo	Universitas Andalas	Social Entrepreneurship

14.00-14.15	Social Entrepreneurship Business Canvas Model (Case Study of Andalas Sepakat Unit Waste Bank, Andalas Village East Padang Subdistrict, Padang City)	12	Devi Analia	Universitas Andalas	Social Entrepreneurship
14.15-14.30	Pilot Study: The Role of Family Social Support on Entrepreneur Resilience	14	Tri Rahayuning sih	Universitas Andalas	Social Entrepreneurship
14.30-14.45	Analysis of Factors Influencing Consumer Behavior in Buying Prepaid Cell Phone Cards During the Covid 19 Pandemic	24	Nico Lukito	Trisakti University	Social Entrepreneurship
14.45-15.00	THE EFFECT OF BRAND EXPERIENCE AND CUSTOMER ENGAGEMENT ON BRAND LOYALTY IN MARKETPLACE IN INDONESIA	26	RENNY RISQIANI	Trisakti University	Social Entrepreneurship
15.00-15.15	Tourism Social Entrepreneurship Knowledge for University Students	106	Imelda Indah Lestari	Universitas Andalas	Social Entrepreneurship

Room 3	13.30-13.45	Opening Moderator				
	13.45-14.00	Sistematic Literature Review (SLR) Seed System Development supports The Development of Seed Social Entrepreneurship	09	Masruri	Universitas Andalas	Academic Entrepreneurs hip
	14.00-14.15	Factors that Influence Entrepreneurial Intention: Evidence from Undergraduate Students in South Jakarta	29	Netania Emilisa	Trisakti University	Academic Entrepreneurs hip
	14.15-14.30	Online Learning and Student Achievement in Sensitivity Analysis Perspective	46	Justine Tanuwijaya	Trisakti University	Academic Entrepreneurs hip
	14.30-14.45	Effect of Audit Quality on Earnings Management with the Audit Committee as Moderating Variable	58	Titik Aryati	Trisakti University	Academic Entrepreneurs hip
	14.45-15.00	Regional inequality Analysis In Papua	62	Mona Adriana	Trisakti University	Academic Entrepreneurs hip

15.00-15.15	The Impacts of Entrepreneurial Self Efficacy and Entrepreneurship Education on Entrepreneurial Intention: The Context of Economic and Business Students, Andalas University	67	Salsabiila Salwaa Geza	Universitas Andalas	Academic Entrepreneurs hip
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Room 4 13.30-13.45 Opening Moderator & Invited Speaker

13.45-14.00	Utilization of Digital Marketing in Food Agricultural Business	11	Widya Fitriana	Universitas Andalas	Science and Technological Commercializa tion
14.00-14.15	Anteseden dan konsekuensi dari consumer brand engagement, consumer brand connection, advertising , brand love	17	Akhmad Afendi	Trisakti University	Science and Technological Commercializa tion
14.15-14.30	Increase Brand Awareness and Brand Image Using Social Media Marketing Elements	20	Muhamma d Zulkifli Amanda	Trisakti University	Science and Technological Commercializa tion
14.30-14.45	Determinant Factors for M-Banking Use in Generation Z	22	Farah Leon	Trisakti University	Science and Technological Commercializa tion
14.45-15.00	The Effect of Artificial Intelligence (AI) on Human Capital Management in Indonesia	32	R. Rosiyana Dewi	Trisakti University	Science and Technological Commercializa tion
15.00-15.15	The Effect of Green Marketing, Sustainable Advertising, Eco Packaging/Labeling Towards Green Purchasing Behavior	34	Hermanto Yaputra	Trisakti University	Science and Technological Commercializa tion
15.15-15.30	Corporate Venture Capital Value Added Through Synergy Creation Between Parent Firm and Startups	107	G.N. Sandhy Widyasthan a	Telkom University	Science and Technological Commercializa tion

Room 5 13.30-13.45 Opening Moderator

13.45-14.00	The Role of Trust in Shopping Online in Mediating The Influence of Social Media Marketing on Purchase Intention	54	Aekram Faisal	Trisakti University	Science and Technological Commercialization
14.00-14.15	How Can Reverse Vending Machine for Plastic Bottle Packaging Contributes to Sociopreneurship?	61	Wegig Murwonugroho	Trisakti University	Science and Technological Commercialization
14.15-14.30	Fear of Failure, Financial Performance of Start-up, and Entrepreneurs Well-being in the Context of West Sumatera	69	Rifka zikria rifka	Universitas Andalas	Science and Technological Commercialization
14.30-14.45	Perceived Personalization and Brand Relationship Models in Social Commerce	75	Kurniawati	Trisakti University	Science and Technological Commercialization
14.45-15.00	Corporate Governance And Financial Performance Of Consumer Goods Industry Companies Listed On Indonesia Stock Exchange	49	Henny Setyo Lestari	Trisakti University	Science and Technological Commercialization
15.00-15.15	Marketing Innovation of Melinjo-Based Food Product Through Sociopreneurs Approach	83	Rositayanti Hadisoebroto	Trisakti University	Science and Technological Commercialization
15.15-15.30	Development of Seternak, Marketplace Application For Production Facilities And Livestock Products	121	Ardhian Yulianto	Universitas Andalas	Science and Technological Commercialization

Day 1: 07 September 2022
Parallel Session 2 (Afternoon: 16.00 - 18.00)

Room	Time Jakarta Time (GMT+7)	Title	ID Pap er	Authors	Affiliation	Topic
Room 1	16.00-16.15	Opening Moderator				
	16.15-16.30	Tax Apparatus Negotiation Behavior in Resolving Tax Disputes: An Experimental Examination	74	Fauzan Misra	Universitas Andalas	Small Business Management
	16.30-16.45	How Firm and Industry Characteristics affect Capital Structure of Unlisted SMEs	78	Indah Permata Suryani	Universitas Andalas	Small Business Management
	16.45-17.00	Digital Financial Literacy, Financial Behaviour and Financial Wellbeing of Women's in Indonesia	55	Rita Rahayu	Universitas Andalas	Etchic, Women and Islamic Entrepreneurship
	17.00-17.15	The Influence Of MSME Performance And Inclusive Finance On Poverty Reduction In Indonesia	85	Agustina Suparyati	Trisakti University	Small Business Management
	17.15-17.30	An Evaluation on the Use of Youtube Advertisements in Targeting Millennials in A Digital Era	92	Dessy Kurnia Sari	Universitas Andalas	Science and Technological Commercialization
	17.30-17.45	The Influence Of Store Layout And Atmosphere On Consumer Purchase Decisions On Rili Swalayan Padang	93	Yuliarni Putri	Tamansiswa Padang Univeristy	Social Entrepreneurship
Room 2	16.00-16.15	Opening Moderator				
	16.15-16.30	The Moderating Role of Locus of Control on the Links Between Availability Bias, Herding, and Investment Decisions	27	Febria Nalurita	Trisakti Univeristy	Social Entrepreneurship

16.30-16.45	THE EFFECT OF LEVERAGE ON COMPANY VALUE IN CONSUMER GOODS INDUSTRY COMPANIES	28	Kristian Chandra	Trisakti Univeristy	Social Entrepreneur ship
16.45-17.00	The Effect of Job Stress, Job Burnout, and Emotional Intelligence on Job Satisfaction of Employees of Animal Feed Companies in Grobogan, Central Java	33	Deasy Aseanty	Trisakti Univeristy	Social Entrepreneur ship
17.00-17.15	Determinants of Affective Commitment in Improving Employee Performance	36	Justine Tanuwijaya	Trisakti Univeristy	Social Entrepreneur ship
17.15-17.30	THE EFFECT OF JOB SATISFACTION AND ORGANIZATION COMMITMENT ON JOB PERFORMANCE WITH ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) AS MEDIATION VARIABLES (EMPIRE STUDY AT PT BANK MANDIRI IN JAKARTA)	42	Oni Yudo Sundoro	Trisakti Univeristy	Social Entrepreneur ship
17.30-17.45	The Effect of Leaders with Narcissism and Overconfidence Characteristics on Corporate Risk Taking	50	Yosephina Endang Purba	Trisakti Univeristy	Social Entrepreneur ship

Room 3 16.00-16.15 Opening Moderator					
16.15-16.30	University Spin-off: A Review	71	Mr. Adityo Wicaksono	BRIN	Academic Entrepreneur ship
16.30-16.45	Fear Of Failure in incubated Start- Up: A Qualitative Approach Study	82	Danny Hidayat	Universitas Andalas	Academic Entrepreneur ship
16.45-17.00	E-Commerce Analysis In Product Purchasing Decisions At Bacarito Coffee In Padang City	95	Liza Zulfahri	Tamansiswa Padang University	Science and Technological Commercialization
17.00-17.15	Analysis Of Consumer Loyalty to Creative Economic Products in Padang City	97	Hesti Mayasari	Tamansiswa Padang University	Small Business Management

	17.15-17.30	DEVELOPMENT OF CONSTRUCTIVIST-BASED MATHEMATICS LEARNING MEDIA ON GEOMETRY MATERIALS	100	Andika Putra R	Tamansiswa Padang University	Academic Entrepreneurship
	17.30-17.45	Analysis of the Effect of Promotion and Product Innovation on Consumer Purchase Decisions in Digital Technology Based Micro and Small Enterprises in Padang City	103	Ramadhania	Tamansiswa Padang University	Small Business Management

Room 4 16.00-16.15 Opening Moderator						
	16.15-16.30	The Influence of Internet Banking and Bank Risk on the Performance of Banking Companies in Indonesia	37	Catur Rahayu Martiningtias	Trisakti University	Science and Technological Commercialization
	16.30-16.45	THE ROLE OF SOURCE CONGRUENCE IN EFFECTIVE MARKETING COMMUNICATIONS	41	Luki Adiati Pratomo	Trisakti University	Science and Technological Commercialization
	16.45-17.00	The Effect Of Bank Specific Factors On Profitability Of Commercial Banks Listed On Indonesia Stock Exchange	48	Henny Setyo Lestari	Trisakti University	Science and Technological Commercialization
	17.00-17.15	The Influence of User's Digital Financial Literacy and Perceived Risks on Buy Now Pay Later (BNPL) Adoption: A Gender's Perspective	79	Verni Juita, Vera Pujani, Rida Rahim, Rita Rahayu	Universitas Andalas	Science and Technological Commercialization
	17.15-17.30	The Effect of Debt Financing on Firm Value in Manufacturing Companies Listed in Indonesia Stock	43	Anita Roosmalina Matusin	Trisakti University	Science and Technological Commercialization
	17.30-17.45	Increase Brand Awareness and Brand Image Using Social Media Marketing Elements	52	Muhammad Zulkifli Amanda	Trisakti University	Science and Technological Commercialization

Room 5 16.00-16.15 Opening Moderator & Invited Speaker

16.15-16.30	Financial Technology and Economic Growth	84	Tri Kunawangsih	Trisakti University	Science and Technological Commercialization
16.30-16.45	Ornamental Plant Entrepreneurship During the Covid -19 Pandemic in Koto Tengah District, Padang City	90	Fanny Wulanda	Tamansiswa Padang University	Etchic, Women and Islamic Entrepreneurship
16.45-17.00	The Implementation of Participatory Leadership Style in Sanjai Nita's Enterprise	108	Nuraini Budi Astuti	Universitas Andalas	Social Entrepreneurship
17.00-17.15	Analysis of the Effectiveness of Fertilizer Subsidy Policy for Corn Farmers in Nagari Lingkuang Aua, West Pasaman	114	Dian Hafizah	Universitas Andalas	Small Business Management
17.15-17.30	REVENUE COST RATIO OF PENNISETUM PURPUREUM CV. TAIWAN WITH BISOZYME IN THE SECOND HARVESTING	115	Evitayani	Universitas Andalas	Small Business Management
17.30-17.45	The Effect Of Work Experience And Job Satisfaction On The Work Productivity Of Civil Servants (Pns) At The Trade Office Of Padang City	105	Henny Sjafitri	Tamansiswa Padang University	Social Entrepreneurship

Day 2: 08 September 2022
Parallel Session 3 (Morning: 10.45 - 13.45)

Room	Time Jakarta Time (GMT+7)	Title	ID Pap er	Authors	Topic
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Room 1	10.45-11.00	Opening Moderator & Invited Speaker				
	11.00-11.15	The Role of Information Asymmetry in Moderating Corporate Governances Practice and Dividend Policy on Income Smoothing Practices	51	Vinola Herawaty	Trisakti University	Social Entrepreneurship
	11.15-11.30	EXPLORATION STUDY OF GREEN COUNTERPRODUCTIVE WORK BEHAVIOUR DIMENSION	53	Wahyuningsih Santosa	Trisakti University	Social Entrepreneurship
	11.30-11.45	Urban and Rural Household Saving Determinants In Indonesia	57	Bahtiar Usman	Trisakti University	Social Entrepreneurship
	11.45-12.00	Profit Sharing Partnership in Beef Cattle Fattening Business (Case Study at Nusa Fauna Company)	64	Dwi Yuzaria	Universitas Andalas	Social Entrepreneurship
	12.15-12.30	Analysis of project management leadership style in construction companies in jabodetabek	72	Muhammad Irham Fauzan	Azaria Andreas	Social Entrepreneurship
	12.30-12.45	The Measurement of Cultural Values on Social Entrepreneurship Intention in Agriculture Students using PLS-SEM	80	Tri Rahayuning sih	Universitas Andalas	Social Entrepreneurship

12.45-13.00	The Effect Of Work Motivation And Discipline On Employee Performance At The PBJ Bureau Of The Regional Secretariat Of West Sumatra Province	96	Lenny Hasan	Tamansiswa Padang University	Social Entrepreneurship
13.00-13.15	Entrepreneurial Innovation for Micro and Small Businesses that Have Competitiveness in the City of Padang	91	Sepris Yonaldi	Tamansiswa Padang University	Small Business Management
13.15-13.30	The Relationship Between Entrepreneurial Character and The Success of Ornamental Plant Business in Lubuk Minturun Sungai Lareh, Koto Tangah District, Padang City	120	Zednita Azriani	Universitas Andalas	Social Entrepreneurship
13.30-13.45	Analysis of Research Methodology on Institutional-Based Competitiveness of Agricultural Commodities	116	Melinda Noer	Universitas Andalas	Academic Entrepreneurship
13.45-14.00	Strategic Development Of Local Product SMEs in Tebo District, Jambi		Lora Triana	Universitas Andalas	Small Business Management
14.00-14.15	Constructing University Entrepreneurial Development Strategy Based on Analytic Network Process (ANP): The Case of Islamic College (IAIN) Bukittinggi	04	Era Sonita Gani	Universitas Andalas	Ethnic, Women and Islamic Entrepreneurship
14.15-14.30	THE EFFECT OF AUDITOR SWITCHING, AUDIT REPORT LAG, AND FINANCIAL DISTRESS ON FINANCIAL STATEMENT FRAUD	31	Marieta Ariani	Trisakti University	Ethnic, Women and Islamic Entrepreneurship
14.30-14.45	WOMEN'S ENTREPRENEURIAL MOTIVATION: BUSINESS PRINCIPLES AND BUSINESS PERFORMANCE IN ISLAMIC PERSPECTIVE IN JAKARTA	40	Ellyana Amran	Trisakti University	Ethnic, Women and Islamic Entrepreneurship
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15.00-15.15	Shariah Compliance and Corporate Tax Holdings	59	Wulan Sari	Trisakti University	Etchic, Women and Islamic Entrepreneurship
15.15-15.30	Empowerment of Inter-Student Achievements as a Form of Manifestation "Mapres Copy Mapres" Sustainable	77	Nadila Amelia	Universitas Andalas	Etchic, Women and Islamic Entrepreneurship
15.30-15.45	Social Entrepreneurship Perspective in Oyster Mushroom Business in Women Farming Group (KWT) Limau Manis Sejahtera, Limau Manis Ward, Pauh District, Padang City	123	Rini Hakimi	Universitas Andalas	Etchic, Women and Islamic Entrepreneurship
15.45-16.00	Validation of Social Provision Scale and Its Effect on Entrepreneurial Self-Efficacy in Higher Education Using PLS-SEM	119	Tri Rahayuning sih	Universitas Andalas	Social Entrepreneurship
16.00-16.15	The Effect of Business Environment and Individual Characteristics on Entrepreneurship of Coffee Farmers in Solok Regency	124	Afrianiingsih Putri	Universitas Andalas	Social Entrepreneurship
16.15-16.30	Rural women's entrepreneurship: an examination of factors affecting performance	122	Vonny indah Mutiara	Andalas University	Etchic, Women and Islamic Entrepreneurship
16.30-16.45	Corporate Governance and Dividend Policy in Indonesian Manufacturing Companies		Wahyuni Ruslana	Trisakti University	Social Entrepreneurship
16-45-17.00	Community Entrepreneurship Development in People's Agricultural Business (An Avocado Farmer Experience in West Pasaman Regency)	35	Sukarli Sumarjo	Universitas Andalas	Social Entrepreneurship
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ABSTRACT

Day 1: 07 September 2022
Parallel Session 1 (Afternoon: 13.30 - 15.30)

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 1: MODERATOR : Dr. Deasy Aseanty, SE, MM		
13	Maharani Imran	Digital Communication and Its relation to SME Empowerment - Literature Review <p>Digital communication plays an important role in empowering Small and Medium-Sized Enterprises (SMEs). This review presents a comprehensive and systematic review of the use of digital communication in empowering SMEs. The review used the preferred reporting elements for systematic reviews and meta-analyses, as well as the forward chaining strategy for document retrieval, and obtained data through Scopus. A total of 30 articles published between 2013 and 2022 were reviewed. This review provides evidence that SME digital communication adoption, human capacity, digital activities, and external factors are related to SME empowerment and performance. In addition, the conclusion discusses key findings from existing research on digital communications and directions for future research in this area. The findings can be useful to both researchers and practitioners in the field of digital communication in SMEs.</p>
19	Faiz faiz	Factors Influencing Digital Technologies Adoption Among Indonesian SMEs: A Conceptual Framework <p>Although digital technologies have been on the ascendancy and many firms have adopted them into their system, Small and Medium Enterprises (SMEs) have been reported for lagging behind their larger counterparts in terms of digital technologies adoption. This paper identifies factors that influence digital technology adoption among SMEs by comprehensively reviewing the relevant literature and proposed a conceptual framework. In doing so, this paper adopts Technology, Organisation, and Environmental (TOE) framework complemented with Roger's Diffusion of Innovation (DOI) theory as its theoretical lens to reveal critical factors leading to digital technologies adoption among Indonesian SMEs. In total there are thirteen independent variables to measure digital technologies adoption by SMEs which comes from the TOE framework, namely, adoption costs, perceived benefits, compatibility, complexity, perceived security, top management support, human resources, digital culture, international orientation, government regulatory support, government resource support, trading partner pressure, and competitive pressure.</p>
21	Fauzan Gusti Wardhana	What Makes a Coffee Shop Interesting? <p>The main purpose of this study was to identify factors that coffee shops customer perceived as being critical to attract and retain them to a particular coffee shop. Online questionnaire survey was designed to capture coffee</p>

shop customers in Indonesia. The critical factors were identified from the extant literature in restaurant and hospitality context. A total of 251 valid questionnaires were completed – sufficient for the current study. SPSS v 28 was used to analyse the data. Results indicated that the top 3 critical success factors were taste, location and cleanliness. To make a coffee shop interesting that attract and retain customer, coffee shop managers need to provide their customers with products that taste good, consider to make the location is easy to access, and maintain the cleanliness of the site. A coffee shop practitioner can learn how to understand the critical factors in a coffee shop and what outcomes to expect from doing so. This paper introduces the critical factors that makes customer perceived a coffee shop is an interesting venue to visit.

25 Netania Emilisa The Consequences of Emotional Labor among Culinary Sector SMEs Employees in Jakarta

This study aimed to analyze the effect of Surface Acting and Deep Acting on Job Satisfaction and the effect of Job Satisfaction on Turnover Intentions and Organizational Commitment in employees from culinary sector SMEs in Jakarta. Data were collected from 150 employees and the collection technique used in this study was non-probability sampling with the purposive sampling method. The hypothesis test uses structural equation model (SEM) with AMOS. The results of hypothesis testing in this study indicate that there is a negative influence between Surface Acting on Job Satisfaction, Deep Acting has a positive effect on Job Satisfaction, Job Satisfaction hurts Turnover Intention, and Job Satisfaction has a positive effect on Organizational Commitment. The implication for the manager is to make a more qualified business. Therefore, must continue to increase positive Emotional Labor, namely Deep Acting, continue to reduce Surface Acting, and strive to continue to increase Job Satisfaction among employees to reduce the current turnover rate and continue to increase Organizational Commitment.

38 Dini Hariyanti A Determination of the Growth Rate of Gross Domestic Regional Product (GDRP) of the Agricultural Sector in Indonesia, Period 2012 – 2021

This study aims to determine the impact of land area, labor, foreign direct investment (FDI), domestic direct investment (DDI) in the agriculture sector and farmers term of Trade (FTT) on of the growth rate of Gross Domestic Regional Product (GDRP) of the agricultural sector. The sample was taken from five the agricultural sector in the provinces with low growth rates i.e Riau Island, Banten, West Java, East Java and East Kalimantan during 2012 to 2021 period. The forecasting method used Ordinary Least square with panel data. The selected model is Fixed Effect Model. The results showed that labor and Domestic Direct Investment (DDI) in the agricultural sector significantly positive effect on the growth rate of GDRP. While, land area, Foreign Direct Investment (FDI) in the agricultural sector and Farmers Term of Trade (FTT) have not significant effect on GDRP growth rate in the agricultural sector in Indonesia.

39 Susi Dwi Mulyani THE INFLUENCE OF FINANCIAL AND NON-FINANCIAL FACTORS ON FIRM VALUE WITH TAX AGGRESSIVENESS AS A MODERATING VARIABLE

The firm value reflects the welfare that can be enjoyed by its stakeholders, especially by its shareholders. Firm value is influenced by financial and non-financial factors. This study aims to examine the effect of the firm's financial and non-financial factors on firm value. In addition, to analyse whether tax aggressiveness moderates the influence of financial and non-financial factors on firm value. Financial factors are represented by the firm's liquidity and leverage, while non-financial factors are represented by independent commissioners, audit committees, and family ownership.

The sampling technique uses purposive sampling from the population, namely the property and real estate sector industries listed on the Indonesia Stock Exchange. Hypothesis testing using the moderated regression analysis method using panel data. The results of hypothesis testing show that independent commissioners have a positive effect on firm value and the audit committee also has a positive effect on firm value. Tax aggressiveness as a moderating variable succeeded in weakening the influence of independent commissioners and audit committees on firm value. Furthermore, liquidity, leverage, and family ownership have no effect on firm value. Likewise, tax aggressiveness does not moderate the effect of liquidity, leverage, and family ownership on firm value.

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 2: MODERATOR : Dr. Eng Ardhian Agung Yulianto, S.Kom.,M.T		
06	Sukarli Sumarjo	Community Entrepreneurship Development in People's Agricultural Business (An Avocado Farmer Experience in West Pasaman Regency) <p>This community entrepreneurship article is a contribution of ideas for the practice of managing community-based farming businesses. Avocado agribusiness development in West Pasaman is faced with the problem of providing seeds, cultivation techniques, harvesting and post-harvest techniques, as well as aspects of technology and commodity markets. This agribusiness practice with a social entrepreneurship approach is identified through the form of communication, type of business, and business variations in the location. The relationship between individuals and members of farmer groups with their environment is important and affects the form of communication in the community. The practice of social entrepreneurship in the West Pasaman horticultural village is known to be strong because of the social entrepreneur leader factor in managing the avocado business. Social entrepreneurship is a way to improve social and economic limitations of the society. This paper describes the practice of developing avocado businesses in the kampung buah (fruit village) of West Pasaman by utilizing the community- based entrepreneurship.</p>
12	Devi Analia	Social Entrepreneurship Business Canvas Model (Case Study of Andalas Sepakat Unit Waste Bank, Andalas Village East Padang Subdistrict, Padang City) <p>"Social entrepreneurship is a form of entrepreneurship that has the concept of business and innovation for social or community interests. Social entrepreneurship as an activity and process carried out to discover, define and take advantage of opportunities to increase social value by creating new ventures or managing existing organizations in innovative ways. This study aims to describe and design the form of the Social Entrepreneurship Business Canvas Model of Andalas Sepakat Unit Waste Bank. This research uses a descriptive method with a type of case study research. The data used is primary data obtained from the results of the interview. The data analysis used is qualitative analysis. The results of the study obtained a social entrepreneurship business canvas model with nine elements that offer product or service innovation as a solution to optimize the potential of the region and the potential of the farmer community in an effort to solve social problems, where the products and services offered are in the form of maggot, jelanta oil, eco enzyme, solar biodigester (a useful technology for the processing of food waste) and waste recycling.</p>
14	Tri Rahayuningsih	Pilot Study: The Role of Family Social Support on Entrepreneur Resilience <p>Covid-19 cases are still ongoing in Indonesia and many industries are</p>

experiencing a decline, including in West Sumatra. It takes a strong mental resilience for entrepreneurs (resilience) because adaptive behavior is important to be able to survive in stressful situations like today. Several previous studies have shown that the character of the Minang community is a strong society, and is based on kinship. However, research that looks at the dynamics of the relationship between family social support and the resilience of entrepreneurs affected by the Covid-19 pandemic has not been found. This study aims to see the relationship between family social support and entrepreneur resilience statistically. This study obtained 167 respondents. Path analysis using PLS-SEM found a significant relationship and the effect of family social support of 59.6% on the resilience of business actors as a preliminary study.

24 Nico Lukito

Analysis of Factors Influencing Consumer Behavior in Buying Prepaid Cell Phone Cards During the Covid 19 Pandemic

The current Covid-19 pandemic has an impact on public health, but also has an impact on the economic conditions, education, and social life of the Indonesian people. The government enforces learning from home and work from home policies, one of which makes prepaid cellular phone card operators as telecommunications providers very important for community activities during the Covid 19 pandemic. Product related attributes such as card and voucher designs, roaming power, voucher variations, features, time units, conversation rates, roaming fees. Product unrelated attributes such as the price of starter packs and refill vouchers, user impressions, usage impressions, feelings and experiences, brand personality. This research is to find out how big the relationship between product related attributes and product unrelated attributes on purchasing decisions by consumers and to find out which are the most dominant indicators of product related attributes and product unrelated attributes. The research method is descriptive research. Independent research variables are product related attributes and product unrelated attributes, while the dependent variable is consumer behavior, the control variable is demographic data and consumption behavior. The data were analyzed using correlation analyzes with the help of the SPSS program. The population is all prepaid cellular phone card users in Indonesia, namely: Telkomsel, Indosat Ooredoo and XL.Axiata. The sample of this research is consumers who visit prepaid card cellular operator outlets and registration is done online, those who live and prepaid cellular phone cards are registered in Jabodetabek. The results of the research show that there is a positive relationship between product related attributes and product unrelated attributes with telephone card purchasing decisions. prepaid cellular by consumers during the Covid 19 pandemic. The most dominant indicator is brand personality.

26 RENNY
RISQIANI

THE EFFECT OF BRAND EXPERIENCE AND CUSTOMER ENGAGEMENT ON BRAND LOYALTY IN MARKETPLACE IN INDONESIA

"The purpose of this research is to analyze the effect of brand experience and customer engagement on brand loyalty in the marketplace di Indonesia. The sample in this study amounted to 367 respondents, using purposive sampling. The variables of this study consist of brand experience dimensions (sensory, affective, behavioral, and intellectual), customer engagement dimensions (sensory, affective, and cognitive), and brand loyalty. Hypothesis testing was carried out using the structural equation model (SEM) method with the help of AMOS software. The results showed that sensory brand experience and behavioral brand experience had a positive and significant effect on affective engagement and behavioral engagement. While intellectual brand experience only shows a positive and significant influence on the affective engagement. Then, the results show that affective engagement, behavioral engagement, and brand experience positively and significantly affect customer brand loyalty in the future.

106 Imelda Indah Lestari

Tourism Social Entrepreneurship Knowledge for University Students

West Sumatra Province is one of the provinces in Indonesia that is rich in tourist destinations, this can be seen from the potential for nature, culture, and the ease of finding tourism facilities such as; roads, telecommunication facilities, hotels, restaurants and means of transportation that can be said to be adequate to support tourism activities. Tourism is one of the main assets of this province, and it can be said that tourism is the future of the province that can raise the welfare of its people. This can be seen from the potential for natural beauty, cultural arts, handicrafts and specific foods, so that the province of West Sumatra has many tourist destinations. Almost every district has its own tourist destination. To maximize the potential development of tourism sector, this province needs a lot of entrepreneurs in tourism business. This paper proposes to develop an alternative to Traditional Entrepreneurship, that is Tourism Social Entrepreneurship. It is a form of entrepreneurship that aims to help the community to develop. Social entrepreneurship sees problems as opportunities to form a new business model that is beneficial for empowering the surrounding community. This paper review and suggest the tourism social entrepreneur as a strategy for sustainable community development particularly in tourism sector in West Sumatera. The crucial issue is the need of a lot of entrepreneurs, so we suggest that university students to be prepared to fill this gap. University should design a very well prepared class for business entrepreneurship that will provide them with aspects involved in tourism business like the use of the natural capital, Natural Capital, Built capital, Financial Capital, Political Capital, Social Capital, Cultural Capital, Human Capital.

ID AUTHORS

ARTICLE TITLE AND ABSTRACT

ROOM 3: MODERATOR : Dessy Kurnia Sari, SE,M.Bus(Adv),PhD

09 Masruri

Sistematic Literature Review (SLR) Seed System Development supports The Development of Seed Social Entrepreneurship

The purpose of this research is to map the recent developments of the seed system concept. The seed system has developed the concept of a formal and informal seed system towards an integrated, interrelated seed system. This mapping is useful for triggering further research as well as guiding the application of the concept in practice. By using the Publish or Perish application and obtaining 360 journals in the period 1988-2021 found and various online reference sources on websites (such as www.sciencedirect.com, [proquest](http://proquest.com), [web of science](http://web.of.science) and also www.google.scholar.com. important information is obtained The results of this article review are to explain the development of 3 (three) seed system concepts, namely formal seed systems, informal seed systems and intermediate/integrated seed systems. The results of this study indicate that the occurrence of seed commercialization, which is dominated by the private sector, is still high in use poor quality seeds, loss of local knowledge of farmers in seed storage, reduced biodiversity and the occurrence of problems between the private sector/seed companies and farmers and NGOs on the other hand are problems that occur in the formal and informal seed sectors. It is necessary to increase the participation of local stakeholders (farmer groups/ cooperatives and local entrepreneurs), there is a need for k cooperation and synergy of actors in the seed system so that there is a division of roles and collective action, and technical regulations in integrated seed sector development policies. In addition, this study also describes the distribution of the research area. The novelty in this paper is to raise several research questions that can be researched for the future regarding the

framework of stakeholder collaboration through the concept of common/shared property with the role of local stakeholders such as local entrepreneurship, cooperatives and farmer groups which are strengthened through integrated seed policy regulations mainly in the development country.

29 Netania Emilisa

Factors that Influence Entrepreneurial Intention: Evidence from Undergraduate Students in South Jakarta

This investigation intends to determine the impact of entrepreneurship attitude, proactive behavior, and entrepreneurship education on entrepreneurial intention. The data utilized in this research is primary data, the content of questionnaires filled by undergraduate students in South Jakarta. Data were collected from 190 samples with a non-probability sampling technique. The techniques used to analyze this investigation are instrumental tests such as validity and reliability and for hypothesis testing, use multiple linear regressions with SPSS 25. The results show a positive effect of Entrepreneurship Attitude, Proactive Behavior, and Entrepreneurship Education on Entrepreneurial Intentions. This research aims to increase Entrepreneurial Intention for undergraduate students in South Jakarta by improving entrepreneurship attitude, proactive behavior, and entrepreneurship education.

46 Justine Tanuwijaya

Online Learning and Student Achievement in Sensitivity Analysis Perspective

"The pandemic covid 19 brought huge changes in the education system, especially the existence of a need and necessity for an online learning process system from previously offline or face-to-face. This study was conducted with the aim of examining the factors that determine the use of continuous e-learning and its impact on student achievement. There are 5 variables in this study which are thought to affect the continuous use of e-learning, namely professional factors, personal factors, environmental factors, information technology factors and satisfaction with e-learning use. This type of research is hypothesis testing with primary data through questionnaires collected from active students ranging from Diploma 3 to doctoral programs within the scope of Faculty of Economics and Business, Universitas Trisakti. The number of samples used is 1,114 . The analytical tool used is SEM-PLS. The findings show that personal factors, environmental factors, information technology factors and satisfaction with the use of e-learning proved to have a significant positive effect on the use of sustainable e-learning while professional factors did not prove to have a positive effect on the use of sustainable e-learning. Other findings show that the use of sustainable e-learning has a positive effect on student achievement.

58 Titik Aryati

Effect of Audit Quality on Earnings Management with the Audit Committee as Moderating Variable

"This study aims to examine and analyze the effect of audit quality on earnings management with the moderating variable of the audit committee. In this study the control variable include and firm size, age, leverage, and profitability. The sampling method used is purposive sampling. The analysis was conducted on 101 samples of consumer goods companies for the period 2015-2019 on the Jakarta Stock Exchange with the moderated regression analysis. The results show that audit quality reduce the company's earnings management. The audit committee is proven to reduce the negative effect of audit quality on earnings management.

62 Mona Adriana

Regional inequality Analysis In Papua

"Economic development and growth is always interpreted as an increase in per capita income, because per capita income is a plan for improving people's welfare. Basically development and growth will always be able to go hand in hand because every development there will always be economic growth generated, while development that is not controlled or not handled properly will cause problems as well as will affect economic growth, so it will have an impact on poverty, high unemployment, low income and high crime rate. This is still a problem that exists in each province to be able to increase income in Indonesia. The current development concept is regional-based development that aims to overcome the problem of regional inequality, for the Papua province itself, the regional inequality looks quite large between developed and underdeveloped regencies/cities, because one of the factors is that there are still inadequate infrastructure facilities and resource capacity. low human resources.

This study aims to analyze regional inequality based on regional typology using the Klassen typology and the variables that affect inequality are Regional Original Income (PAD), General Allocation Funds (DAU), Special Allocation Funds (DAK), Economic Growth, Human Development Index (IPM).), Poverty Level, using their index and the Gini ratio. The variable that has an influence is that the PAD variable has a positive and significant influence on regional inequality in quadrants 1 and 4, for the poverty level variable is also proven to have a positive and significant effect on regional inequality in quadrants 2 and 3.

67 **Salsabiila**
Salwaa Geza

The Impacts of Entrepreneurial Self Efficacy and Entrepreneurship Education on Entrepreneurial Intention: The Context of Economic and Business Students, Andalas University

"This study aims to determine the effect of The Impacts of Entrepreneurial Self Efficacy and Entrepreneurship Education On Entrepreneurial Intention: The Context of Economic and Business Students, Andalas University. The sampling method used non-probability sampling and obtained a sample of 120 people from all study programs. at the Faculty of Economics, then the data was processed and tested using SPSS 24.0. The results of this study indicate that Entrepreneurial Self Efficacy is positively and significantly related to entrepreneurial intention and Entrepreneurship education is positively and significantly related to entrepreneurial intention.

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
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ROOM 4: MODERATOR : Indah Permata Suryani, SE, MSc

11	Widya Fitriana	Utilization of Digital Marketing in Food Agricultural Business
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Advances in information technology, especially the internet, have affected all economic activities in Indonesia, including business activities and trade in agricultural products. This study aims to analyze the factors that influence consumer decisions in the use of digital marketing to purchase agricultural business products. Data collection was carried out by surveying 200 consumers of food agriculture business spread across all regencies/cities in West Sumatra. Data were analyzed using logit regression. The results showed that the use of e-marketing was significantly influenced by education level and digital life style, while gender, income, number of family, age and reference group had no significant effect. This study recommends the importance of targeting highly educated consumers who have a digital culture by intensifying the use of websites, social media and viral marketing as a marketing media for agriculture product

17	Akhmad Afendi	ANTECEDENTS AND CONSEQUENCES OF CONSUMER BRAND ENGAGEMENT, CONSUMER BRAND CONNECTION, ADVERTISING, BRAND LOVE	<p>This study explains the research objective is to determine and analyze the effect of Perceived Personalization on Repurchase Intention mediated by Consumer Brand Engagement, Consumer Brand Connection, Advertising and Brand Love. The sample in this study examined 190 consumers who bought Samsung smartphones in the Bogor area as the object of research. The data analysis technique used with the AMOS program is through the Structural Equation Model (SEM) technique. Purposive sampling technique is sampling based on certain considerations, where the sample is selected in accordance with the research criteria, namely the consumer as the unit of analysis in this study.</p>
52	Muhammad Zulkifli Amanda	Increase Brand Awareness and Brand Image Using Social Media Marketing Elements	<p>The establishment of a comprehensive and interactive Social Media Marketing (SMM) will help build a trustworthy Brand Image. This will increase consumer loyalty and willingness to buy the product. The purpose of this study was to examine and analyze the effect of social media marketing elements - Entertainment, Pleasure, electronic Word-of-Mouth (eWOM), and Trendiness, on consumer brand engagement and brand knowledge. Statistical testing was performed using Structural Equation Model (SEM) analysis. The results show: that strengthening consumer involvement in a brand, will strengthen brand awareness in the minds of consumers. Consumers quickly recognize the characteristics of the brand and can remember the symbol or logo of the brand. Furthermore, if consumer involvement increases, the brand image in the minds of consumers will also increase. That is, if the minds of consumers are already embedded in their image, then the company has the opportunity to set a premium price and maintain the image</p>
22	Farah Leon	Determinant Factors for M-Banking Use in Generation Z	<p>This study aims to examine and analyze the factors that influence the adoption of M-Banking in Generation Z. Data was obtained through an online questionnaire to m-banking users with an age range of 18-24 years in Jabodetabek. The method used in sampling using the non-probability sampling method with a total sample of 250 respondents. The analytical method used in this research is the Structural Equation Model (SEM). The results showed that there was a positive influence of Perceived Ability, Perceived Benevolence, Perceived Integrity, and Perceived Ease and Usefulness on the Use of M-Banking Applications. Banks are expected to have the ability and expertise in providing m-banking application services that are trusted, easy to understand, and can assist users in using the m-banking application to manage generation Z's personal finances. Through the adoption of the m-banking application, it is hoped that it will help generation Z in controlling their financial income and expenditure thus managing their personal finances better.</p>
32	R. Rosiyana Dewi	The Effect of Artificial Intellegence (AI) on Human Capital Management in Indonesia	<p>Entering the digital era and the era of society, there is a paradigm shift in the need for human skills in various aspects and activities. This has changed many aspects of the organization, including the digital shift in HR, where it cannot be denied that HR in organizations in the current era is capital for organizations and their performance is the main indicator for organizations to achieve their goals. One of them began to be shown by the application of</p>

Artificial Intelligence (AI) in organizations in Indonesia, both in companies and several government organizations. A company has a responsibility to its stakeholders to do the work and earn the desired profit. However, there is no research that specifically discusses the Analysis of the Effect of AI on Human Capital Management in Indonesia, so it is deemed necessary to conduct this research which aims to determine the extent of its influence on Human Capital Management with the application of AI in organizations. The research methodology used is a literature study with an explanatory research design and a specific target sample population of organizational leaders and human resource managers (HR) in Indonesia. Data based on a sample population were collected during the month of July through an online questionnaire. This study targets 200 respondents. SPSS was used to interpret the data obtained through an online questionnaire.

34 Hermanto
Yaputra

The Effect of Green Marketing, Sustainable Advertising, Eco Packaging/Labeling Towards Green Purchasing Behavior

The society's condition in both community and individual level is greatly influenced by several issues, especially environment damage. That triggers consumer's willingness to use environment friendly products, thus evidence show positive trends towards green products purchases. In 2030, electric vehicle potential in Indonesia is predicted to gain significant growth, where electric cars usage is predicted to reach 2.19 million units, whereas electric motorcycle is predicted to reach about 13 million units. This research is aimed to identify if sustainable marketing (green marketing, sustainable marketing, and eco packaging / labeling) implied in the context of electric vehicles may impact Indonesian consumer's intention and purchase behavior, vice versa. Furthermore, this study is expected to give academic and practical benefits where the conceptual framework proposed may contribute as additional literature about green marketing, also positively implies to marketers of environmentally friendly products. Researchers used explanatory approach to prove all the hypothesis empirically. Through this approach, it is expected to identify the effect of two, three, or more constructs, as well as directions, pattern, and strength within each effect. Other than that, researcher used purposive sampling method where in this research primary sampling is used through sample collection based on applied criteria. The primary data used resulted from questionnaire distribution using Google Form online survey during the period of October 2021 to January 2022. Researcher has completed data collection from 207 respondents where 100% of the samples have not had, nor purchased, electric vehicle both four wheeled and two wheeled. However, all of the samples have received the information, read news articles, or aware of electric cars or motorcycles via electronic or conventional medias. The analysis technique used is Structural Equation Modeling (SEM) with the use of AMOS software. The research resulting that green marketing and sustainable advertising respectively gave positive and significant effect to green purchase intention and green purchasing behavior. Meanwhile eco packaging/labeling only give positive and significant effect to green purchase intention. The findings in this research will certainly give positive implication in the field of green marketing and sustainable advertising, both online and offline advertising. Further research is expected to be more focused to specific electric vehicle (car / motorcycle). That can be achieved by using the conceptual framework used in this research and is aimed to achieve deeper implication to both product in which believed to have different marketing approaches.

107 G.N. Sandhy
Widyasthana

Corporate Venture Capital Value Added Through Synergy Creation Between Parent Firm and Startups

Amid high uncertainty and disruption, for mature corporations, product service innovation and business development initiatives can be risky. Corporations are mitigating the risks and looking for a new corporate

innovation engine by establishing corporate venture capital (CVC) to fuel firms long-term growth and sustainability. CVC is not only investing in potential startups but also conducting non-financial value add activity with its portfolios to bolster the capabilities of its parent firm. Business synergy among startup portfolios and CVC networks can also fundamentally support a startups growth, consequently leading to the growth of the startups and a preferred chance to exit at a suitable valuation for the CVC. This paper shows that CVC outside-in partnership activity can bring new businesses to the parent firm and benefit startups to get more appreciation for raising later-stage funds.

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
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ROOM 5: MODERATOR : Dr. Wahyuningsih, S.E, M.E

54	Aekram Faisal	The Role of Trust in Shopping Online in Mediating The Influence of Social Media Marketing on Purchase Intention
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One of the activities that is often accessed by the general public, including in Indonesia, is social media. In recent years, social media is not only used for social interaction, but also as a medium for managing a business. Moreover, when the whole world is facing the covid 19 pandemic, where most countries make decisions about closing and some physical places, which have been used to run businesses, entrepreneurs are trying to optimize digital media and social media as a strategy to market products. This study aims to determine the role of social media marketing in increasing trust in online shopping and purchase intention and the role of trust in online shopping as a mediating variable. This study uses the Structural Equation Modeling (SEM) method with a sample of 117 respondents who are active users of social media in Indonesia, for at least 2 years and have purchased products marketed on social media. The results show that social media marketing activities have a positive influence on trust in online shopping. Furthermore, trust in online shopping has a positive influence in mediating social media marketing activities on purchase intention.

61	Wegig Murwonugroho	How Can Reverse Vending Machine for Plastic Bottle Packaging Contributes to Sociopreneurship?
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"The way of managing plastic bottle waste so far is dominated by the landfill method. This open dump technique endangers the environment and the surrounding community. This study discusses how the Reverse Vending Machine (RVM) simultaneously contributes to sociopreneurs solving environmental, economic, and social problems. This study was carried out qualitatively by following the Design Thinking procedure. Based on the analysis of data obtained during the Empathize, Define, Ideate, and Prototype phases, this paper concludes that RVM's contribution to the character of sociopreneurs does not begin with changes in consumer behavior toward plastic bottles (although the change also arises due to the introduction of RVM to the public). RVM-mediated sociopreneurship develops in two ways, namely: a). ownership of Reverse Vending Machine machines, and b) purchase of RVM-output plastic pellets by Startups, MSMEs, artisans, and other business units that empower communities to obtain financial profits.

69	Rifka zikria rifka	Fear of Failure, Financial Performance of Start-up, and Entrepreneurs Well-being in the Context of West Sumatera
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Interest in entrepreneurship is increasing, but the COVID-19 pandemic that

hit at the beginning of March 2020 caused concern among entrepreneurs, especially for businesses that were just being started. the fear of failure due to the pandemic will affect the performance and welfare of entrepreneurs. This study aims to determine the effect of fear on failure mediated by performance on the welfare of entrepreneurs in West Sumatra. Data collection is done by distributing online questionnaires to 85 startups which are businesses that have only been established for 0-6 years in West Sumatra. The sampling technique in this research is simple random sampling with descriptive method, then the data is processed and tested using smartPLS 3.3.9. The results of this study indicate that the variable fear of failure has a negative and insignificant effect on welfare. Fear of failure has a negative and significant effect on performance, meanwhile performance has a positive and significant effect on well-being and fear of failure mediated by performance has a negative and insignificant effect on well-being.

75 Kurniawati

Perceived Personalization and Brand Relationship Models in Social Commerce

"With fashion development in Indonesia, many brands have started marketing by relying on digital marketing. As is well known today, marketing trends continue to develop along with increasingly sophisticated technology with the presence of the internet world. Digital marketing is present as an innovation in the world of marketing. The problem today is how does perceived personalization affect brand loyalty and purchase intention mediated by customer brand engagement, customer brand identification, and brand relationships? Activities on social media provide the perfect way to build brand awareness, encourage brand recognition and recall, and increase brand loyalty, ultimately forming brand relationships. This research leads to a "Green Society," not just a green economy. This research will be part of the university road map, namely Legal Development and Sustainability Community in Green Society), Information & Communication Technology section"

49 Henny Setyo Lestari

Corporate Governance And Financial Performance Of Consumer Goods Industry Companies Listed On Indonesia Stock Exchange

This study aims to investigate the effect of corporate governance on financial performance in consumer goods industry companies listed on the Indonesia Stock Exchange and the period 2016 -2020. The independent variables used consist of insider shareholding, board size, board independent, board meeting, board gender diversity and the control variables used are leverage and firm size. The dependent variable used is financial performance with measurement proxies using Tobin's Q. The study examines a total of 31 consumer goods industry companies. The results of this study indicate that insider shareholding, independent board, board meeting and firm size have no effect on financial performance. Board size has a positive significant effect on financial performance. Board gender diversity and leverage have a negative significant effect on financial performance. Companies in the consumer goods industry sector are expected to reduce their share ownership by internal parties, so that the company's internal parties will continue to focus on the company's main objectives without prioritizing their personal interests as company shareholders.

83 Rositayanti Hadisoebroto

Marketing Innovation of Melinjo-Based Food Product Through Sociopreneurs Approach

So far, Melinjo has only been used as chips and vegetables. The existing problems today are issues of environmental hygiene, monotonous products, marketing, and consumer perception. This research approach is to diversify products by processing Melinjo into flour so that it can be processed into

other various foods. The process of making various processed food is done by paying attention to hygiene. The sociopreneurship that has been carried out is marketing that involved approaching the consumers using mobile box motorcycles and increasing consumer perception

121 **Ardhian
Yulianto**

Development of Seternak, Marketplace Application For Production Facilities And Livestock Products

Livestock industry, especially poultry, is one of the economic bases of Indonesian people which has high potential to increase inclusive economic growth. Moreover, Indonesia has a high advantage in the livestock sector as illustrated by the competitive advantage in the workforce as well as the potential for livestock industry based on local resources. Livestock actors consist of farmers (providers of livestock production products), livestock industries (providers of livestock production facilities), and consumers of livestock products. Payakumbuh City is one of the cities with the largest poultry population in West Sumatera. While most livestock actors still sell products conventionally, open shops, and sell livestock products to middlemen or collectors. Sales in this way make it difficult for farmers to sell certain goods and it is difficult to maximize business profits due to limited marketing media. As well as access to crucial information such as knowledge of commodity price renewal is still carried out from one person to another conventionally. Based on these problems, an application is needed that integrates a digital product for buying and selling transaction media and the media for providing information related to commodity price updates. Seternak application is based on a marketplace so that sellers and buyers do not make transactions directly and are carried out in one digital market. Seternak application can help livestock actors sell production facilities and livestock products without being limited to territory so that it can potentially increase consumers to increase the income of livestock actors.

Day 1: 07 September 2022

Parallel Session 2 (Afternoon: 16.00 - 18.00)

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 1: MODERATOR : Dr. Syofriza Sofyan, SE, ME		
74	Fauzan Misra	<p>Tax Apparatus Negotiation Behavior in Resolving Tax Disputes: An Experimental Examination</p> <p>This study examines the influence of the supervisor's pressure and negotiation partner's objective on tax staff negotiation behavior and his confidence over the decision. To accomplish this purpose, study participants completed a tax negotiation task in a 2x2 between-subject design. The experiment used a web-based instrument that involved 60 tax apparatus from many local governments. Result reveals that tax apparatuses tend to waive their audit findings when negotiating with a tax consultant who exhibits high concern-for-other than when negotiating with a tax consultant with a low concern-for-other. They also show a higher confidence level concerning their decision while negotiating with tax consultants who show a higher concern-for-other. Further, the tax apparatus shows a higher confidence level when their initial position about the partners' negotiation proposal differs from their supervisor's opinion. These findings imply the importance of knowing the negotiation partners' objectives and the supervisor's position about the negotiation proposal.</p>
78	Indah Permata Suryani	<p>How Firm and Industry Characteristics affect Capital Structure of Unlisted SMEs</p> <p>The aim of this study is to provide further empirical studies whether any significance relationship between firm, industry characteristics with short term and long term debt of the companies, and the focus is to answer the question: Do the firm and industry characteristics such as profitability, size, growth and asset structure affect the both of short term and long term debt of the unlisted SMEs in UK? This is the ideal topics to be discussed because SMEs play a vital role for the sustainability of economic growth in the country, especially in UK. Additionally, unlisted companies didn't have access to international capital market like most of the larger and listed firms, so conducting the research in this area maybe very useful. This study collected the secondary data from Financial Analysis Made Easy (FAME) database comprising financial information of public and private companies in UK and Ireland. The study utilizes 291,047 unlisted SMEs in the UK from 2008 to 2015 and use OLS (ordinary least square) model as method of analysis. The Result firm characterises do affect the capital structure of unlisted SMEs, from the four main hypotheses only one of them that found to inconsistent with the predictions. Related to the industry characteristics, most industry find the significant relationship between the firm characteristics and leverage ratio of the companies. Overall, the results indicate that mostly the findings are followed Pecking Order Theory.</p>
55	Rita Rahayu	<p>Digital Financial Literacy, Financial Behaviour and Financial Wellbeing of Women's in Indonesia</p>

This study aims to investigate the influence of digital financial literacy and financial behavior that consists of saving behaviour and spending behaviour, on financial wellbeing of women in Indonesia. Survey method by using online questionnaire was performed in this study. There were 524 women in Indonesia participated in this study and data was then processed through Structural Equation Model (SEM). Based on the data analysis, it was found that the level of digital financial literacy has a significant influence on financial behavior (which consists of saving and spending behavior) and the financial wellbeing of women in Indonesia. In addition, this study also found that saving behavior has a positive and significant influence on the level of financial well-being of women in Indonesia. The results of this study provide empirical evidence regarding the relationship between the level of digital financial literacy, financial behavior and also the level of financial welfare of people in Indonesia, especially women in Indonesia. This result is certainly expected to be an input for related parties, especially the government in making policies related to improving the financial wellbeing of the people in Indonesia, especially women in Indonesia.

85 **Agustina
Suparyati**

INFLUENCE OF MSME PERFORMANCE AND INCLUSIVE FINANCE ON POVERTY REDUCTION IN INDONESIA

The purpose of this study is to analyze the effect of MSME performance, financial inclusion as well as economic growth and income distribution inequality on poverty levels in 33 provinces in Indonesia during the 2016-2021 period. MSME performance is measured by the level of internal efficiency as measured by the ratio of added value to the input value of a company. Financial inclusion variable is the result of a composite index calculated based on the ratio between the Financial Inclusion Index (IFI) which is a composite index of 3 components consisting of the Banking Service Penetration Index, Service Availability Index and Banking Service Usage Index. The panel data model chosen is the random effect model. The results of panel data regression show that the performance of MSMEs, Financial Inclusion and economic growth have a significant negative effect on the poverty level, while the inequality of income distribution has a positive effect on the poverty level.

92 **Dessy Kurnia
Sari**

An Evaluation on the Use of Youtube Advertisements in Targeting Millennials in A Digital Era

Entrepreneurs have to be aware of today's business digital era. The use of online and digital media in targeting a market is inevitable. The objective of this paper is to explore the influence of perceived advertising values and personalization of advertisement videos on YouTube on millennials' attitude towards the advertisements. The data were gathered from 120 millennial respondents. The finding indicates that perceived advertising values on YouTube namely credibility and entertainment of advertisement videos has a positive and significant effect on millennials' attitude towards the advertisements. There are no links between irritation and informativeness of advertisement videos on YouTube Ads and attitudes of millennials in responding to the advertisements on YouTube.

93 **Yuliarni Putri**

The Influence Of Store Layout And Atmosphere On Consumer Purchase Decisions On Rili Swalayan Padang

The purpose of this study was to determine and analyze the effect of store layout and atmosphere on consumer purchasing decisions at Rili Swalayan Padang. This research method is descriptive quantitative. The sampling technique used is purposive sampling, the research sample is 100 respondents. The data analysis technique used is classical assumption, multiple linear regression, t test, F test and coefficient of determination. The results of the classical assumption test show that the tolerance value of the

independent variable is more than 0.1 and the VIF value is less than 10, meaning that there is no multicollinearity between the independent variables in the regression model. The results of the Heteroscedasticity Test in the picture show that there is no heteroscedasticity. The results of the autocorrelation test show that the DW value is $1.811 > 1.613$, so the key is that there is no autocorrelation. Multiple linear regression analysis, store layout and atmosphere variables on consumer purchasing decisions at Rili Swalayan Padang obtained $Y = 23.347 + 0.451X_1 + 0.165X_2 + e$. Based on the partial research, store layout and atmosphere have a positive and significant effect on consumer purchasing decisions at Rili Swalayan Padang. Based on the results of the simultaneous test, it is known that the store layout and atmosphere have a positive and significant effect on consumer purchasing decisions at Rili Swalayan Padang, while the coefficient of determination is obtained by an Adjusted R Square of 20.6%.

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 2: MODERATOR : Dr. Eng Ardhian Agung Yulianto, S.Kom.,M.T		
27	Febria Nalurita	<p>The Moderating Role of Locus of Control on the Links Between Availability Bias, Herding, and Investment Decisions</p> <p>This study aims to determine the effect of availability bias and herding on investment decision-making with the moderating role of locus of control. Data was collected by distributing questionnaires to individual investors on the Jakarta Indonesia Stock Exchange (IDX), with a sample of 281 people. This study uses the Structural Equation Modeling (SEM)-LISREL 8.8 approach. This study finds that availability bias and herding significantly affect investment decision-making. Locus of control plays a moderating role between availability and herding bias in investment decision-making. This research helps individual investors understand the existence of rational or irrational behavior, analyze all the information available in the market, and always verify the data received so that investors have the knowledge and can act rationally before making investment decisions. Meanwhile, policymakers can conduct investment training and awareness programs, conduct research for individual investors more intensively, and develop information networks to facilitate investors' information needs. The limitation of this study is that it only investigates individual investors. For further research, institutional investors can be tested to explore the behavior of institutional investors moderated by locus of control.</p>
28	Kristian Chandra	<p>THE EFFECT OF LEVERAGE ON COMPANY VALUE IN CONSUMER GOODS INDUSTRY COMPANIES</p> <p>The industrial sector, including consumer goods, is currently one of the sectors that have contributed significantly to Indonesia's economic growth. In order to compete with similar companies, it is necessary to managers to make the right decision, most notably financial decisions. The companies are expected to choose the best option of resources to be funded to achieve the right balance between cost efficiency and maximizing the firm value that will increase earnings for the shareholders. Leverage plays an essential role in maximizing firm value. The purpose of this research is mainly to analyze the relationship between working financial leverage and firm value for a sample of 30 Indonesian Stock Exchange-listed companies from the consumer goods sector. In addition, this research also examines the relationship between the control variable (profitability, working capital management, sales growth, inflation, interest coverage ratio, and firm size) and firm value, along with the impact of profitability on the leverage-firm value relationship. The data analysis method used is panel data regression analysis. The tests</p>

used are Chow Test, Hausman Test, Lagrange Multiplier Test, Classic Assumption Test (Normality, Multicollinearity, Heteroskedasticity, Autocorrelation), T-Test, and F-Test. The results show as follows: (1) if we consider the control variable simultaneously, the leverage is significantly positively related to the firm value before reaching the firm's optimal capital structure. (2) still, with the consideration of the control variable simultaneously and with the moderation of profitability, leverage is significantly negatively related to the firm value, or it means that after reaching high profitability, an increase in leverage will reduce the firm value. The implication of this research is that the results/findings can provide insight into the finance managers, investors, and financial institutions or lenders' decisions related to leverage in order its relation to the firm value.

33 Deasy Aseanty

The Effect of Job Stress, Job Burnout, and Emotional Intelligence on Job Satisfaction of Employees of Animal Feed Companies in Grobogan, Central Java

"This study aims to analyze the effect of Job Stress, Job Burnout, and Emotional Intelligence on Job Satisfaction of employees of animal feed companies in Grobogan, Central Java. The data used in this study is primary data. The sample method used is purposive sampling with 189 employees as the respondents. Hypothesis testing using simple linear regression analysis for each pair of variables with the help of the 25th version of SPSS application. The results show that Job Stress has a negative effect on Job Satisfaction, Job Burnout has no negative effect on Job Satisfaction, and Emotional Intelligence has a positive effect on Job Satisfaction. The managerial implication in this study is that company management should pay more attention to the welfare and happiness of employees inside and outside the company, do a fair allocation of tasks and working hours for employees by adjusting the duties and workload according to the position and age of the employee, provide special training by providing case studies. or problems that require teamwork, and involve more employees such as hearing opinions and input from employees aimed at the progress of the company.

36 Justine Tanuwijaya

Determinants of Affective Commitment in Improving Employee Performance

"Organizational performance is one of company goals to be achieved, and the achievement of these goals cannot be separated from the achievement of employees' performance. This study was conducted with the aim of testing and analyzing how servant leadership affects proactive career behavior which consists of career planning, networking behavior and skill development and the indirect impact on perceived employability and is expected to create affective commitment to improve job performance. This study uses a type of research hypothesis testing with research samples using purposive sampling, namely lecturers and staff at Faculty of Economics and Business, Universitas Trisakti with the number of samples used as many as 211 respondents. The analytical tool used is the Structural Equation Model (SEM). The results of the research concluded that servant leadership has a positive significant effect on career planning, networking behavior and skill development; career planning, networking behavior skill development has a positive effect on perceived employability; career planning, networking behavior and skill development has been shown to mediate the positive influence of servant leadership on perceived employability; perceived employability has been shown to have a positive effect on affective commitment; and affective commitment has been shown to have a positive effect on job performance.

42 Oni Yudo Sundoro

THE EFFECT OF JOB SATISFACTION AND ORGANIZATION COMMITMENT ON JOB PERFORMANCE WITH ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) AS MEDIATION VARIABLES (EMPIRE STUDY AT PT BANK MANDIRI

IN JAKARTA)

"Global competition requires organization to adapt to the ever-rapidly changing ways to do business in the global environment in order to keep survive. The success of the organization does not only depend on facility and infrastructure that is available but also on their employees performance. Therefore, an organization needs to realize how important the role of their employees for the triumph of the organization. The objective of this research is to find out the effect of job satisfaction and organization commitment to job performance through Organizational Citizenship Behaviour (OCB) as meditation variable. There were 131 respondents of employee participating Respondents in this study were only limited to level of the Staff (clerk) until the Department Head only. The additional information gathered through focus group discussion with Human Resources Managers. The summary of this research is there is effect of job satisfaction to job performance but not significant, there is effect of organization commitment to job performance but not significant, there is effect Organizational Citizenship Behaviour (OCB) to job performance, there is significant effect of job satisfaction to job performance through OCB as meditation variable and there is significant organization commitment to job performance through OCB as meditation variable.

50 Yosephina Endang Purba

The Effect of Leaders with Narcissism and Overconfidence Characteristics on Corporate Risk Taking

The characteristics of a leader in a company greatly impact the sustainability of the organization. This study aims to investigate the influence of narcissistic character of the CEO and Board, as well as managerial overconfidence in corporate risk-taking. Data for this study was from collected 22 manufacturing companies listed on the Indonesia Stock Exchange from 2014-2020. The data in this study is secondary data, tested using the regression data panel method using E-Views 12 software. This research findings indicate a significant negative relationship between Board Narcissism with Corporate Risk Taking, also there is a significant negative relationship between Management Overconfidence with Corporate Risk Taking. Leverage as a variable control has a significant positive relationship with Corporate Risk Taking. Research provides implications for investors and the industry to understand better the role of narcissism and overconfidence of CEOs, boards, and company management in making rational decisions about company risk-taking. This research is expected to be a positive reference for all company stakeholders also contributed to the development of literature in leader narcissism, overconfidence and corporate risk-taking.

ID

AUTHORS

ARTICLE TITLE AND ABSTRACT

ROOM 3: MODERATOR : Dessy Kurnia Sari, SE,M.Bus(Adv),PhD

71 Mr. Adityo Wicaksono

University Spin-off: A Review

Contemporarily, university spin-off (USO) has become a major topic in the academic entrepreneurship literature. Universities around the globe have realized that establishing USOs can bring substantial benefits to their organizations and the regional economy. Hence, the USO phenomenon became essential to be further comprehended. Its conceptual advancement grew gradually, yet in a slow pace. This situation provides opportunities for scholars to explore deeper understanding of USO phenomenon and contribute to the literature. Therefore, this paper tries to depict the existing conceptualization of USO and map the potential area of topics to be explored. Through a systematic literature review (SLR) and scientometric

analysis, this paper aims to enrich the previous reviews of USO and provide guidance for future research. We present our depiction of USO by using the framework of 5W1H (what, who, why, where, when, and how). Four potential topics for future research are provided as the additional findings.

82 Danny Hidayat Fear Of Failure in incubated Start- Up: A Qualitative Approach Study

This thesis was made with the aim of looking at the fear of failure in start-up actors who were incubated in the Andalas University business incubator. Fear of failure according to previous research is one of the obstacles in entrepreneurship. This study focuses on the experience of fear and the way respondents understand the fear they feel, so that it will be seen whether there is a role in the incubator regarding the fear of failure experienced by the respondent or not. The implementation of this research is to encourage start-up actors to be wiser in dealing with the fear of failure which is perceived as one of the processes in entrepreneurship.

95 Liza Zulbahri E-Commerce Analysis In Product Purchasing Decisions At Bacarito Coffee In Padang City

This study aims to determine and analyze e-commerce and product quality partially and simultaneously on purchasing decisions for Bacarito Kopi in the city of Padang. The research method used is descriptive quantitative. The sampling technique used was probability sampling, with a sample of 100 respondents. The data analysis technique used is multiple linear regression, t test, F test and the coefficient of determination. Based on multiple linear regression analysis, it is known that $Y = 8,516 + 0.375X_1 + 0.537 X_2 + e$. The results of the t test carried out on the E-commerce variable have a positive and significant effect on the purchasing decision of Bacarito Coffee in Padang City and the product quality variable has a positive and significant effect on the purchasing decision of Bacarito Coffee in the City of Padang. From the results of the F test or the simultaneous test, it is proven that E-commerce and product quality simultaneously have a significant effect on the purchasing decision of Bacarito Coffee in the city of Padang. Meanwhile, the coefficient of determination obtained Adjust R Square of 43.8%.

97 Hesti Mayasari Analysis Of Consumer Loyalty to Creative Economic Products in Padang City

The purpose of this study was to determine and analyze the effect of price perception, promotion, brand image and consumer satisfaction partially or simultaneously on consumer loyalty in the Senja Padang Coffee Zone. The research method used is descriptive quantitative. The sampling technique used is incidental sampling so that the sample used is 100 consumers. Data collection methods used are observation, interviews, questionnaires and library reviews. The data analysis technique used is multiple linear regression, t test, F test and coefficient of determination. The results of the multiple linear regression analysis are $Y = 5.536 + 0.608 X_1 + 0.232 X_2 + 0.310 X_3 + 0.167 X_4 + e$. Based on the results of the t test, it is known that the perception of price, promotion, brand image and consumer satisfaction has a partial effect on consumer loyalty in the Senja Padang Coffee Zone because the significant value is < 0.05 . Based on the results of the F test, it is known that price perception, promotion, brand image and consumer satisfaction have a simultaneous effect on consumer loyalty in the Senja Padang Coffee Zone because the significant value is < 0.05 . The result of the coefficient of determination test is the Adjusted R-Square value of 0.429. This means that the ability of the price perception variable (X1), promotion (X2), brand image (X3) and consumer satisfaction (X4) to explain consumer loyalty is only 42.9% while the remaining 57.1% is explained by other variables that are not used in the analysis. this research such as product quality, consumer behavior (Aprileny and Regar, 2018).

100	Andika Putra R	DEVELOPMENT OF CONSTRUCTIVIST-BASED MATHEMATICS LEARNING MEDIA ON GEOMETRY MATERIALS
		<p>The purpose of this study is to describe the process and results of the development of constructivist-based computer-aided mathematics learning media on geometry material with the sub-topic of distance on spatial shapes that is valid, practical and effective. This type of research is development research, using modified Borg and Gall research procedures consisting of several main steps, namely analysis of developed products, developing initial products, and product trials. This media was tested at Tamansiswa University by taking one class in the second semester Mathematics Education study program. The results of this study indicate that the media developed is valid with an average validity score of 3.36, practical with an average practicality score of 3.58 and effective with complete mastery of the material as much as 88.89% and student assessments of 0.67 with positive criteria.</p>
103	Ramadhania nia	<p>Analysis of the Effect of Promotion and Product Innovation on Consumer Purchase Decisions in Digital Technology Based Micro and Small Enterprises in Padang City</p> <p>The purpose of this study was to determine and analyze the effect of product promotion and innovation on consumer purchasing decisions for micro and small business based on digital technology in Padang city. The research method used is a quantitative approach. The sampling technique used is non-probability sampling, namely purposive sampling so that a sample of 100 consumers is found. The data collection methods used are interviews, questionnaires and observation. The data analysis technique used is multiple linear regression analysis, t test, F test and coefficient of determination. Based on multiple linear regression analysis it was found that $Y = 7.544 + 0.785X_1 + 0.573X_2 + e$. Based on the results of tests conducted individually, it was found that individual variables, promotions and product innovations had a significant effect on consumer purchasing decisions for micro and small business based on digital technology in Padang City. While F results found that the variables of promotion and product innovation together have a significant effect on digital technology-based MSE purchasing decisions in the city of Padang. While the value of the coefficient of determination is in the Adjusted R Square value of 51%.</p>

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 4: MODERATOR : Dr. Luki Adiati Pratomo, M.M		
37	Catur Rahayu Martiningtiyas	<p>The Influence of Internet Banking and Bank Risk on the Performance of Banking Companies in Indonesia</p> <p>This study aims to analyze the effect of internet banking on bank performance. The independent variables in this study are internet banking and bank risk, with the control variables being economic growth and inflation, and the dependent variable being bank performance. The sample used in this study is a company engaged in banking companies listed on the Indonesia Stock Exchange (IDX) for the 2017-2021 period. The number of samples used in this study amounted to 37 banking companies using purposive sampling. The results showed that internet banking and economic growth had a significant positive effect, while credit risk and operational risk had a significant negative effect on the performance of banking companies in Indonesia.</p>

41 **Luki Adiati
Pratomo**

THE ROLE OF SOURCE CONGRUENCE IN EFFECTIVE MARKETING COMMUNICATIONS

The study aims to build a more comprehensive model of the relationship between the source's characteristics and the purchase intention by involving several variables that are considered moderating and mediating variables in the relationship between the two variables. The respondent is the individual who follows influencers, whether they are celebrities or non-celebrities on social media and often reads the influencers' content in the last 6 months. The data obtained is processed by SEM. The results show that groups of consumers who have a higher level of conformity, both in Congruence Source Characteristics with the Brand Characteristics, Congruence Source Characteristics with the Customer Characteristics, and Congruence Customer Characteristics with the Brand Characteristics, have a better perception of the influencers' character and have a higher purchase intention in this group. In addition, the results of the study also show that the influencers who have expertise related to the product, are considered honest in conveying the message, attractive, and have a positive influence on the positive attitude of consumers towards the influencers. The next impact of a positive perception of the influencers is the emergence of consumers' positive attitudes towards the product or brand being promoted. Furthermore, the consumers' positive attitude towards the product has increased their interest in buying the product or brand.

48 **Henny Setyo
Lestari**

The Effect Of Bank Specific Factors On Profitability Of Commercial Banks Listed On Indonesia Stock Exchange

"This study aims to examine how the influence of specific factors on the profitability of conventional commercial banks listed on the Indonesia Stock Exchange for the 2016-2020 period. This study uses purposive sampling with a sample of 41 conventional commercial banks. The results show that bank size has no effect on profitability. The capital, deposit, and liquidity ratio variables have a significant negative effect on profitability. Meanwhile, the variables of management efficiency and asset quality have a significant positive effect on profitability. This research is important so that banks can find out from the start what factors can affect the profitability they find, with banks having to maintain a level of capital according to Bank Indonesia standards, effectively monitoring bank operations, and selective supervision in lending so as to increase profitability bank."

79 **Verni Juita, Vera
Pujani, Rida
Rahim, Rita
Rahayu**

The Influence of User's Digital Financial Literacy and Perceived Risks on Buy Now Pay Later (BNPL) Adoption: A Gender's Perspective

This study aims to examine how gender differences affect the decision to adopt BNPL (Buy Now Pay Later) services in Indonesia. In particular, the effect of this gender differences will be seen through the user's perception of risk and the level of users' digital financial literacy on their decision to adopt credit online paylater services. This study conducts a survey covering 257 paylater users in Indonesia through various online channel. Subsequently, the data collected from the survey is processed and analyzed using PLS Smart 3.0. This study found that while users' perceived risk does not significantly influence BNPL adoption, users' digital financial literacy significantly influences BNPL adoption. Moreover, when we divide paylater users into two groups, male and female, the significant effects of financial literacy on BNPL adoption is experience by both groups. Interestingly, however, the results also show that the magnitude influences of digital financial literacy on BNPL adoption is higher for females than that of for males, although the gap is relatively narrow due to insignificant differences in the two groups' educational backgrounds. This gender differences in the impact of digital financial literacy on BNPL adoption may be caused by the facts that females tend to be responsible for household financial

management. In addition, this study also reveals that in both gender group, while both perceived financial risk and perceived security risk has a significant influence on users' perceived risks, the former has a greater influence on perceived risk than the later.

43 **Anita
Roosmalina
Matusin**

The Effect of Debt Financing on Firm Value in Manufacturing Companies Listed in Indonesia Stock

"This study aims to examine the effect of debt financing on firm value. The dependent variable used in this study is firm value, with the independent variable debt financing (STDA, LTDA, TDTE), as well as firm size, firm growth, inflation, and interest rate control variables. The research sample used in this study is manufacturing companies listed on the Indonesia Stock Exchange (IDX) for the 2015-2020 period. By using purposive sampling technique, the number of samples studied were 60 manufacturing companies. The results of the study found that debt financing (STDA) and interest rate had a significant negative effect on firm value. Meanwhile, debt financing (LTDA and TDTE), firm value, firm growth, and inflation have no effect on firm value. Managerial implications : to increase firm value, companies must reduce the use of short-term debt to finance assets and anticipate borrowing rates."

52 **Muhammad
Zulkifli Amanda**

Increase Brand Awareness and Brand Image Using Social Media Marketing Elements

The establishment of a comprehensive and interactive Social Media Marketing (SMM) will help build a trustworthy Brand Image. This will increase consumer loyalty and willingness to buy the product. The purpose of this study was to examine and analyze the effect of social media marketing elements - Entertainment, Pleasure, electronic Word-of-Mouth (eWOM), and Trendiness, on consumer brand engagement and brand knowledge. Statistical testing was performed using Structural Equation Model (SEM) analysis. The results show: that strengthening consumer involvement in a brand, will strengthen brand awareness in the minds of consumers. Consumers quickly recognize the characteristics of the brand and can remember the symbol or logo of the brand. Furthermore, if consumer involvement increases, the brand image in the minds of consumers will also increase. That is, if the minds of consumers are already embedded in their image, then the company has the opportunity to set a premium price and maintain the image

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AUTHORS

ARTICLE TITLE AND ABSTRACT

ROOM 5: MODERATOR : Evitayani, PhD

84 **Tri
Kunawangsih**

Financial Technology and Economic Growth

"This study was conducted with the aim of analyzing the effect of fintech, labor force, PMDN, PMA, HDI and Export variables on economic growth. The data used is annual data per province from the period 2020 - 2021. The data is processed using panel data (pooling data). Source of data from the Central Bureau of Statistics, OJK and the Ministry of Trade. The results showed that Fintech, Labor Force, PMA, IPM and Exports had a significant positive effect on economic growth, while PMDN were not significant."

90 **Fanny Wulanda**

Ornamental Plant Entrepreneurship During the Covid -19 Pandemic in Koto Tangah District, Padang City

Ornamental plants are one of the groups of plants in horticulture. During the Covid 19 pandemic, sales of ornamental plant businesses have decreased in

business centers, this is due to the lack of consumers who come to buy ornamental plants. However, there is an interesting thing about ordering online for those who are willing and able to market on various social media. To achieve the desired target, business actors need to develop a strategy in such a way. This research is a process of finding new knowledge by using a scale from statements to numbers and data as a reference to draw conclusions. The right marketing strategy in business, namely the Marketing Mix strategy supported by the use of digital technology in the field of promotion and market place in addition to strengthening products and competitive prices

110 **Nuraini Budi Astuti**

The Implementation of Participatory Leadership Style in Sanjai Nita's Enterprise

Sanjai Nitta is an enterprise that produces and sells processed cassava products. In carrying out its business, this company applies a participatory leadership style that allows Sanjai Nitta's company to survive through difficult conditions during the Covid 19 pandemic. This study aims to assess the level of application of participatory leadership styles to employees and their effect on employee performance. This research was conducted at Sanjai Nitta's enterprise because it has a shop that is often visited by tourists and is one of the most popular in selling West Sumatran specialties. Using the survey method, interviews were conducted with all 30 employees. Data were analyzed using quantitative analysis. The results showed that Sanjai Nitta enterprise employees gave a high value and had a significant effect on improving employee performance. It is therefore suggested that Sanjai Nitta's efforts maintain this participatory leadership style

114 **Dian Hafizah**

Analysis of the Effectiveness of Fertilizer Subsidy Policy for Corn Farmers in Nagari Lingkuang Aua, West Pasaman

Fertilizer subsidy is one of the government's fiscal policies for farmers which aims to increase agricultural production. This study aims to determine the procedures for implementing the subsidized fertilizer program and analyze the effectiveness of the distribution of subsidized fertilizers for corn farmers. The research was conducted in Nagari Lingkuang Aua, West Pasaman Regency, which was carried out from July to August 2022. This method was carried out using a survey method and to determine the sample using a purposive sampling method. Data were analyzed using descriptive and qualitative analysis. The results of the study indicate that the procedure for implementing subsidized fertilizers at the research site has been carried out in accordance with the implementation instructions that have been set. However, there are still some things that have not been implemented, such as retailers not reconfirming the preparation of the RDKK to farmer groups and the monitoring stage is not carried out periodically (monthly). The fertilizer subsidy policy is measured in six precise indicators, namely price, type, time, quantity, place and quality. Based on the six indicators, the price accuracy indicator is categorized as quite effective, the time accuracy indicator is categorized as ineffective, and the quantity accuracy indicator is also categorized as ineffective. While the other three indicators, namely type, place and quality are categorized as very effective.

115 **Evitayani**

REVENUE COST RATIO OF PENNISETUM PURPUREUM CV. TAIWAN WITH BISOZYME IN THE SECOND HARVESTING

This study aims to determine the effect of bisozyme on yield, dry matter production and Revenue Cost Ratio (R / C Ratio) of Elephant grass (*Pennisetum purpureum*) cv. Taiwan in ultisol soil in the second harvesting compared with N, P and K fertilizers. The design used in this study was a Randomized Block Design (RBD) with treatments namely: P0 (manure +

fertilizer N, P and K), P1 (Bisozyme) , P2 (Bisozyme + manure), P3 (Bisozyme + fertilizer N, P and K), P4 (Bisozyme + manure + fertilizer N, P and K) and 4 groups as replications. The parameters measured are yield, dry production, and R / C ratio. The results of the analysis showed that Bisozyme effect had no significant effect ($P > 0.05$) on yield and dry production, but gave a very significant effect ($P < 0.01$) on R / C Ration of Elephant grass cv. Taiwan in ultisol soil for the second harvesting. The average yield ranged from 57.61-66.42 tons / ha / harvest, dry production ranged from 12.29 until 14.82 tons / ha / harvest, and R / C Ratio ranged from 1.65 to 6.80. From the results of this study it could be concluded that yield and dry production and R / C Ratio of Elephant grass cv. Taiwan with the Bisozyme as organic fertilizer can replace fertilizer use N, P, and K. In the calculation of business feasibility (R / C Ratio) with a value of R / C Ratio > 1 it is feasible to do a livestock business.

105 Henny Sjafitri

The Effect Of Work Experience And Job Satisfaction On The Work Productivity Of Civil Servants (Pns) At The Trade Office Of Padang City

The purpose of this study was to determine how much influence work experience and job satisfaction have on the work productivity of Civil Servants (PNS) at the Padang City Trade Office. The method used in this research is quantitative. The sampling technique used is total sampling with a sample of 92 respondents, the data collection method used is observation, questionnaires, and literature study. The data analysis technique used in this research is multiple linear regression, t test, F test and coefficient of determination. Based on the results of multiple linear regression analysis, obtained $Y = 8.848 + 0.385 X_1 + 0.639 X_2 + e$. From the results of the t-test variable research, it was found that the work experience variable had a positive and significant effect on the work productivity of Civil Servants (PNS) at the Padang City Trade Office with $t_{count} > t_{table}$ ($2.459 > 1.662$) and job satisfaction variable with $t_{count} > t_{table}$ ($7.478 > 1.662$) . From the F test it is proven that the variables of work experience and job satisfaction together have a significant effect on the work productivity of Civil Servants (PNS) at the Padang City Trade Office, this can be proven by $F_{count} > F_{table}$ which is $167.901 > 3.10$, while the coefficient results Determination found that the variables of work experience and job satisfaction contributed to the work productivity of employees by 78.6%, the remaining 21.4% was explained by other variables not discussed in this study.

Day 2: 08 September 2022

Parallel Session 1 (Morning: 10.45 - 13.15)

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 1: MODERATOR : Dr. Eka Chandra Lina, SP, MSi		
51	Vinola Herawaty	<p>The Role of Information Asymmetry in Moderating Corporate Governances Practice and Dividend Policy on Income Smoothing Practices</p> <p>This study aims to empirically examine the effect of corporate governance and dividend policy on income smoothing with auditor information asymmetry, as a moderating variable. The sampling of this study used purposive sampling with a sample of 28 companies listed as mining sector companies on the Indonesia Stock Exchange in the period 2017 – 2020. This study used secondary data obtained from the Indonesia Stock Exchange website www.idx.co.id and the website of the mining company concerned. The data analysis method used in this study is logistic regression analysis with moderation. The results of this study show that the audit committee has a negative effect on income smoothing, dividend policy has a positive effect on income smoothing, audit quality and information asymmetry have no significant effect on income smoothing, firm size has a positive effect on income smoothing, information asymmetry weakens the influence of the audit committee on income smoothing. income smoothing but information asymmetry does not moderate the effect of audit quality and dividend policy on income smoothing.</p>
53	Wahyuningsih Santosa	<p>EXPLORATION STUDY OF GREEN COUNTERPRODUCTIVE WORK BEHAVIOUR DIMENSION</p> <p>"Although it has been acknowledged that some employees engage in green counterproductive work behaviour, little research has been done to explain how this construct is adapted to the context of a green society. The purpose of this study is to explore the dimensions of green counterproductive work behaviour that can assist in developing research instruments in the behavioural area. The method used is an exploratory study using an open questionnaire to collect data. The sample in this study was taken using purposive sampling on employees who work in the service and manufacturing industries and who have worked for at least three years. The number of samples obtained is 118 respondents. The results of this study indicate that there are 13 categories as dimensions of green counterproductive work behaviour. Further research still needs to be done to test the validity and reliability of these green counterproductive work behaviour categories.</p>
57	Bahtiar Usman	<p>Urban and Rural Household Saving Determinants In Indonesia</p> <p>The government's ability to mobilize public savings is one of the functions of</p>

the financial system that should work well. The literature on economic growth theory suggests that changes in the saving rate will cause an acceleration (deceleration) of capital accumulation which will increase (decrease) economic growth. National saving in Indonesia for the past two decades has not increased. Indonesia's average savings-to-GDP ratio has also experienced a downward trend from 1998 to 2019. Differences in demographic and social characteristics as well as differences in access to financial institutions in rural and urban areas make this research necessary. This study aims to analyze the determinants of household savings in rural and urban areas. The data used are sourced from the 2000, 2007 and 2014 IFLS (Indonesian Family Life Survey) surveys. The OLS regression method is used by using dami variables and also conducting sub samples. The results of this study indicate that the saving rate and amount if saving of household that living in urban areas is always higher than those living in rural areas. The impact of income, demographics, credit ownership is greater for households in urban area. The availability of facilities or access to saving in urban areas should also be developed in rural areas, so that access becomes easier and the amount of savings increases

64 Dwi Yuzaria

Profit Sharing Partnership in Beef Cattle Fattening Business (Case Study at Nusa Fauna Company)

The purpose of this study was to analyze 1) the application of technical aspects at Nusa Fauna Cattle Farming business, 2) the income level of beef cattle farmers with a profit sharing system between capital owners and farmers and their contribution to the total income of the Nusa Fauna Cattle Farm business, and 3) the effectiveness of the partnership at Nusa Fauna cattle farming business. Current research was carried out through observation and interviews with the research respondents containing 11 farmers who were the partner members of Nusa Fauna Cattle Farming Business. In this case, samples were obtained through a deliberate sampling technique. Furthermore, research data were analyzed using qualitative descriptive method, particularly Pearson correlation test. The results showed that the application of technical aspects was classified as moderate, obtaining a score of 66.15% based on the technical guidelines issued by the Directorate General of Livestock (1992). Furthermore, the contribution of income from the livestock business was 22.58% smaller than the main income of farmers, which was 77.42%, indicating that the business was classified as a side business. In addition, based on the Pearson correlation test that has been conducted, the partnership implemented in the business has been effective. In this case, the variables that had a positive effect on increasing revenue sequentially are facility support, level of education, livestock experience, attitudes towards partnerships, technical aspects, technological support, and age of the cattle farmers. Meanwhile, the variables that had a negative and insignificant effect are income and cosmopolitan.

72 Muhammad
Irham Fauzan

Analysis of project management leadership style in construction companies in jabodetabek

The development in the construction sector is growing rapidly from time to time. This can be seen from the high level of development of economic centers such as malls and markets, as well as infrastructure development such as bridges, highways, MRT, LRT, and others. Changes towards a better direction than before continue to occur, this can be seen from the development of structures and building models that are more efficient and comfortable to use. For this reason, the factors in the construction industry need to be developed. One of these factors is leadership style. Based on this, this study was conducted to analyze the leadership styles used by project managers and team leaders. This research is a quantitative research using a questionnaire with a Likert scale. Based on the results of the analysis of leadership styles commonly used by project managers and team leaders,

they are divided into 4 levels, the first is democratic with a score of 26, at the second level is charismatic and transactional with a score of 24, then the fourth level is laissez-faire and transformational with a score of 20, and the last level is authoritarian with a score of 19.

80 Tri
Rahayuningsih

The Measurement of Cultural Values on Social Entrepreneurship Intention in Agriculture Students using PLS-SEM

Social entrepreneurship intention is a growing subject of interest in the entrepreneurship literature which can be defined as the intention to pursue a social mission by starting a business or launching a social enterprise. The social environment of an individual plays an important role in shaping one's cognition, including the university environment. Entrepreneurial intentions are embedded in social and cultural values. The present study aimed to investigate the effect of cultural values on entrepreneurial intentions in agriculture students. A total of 301 students from the Faculty of Agriculture, at Universitas Andalas who have taken entrepreneurship courses, participated in the study. Participants were recruited by using a proportional stratified random sampling technique. The results showed that Social Entrepreneurship Intention had a significant negative relationship with Power Distance, while Social Entrepreneurship Intention had a significant positive relationship with Uncertainty Avoidance, Collectivism, and Long-Term Orientation with variance of 29.9%. However, Masculinity did not significantly correlate with Social Entrepreneurship Intention. Generally, the Social Entrepreneurship Intention of students in the Faculty of Agriculture was in the high category.

96 Lenny Hasan

The Effect Of Work Motivation And Discipline On Employee Performance At The PBJ Bureau Of The Regional Secretariat Of West Sumatra Province

The purpose of this study was to determine and analyze the effect of motivation and work discipline on employee performance at the PBJ Bureau of the Regional Secretariat of West Sumatra Province. The research method used is descriptive quantitative. The sampling technique used is total sampling so that the entire population is used as a sample in this study as many as 56 people, data collection methods used are observation, interviews, questionnaires and library reviews. The data analysis technique used is multiple linear regression, t test, F test and coefficient of determination. The results of multiple linear regression analysis are $Y = 10,401 + 0,973 X_1 + 0,670 X_2 + e$. Based on the results of the t test, it is known that work motivation (X_1) has a positive and significant effect on employee performance at the PBJ Bureau of the Regional Secretariat of West Sumatra Province and work discipline (X_2) has a positive and significant effect on employee performance at the PBJ Bureau of the Regional Secretariat of West Sumatra Province with a value of significant $0.000 < 0.05$ and value $(6.088) > t \text{ table } (1.674)$. Based on the results of the F test, it is known that the variables of work motivation (X_1) and work discipline (X_2) have a positive and significant effect on employee performance at the PBJ Bureau of the Regional Secretariat of West Sumatra Province with a significant value of $0.000 < 0.05$ and an Fcount $(43.853) > F \text{ table } (3,17)$. Meanwhile, the results of the coefficient of determination obtained an Adjusted R-Square value of 0.609. This means that the ability of work motivation (X_1) and discipline (X_2) variables to explain employee performance is 60.9% while the remaining 39.1% is explained by other variables not used in this study.

91 Sepris Yonaldi

Entrepreneurial Innovation for Micro and Small Businesses that Have Competitiveness in the City of Padang

This study aims to determine and analyze the effect of product innovation, entrepreneurial orientation and entrepreneurial characteristics on competitive advantage in the micro and small scale food and beverage industry in the city of Padang. The research method used is descriptive

quantitative. The sampling technique used was cluster random sampling, the sample in this study was 100 respondents. The data analysis technique used is multiple linear regression, t test, F test and coefficient of determination. Based on multiple linear regression analysis it was found that $Y = 0.223 + 0.243X_1 + 0.589X_2 + 0.207X_3 + e$. Based on the results of partial research on product innovation variables, entrepreneurial orientation and entrepreneurial characteristics have a positive and significant impact on competitive advantage in the micro and small scale food and beverage industry in the city of Padang. Based on the results of the simultaneous test, it is known that product innovation, entrepreneurial orientation and entrepreneurial characteristics have a positive and significant effect on competitive advantage in the micro and small scale food and beverage industry in the city of Padang, while the coefficient of determination obtained Adjusted R Square of 71.3%.

116 Melinda Noer

Analysis of Research Methodology on Institutional- Based Competitiveness of Agricultural Commodities

This study aims to see the novelty of the research methods that have been used by previous studies in the study of the competitiveness of institutional-based agricultural commodities. For this reason, it is necessary to review the research methods that have been used in previous studies (2015 - 2020). To facilitate researchers in compiling previous research mapping on the study of the competitiveness of institutional-based agricultural commodities, the method used is the Systematic Literature Review (SLR) method. Based on the results of the research that has been carried out, the following conclusions can be drawn: Quality Assessment (AQ) produced 12 articles related to research methods that are often used in institutional-based agricultural commodity competitiveness research from 2015 to 2020. used in institutional-based agricultural commodity competitiveness research is quantitative research (6 articles) and qualitative type (5 articles) with descriptive nature and SWOT analysis approach, conjoint pairwise-comparison, interactive model of analysis, scaling index, panzar-rosse index. while the type of research is mixed method with data envelopment analysis (DEA) approach, the assumption of variable return to scale (VRS) is only used in 1 article. Weaknesses that exist in this type of quantitative and qualitative research are descriptive with the SWOT Analysis method, Conjoint Pairwise-Comparison, interactive model of analysis, scaling index, Panzar-Rosse index, including: SWOT analysis tends to be subjective, this can be seen from the determination of internal and external factors. External estimates that are only estimated so that it is possible to produce an inaccurate strategy, and the number of attributes used in the Conjoint Pairwise-Comparison analysis is very limited and the choice-based conjoint analysis cannot provide individual level utility and researchers develop an aggregate model to represent market preferences.

120 Zednita Azriani

The Relationship Between Entrepreneurial Character and The Success of Ornamental Plant Business in Lubuk Minturun Sungai Lareh, Koto Tengah District, Padang City

Entrepreneurship has a very meaningful role for the welfare of citizens and ornamental plants is one of the potential businesses to be developed. Lubuk Minturun Lareh River area is the center of ornamental plants in Padang City, the growth of ornamental plant business cannot be separated from the character owned by ornamental plant entrepreneurs. The success of the effort in this study was measured by indicators of production growth and turnover of ornamental plants. The purpose of this study is to find out the entrepreneurial character of entrepreneurs, the success rate of entrepreneurs' efforts, and the relationship of entrepreneurial character with the success of entrepreneurs' efforts in Lubuk Minturun Sungai Lareh. The sample in this study was ornamental plant entrepreneurs who were members of the ornamental plant farming group in Lubuk Minturun Lareh

River. The results of the correlation calculation analysis using the spearman rank correlation analysis tool. The results showed that ornamental plant entrepreneurs have high scores for all three characters, namely confident character, risk-taking character and leadership character. The results of the analysis showed that the P-value for confidence and leadership was lower than $\alpha = 10\%$. Therefore, it can be said that these two characters are related to the success of ornamental plant business in Lubuk Minturun Lareh River.

ID	AUTHORS	ARTICLE TITLE AND ABSTRACT
ROOM 2: MODERATOR : Yuerlita, Ssi, Msi, PhD		
04	Era Sonita Gani	<p>CONSTRUCTNG UNIVERSITY ENTREPRENEURIAL DEVELOPMENT STRATEGY BASED ON ANALYTIC NETWORK PROCESS (ANP): THE CASE OF ISLAMIC COLLEGE (IAIN) BUKITTINGGI</p> <p>"Islamic higher education institutions are higher education institutions that are oriented towards efforts to improve the quality of human resources with Islamic integrity and contribute to the economic development of the community. The birth of Islamic universities in Indonesia is one of the answers to see the development of education which is still centered on Islamic values. However, the fact is that Islamic universities have developed so far as educational institutions that are able to help produce graduates who can contribute to economic development in Indonesia, especially as government partners in providing Islamic human resources. Although it has developed rapidly, Islamic universities still experience many obstacles in their development in producing graduates who are able to create jobs. Weak competitiveness and entrepreneurial spirit of graduates are the main things in this problem. There are still many problems faced by this institution both in internal and external aspects in developing entrepreneurship in Islamic universities. This study tries to identify the causes and the dominant factors that become obstacles in the development of Entrepreneurial University Islamic universities, using the BOCR Analytic Network Process (ANP) method approach, including the proposed strategy. Based on the priority, the alternative aspects show that the management aspect is a priority, then funding, the teaching aspect and the entrepreneurial culture aspect. The priority strategies that are considered to be able to increase the development of Entrepreneurial University in Islamic tertiary institutions consist of: 1) optimizing the role of institutions in funding; 2) coordinate within the institution; 3) cooperation with industry."</p>
31	Marieta Ariani	<p>THE EFFECT OF AUDITOR SWITCHING, AUDIT REPORT LAG, AND FINANCIAL DISTRESS ON FINANCIAL STATEMENT FRAUD</p> <p>This study aims to examine the effect of auditor switching, audit report lag and financial distress on financial statement fraud. This study uses a sample of banking companies are listed on the Indonesia Stock Exchange during the 2018-2020 period as many as 43 companies. Data collection techniques using purposive sampling method and analyze using logistic regression method. The results showed that Audit report lag and financial distress has a positive effect on financial statement fraud while auditor switching has no effect on financial statement fraud.</p>
40	Ellyana Amran	<p>WOMEN'S ENTREPRENEURIAL MOTIVATION: BUSINESS PRINCIPLES AND BUSINESS PERFORMANCE IN ISLAMIC PERSPECTIVE IN JAKARTA</p> <p>Women entrepreneurs in general and Muslim women in particular are</p>

potential sources that has not been touched much. The purpose of this study is to explain the effect of business principles on business performance mediated by entrepreneurial motivation on Muslim women entrepreneurs in Jakarta from an Islamic perspective. This study uses quantitative methods with survey techniques. The research respondents are Muslim entrepreneurs from IWAPI DKI Jakarta, with a sample of 300 respondents. sampling with probability sampling using purposive sampling. Data was collected using a questionnaire and analyzed using the Structural Equation Model. The results showed that there was no influence of Islamic business principles on Islamic business performance, either directly or indirectly through Islamic entrepreneurial motivation. Furthermore, there is a positive influence of Islamic business principles on Islamic entrepreneurial motivation; there is a positive influence of Islamic entrepreneurial motivation on Islamic business performance.

81 Rayna Kartika

The Entrepreneurs' Perception towards Sharia Fintech Lending (Study of SME in West Sumatera)

The innovation of financial technology (fintech) especially in peer-to-peer lending (P2PL) has reached significant users in the couple of years. P2PL has been utilised worldwide including in Indonesia in term of investing and lending funds. By 2021, there are more than 125 fintech peer to peer lending companies in Indonesia licensed by Financial Services Authorities (FSA) to serve financial issues of SME. 10 out of 125 peer-to-peer lending in Indonesia are sharia fintech lending which has been registered and licensed by FSA in June 2021. As the increase of P2PL have become more complex and advanced, there should be an empirical investigation of the entrepreneurs' intention to utilize sharia P2PL. Therefore, this research aims to test empirically how trust, attitude of entrepreneurs, perceived of ease, perceived of risk, and perceived of use affect the intention of entrepreneurs to use the sharia P2PL platform in financing their business. The design of this research uses quantitative approach where the data obtained from questionnaire distribution. The data is analysed using Structural Equation Model (SEM) with smart-PLS. From the distributed questionnaires, there are 100 SMEs who participate in this research. The findings show that trust affects the intention of entrepreneurs to use sharia P2PL while the perceived of ease does not affect the intention of entrepreneurs to utilize sharia P2PL. Interestingly, the perceive of use and attitude affect the intention of entrepreneurs to use sharia P2PL, while the risk factor does not affect the intention of entrepreneurs to use sharia P2PL.

59 Wulan Sari

Shariah Compliance and Corporate Tax Holdings

This study was conducted with the aim of testing factors that can affect cash holding in non-cyclical consumer companies listed on the Indonesia Stock Exchange. The sample used in this study was 68 non-cyclical consumer companies listed on the Indonesia Stock Exchange in the 2017-2021 period. The independent variables used in this study are shariah compliant, firm size, profitability, net working capital, leverage, operating cash flow and capital expenditure, as well as dependent variables of cash holding. The results of this study show that shariah compliant, net working capital, leverage and operating cash flow have a positive effect on cash holding. Profitability and capital expenditure negatively affect cash holding while firm size does not affect cash holding. It is expected that the company in managing cash holdings remains optimal by paying attention to the level of profitability, net working capital, leverage, operating cash flow, and capital expenditure which can affect the level of cash holding.

77 Nadila Amelia

Empowerment of Inter-Student Achievements as a Form of Manifestation "Mapres Copy Mapres" Sustainable

Currently, students are faced with many opportunities and golden

opportunities for self-development, both from on-campus and off-campus activities. The form of self-development can be in the form of competitions between students, scholarship programs, student exchange programs to various internship programs available from small companies to large multinational companies. Based on a survey we conducted with 39 students, 43.6% of respondents said that students often fail to take advantage of self-development opportunities on and off campus because they are afraid to try new things. This factor underlies us to innovate to create a connection platform so that every student can find a suitable partner according to their targets, vision, and mission. For this reason, Diskas is a medium for instant and reliably consulting experienced students, both in the academic and non-academic fields. Through Diskas, outstanding students will gather together on a platform to make it easier for other students to discuss, consult and exchange experiences with each other.

123 Rini Hakimi

Social Entrepreneurship Perspective in Oyster Mushroom Business in Women Farming Group (KWT) Limau Manis Sejahtera, Pauh Sub- District, Padang City

Social entrepreneurship is the solution to poverty in the agricultural sector. Social entrepreneurship has a different goal from conventional entrepreneurship. That is creating social value and providing broad benefits to society. This study aims to determine the application of elements of social entrepreneurship in the oyster mushroom business of KWT Limau Manis Sejahtera and the canvas model of social entrepreneurship, and the impact of social investment in the oyster mushroom business run by KWT Limau Manis Sejahtera. This study uses a case study method. The key informants were the ten first Limau Manis Sejahtera Women Farmers Group members. The data analysis used is a qualitative descriptive analysis using the Miles and Huberman model and an assessment of the benefits felt by stakeholders from the KWT Limau Manis Sejahtera oyster mushroom business using the Social Return on Investment (SROI) method. The results of this study indicate social values by providing environmental, educational, and economic benefits; the community consists of members of KWT Limau Manis Sejahtera; social innovation consists of transformational and economic innovations and economic activities from product sales. The social entrepreneurship canvas model implemented includes customer segments, value propositions, social benefits, channels, customer relationships, revenue streams, community reinvestments, key activities, key resources, key allies, and cost of delivery. The SROI ratio of the oyster mushroom business of KWT Limau Manis Sejahtera is 1: 1.63, meaning that the KWT Limau Manis Sejahtera has a change impact of 1.63 times greater than the entire input value that has been distributed. The KWT Limau Manis Sejahtera oyster mushroom activity program can create benefits for program stakeholders and can create conditions for members who are empowered and independent.

119 Tri Rahayuningsih

Validation of Social Provision Scale and Its Effect on Entrepreneurial Self-Efficacy in Higher Education Using PLS-SEM

Entrepreneurial self-efficacy is an individual's belief in his skills and abilities related to entrepreneurial activities to be able to make him survive in daily activities and achieve his business goals. Entrepreneurial students are required to decide a career in entrepreneurship. Several previous studies have shown that experience of students when receiving

entrepreneurship education and business development process is unique which needs to be recognized, appreciated, and seen by the surrounding environment as an important asset. Recognition from individuals around entrepreneurial students is known as social support. A total of 237 students at Universitas Andalas who become entrepreneurs were recruited through the purposive sampling technique. Confirmatory Factor Analyzes reported unidimensional assumptions are met based on the results of the analysis of each aspect (separate calibration), these aspects are also unidimensional (single), apart from that these aspects also measure the construct of social support. Path analysis using PLS-SEM found a significant relationship between variables which means that social support had an effect of 45.6% on the entrepreneurial self-efficacy.

124 Afrianingsih Putri

The Effect of Business Environment and Individual Characteristics on Entrepreneurship of Coffee Farmers in Solok Regency

Coffee is a commodity that has the potential to be developed. These commodities are generally still managed by small farmers. Management of community gardens is usually done simply. Good farming management requires farmers' entrepreneurial behavior to increase production for the better. This study aims to analyze the influence of the business environment and individual characteristics on the entrepreneurial behavior of Arabica coffee farmers in the Lembah Gumanti District. This study used a survey method for 30 coffee farmers selected by simple random sampling. The variables used are individual characteristics (age, education, experience, motivation to farm, perceptions of farming) and business environment, counseling and training support, capital assistance and production facilities, promotion, and marketing support, regulatory support, cohesiveness between farmers, and access, to market information). The data used is primary data which was analyzed quantitatively using multiple regression. The regression results showed that the individual characteristics variable with a coefficient value of 0.464 and the business environment variable with a coefficient of 0.621 had a positive and significant effect on entrepreneurial behavior (significant value of 0.05). It is hoped that the local government will increase the capacity of farmers through continuous counseling and technical guidance and increase access to production factors.

122 Vonny Indah Mutiara

Rural women's entrepreneurship: an examination of factors affecting performance

Research on women entrepreneurs is mostly in urban areas, while there are only a few studies of performance of women businesses in rural areas. The fact that both men and women play an important role in rural development, this paper examines factors influencing performance of Selembar Daun women's group in Nagari Indudur, West Sumatra that produce candle nut oil as a group business. This study used a descriptive method. There were 55 female respondents were interviewed. All of the respondents are member of "Selembar Daun" women's group, the only women's group in Nagari Indudur that were play important role in its rural development. It was found that female time use is not only in reproductive activities, but also in productive activities, and social and political activities. In terms of productive activities, the women spend time with their group to produce candlenut oil. This business has become additional income because they can sell the candle nut oil with higher price compared to if they sell non processing candlenut. The added value of candle nut oil has made the product can be sold in higher price. It was also found that some households are involved in the cash economy, where the men work outside the Nagari for wages. As a result, women have to take more responsibility for managing household expenses while their husband are away in wage labor. It is suggested that in order to enjoy long term sustainable benefit of the candle nut oil business, women power relation and social institution should support rural women's

entrepreneur in Nagari Indudur

23 B. Medina
Nilasari

Antecedents of Organizational Commitment of Construction and Building Employee in Jakarta

This study aims to analyze the effect of task-oriented leadership style and organizational culture on organizational commitment through job satisfaction. Respondents in this study were employees who worked at Construction and Building Sector Companies in Jakarta such as PT Total Bangun Persada, Tbk, PT Waskita Karya, Tbk, PT Hutama Karya, Tbk as the object of research. Structural equation model analysis and hypotheses were tested using AMOS version 24. The results showed that task-oriented leadership style had a positive effect on employee job satisfaction and organizational commitment, organizational culture had a positive effect on employee job satisfaction and organizational commitment, employee job satisfaction had a positive effect on organizational commitment, task-oriented leadership style had a positive effect on organizational commitment through employee job satisfaction, and organizational culture have a positive effect on organizational commitment through employee job satisfaction. The implication of this research is that leaders must influence and motivate employees to contribute to the efficiency of the organization; and create employee values, beliefs and habits to make optimal use of working time; also able to make employees work happily and sincerely without pressure but in accordance with the values, goals, vision and mission that have been set.