# Table of Contents

Preface/Foreword

Editorial board

Scientific committee

Organizing committee

Acknowledgements

**Section 1: Marketing management**

The origins and consequences of trust in online shopping

*T. Handriana & D. Herawan*

How digital certificate affects e-commerce consumers trust and purchase intention

*P.K. Sari & A. Prasetyo*

Encouraging pro-environmental behavior through consumer innovativeness

*R. Kuswati, R.M. Purwanto & B. Satikno*

Entrepreneurial marketing and marketing performance: The moderating role of market-sensing capability

*D.A.A. Mubarak, R. Hurriyati, D. Disman & L.A. Wibowo*

The role of brand equity in making decisions to choose higher education for new middle-class students

*A.M. Ramdhan, A. Rahayu, R. Hurriyati & M.A. Sultan*

Dynamic marketing capabilities and company performance: Marketing regression analysis on SMEs in Indonesia

*A. Riswanto, R. Hurriyati, L.A. Wibowo & H. Hendrayati*

Is e-service quality required to develop customer satisfaction? A case study of Grab Indonesia

*C.T. Sudrajat & M.A. Sultan*

The influence of brand personality dimension on brand equity

*P.D. Dirgantari, M. Permatasari, L.A. Wibowo & H. Mulyadi*

Consumer’s purchase intention on halal detergent in Jakarta

*E. Saribason, R. Hurriyati, A. Rahayu & M.A. Sultan*

The usage of digital marketing channels in micro, small and medium enterprises in Bandung District, Indonesia

*M.E. Saputri & N. Kurniasthi*

Experiential marketing: A review of its relation to customer satisfaction in online transportation (a study of GO-JEK company)

*M.E. Saputri & N. Kurniasthi*
Redesigning the e-commerce Banyuwangi Mall for small and medium enterprises
A.A.G.S. Utama & P.P.D. Astuti

The effect of differentiation strategy on competitive advantage
R.A. Aisyah

Determinants of consumer purchase intention toward luxury brands
M. Kurniawan & R.A. Ramadhun

Analysis of direct premium influence on brand attitudes and consumer purchase intention
M. Kurniawan & T. Widianto

Stimulus of social media: The influence of e-wom towards visiting interest in the Lodge
Maribaya through trust as mediation variable
A. Widodo, R. Yusiana & F.N. Aqmarina

Factors influencing normative community pressure in brand community: A study of young
entrepreneurs community of Mandiri Bank
L. Lindawati, I. Usman & S.W. Astuti

Smartphone operating systems based on consumer perceptions in West Java
E. Azis, Y. Fachruddin & M.M.A. Rohandi

The role of personal innovation in online purchasing behavior among Indonesian consumers
C.K. Hew & Z. Mohaidin

Whether service differentiation can add competitive advantage to enhance consumer
satisfaction: Internet services at Indihome
R. Hadiantini, R. Hurryati, V. Gaffar & M.A. Sultan

The effect of service quality to customer satisfaction: A case study from Timor Leste, Dili
I. Indrawattu & M.P. Henriques

Optimization of customer retention programs
E. Amelita & M.A. Sultan

Engaging young consumers with advergames: The effect of presence and flow experience
S. Soebandhi, S. Hartini & S. Gunawan

Increasing fish consumption: A perspective theory of planned behaviour and role of
confidence
M.M.I. Tambah & T.E. Balqiah

Understanding millennial decision making in buying a car: Lifestyle and personality
O. Pramoedya & T.E. Balqiah

Sport motivation and decision to participate in the Tahura trail running race
V. Gaffar, O. Ridwanuddin & D. Inesa

Visual perception in improving learning motivation: Gender and developmental study
E. Eriyansyah & H. Hendrayati

The implication of social media marketing in modern marketing communication
J. Wulayu & H. Hendrayati

Loyalty of the S1 barbershop customers: Investigating the roles of service quality,
satisfaction, and trust
U. Sinud, S.F. Wibowo & L. Namora

The influence of birth certificate application process service toward public satisfaction in the
population and civil registration agency of Garut Regency Indonesia
The influence of the restaurant atmosphere on customer loyalty through a hedonic experience
T. Handriana & A.R. Meychaa

The dark side of life insurance in achieving sales targets
A. Nirmala & G.C. Premananto

Exploration of Ludruk as potential icon in Indonesia show business for the millennial generation
G.C. Premananto & M. Ikewan

The quality of halal tourism destinations: An empirical study of Muslim foreign tourists
S. Sumaryadi, R. Hurriyati, V. Gaffar & L.A. Wibowo

Internal marketing effects on the Islamic work commitment and nurses’ performance at Islamic hospitals
R.T. Rattasari & A.P. Pamangkas

Analysis of green marketing on purchasing decisions
D. Silvia & H. Hendrayati

The effect of Customer Relationship Management (CRM) on customer loyalty
A. Muliana

Customer relationship marketing performance in Sharia banking
L. Lisnawati, D. Qibsiyah & R. Hurriyati

Potential development strategy of marathon sports tourism in improving the visits of tourists to Bandung
I. Yasup, S. Sulastri, A. Fauziyah & T. Koewandi

Effect of online servicescape on behavioural intention online reservation hotel services
G. Razati, A. Irawati & P.D. Dirgantari

The shape of member loyalty on cooperative enterprise and the factors to impact it
R.R. Padmakusuma

Analysis of the model of memorable tourist experience, destination image, and tourist value on the revisit intention
V. Verthilia & F. Yola

Measuring regional working units development performance using the MDGs scorecard
R. Hurriyati, M. Mayasari, L. Lisnawati & S. Sulastri

Canvas business model 4.0 and evaluation of the effectiveness of using the lecture system for students
R. Hurriyati, L. Lisnawati & Y. Rochmansyah

The influence of reputation and Customer Relationship Management (CRM) towards the competitive advantage of airlines in Indonesia
Y. Mardani, R. Hurriyati, D. Disman & V. Gaffar

Analysis of tourist satisfaction against tourism product at Tanjung Kelayang beach, Belitung regency
I. Khairi, F. Rahmofitria & S. Surawatyo

Factors influencing halal cosmetic brand advocacy: The role of self-brand connection as a mediator
N. Ruhiani & E.S. Hariandja
The implementation of mobile commerce applications to order systems for bike-sharing programs in Bandung
R.M.A Rifki & M.A Sultan

209

Influence of trust on online shopping in predicting purchase intention
P. Permataasari & D. Mardiyah

214

The influence of endorser credibility, brand credibility, and brand equity on the purchase intention in online shopping: The Instagram phenomenon
Z. Agustiansyah & D. Mardiyah

221

Online reviews by beauty vloggers and its impact on buying interest

226

The influence of product knowledge on attitude and purchase intention of mudharabah funding products in sharia banks in Mataram
B.Y. Khairunnisa & A. Hendratni

229

The influence of economy experience with Pine and Gilmore concept on customer satisfaction: Survey of Transmart consumers in Padang City
Y.P. Gubita & V. Verinita

236

Analysis of brand relationship in Ganesha public speaking
P. Pritambudi, F. Wijaya & S. Fakhruul

245

Section 2: Financial management and accounting
The effect of life cycle stages on leverage in Indonesian listed companies
S.R. Nidari & I. Sugianti

251

Spillover of panel causality Granger for monetary variables in some countries' emerging markets
D. Supriyadi & E. Mahgunin

256

Earnings management and value relevance before and after IFRS convergencen
H. Hamidah & R.D.A. Albertha

261

Performance of the government’s subsidized mortgage during the period 2015-2017
L. Purwanasari & N. Nugraha

269

An analysis of influence of the government health expenditure on the performance of pharmacy sector issuers in Indonesia stock exchange during 2015-2017
I. Sugianto & M. Kustawan

274

The role of financial constraint on the relationship between working capital management and firms’ performance
R.H. Setianto & R. Hayatunidyah

281

Risk management in zakat institutions
A. Shofawati

286

The effect of risk, growth, firm size, capital structure, and earnings persistence on earnings response coefficient
Z. Natmaina & A.T. Rahmi

290

The impact of tax amnesty policy in 2016 on the abnormal return and trading volume activity in banking companies
Y. Pernatasari & N. Aridyanti

297
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison of model, stabilization, and finance performance of sharia commercial banks and conventional commercial banks in Indonesia in 2012-2016</td>
<td>301</td>
</tr>
<tr>
<td>Y.M. Dewi &amp; D.F. Septiarini</td>
<td></td>
</tr>
<tr>
<td>Industry growth, ownership structure, and capital structure in Indonesia</td>
<td>304</td>
</tr>
<tr>
<td>I. Harymawan, A. Arianto &amp; Y.I. Paramitasari</td>
<td></td>
</tr>
<tr>
<td>Investment experience to expected return: Consequences of risk behavior</td>
<td>310</td>
</tr>
<tr>
<td>F. Ismiyanti &amp; P.A. Mahadwartha</td>
<td></td>
</tr>
<tr>
<td>Analysis of return on equity, current ratio and debt to equity ratio on Islamic stock price Jakarta Islamic Index</td>
<td>314</td>
</tr>
<tr>
<td>M. Masrital, T. Widiasutti, I. Mawardi &amp; W. Wisudanto</td>
<td></td>
</tr>
<tr>
<td>The relationship between financial accountability in a good corporate governance concept with organizational performance</td>
<td>318</td>
</tr>
<tr>
<td>D.N. Fakhriani</td>
<td></td>
</tr>
<tr>
<td>The relationship of the income tax system to self-assessment in the Badung Bali district</td>
<td>321</td>
</tr>
<tr>
<td>N.L.P. Susianti, G. Wiranta &amp; I.W. Astawa</td>
<td></td>
</tr>
<tr>
<td>Greed, parental influence and teenagers’ financial behavior</td>
<td>323</td>
</tr>
<tr>
<td>L. Wenaati, S. Sireja &amp; M. Maruf</td>
<td></td>
</tr>
<tr>
<td>Executive compensation and risk: An empirical study in Indonesia</td>
<td>329</td>
</tr>
<tr>
<td>A.R. Sutianawan &amp; B. Zumairah</td>
<td></td>
</tr>
<tr>
<td>Influence of microcredit and business management training to micro and small business performance in West Java, Indonesia</td>
<td>334</td>
</tr>
<tr>
<td>F.D. Trısnasih, L. Lavytnatarobuniyih &amp; A. M. Siregar</td>
<td></td>
</tr>
<tr>
<td>Profitability, dividend policy and stock price volatility: Indonesia stock exchange</td>
<td>338</td>
</tr>
<tr>
<td>I. Sotyawati, D.P. Alamsyah &amp; K. Khotimah</td>
<td></td>
</tr>
<tr>
<td>Why did Baitul Maal wa Tamwil (BMT) discontinue the linkage program with Islamic banks? A case study in Indonesia</td>
<td>343</td>
</tr>
<tr>
<td>M.N.H. Ryandono &amp; D.A. Miraj</td>
<td></td>
</tr>
<tr>
<td>Information asymmetry in capital market: What, why and how</td>
<td>347</td>
</tr>
<tr>
<td>P.T. Komalasari &amp; M. Nasih</td>
<td></td>
</tr>
<tr>
<td>Effect of the return on investment towards fixed assets investment at Rapih Metalindo Corporation</td>
<td>353</td>
</tr>
<tr>
<td>N.H. Yaris, F.M. Kurnia &amp; T. Yuniarsh</td>
<td></td>
</tr>
<tr>
<td>Understanding taxpayers’ attitudes towards tax amnesty policy</td>
<td>358</td>
</tr>
<tr>
<td>I.F.A. Pravira</td>
<td></td>
</tr>
<tr>
<td>Family ownership and control in dividend and leverage decision making</td>
<td>366</td>
</tr>
<tr>
<td>M.G.A. Aryani, S.M. Soeharto &amp; I. Arlyani</td>
<td></td>
</tr>
<tr>
<td>Effect of profitability, investment opportunity set, free cash flow and collateralizable assets to dividend</td>
<td>371</td>
</tr>
<tr>
<td>A. Juliarti &amp; S. Sumani</td>
<td></td>
</tr>
<tr>
<td>Tax expense and bonus mechanism on transfer pricing</td>
<td>376</td>
</tr>
<tr>
<td>G.S. Mando, H.M. Zakaria &amp; A. Rakman</td>
<td></td>
</tr>
<tr>
<td>Forecasting volatility stock price using the ARCH/GARCH method: Evidence from the Indonesia stock exchanges</td>
<td>385</td>
</tr>
<tr>
<td>L.P. Anggita, N. Nugraha &amp; I. Waspada</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Peer group model as a reference for bank performance assessment</td>
<td>389</td>
</tr>
<tr>
<td>S. Sugianto &amp; S. Karnadi</td>
<td></td>
</tr>
<tr>
<td>Mandatory financial accounting standard based international financial reporting standard adoption and audit delay</td>
<td>392</td>
</tr>
<tr>
<td>R. Mowardi &amp; H. Hamidah</td>
<td></td>
</tr>
<tr>
<td>Analysis of constant correlation optimal portfolio model</td>
<td>396</td>
</tr>
<tr>
<td>I. Yunita</td>
<td></td>
</tr>
<tr>
<td>Gender responsive planning and budgeting implementation in Indonesia: Historical review and lessons learned</td>
<td>401</td>
</tr>
<tr>
<td>F. Fithriyah</td>
<td></td>
</tr>
<tr>
<td>Corporate governance mechanisms and their performance</td>
<td>406</td>
</tr>
<tr>
<td>W.P. Setiyono</td>
<td></td>
</tr>
<tr>
<td>Impact of political risk, financial risk and economic risk on trading volume of Islamic stocks exchange in Indonesia</td>
<td>410</td>
</tr>
<tr>
<td>M.U. Al Mastofa, I. Mowardi &amp; T. Widiastuti</td>
<td></td>
</tr>
<tr>
<td>Demographic analysis for the selection of an investment type for amateur golfers</td>
<td>415</td>
</tr>
<tr>
<td>H. Sulistiyo &amp; E. Mahfudin</td>
<td></td>
</tr>
<tr>
<td>Intended use of initial public offerings proceeds, underpricing, and long-term market performance of stocks in Indonesia</td>
<td>418</td>
</tr>
<tr>
<td>H. Meidiaswati, D. Novita &amp; N. Sosikirano</td>
<td></td>
</tr>
<tr>
<td>Influence of financial literacy and financial attitude on individual investment decisions</td>
<td>424</td>
</tr>
<tr>
<td>N. Hasamud &amp; R.A.K. Putra</td>
<td></td>
</tr>
<tr>
<td>Capital structure and investment opportunity set on the value of the company</td>
<td>429</td>
</tr>
<tr>
<td>A. Suwandhuyani &amp; N. Fitrianti</td>
<td></td>
</tr>
<tr>
<td>Effect of market, profitability and solvability ratio to Market Value Added (MVA) companies listed in the Jakarta Islamic Index (JII)</td>
<td>433</td>
</tr>
<tr>
<td>P.S. Sukumuniron &amp; H.K. Pravira</td>
<td></td>
</tr>
<tr>
<td>Financial literacy and retirement savings ownership</td>
<td>437</td>
</tr>
<tr>
<td>A.M. Adiandari, N.D.A. Amrita &amp; H. Winata</td>
<td></td>
</tr>
<tr>
<td>Dynamics relationship between the composite and Islamic index in the capital market of Indonesia</td>
<td>442</td>
</tr>
<tr>
<td>S.A. Rasmu, I.N. Muharam, L.N. Rani &amp; E.F. Cahyono</td>
<td></td>
</tr>
<tr>
<td>Empirical analysis of non-performing financing in the case of Indonesian Islamic banks</td>
<td>449</td>
</tr>
<tr>
<td>L.N. Rani, E.F. Cahyono &amp; S.A. Rasmu</td>
<td></td>
</tr>
<tr>
<td>Is overconfidence and herding in Ponzi scheme investors influenced by demographic factors?</td>
<td>453</td>
</tr>
<tr>
<td>M. Sari &amp; N. Nugraha</td>
<td></td>
</tr>
<tr>
<td>Effects of corporate governance and barriers to entry on financial performance with intellectual capital as a mediating variable</td>
<td>457</td>
</tr>
<tr>
<td>N. Soewarno, B. Tjahjadi &amp; R.D Istiqomah</td>
<td></td>
</tr>
<tr>
<td>The effect of adoption of the International Financial Reporting Standard on earning management</td>
<td>462</td>
</tr>
<tr>
<td>H. Hamidah &amp; A. Rahmah</td>
<td></td>
</tr>
</tbody>
</table>
The Sharia microfinancial institution as an option to social investment decisions in a disruptive era
A.P.B. Eka & N. Nigraha

Corporate governance and finance pattern
W. Windiarto & G. Gestanti

Tick size change and market liquidation in the Indonesia stock exchange
W.M. Soeroto, T. Widiastuti, & L. Carla

Risk profile, good corporate governance, profitability, capital, and third-party funds interest rate of Indonesian banking
I.M. Sudana & K. Yuvita

The influence of current ratio, debt-to-equity ratio, inventory turnover, and return on investment on price-earnings ratio of cement industry companies listed at Indonesia stock exchange
N.A. Hamdani, A. Solihat & G.A.F. Maulani

Effects of accounting information and environmental information on investor’s decisions: An experimental study
A. Ardiansio & F. Farhanah

Comparison of the quality between net income and total comprehensive income in an IFRS implementation context in Indonesia: Empirical study on companies going public that are listed on the Indonesia stock exchange in the period 2011–2014
A. Rizki & O.D. Megawati

Evaluation of forensic auditor role as corruption eradicator
A.W. Mardijawono & F. Daniyah

The impact of asset, mudharabah time deposit and Non Performing Financing (NPF) to profitability Islamic Banking in Indonesia
R. Sukmana & N. Junan

Section 3: Green business

The impact of good corporate governance on firm value with corporate social responsibility as a mediating variable: Empirical study of publicly listed mining companies on the Indonesia stock exchange
B. Tjahfadi, N. Soewarno & H. Vittus

Greed, parental influence, and adolescent financial behavior
L. Winatti, S. Surya & Maraf

Green skills for green industries: Meeting the needs of the green economy
L.C. Sern

Standard energy management system PDCA cycle of ISO 50001 to minimize energy consumption in service operation
I. Usman & E. Sopacua

Value creation for competitive advantages of vegetable and dairy farmers through an integrated farming system in rural Bandung of West Java, Indonesia
K. Soefollah, R. Sudarsomo, Y. Yunizar, L. Layyinaturrabbaniyah & A. Widyastuti

The influence of research and development intensity, firm size, and family ownership on green product innovation
D. Melcistaria & I. Isnalita

xi
Section 4: Innovation, information and technology, operations and supply chain

The influence of information technology and entrepreneurial orientation on competitiveness and business performance
N. A. Handianti & S. Nugraha
565

QFD as a tool for improvement of transportation services in Bandung City
M. A. Sidjan, R. R. Ahmad & A. Ciptagustia
570

Agility logistics service providers performance model
R. Nurjaman & L. A. Wibowo
574

The design of integrated information system bakery resource planning using an enterprise resource planning system approach
A. A. G. S. Utama & D. W. Putra
577

Determinants of innovation among manufacturing firms in a developing country: Insights from Indonesia
Y. Israar & P. Prasetyoputra
581

An integrated framework to support the process supply chain in the tourism sector
L. C. Nawangwari & A. H. Sutawijaya
585

Service quality analysis of the outpatient section at public hospitals
T. A. Aulandri & R. M. Wardani
588

Evaluation of hospital management information systems: A model success through quality, user satisfaction, and benefit factors
592

The linkage between co-creation and soft innovation in firm performance: A survey of Indonesian hijab fashion creative industries
E. Astuty, A. Rahayu, D. Disman & L. A. Wibowo
597

Identifying a defect’s cause using the Six Sigma method and designing an improvement: A case study
D. I. Nisa & F. Wurjamingrum
603

Section 5: Organizational behavior, leadership and human resources management

The impact of the implementation of a quality management system on teacher productivity
T. S. Rahayu & R. Rasto
609

Development of a human resources management capacity-strengthening model for village government
M. O. Fauzan & D. Disman
614

Millennial generation employment: The impact of millennial characteristics on performance achievement
E. Siahaan
617

Developing strategies to stimulate employees’ performance: The case of an Indonesian banker
E. Siahaan
623

The mediating role of psychological empowerment on the effect of person-organization fit on innovative work behavior
M. S. Melina & C. W. Sandroto
627