

## Table of Contents

Preface/Foreword	xix
Editorial board	xxi
Scientific committee	xxiii
Organizing committee	xxv
Acknowledgements	xxvii
 <i>Section 1: Marketing management</i>	
The origins and consequences of trust in online shopping <i>T. Handriana &amp; D. Herawan</i>	3
How digital certificate affects e-commerce consumers trust and purchase intention <i>P.K. Sari &amp; A. Prasetyo</i>	8
Encouraging pro-environmental behavior through consumer innovativeness <i>R. Kuswati, B.M. Purwanto &amp; B. Sutikno</i>	13
Entrepreneurial marketing and marketing performance: The moderating role of market-sensing capability <i>D.A.A. Mubarak, R. Hurriyati, D. Disman &amp; L.A. Wibowo</i>	20
The role of brand equity in making decisions to choose higher education for new middle-class students <i>A.M. Ramdan, A. Rahayu, R. Hurriyati &amp; M.A. Sultan</i>	25
Dynamic marketing capabilities and company performance: Marketing regression analysis on SMEs in Indonesian <i>A. Riswanto, R. Hurriyati, L.A. Wibowo &amp; H. Hendrayati</i>	28
Is e-service quality required to develop customer satisfaction? A case study of Grab Indonesia <i>C.T. Sudrajat &amp; M.A. Sultan</i>	32
The influence of brand personality dimension on brand equity <i>P.D. Dirgantari, M. Permatasari, L.A. Wibowo &amp; H. Mulyadi</i>	35
Consumer's purchase intention on halal detergent in Jakarta <i>E. Saribanon, R. Hurriyati, A. Rahayu &amp; M.A. Sultan</i>	39
The usage of digital marketing channels in micro, small and medium enterprises in Bandung District, Indonesia <i>M.E. Saputri &amp; N. Kurniasih</i>	44
Experiential marketing: A review of its relation to customer satisfaction in online transportation (a study of GO-JEK company) <i>M.E. Saputri &amp; N. Kurniasih</i>	47

Redesigning the e-commerce Banyuwangi Mall for small and medium enterprises <i>A.A.G.S. Utama &amp; P.P.D. Astuti</i>	52
The effect of differentiation strategy on competitive advantage <i>R.A. Aisyah</i>	56
Determinants of consumer purchase intention toward luxury brands <i>M. Kurniawati &amp; R.A. Ramadhan</i>	60
Analysis of direct premium influence on brand attitudes and consumer purchase intention <i>M. Kurniawati &amp; T. Widiyanto</i>	64
Stimulus of social media: The influence of e-wom towards visiting interest in the Lodge Maribaya through trust as mediation variable <i>A. Widodo, R. Yusiana &amp; F.N. Aqmarina</i>	68
Factors influencing normative community pressure in brand community: A study of young entrepreneurs community of Mandiri Bank <i>L. Lindiawati, I. Usman &amp; S.W. Astuti</i>	71
Smartphone operating systems based on consumer perceptions in West Java <i>E. Azis, Y. Fachruddin &amp; M.M.A. Rohandi</i>	75
The role of personal innovation in online purchasing behavior among Indonesian consumers <i>C.K. Dewi &amp; Z. Mohaidin</i>	78
Whether service differentiation can add competitive advantage to enhance consumer satisfaction: Internet services at Indihome <i>R. Hadiani, R. Hurriyati, V. Gaffar &amp; M.A. Sultan</i>	84
The effect of service quality to customer satisfaction: A case study from Timor Leste, Dili <i>I. Indrawati &amp; M.P. Henriques</i>	87
Optimization of customer retention programs <i>E. Amelia &amp; M.A. Sultan</i>	93
Engaging young consumers with advergames: The effect of presence and flow experience <i>S. Soebandhi, S. Hartini &amp; S. Gunawan</i>	97
Increasing fish consumption: A perspective theory of planned behaviour and role of confidence <i>M.M.L. Tambunan &amp; T.E. Balqiah</i>	102
Understanding millennial decision making in buying a car: Lifestyle and personality <i>O. Pramoedya &amp; T.E. Balqiah</i>	108
Sport motivation and decision to participate in the Tahura trail running race <i>V. Gaffar, O. Ridwanudin &amp; D. Inassa</i>	113
Visual perception in improving learning motivation: Gender and developmental study <i>E. Eriyansyah &amp; H. Hendrayati</i>	117
The implication of social media marketing in modern marketing communication <i>J. Wahyu &amp; H. Hendrayati</i>	121
Loyalty of the \$1 barbershop customers: Investigating the roles of service quality, satisfaction, and trust <i>U. Suhud, S.F. Wibowo &amp; L. Namora</i>	125
The influence of birth certificate application process service toward public satisfaction in the population and civil registration agency of Garut Regency Indonesia <i>I. Kania, D.T. Alamanda, N. Nurbudiwati &amp; D.H. Fauzan</i>	132

The influence of the restaurant atmosphere on customer loyalty through a hedonic experience <i>T. Handriana &amp; A.R. Meyscha</i>	136
The dark side of life insurance in achieving sales targets <i>A. Nirmala &amp; G.C. Premananto</i>	141
Exploration of Ludruk as potential icon in Indonesia show businessfor the millennial generation <i>G.C. Premananto &amp; M. Ikhwan</i>	145
The quality of halal tourism destinations: An empirical study of Muslim foreign tourists <i>S. Sumaryadi, R. Hurriyati, V. Gaffar &amp; L.A. Wibowo</i>	150
Internal marketing effects on the Islamic work commitment and nurses' performance at Islamic hospitals <i>R.T. Ratnasari &amp; A.P. Pamungkas</i>	155
Analysis of green marketing on purchasing decisions <i>D. Silvia &amp; H. Hendrayati</i>	160
The effect of Customer Relationship Management (CRM) on customer loyalty <i>A. Mulyana</i>	164
Customer relationship marketing performance in Sharia banking <i>L. Lisnawati, D. Qibtiyah &amp; R. Hurriyati</i>	168
Potential development strategy of marathon sports tourism in improving the visits of tourists to Bandung <i>I. Yusup, S. Sulastrri, A. Fauziyah &amp; T. Koeswandi</i>	172
Effect of online servicescape on behavioural intention online reservation hotel services <i>G. Razati, A. Irawati &amp; P.D. Dirgantari</i>	175
The shape of member loyalty on cooperative enterprise and the factors to impact it <i>R.R. Padmakusumah</i>	179
Analysis of the model of memorable tourist experience, destination image, and tourist value on the revisit intention <i>V. Verinita &amp; F. Yola</i>	183
Measuring regional working units development performance using the MDGS scorecard <i>R. Hurriyati, M. Mayasari, L. Lisnawati &amp; S. Sulastrri</i>	188
Canvas business model 4.0 and evaluation of the effectiveness of using the lecture system for students <i>R. Hurriyati, L. Lisnawati &amp; Y. Rochmansyah</i>	192
The influence of reputation and Customer Relationship Management (CRM) towards the competitive advantage of airlines in Indonesia <i>Y. Mardani, R. Hurriyati, D. Disman &amp; V. Gaffar</i>	196
Analysis of tourist satisfaction against tourism product at Tanjung Kelayang beach, Belitung regency <i>I. Khairi, F. Rahmafitria &amp; S. Suwatno</i>	199
Factors influencing halal cosmetic brand advocacy: The role of self-brand connection as a mediator <i>N. Rubiyanti &amp; E.S. Hariandja</i>	203



The implementation of mobile commerce applications to order systems for bike-sharing programs in Bandung <i>R.M.A Rifki &amp; M.A Sultan</i>	209
Influence of trust on online shopping in predicting purchase intention <i>P. Permatasari &amp; D. Mardhiyah</i>	214
The influence of endorser credibility, brand credibility, and brand equity on the purchase intention in online shopping: The Instagram phenomenon <i>Z. Agustiansyah &amp; D. Mardhiyah</i>	221
Online reviews by beauty vloggers and its impact on buying interest <i>H. Hendrayati, N.C. Noorfadila, M. Achyarsyah, M.I. Atrisia &amp; R.K. Syahidah</i>	226
The influence of product knowledge on attitude and purchase intention of <i>mudharabah</i> funding products in sharia banks in Mataram <i>B.V. Khairunnisa &amp; A. Hendratmi</i>	229
The influence of economy experience with Pine and Gilmore concept on customer satisfaction: Survey of Transmart consumers in Padang City <i>Y.P. Gupta &amp; V. Verinita</i>	236
Analysis of brand relationship in Ganesha public speaking <i>P. Priambudi, F. Wijaya &amp; S. Fakhrudin</i>	245
<i>Section 2: Financial management and accounting</i>	
The effect of life cycle stages on leverage in Indonesian listed companies <i>S.R. Nidar &amp; I. Sugianti</i>	251
Spillover of panel causality Granger for monetary variables in some countries' emerging markets <i>D. Supriyadi &amp; E. Mahpudin</i>	256
Earnings management and value relevance before and after IFRS convergency <i>H. Hamidah &amp; R.D.A. Albertha</i>	261
Performance of the government's subsidized mortgage during the period 2015–2017 <i>L. Purnamasari &amp; N. Nugraha</i>	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>I. Sugianto &amp; M. Kustiawan</i>	274
The role of financial constraint on the relationship between working capital management and firms' performance <i>R.H. Setianto &amp; R. Hayuningdyah</i>	281
Risk management in <i>zakat</i> institutions <i>A. Shofawati</i>	286
The effect of risk, growth, firm size, capital structure, and earnings persistence on earnings response coefficient <i>Z. Naimah &amp; A.T. Rahma</i>	290
The impact of tax amnesty policy in 2016 on the abnormal return and trading volume activity in banking companies <i>Y. Permatasari &amp; N. Ardiyanti</i>	297

Comparison of model, stabilization, and finance performance of sharia commercial banks and conventional commercial banks in Indonesia in 2012–2016 <i>Y.M. Dewi &amp; D.F. Septiarini</i>	301
Industry growth, ownership structure, and capital structure in Indonesia <i>I. Harymawan, A. Arianto &amp; Y.I. Paramitasari</i>	304
Investment experience to expected return: Consequences of risk behavior <i>F. Ismiyanti &amp; P.A. Mahadwartha</i>	310
Analysis of return on equity, current ratio and debt to equity ratio on Islamic stock price Jakarta Islamic Index <i>M. Masrizal, T. Widiastuti, I. Mawardi &amp; W. Wisudanto</i>	314
The relationship between financial accountability in a good corporate governance concept with organizational performance <i>D.N. Fakhriani</i>	318
The relationship of the income tax system to self-assessment in the Badung Bali district <i>N.L.P. Suastini, G. Wirata &amp; I.W. Astawa</i>	321
Greed, parental influence and teenagers' financial behavior <i>L. Wenatri, S. Surya &amp; M. Maruf</i>	323
Executive compensation and risk: An empirical study in Indonesia <i>A.R. Setiawan &amp; B. Zunairoh</i>	329
Influence of microcredit and business management training to micro and small business performance in West Java, Indonesia <i>F. D. Trisnasih, L. Layyinaturobbaniyah &amp; A. M. Siregar</i>	334
Profitability, dividend policy and stock price volatility: Indonesia stock exchange <i>I. Setyawati, D.P. Alamsyah &amp; K. Khotimah</i>	338
Why did Baitul Maal wa Tamwil (BMT) discontinue the linkage program with Islamic banks? A case study in Indonesia <i>M.N.H. Ryandono &amp; D.A. Mi'raj</i>	343
Information asymmetry in capital market: What, why and how <i>P.T. Komalasari &amp; M. Nasih</i>	347
Effect of the return on investment towards fixed assets investment at Rapih Metalindo Corporation <i>N.H. Yuris, F.M. Kurnia &amp; T. Yuniarsih</i>	353
Understanding taxpayers' attitudes towards tax amnesty policy <i>I.F.A. Prawira</i>	358
Family ownership and control in dividend and leverage decision making <i>M.G.A. Aryani, S.M. Soeharto &amp; I. Ariyani</i>	366
Effect of profitability, investment opportunity set, free cash flow and collateralizable assets to dividend <i>A. Juliarti &amp; S. Sumani</i>	371
Tax expense and bonus mechanism on transfer pricing <i>G.S. Manda, H.M. Zakaria &amp; A. Rakhman</i>	376
Forecasting volatility stock price using the ARCH/GARCH method: Evidence from the Indonesia stock exchanges <i>L.P. Anggita, N. Nugraha &amp; I. Waspada</i>	385

Peer group model as a reference for bank performance assessment <i>S. Sugiarto &amp; S. Karnadi</i>	389
Mandatory financial accounting standard based international financial reporting standard adoption and audit delay <i>R. Mawardi &amp; H. Hamidah</i>	392
Analysis of constant correlation optimal portfolio model <i>I. Yunita</i>	396
Gender responsive planning and budgeting implementation in Indonesia: Historical review and lessons learned <i>F. Fithriyah</i>	401
Corporate governance mechanisms and their performance <i>W.P. Setiyono</i>	406
Impact of political risk, financial risk and economic risk on trading volume of Islamic stocks exchange in Indonesia <i>M.U. Al Mustofa, I. Mawardi &amp; T. Widiastuti</i>	410
Demographic analysis for the selection of an investment type for amateur golfers <i>H. Sulistiyo &amp; E. Mahpudin</i>	415
Intended use of initial public offerings proceeds, underpricing, and long-term market performance of stocks in Indonesia <i>H. Meidiaswati, D. Novita &amp; N. Sasikirono</i>	418
Influence of financial literacy and financial attitude on individual investment decisions <i>N. Hasanuh &amp; R.A.K. Putra</i>	424
Capital structure and investment opportunity set on the value of the company <i>A. Suwandhayani &amp; N. Fitdiarini</i>	429
Effect of market, profitability and solvability ratio to Market Value Added (MVA) companies listed in the Jakarta Islamic Index (JII) <i>P.S. Sukmaningrum &amp; H.K. Prawira</i>	433
Financial literacy and retirement savings ownership <i>A.M. Adiandari, N.D.A. Amrita &amp; H. Winata</i>	437
Dynamics relationship between the composite and Islamic index in the capital market of Indonesia <i>S.A. Rusmita, I.N. Muharam, L.N. Rani &amp; E.F. Cahyono</i>	442
Empirical analysis of non-performing financing in the case of Indonesian Islamic banks <i>L.N. Rani, E.F. Cahyono &amp; S.A. Rusmita</i>	449
Is overconfidence and herding in Ponzi scheme investors influenced by demographic factors? <i>M. Sari &amp; N. Nugraha</i>	453
Effects of corporate governance and barriers to entry on financial performance with intellectual capital as a mediating variable <i>N. Soewarno, B. Tjahjadi &amp; R.D Istiqomah</i>	457
The effect of adoption of the International Financial Reporting Standard on earning management <i>H. Hamidah &amp; A. Rahmah</i>	462



The Sharia microfinancial institution as an option to social investment decisions in a disruptive era <i>A.P.B. Eka &amp; N. Nugraha</i>	470
Corporate governance and finance pattern <i>W. Windijarto &amp; G. Gestanti</i>	479
Tick size change and market liquidation in the Indonesia stock exchange <i>W.M. Soeroto, T. Widiastuti, &amp; L. Cania</i>	487
Risk profile, good corporate governance, profitability, capital, and third-party funds interest rate of Indonesian banking <i>I.M. Sudana &amp; K. Yuvita</i>	494
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 <i>N.A. Hamdani, A. Solihat &amp; G.A.F. Maulani</i>	498
Effects of accounting information and environmental information on investor's decisions: An experimental study <i>A. Ardianto &amp; F. Farhanah</i>	505
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 <i>A. Rizki &amp; O.D. Megayanti</i>	510
Evaluation of forensic auditor role as corruption eradicator <i>A.W. Mardijuwono &amp; F. Daniyah</i>	516
The impact of asset, mudharabah time deposit and Non Performing Financing (NPF) to profitability Islamic Banking in Indonesia <i>R. Sukmana &amp; N. Junun</i>	522
<i>Section 3: Green business</i>	
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 <i>B. Tjahjadi, N. Soewarno &amp; H. Vitus</i>	533
Greed, parental influence, and adolescent financial behavior <i>L. Wenatri, S. Surya &amp; Maruf</i>	538
Green skills for green industries: Meeting the needs of the green economy <i>L.C. Sern</i>	544
Standard energy management system PDCA cycle of ISO 50001 to minimize energy consumption in service operation <i>I. Usman &amp; E. Sopacua</i>	549
Value creation for competitive advantages of vegetable and dairy farmers through an integrated farming system in rural Bandung of West Java, Indonesia <i>K. Saefullah, R. Sudarsono, Y. Yunizar, L. Layyinaturrabbaniyah &amp; A. Widyastuti</i>	553
The influence of research and development intensity, firm size, and family ownership on green product innovation <i>D. Meicistaria &amp; I. Isnalita</i>	558

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

The influence of information technology and entrepreneurial orientation on competitiveness and business performance <i>N.A. Hamdani &amp; S. Nugraha</i>	565
QFD as a tool for improvement of transportation services in Bandung City <i>M.A. Sultan, R.R. Ahmad &amp; A. Ciptagustia</i>	570
Agility logistics service providers performance model <i>R. Nurjaman &amp; L.A. Wibowo</i>	574
The design of integrated information system bakery resource planning using an enterprise resource planning system approach <i>A.A.G.S. Utama &amp; D.W. Putra</i>	577
Determinants of innovation among manufacturing firms in a developing country: Insights from Indonesia <i>Y. Isnasari &amp; P. Prasetyoputra</i>	581
An integrated framework to support the process supply chain in the tourism sector <i>L.C. Nawangsari &amp; A.H. Sutawijaya</i>	585
Service quality analysis of the outpatient section at public hospitals <i>T.A. Auliandri &amp; R.M. Wardani</i>	588
Evaluation of hospital management information systems: A model success through quality, user satisfaction, and benefit factors <i>V. Pujani, R.F. Handika, H. Hardisman, R. Semiarty &amp; R. Nazir</i>	592
The linkage between co-creation and soft innovation in firm performance: A survey of Indonesian hijab fashion creative industries <i>E. Astuty, A. Rahayu, D. Disman &amp; L.A. Wibowo</i>	597
Identifying a defect's cause using the Six Sigma method and designing an improvement: A case study <i>D.I. Nisa &amp; F. Wurjaningrum</i>	603

*Section 5: Organizational behavior, leadership and human resources management*

The impact of the implementation of a quality management system on teacher productivity <i>T.S. Rahayu &amp; R. Rasto</i>	609
Development of a human resources management capacity-strengthening model for village government <i>M.O. Fauzan &amp; D. Disman</i>	614
Millennial generation employment: The impact of millennial characteristics on performance achievement <i>E. Siahaan</i>	617
Developing strategies to stimulate employees' performance: The case of an Indonesian banker <i>E. Siahaan</i>	623
The mediating role of psychological empowerment on the effect of person-organization fit on innovative work behavior <i>M.S. Melina &amp; C.W. Sandroto</i>	627