



**STIE  
Perbanas  
Surabaya**



**Universitas Pendidikan Nasional  
(UNDIKNAS)**

# **ABSTRACT BOOK** **5<sup>th</sup> INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB V)**

**DENPASAR, BALI 2-3 AUGUST 2018**

**VENUE: UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS)**  
Bedugul Street No. 39 Denpasar Bali Indonesia

*Theme :*  
***Synchronizing the Sectors of Business, Banking, and  
Human Resource for Enhancing  
the Economy Integration and Society Welfare***

**Sponsored :**



**Partnership :**



**ABSTRACT BOOK 5<sup>th</sup> INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB V) | Denpasar, Bali 2-3 August 2018**

## **ABSTRACT BOOK**

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## FOREWORD

We have to thank our God, the Almighty for the abundance of his grace, making this Conference Abstract Book of International Business and Banking V (ICBB 2018) finished and published. This academic activity is related to the role of universities to conduct three pillars (called Tri Dharma) by the faculties such as education and teaching, research, and community services.

As a typical college of Business and Banking, STIE Perbanas Surabaya has a commitment to education quality. In facing the global competition, STIE Perbanas Surabaya has a vision, focusing on achieving an international standard. All these should be related to the activities of teaching, research and community service, as the role of universities and all should be oriented to international quality.

ICBB conference has been conducted four times such as ICBB I 2010 in Surabaya, ICBB II 2012 in Denpasar Bali, ICBB III 2014 in Pattaya Thailand, and ICBB IV 2016 in Lombok NTB respectively. These conferences are supported by academics from several universities such as Universitas Pendidikan Nasional Denpasar Bali Indonesia, and the School of Business & Law at Edith Cowan University Australia. Thus, the fifth international conference is held as a follow-up of the previous conferences, not only to accommodate the dissemination and improvement of the quality of research results and theoretical basis of academics and best practices of the industry, but also the banking industry.

The purpose of this international conference is to provide a forum for business management (Marketing, Human Resource Management, Operations, New Product Development, Logistics & Supply Chain, Communication), Accounting, Finance & Banking, Economics, Islamic Economics and Sharia Banking. This conference also provides opportunities for international partners for future collaboration.

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

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In connection with the 5<sup>th</sup> ICBB 2018 conference, we would like to thank all those who have participated and contributed to the compilation of this book. Our thanks also go to:

1. Dr. Lutfi, SE. M.Fin, the Rector of STIE Perbanas Surabaya who has encouraged and given spirit to the team for finishing this book.
2. Prof. Gede Sri Darma, D.B.A as the Rector of National Education University, Denpasar, Bali who has helped organize this 5<sup>th</sup> ICBB 2018.
3. Associate Dean, Research, School of Business and Law, Edith Cowan University who has helped organize this 5<sup>th</sup> ICBB 2018.
4. Drs. Abdul Mongid, MA, Ph.D, as Chair of ICBB 2018, Dr. Soni Harsono, M.Si as Vice Chair who always have guided all the works of the team.
5. The invited speakers, such as Dr. Saiyidi Mat Roni, Prof. Dr. Evan Lau Poh Hock, Prof. Stephen Teo, Assoc. Prof. Zulkefly Abdul Karim.
6. The Sponsors, such as Lembaga Penjaminan Simpanan (LPS), Bank Maspion, Bank Prima Master, and Perbanas Jawa Timur.
7. All the team members of the reviewers who have reviewed articles.
8. All the committee and the team who have worked together for accomplishing the 5<sup>th</sup> ICBB 2018 conference and this book compilation.

We all are glad to have you join this 5<sup>th</sup> ICBB 2018 conference and God bless you all.

Surabaya, July 2018

ICBB Committee 2018

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

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**CONTENTS**

Cover	.....	i
Foreword	.....	iii
Contents	.....	v
Welcome Message of Rector, STIE Perbanas Surabaya	.....	ix
Welcome Message of Rector, Undiknas University	.....	xi
Welcome Message of Associate Dean, Research, School of Business and Law, Edith Cowan University	.....	xiv
Conference Program	.....	1
Time And Room Schedule For Parallel Session	.....	3
STIE Perbanas Committee	.....	7
Undiknas University Committee	.....	9
Edith Cowan University Committee	.....	11
The Authors' Institution	.....	12
Preceding Abstracts	.....	14

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

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**CONTENTS**

Tijjani Habibu Ahmad	14
Rita Sugiarti, Ancella Anitawati Hermawan	15
Alfiana Fitri, Husnunnida Maharani	16
Ngoni Dzashe Chabuda, Jan Walters Kruger	17
Achmad Januar Irwan, A. A. Gde Satia Utama	18
I Made Narsa, Niluh Putu Dian Rosalina Handayani Narsa	19
Etty Indriani, Nugroho Wisnu Murti	20
Dewi Pudji Rahayu, Abdul Hofir	21
Benny Budiawan Tjandrasa	22
Herman Karamoy, Hizkia H. D. Tasik	23
N. Purnomolastu, Werner Ria Murhadi, Ratna Widyanti	24
Aria Farah Mita, Harry Ferdinand Silalahi, Alin Halimatussadiyah	25
Siti Komariyah, Fitri Rusdianasari, Ati Musaiyaroh	26
Lutfi, Suyatno	27
Bibi Zeinab Hosseini	28
Sutrisno, Agus Widarjono	29
Bibi Zeinab Hosseini, Abolfazl Alishahi Ghalehjoughi, Isa Tamimi, Razieh Pishro Nasrabad Sofla	30
Yusuf Dinc	31
Paulina	32
Ika Yunia Fauzia	33
Nida Nadya Hasan, Miranti Kartika Dewi	34
Muazaroh, Anggraeni, Abdul Mongid	35
Angelo D Joseph, Jan Walters Kruger	36
RM Matakanye, Jan Walters Kruger	37
Islami Fatwa, Galeh Nur Indriatno Putra P. Husnul Arif	38
Made Mulia Handayani, Ida Ayu Arini, I Wayan Kandi Wijaya	39
Novi Ariyani, Fajar Wahyu Prianto, and Lilis Yuliaty	40
A.A.Gde Putra Pemayun, I GustiNgurah Putra Suryanata	41
Florence Zimunya, Jan Walters Kruger	42
Anita Silviana Dewi, Maria Ulpah	43
Cecilia Anthony Das, Krishna Prasad, Md Shibley Sadique	44

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

Mtsweni, L, Serumaga-Zake P, Jan Walters Kruger	45
Laely Aghe Africa	46
Alfiana	47
Ni Nyoman Sudiyani, Bagus Arya Wijaya, Ade Maharini Adiandari <sup>3</sup> , Luh Putu Virra Indah Perdanawati	48
Agustinus Kismet Nugroho Jati	49
Nyanga Takupiwa, Rosemary Sibanda, Jan Walters Kruger	50
I Gusti Ketut Agung Ulupui, Etty Gurendrawati	51
Uma Jogulu	52
Anggoro Panji Nugroho, Cahyani Tunggal Sari	53
Utomo Agus, Yulia Yosephine.A	54
Nana Febrina	55
Sirajuddin, T. Yuri Zagloel, Sunaryo	56
Abena Engmann, Jan Walters Kruger	57
Subin Sudhir, Anandakuttan B. Unnithan	58
Nandakumar Mekoth, Anandakuttan Unnithan, Purva Hegde Desai	59
Abu Amar Fauzi	60
Siti Fatonah, Aris Tri Haryanto	61
Intan Nisa Azhar, Islami Fatwa	62
Faizatul Hiqmah	63
Etty Indriani, Agus Utomo	64
Siska Purnama Manurung, Alessia Jawira	65
I Made Adi Suwandana, I Made Kartika <sup>2</sup> , I Made Sukaja, Desak Gede Sayang Adnyani	66
Dwi Irnawati, Tatik Suryani	67
Trevisia Meinar, Tatik Suryani	68
Saiyidi Mat Roni, Hadrian Geri Djajadikerta , Terri Trireksani , Zuraidah Mohd Sanusi	69
Dung Phuong Hoang	70

## **Welcome Message of Rector, STIE Perbanas Surabaya**

**The Excellences, Distinguished Speakers, Ladies and Gentlemen**

On behalf of STIE Perbanas Surabaya, Let me express my gratitude and high appreciation to you all, and **“Welcome to the 5<sup>th</sup> International Conference on Business and Banking (the 5<sup>th</sup> CBB) held on August 2-3, 2018 at Universitas Pendidikan Nasional (UNDIKNAS), Bali Island.”** We are indeed pleased that a number of distinguished speakers as well as many scholars participate in this particular conference.

We are glad today because we decided to have the theme of this conference that is **“Synchronizing the Sectors of Business, Banking, and Human Resource for Enhancing the Economy Integration and Society Welfare.”** This theme is really good for us to have a discussion on the topics related to our fields of science of business and banking. These three fields of business, banking human resource are relevant to be discussed by the researchers and intellectuals nowadays.

*This conference is held due to the support from some collaborating institutions and I therefore would like to thank our partners which are Universitas Pendidikan Nasional (UNDIKNAS) Denpasar Bali Indonesia as the co-host of 5<sup>th</sup> ISBB, School of Business & Law, Edith Cowan University, Australia, and Indonesia Deposit Insurance Corporation. Our gratitude also goes to the journals' partner, namely Jurnal Ekonomi Malaysia, International Research Journal of Business Studies, Multi-Disciplinary Journal, International Association of Scholarly Publisher, Editors and Reviewers and Journal of Economics, Business & Accountancy VENTURA, for supporting and making this conference more attractive and stronger.*



**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

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In referring to the theme of the conference above, we have noted that the world of business and banking industries are the two complementary fields of sciences. It means that any nations—in doing their business—have to deal with the financial transaction and this transaction finally will deal also with the banking sectors. It is at the right time for us to get together in this forum for discussion related to synergizing the three sectors. I believe that the topics we are going to discuss in this forum will be beneficial for us together.

So far, we have hardly found the forum like this one. However, STIE Perbanas Surabaya has initiated to hold the ICBB and we have done the 5<sup>th</sup> ICBB until today. We hope that this ICBB can be always sustainable so that we can hold the same forum in every other year or **Two-Yearly Conference** in the future.

**Finally**, let me say again, “thank you very much” and have a fruitful discussion in this forum to enhance **the Economy Integration and Society Welfare**. I also would like to thank all the committee and the members who have done very hard to make this ICBB run well.

**Dr. Lutfi, M.Fin**

**Rector of STIE Perbanas Surabaya, Indonesia**

## **Welcome Message of Rector, Undiknas University**

Theme: Synchronizing the sectors of business, banking and human resource for  
enhancing the economy integration and society welfare

*Om Swastiastu,*

*Assalamualaikum Warahmatullahi Wabarakatuh,*

Shallom Namu Buddhayah

The Best wishes for all of us

First of all let us praise the presence of God Almighty, since only by His blessing, we can all gather in the 5th International Conference on Business and Banking (ICBB V) healthily. I congratulate the STIE Perbanas Surabaya, Faculty of Economic and Business Pendidikan Nasional University (Undiknas) and school of business and law, Edith Cowan University for holding this academic event, so all of researchers, lecturers or practitioners can share the knowledge and their thoughts related to the development of business sector and human resources.

The theme of today is synchronizing the sectors of business, banking, and human resources for enhancing the economy integration and society welfare in accordance with the current situation. Industrial revolution has entered the fourth stage, as it is called as the Fourth Industrial Revolution (4IR) which is identified by the massive wave of disruptive innovation, with the presence of super computer, artificial intelligence, smart robot, and vehicle with automatic driver, editing genetic and the development of neuro-technology. All these allow the human beings to optimize the brain's function. The global revolution both directly and indirectly influences the organization and human beings in it. This 4IR interacts with the regional culture,

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

---

national, organizational aspects and the functions of organization including the individuals' attitude and behavior.

In responding the 4IR, Indonesian Government through the Ministry of Industry is preparing the road-map to reach the fourth industrial revolution (4IR). Preparation of an industrial framework related to the internet system can drive the national economic development in the future. Some sectors are food industry, textile and cloths, electronic automotive, and chemistry. Those five sectors in industry are already in high competitiveness and, therefore, they are globally competitive. The government have to focus on developing the manufacture industry since it becomes the main sector of economy and have substantial multiplier effects. One of them is the increasing domestic raw materials value, the absorption of local labor, and foreign exchange earnings from exports.

The 4IR seems be to be wisely and reactively responded. Synergy is the key in facing the 4IR which is currently underway. The existence such as financial technology company (fintech) which is believed to erode the presence of the existing banking—if both are able to be collaborated— will certainly be able to increase the financial inclusion. It is including industrial sectors, if we synergize it with the internet system and the technology, it will surely contribute to the economic development.

This international seminar is expected to create new ideas and innovations that can synergize the business, banking, and human resources sectors so that, in the end, it can improve the economic integration and social policy. Finally, under the name of Undiknas University, I have to thank the committees, the participants, and the invitees in this seminar. Hopefully, this seminar can be beneficial for all of us, society, and the humanity.

Have a fruitful seminar

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

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Have the good in sharing knowledge and science

*Om Shanti, Shanti, Shanti, Om*

*Asallammualaikum warahmatullahi wabarakatuh*

Denpasar, 16<sup>th</sup> of July 2018

Rector of Undiknas University

Prof. Gede Sri Darma, D.B.A.

The main advisor/IV e

NIP. 19690218 199403 1002



## **Welcome Message of Associate Dean, Research, School of Business and Law, Edith Cowan University**

On behalf of the School of Business and Law (SBL) at Edith Cowan University (ECU) in Perth, Australia, I am very pleased to welcome you to the 5th International Conference on Business and Banking (ICBB 2018) which is held on 2-3 August, 2018, at Universitas Pendidikan Nasional (Undiknas) in Denpasar Bali, Indonesia.

This conference is managed and organised collaboratively by Undiknas, STIE Perbanas Surabaya, Indonesia, and SBL at ECU. I would like to extend my huge appreciation to Prof. Ir. Gede Sri Darma, S.T., M.M., D.B.A., FPE., Rector of Undiknas, Dr. Lutfi, SE., M.Fin, Rector of STIE Perbanas, all of the Steering and Organising Committee members, and certainly to all of the participants.

This conference provides an opportunity for both researchers and practitioners to present and discuss their research, and share their findings with peers within the broad field of business and management. The conference is also intended to provide a great opportunity for networking and collaborations.

I am pleased to have expert speakers in this conference including our ECU's Professor Stephen Teo and Dr Saiyidi Mat Roni who have travelled to Bali from Perth, Australia, for this conference, and also Associate Professor Zulkefly Abdul Karim from Universiti Kebangsaan Malaysia, and Associate Professor Evan Lau Poh Hock from Universiti Malaysia Sarawak. I am sure their insights will be valuable to all of us.

Since its inception in 2010, I have noticed that this conference has gone from strength to strength, with continuous enhancement in quality and broader collaborations. No

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

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doubt that this conference is advantageous to our constant pursuit to extend the boundaries of knowledge, and to expand our exposure to global networking.

I sincerely hope that you enjoy your time with us at the conference.

Associate Professor Hadrian Djajadikerta, PhD

Associate Dean Research

School of Business and Law

Edith Cowan University

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

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### Conference Program

The 5<sup>th</sup> International Conference on Business and Banking  
Auditorium GSD Undiknas, Denpasar, Indonesia 2-3 August 2018

Dates	Time	Program
Thursday August 2, 2018	13.00 - 14.30	<b>Registration And Coffee Break</b>
	14.30-15.00	<ol style="list-style-type: none"> <li>1. The opening dance (Undiknas)</li> <li>2. Welcome speech by the Rector Perbanas Surabaya, Dr. Lutfi., SE., M.Fin</li> <li>3. Welcome speech by the Rector Undiknas, Prof. Dr. Gede Sri Darma., D.B.A.</li> <li>4. Welcome speech by Associate Dean, Research School of Business and Law, Edith Cowan University, Hadrian G. Djajadikerta, Ph.D, MBA, MSc, BCom, CA, CMA, SCPM</li> <li>5. Opening: Beating Gong</li> <li>6. MOU Signing, Presenting Tokens of Appreciation to Sponsors</li> </ol>
	15.00 - 15.30	Coffee Break
	15.30 - 17.30	<b>Invited Speaker:</b> <ol style="list-style-type: none"> <li>1. Panel Data For International Publication <ul style="list-style-type: none"> <li>• Assoc. Prof. Zulkefly Abdul Karim (Universiti Kebangsaan Malaysia)</li> </ul> </li> <li>2. Am I Happy @ Work? <ul style="list-style-type: none"> <li>• Prof. Stephen Teo, PhD (School of Business and Law, Edith Cowan University)</li> </ul> </li> <li>3. Multivariate Analysis with PLS-SEM <ul style="list-style-type: none"> <li>• Dr. Saiyidi Mat Roni (School of Business and Law, Edith Cowan University)</li> </ul> </li> <li>4. Tips and Tricks through Reputable International Journals <ul style="list-style-type: none"> <li>• Assoc. Prof. Dr. Evan Lau Poh Hock (Universiti Malaysia Sarawak)</li> <li>• Moderator : Burhanudin., Ph.D</li> </ul> </li> </ol>
	17.30 - 20.00	<b>Welcome dinner and Cultural performance</b> <ul style="list-style-type: none"> <li>• Opening</li> </ul>

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

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		<ul style="list-style-type: none"> <li>• Cultural performance (Undiknas)</li> <li>• Photo Session</li> <li>• Live Music</li> <li>• Prayer (Undiknas)</li> <li>• Closing</li> </ul>
Friday August 3, 2018	08.00 - 08.30	<b>Conference Registration and Coffee Break</b>
	08.30 - 10.00	Parallel session 1, on 3 <sup>rd</sup> & 4 <sup>th</sup> Floors
	10.30 - 12.00	Parallel session 2, on 3 <sup>rd</sup> & 4 <sup>th</sup> Floors
	12.00 - 13.30	Prayer and Lunch
	13.30 - 14.00	<ol style="list-style-type: none"> <li>1. Participant testimony (1 person)</li> <li>2. Closing Announcement (Undiknas)</li> <li>3. Best Paper Award</li> </ol>
Saturday August 4, 2018		City Tour (Optional) arranged by UNDIKNAS



**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

**TIME AND ROOM SCHEDULE FOR PARALLEL SESSION**

**Friday, August 3<sup>rd</sup>, 2018**

**Universitas Pendidikan Nasional (UNDIKNAS) at  
3<sup>rd</sup> & 4<sup>TH</sup> Floors**

Session	Code Number	Room	Name of Authors	Time/Moderator/PiC
1	505.03	3.7	Nandakumar Mekoth; Anandakuttan B Unnithan	08:30 - 10:00 AM Chonlatis Darawong., Ph.D PiC: Burhanudin., Ph.D
	505.04		Abu Amar Fauzi	
	505.05		Siti Fatonah; Aris Tri Haryanto	
	505.06		Intan Nisa Azhar; Islami Fatwa	
	505.07		Faizatul Hiqmah	
2	505.08	3.7	Etty Indriani; Agus Utomo	10.00 - 12:00 AM Abdul Mongid., Ph.D PiC: Burhanudin., Ph.D
	505.09		Siska Purnama Manurung	
	505.10		I Made Adi Suwanda; I Made Kartika; I Made Sukaja; Desak Gede Sayang Adnyani	
	505.11		Dwi Irnawati; Tatik Suryani	
	505.12		Trevisia Meinar; Tatik Suryani	
505.13	Saiyidi Mat Roni, Hadrian Geri Djajadikerta, Terri Trireksani, Zuraidah Mohd Sanusi			
1	101.00	3.8	Tijjani Habibu Ahmad	08:30 - 10:00 AM Agus Freddy Maradona, S.E., M.S.A., Ak., CA. PiC : Undiknas
	101.01		Rita Sugiarti; Ancella Anitawati Hermawan	
	101.02		Alfiana Fitri; Husnunnida Maharani	
	102.00		Jan Walters Kruger; Ngoni Dzashe Chabuda	
	103.00		Achmad Januar Irwan; A. A. Gde Satia Utama	
2	103.01	3.8	I Made Narsa; Niluh Putu Dian Rosalina H. N	10.00 - 12:00 AM Luh Putu Mahyuni, S.E, M.Si, PhD, CA PiC: Undiknas
	103.02		Etty Indriani; Nugroho Wisnu Murti	
	107.00		Dewi Pudji Rahayu; Abdul Hofir	
	301/402		Angelo D Yoseph; Jan Walters Kruger	

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

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Session	Code Number	Room	Name of Authors	Time/Moderator/PiC
1	201.00	4.1	Benny Budiawan Tjandrasa	08:30 - 10:00 AM Prof . Arie Buijs PiC: Undiknas
	201.01		Herman Karamoy; Hizkia H.D Tasik	
	201.05		Lutfi	
	201.03		Aria Farah Mita; Harry Ferdinand Silalahi; Alin Halimatussadiah	
2	201.04	4.1	Siti Komariyah; Fitri Rusdianasari; Ati Musaiyaroh	10.00 - 12:00 AM Sayidi Mat Roni., Ph.D PiC : Undiknas
	401.00		Novi Ariyani; Fajar Wahyu PriantoLilis Yuliati	
	401.01		A. A Gde Putra Pelayun; I Gusti Ngurah Putra Suryanata	
	201.02		N Purnomolastu; Werner Ria Murhadi; Ratna Widyanti W	

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

**TIME AND ROOM SCHEDULE FOR PARALLEL SESSION  
Friday, August 3<sup>rd</sup>, 2018  
Universitas Pendidikan Nasional (UNDIKNAS) at  
3<sup>rd</sup> & 4<sup>TH</sup> Floors**

Session	Code Number	Room	Name of Authors	Time/Moderator/PIC
1	303	4.2	Islami Fatwa; Galeh Nur Indriatno Putra P; Husnul Arif	08:30 - 10:00 AM Prof. Andreas Budihardjo PiC : Abu Amar Fauzi., MM
	304		Made Mulia Handayani; Nyoman Dwika Ayu Amrita; Ida Ayu Arini; I Wayan Kandi Wijaya	
	503.00		Jan Walter Kruger; Nyanga Takupira; Rosemary Sibanda	
	503.01		I Gusti Ketut Agung Ulupui; Ety Gurendrawati	
	503.02		Uma Jogulu	
2	503.03	Jan Walters Kruger; Nyanga Takupira; Rosemary Sibanda	10.00 - 12:00 AM 08:30 - 10:00 AM Prof. Anandakuttan B Unnithan PiC: Burhanudin., Ph.D	
	503.04	Agus Utomo ;Yosephine Angelina Yulia		
	503.05	Nana Febriana		
	505.00	Dung Phuong Hoang		
	505.02	Subin Sudhir; Anandakuttan B Unnithan		

**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)  
Denpasar, Indonesia 2-3 August 2018**

**TIME AND ROOM SCHEDULE FOR PARALLEL SESSION  
Friday, August 3<sup>rd</sup>, 2018  
Universitas Pendidikan Nasional (UNDIKNAS) at  
3<sup>rd</sup> & 4<sup>TH</sup> Floors**

Session	Code Number	Room	Name of Authors	Time/Moderator/PIC
1	502.00	4.3	Jan Walters Kruger; Florence Zimunya Solusi	08:30 – 10:00 AM Evan lau Poh Hock., Ph.D PiC : Agustinus Kismet N.J., MBA
	502.02		Anita Silviana Dewi; Mariah Ulpah	
	502.03		Cecilia Anthony Das; Krishna Prasad; Md Shibley Sadique	
	502.04		Lindy Mtsweni; Philip Serumage-Zake; Jan Walters Kruger;	
	504.00		Sirajudin; T Yuri Zagloel; Sunaryo	
2	502.05	4.3	Laely Aghe Africa	10.00 – 12:00 AM Evan lau Poh Hock., Ph.D PiC : Agustinus Kismet N.J., MBA
	502.06		Alfiana	
	502.07		Ni Nyiman Sudiyani; Bagus Aria Wijaya; Ade Maharani A, Luh Putu Virra Indah	
	502.08		Agustinus Kismet	
1	202.01	tba	Bibi Zeinab Hosseini	08:30 – 10:00 AM Dr. Zulkefly/Dr. Djuwari . PiC : Undiknas
	202.02		Sutrisno; Agus Widarjono	
	202.03		Bibi Zeinab Hosseini; Abolfazl Alishahi G; Isa Tamimi; Nasrabad Sofla	
	202.04		Yusuf Dinc	
2	202.05	tba	Paulina	10.00 – 12:00 AM Dr. Zulkefly/Dr. Djuwari . PiC : Undiknas



**5th INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING (ICBB)**  
**Denpasar, Indonesia 2-3 August 2018**

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**THE EFFECT OF PERCEPTION JUSTICE AND PERCEPTION OF  
VALUE TO SATISFACTION AND ITS IMPACT ON GIANT  
HYPERMARKET CUSTOMER'S RESPONSE IN SURABAYA AND  
SIDOARJO**

**Dwi Irnawati<sup>1</sup>, Tatik Suryani<sup>2</sup>**  
<sup>1,2</sup>STIE Perbanas Surabaya

**505.11**

**ABSTRACT**

The purpose of this study is to test empirically about the influence of Justice and Perceptions of Value on Satisfaction and Its Impact on Customer Response Giant Hypermarket in Surabaya and Sidoarjo. This research uses primary data with survey method and use questionnaire. This study used 74 customers in Giant Hypermarket Surabaya and Sidoarjo. In this research use Endogen variable that is Perception of Value, and Exogenous Variables are Satisfaction, Customer Citizenship Behavior, Repurchase Purpose, Word of Mouth Negative, and Complain's Complain. The result of the preparation of Warp PLS 6.0 that the Perception of Values influences Positive Significant to Customer Citizenship Behavior, and Satisfaction, while Perception of Justice has Positive Impact not Significant to Satisfaction, besides Satisfaction Positive Significant Impact on Customer Citizenship Behavior and Repurchase Intention, and Satisfaction impact not significant against the Word of Mouth Negative

*Key words: Value Perception, Perception of Justice, Satisfaction, Customer Citizenship Behavior, Repurchase intention, Negative Word of Mouth, and Complaints intention.*



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