

PROCEEDING



BIRE
Bali Institute of Research Excellence



MIRMSE-2019

**International Conference on Modern
Research in Management Studies
Economics & Leadership**

**Hotel Santika Seminyak Bali, Indonesia
May 22-23, 2019**

***CONFERENCE BOOK OF
ABSTRACT PROCEEDINGS***

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TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	vii
SCIENTIFIC COMMITTEE	viii
ORGANIZING COMMITTEE	ix
CONFERENCE TRACKS	x
CONFERENCE CHAIR MESSAGE	xi
<i>Conference Schedule</i>	xii
Tea/Coffee Break (09:40 am - 10:00 am)	xii
Participants Registered As Listener/ Observer	xiv
TRACK A	xvi
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES</i>	xvi
The Effects of Perceived Scarcity and Anticipated Emotions on Purchase Intention (A Study on Social Commerce)	xvii
The Impact of Trust, Perceived Risk and Perceived Usefulness on Mandiri Online Usage Intention at Bank Mandiri	xviii
Consumer Ethnocentrism and Country-Of-Origin Effect Among Millennials Attitudes Towards Purchase Intention of Local Cosmetics in Indonesia	xix
The Influence of Service Quality on Customer Satisfaction and Loyalty : An Empirical Study on Finance Company in PT XYZ Surabaya Branch	xx
Performance Measurement Based On Malcolm Baldrige Criteria For Performance Excellence (MBCFPE) Strategic Planning Categories (case study on PT Petrosida Gresik)	xxi
Analysis Of Patient Satisfaction In The Era Of National Social Security System In Xyz Hospital	xxii
<i>UPCOMING EVENTS</i>	xxiii

Book of Abstracts Proceedings

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Proceedings of the International Conference on Modern Research in Management Studies, Economics & Leadership

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***International Conference on Modern Research in
Management Studies, Economics & Leadership
(MRMSE)***

**Venue: Hotel Santika Seminyak Bali, Jl. Sunset Road No.17, Seminyak, Kuta,
Kabupaten Badung, Bali 80361, Indonesia**

Conference Theme: Provide Platform to share the knowledge of
management study in Business & Economics.



SCIENTIFIC COMMITTEE

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Conference Coordinator

Onch Li Chee

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CONFERENCE TRACKS

- Basic Science
- Civil Engineering
- Economics, Finance & Accounting
- Business Management
- Electrical Engineering
- Life Sciences
- Mechanical Engineering
- Medicine Sciences

CONFERENCE CHAIR MESSAGE

Dr. Ryan Feinstein

“International Conference of Bali Institute of Research Excellence” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Ryan Feinstein

Conference Chair

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Conference Schedule

**Conference Name: International Conference on Modern Research in
Management Studies, Economics & Leadership (MRMSE)**

May 22-23, 2019

Venue: Hotel Santika Seminyak Bali, Indonesia

Time: Registration & Kit Distribution (09:00 am - 09:10 am)

Venue: Room 1

09:10 am - 09: 20 am	Introduction of Participants
09: 20 am - 09: 30am	Inauguration and Opening address
09: 30 am - 09:40 am	Networking Session

Tea/Coffee Break (09:40 am - 10:00 am)

DAY 01 (May 22, 2019)

1st Presentation Session (10:00 am - 12:00 pm)

Venue: Room 1

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
Fadhila Nur Kartika	The Effects of Perceived Scarcity and Anticipated Emotions on Purchase Intention (A Study on Social Commerce)	MRMSE-MAY19-BI103
Intan Marta Kusuma	The Impact of Trust, Perceived Risk and Perceived Usefulness on Mandiri Online Usage Intention at Bank Mandiri	MRMSE-MAY19-BI104
Eka Putri Dewi, Puspitasari	Consumer Ethnocentrism and Country-Of-Origin Effect Among Millennials Attitudes Towards Purchase Intention of Local Cosmetics in Indonesia	MRMSE-MAY19-BI105
Nugroho Setyo Kuswanto S.Sosio	The Influence of Service Quality on Customer Satisfaction and Loyalty: An Empirical Study on Finance Company in PT XYZ Surabaya Branch	MRMSE-MAY19-BI108
Hadiyan Azmi Hussein	Performance Measurement Based On Malcolm Baldrige Criteria For Performance Excellence (Mbcfpe) Strategic Planning Categories (case study on PT Petrosida Gresik)	MRMSE-MAY19-BI112
Imron Soewono	Analysis Of Patient Satisfaction In The Era Of National Social Security System In Xyz Hospital	MRMSE-MAY19-BI113

Lunch Break & Ending Note (12:00 pm - 01:00 pm)

Participants Registered As Listener/ Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

Name: Lhakpa Wangchuk

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MRMSE-MAY19-BI107A

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Graduate student- MPA, Lee Kuan Yew School of Public Policy, NUS, Singapore
MRMSE-MAY19-BI109A

Conference Day 02 (May 23, 2019)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



The Effects of Perceived Scarcity and Anticipated Emotions on Purchase Intention (A Study on Social Commerce)

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Keywords: Perceived Scarcity, Anticipated Emotions, Purchase Intention, Marketing

Marketers frequently create product uncertainty to generate consumers purchase intention. Of all marketing moves, scarcity tactics are commonly used by retailers, especially in fast fashion business, to escalate interest and intention to buy. Through a quantitative approach, this research seeks to provide an understanding of how consumers respond to scarcity environment strategically created by retailers and its effects on purchase intention. Data were collected from online and traditional surveys involving 100 women who have shopping experience through social commerce (e-commerce which uses social networking sites to facilitate social interaction between seller and buyer). Finding confirms that human-induced scarcity influences consumers purchase intentions by affecting emotional outcomes. When facing scarcity environment, consumers tend to anticipate some emotions that will further motivate purchase. The anticipated emotions motivating purchase are grouped into two categories, positive emotions of purchase (posAEp) and negative emotions of non-purchase (negAEnp). If consumers have assumptions that purchasing a desired product would generate positive emotions, like satisfaction, they would consider buying the product. On the other hand, their purchase intention increases for the reason that they want to avoid negative emotions as a consequence of missing the product. The emotions elicited by consumers after exposed to scarcity environment are proven to increase purchase intention. Thus, it is suggested that deliberately creating scarcity is able to enhance purchase intention. In addition to providing managers with useful insights into constructing a marketing strategy, from a methodological standpoint this research contributes to the consumer and retail literature by elaborating the correlation between perceived scarcity, anticipated emotions and purchase intention.



The Impact of Trust, Perceived Risk and Perceived Usefulness on Mandiri Online Usage Intention at Bank Mandiri

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Keywords: Trust, Perceived Risk, Perceived Usefulness, Mobile Banking

It is undeniable that information and communication technology has always been essential in assisting people, especially in rapidly-growing economies. Nowadays, we could barely see people without communication devices like cellular phones or tablets. They use those devices for several purposes, from merely communicating, to making a transaction online. Upon realizing this phenomenon, Bank Mandiri provides customers with convenience of doing banking transaction by using Mandiri Online application, thus customers can do banking transaction anywhere and at anytime. The purpose of this research is to analyze the effects of trust, perceived risk and perceived usefulness on Mandiri Online usage intention. The population of this research was customers of Bank Mandiri acquired in Surabaya Niaga area from January to February 2019, while the sample of this research was 85 respondents. This study used Simple Random Sampling and Purposive Sampling. The primary data collected through surveys would further be analyzed using Partial Least Square (PLS). Based on the results of the research, it can be concluded that: 1. Perceived usefulness is not significantly affecting customers intention to use Mandiri Online. This could be because customers involved in the research have not used Mandiri Online application yet, thus they could not understand properly about the applications functions, advantages and features. 2. Perceived risk is not affecting customers intention in doing banking transaction via Mandiri Online application. 3. Perceived risk is found to have a moderating role on the relationship between trust and usage intention. As customers trust increased, they will be more determined to use Mandiri Online application in doing banking transaction anywhere at anytime.



Consumer Ethnocentrism and Country-Of-Origin Effect Among Millennials Attitudes Towards Purchase Intention of Local Cosmetics in Indonesia

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Keywords: Consumer Ethnocentrism, Country-Of-Origin, Millennials Attitudes, Purchase Intention.

The growth of global trade has increased business competition, especially in cosmetics industry around the world. As a developing country with the 4th biggest population in the world, Indonesia become an attractive country for global cosmetics company to sell their product. This requires marketers to understand consumer behaviour in order to determine the right strategy to communicate their products according to the preferences of target consumers. Regarding to buy foreign and domestic cosmetics, consumers can be distinguished based on their tendency to accept or reject foreign products, known as consumer ethnocentrism. In addition, consumer behaviour towards a product can be influenced by the phenomenon of the country-of-origin effect. Furthermore, as a smarter technology generation, Millennials can be easily exposed to the information about foreign or domestic cosmetics products. Therefore, this study intends to examine the effect of consumer ethnocentrism and country-of-origin among the attitudes of millennials consumer towards purchase intention of local cosmetics in Indonesia. Conclusive design research with single cross-sectional method used to collect data from 265 millennials respondents using online questionnaire. Data was analysed using Confirmatory Factor Analysis. The results indicate that consumer ethnocentrism and country of origin moderates some positive attitudes among millennials and can enhance positive effects towards purchase intention on local cosmetic in Indonesia. These findings have significant implications for international and local cosmetics company when developing strategy to understanding millennial consumer behaviour in Indonesia.



The Influence of Service Quality on Customer Satisfaction and Loyalty : An Empirical Study on Finance Company in PT XYZ Surabaya Branch

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Keywords: Service Quality, Customer Satisfaction and Loyalty

In modern and competitive era which global marketing is growing day by day, consumer perception toward satisfaction and loyalty has changed from one to other perspective. The purpose and aim the research is to examine impact of service quality in Finance Company on customer satisfaction and loyalty. financing market competition is very tight and certainly can be a threat to the position of PT. BBF in the financial industry. Hopefully, this research can provide a solution for PT. BBF in improving the quality of quality services. In finance companies, quality services can be realized in the form of management capabilities in managing company assets and can be trusted, friendly services, types / variations of loan service products according to the wishes and needs of consumers. in finance companies, customer loyalty is very important. Every finance company certainly wants to expand their market by looking for new customers so that their profits continue to grow in a positive direction, but finance companies must also keep their existing customers from running away to other competitors. Although sometimes a finance company cannot provide products that suit their needs, for example such as competition in credit interest, but if customer loyalty is well established without the coercion of certain parties, it is not impossible that customers will not move elsewhere.



Performance Measurement Based On Malcolm Baldrige Criteria For Performance Excellence (MBCFPE) Strategic Planning Categories (case study on PT Petrosida Gresik)

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Keywords: Quality Management, Malcolm Baldrige Criteria for Performance Excellence, Performance Measurement

Malcolm Baldrige Criteria for Performance Excellence is one of method in develop sustain company performance using measurement then allow to give feedback for Area of Improvement. MBCfPE consist of seven criteria, there are: leadership; strategic planning; focus in customer; measuring, analyst and managing knowledge; focus in employment; focus in operation and output. The purpose of this research is to measure the performance of PT Petrosida Gresik (Strategic Planning) through implementation of MBCfPE , and analyze that relationship. Strategic planning required in achieve the seven criteria. Strategic planning is The way the organization develops strategic objectives through strategy development and strategy elaboration through customer voices and customer handling. The research will use quantitative and descriptive methods. Likert scale will use in this research. This research taken by using non probability sampling technique with 50 respondents. The result of this research is the performance of strategic planning still need improvement since the score obtained by PT Petrosdia Gresik on criteria for strategic planning is 35 point out of a total of 85 points.



Analysis Of Patient Satisfaction In The Era Of National Social Security System In Xyz Hospital

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Keywords: Patient Satisfaction, Patient Expectation, Healthcare Industry

Customer satisfaction is one of the most important factors of a company to in the sustainability and business development. The company must plan its policies related to products or services offered to consumers to meet customer expectations and needs in order to achieve customer satisfaction continuously to get more loyal customer, can be created through improving service quality with several approaches. In the healthcare industry in which patients as primary customers are those who must get special attention from hospital management in order to maintain loyalty. Patient satisfaction with the services provided by hospitals as a service provider, will provide added value for the hospital. Since National Social Security System launched by the Indonesian government which was operated by the Health Social Security Agency (BPJS) on January 1, 2014, it has brought changes to the health care system in Indonesia which must be adopted by hospitals, those who previously adopted the fee for service system changed to managed care. This study aims to find out that are there any correlation between reliability, responsiveness, assurance, empathy and tangible to outpatient patients satisfaction and what is the most dominant factors that can affect patient satisfaction with XYZ hospital services so that it can be used as a basis of improvement by management of XYZ hospital. The study was conducted by collecting Primary data through questionnaires conducted on outpatients. The questionnaire was distributed into three different parts, multiple choice questions, open questions and customers opinions in the end over a period of one month. In conclusion, the research reveals that assurance factor have bigger influence on customer satisfaction than the others.



UPCOMING EVENTS

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