

PROCEEDING



BIRE
Bali Institute of Research Excellence



RBSEIT-2022

**2022 International Conference on
Current Research in Business Management
Social Sciences, Economics and Information
Technology**

**Hotel Santika Seminyak Bali
September 24-25, 2022**

***CONFERENCE BOOK OF
ABSTRACT PROCEEDINGS***

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Book of Abstracts Proceedings

2022 International Conference on Current Research in Business Management, Social Sciences, Economics and Information Technology (RBSEIT)

Bali, Indonesia
September 24-25, 2022

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Proceedings of the 2022 International Conference on Current Research in Business Management, Social Sciences, Economics and Information Technology

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***2022 International Conference on Current Research in
Business Management, Social Sciences, Economics and
Information Technology (RBSEIT)***

Venue: Hotel Santika Seminyak Bali

Conference Theme: Innovative World: New challenges for research
and development.

SCIENTIFIC COMMITTEE

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Agency for the Assessment and Application of Technology, Indonesia

ORGANIZING COMMITTEE

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Conference Chair

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HungXin Anne

Conference Coordinator

Gurani Matin

Conference Coordinator

Onch Li Chee

Conference Coordinator

CONFERENCE TRACKS

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

CONFERENCE CHAIR MESSAGE

Dr. Yosry Elhosaney

“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: 2022 International Conference on Current Research in
Business Management, Social Sciences, Economics and Information Technology
(RBSEIT)**

September 24-25, 2022

Venue: Hotel Santika Seminyak Bali

Time: Registration & Kit Distribution (08:00 am 08:20 am)

Venue: Room 1

08:20 am 8:30 am	Introduction of Participants
08:30 am 8:40 am	Inauguration and Opening address
08:40 am 09:00 am	Group Photo & Award Ceremony

DAY 01 (September 24, 2022)

1st Presentation Session (09:00 am 11:00 am)

Venue: Room 1
Session Chair: Ms Novia

Paper ID	Manuscript Title	Presenter Name
Track A: Business Management, Economics, Social Sciences & Humanities		
RBSEIT-SEP22-BI103	Determinants for Readiness to be a Healthy City: A Case of Developing Country	Pensri Jaroenwanit
RBSEIT-SEP22-BI104	Interactive Marketing for the Enterprise under the Brand of Beauty City	Bundit Sawunyavisuth
RBSEIT-SEP22-BI105	Factors Affecting Customer Trust and Intention to Use Beauty Service Center: A Case Study of Khon Kaen City, Thailand	Saksuriya Traiyarach
RBSEIT-SEP22-BI106	Role of brand experiences in forming beauty city s destination brand and intention to revisit	Narissara Palusuk
RBSEIT-SEP22-BI107	Enhancing Brand Equity Through Brand Management In Thailand's Exporting Businesses	Cattaleeya Charpavang

Conference Day 02 (September 25, 2022)

Whether visiting from overseas or interstate, delegates and guests are free to discover Bali, Indonesia and its surrounds by their own (Optional)

TRACK A

BUSINESS, MANAGEMENT AND ECONOMIC STUDIES

Determinants for Readiness to be a Healthy City: A Case of Developing Country

^{1*}Pensri Jaroenwanit, ²Rattapon Hochin
³Tanapat Sansupun, ⁴Wichitwong Somwongsa
^{1,2,3,4}Khon Kaen University, Thailand

Keywords: Perceived usefulness, Perceived Value of Sustainability, City Image, Healthy City Advocacy

The World Health Organization (WHO) has supported livable cities as a key strategy for driving a healthy city. Especially in cities of developing countries with high growth prospects and complexity. Health cities must consist of wellness areas under the concept of a new health promotion that prioritizes prevention rather than the solution. Therefore, it is essential to study residents' perceptions of the usefulness, sustainability, and the city image that affect the attitude toward being a healthy city. This study aimed to investigate the determinant of a healthy city by studying the influence of the perceived value of usefulness, sustainability, and the city image that affects the attitude toward being a healthy city. This research is quantitative. The sample of this study is the population living in Khon Kaen Province, which is the 4th most populous province in Thailand. It used questionnaires as a research tool and analyzed data by Multiple Regression Analysis. It was found that city image had the most significant influence on attitudes to be a healthy city, followed by the perceived value of sustainability and the perception of usefulness. The result concluded that Making the Khon Kaen city image should be considered the first priority. Khon Kaen city image must be followed by the attribute of being a healthy city.

Interactive Marketing for the Enterprise under the Brand of Beauty City

* Bundit Sawunyavisuth
Khon Kaen University, Thailand

Keywords: Beauty city, Internal marketing, External marketing, Interaction marketing

The COVID-19 epidemic has caused the country to experience an unprecedented crisis, and the country's beautiful cities and enterprises are generating enormous revenue each year. Interactive marketing between enterprises and customers is important to study in the context of beauty enterprises and examined their effects on interactive marketing. This research aimed to examine the influence of internal marketing, external marketing, and interactive marketing on the beauty enterprises in Thailand. A quantitative research method was implemented with Structural Equation Modeling (SEM). Purposive sampling was employed, with the number of respondents reaching 400 people. The results show a strong relationship between beauty enterprises, internal marketing, external marketing, and interactive marketing. The findings of this study could be used as an informative framework for academics and practitioners.

Factors Affecting Customer Trust and Intention to Use Beauty Service Center: A Case Study of Khon Kaen City, Thailand

^{1*}Saksuriya Traiyarach,²Piyaporn Auemsuvarn

^{1,2}Khon Kaen University, Thailand

Keywords: Beauty Service Center, City Branding, Customer trust, Intention to use, Health and Beauty Destination.

Beauty Service Center is considered to be one of the most significant sectors in many countries as it generates a large amount of revenue. In Thailand, the government has been promoting this area as a part of medical tourism, emerging the country as a health and beauty destination and attracting international tourists. Additionally, many stakeholders, such as locals, retail stores, small, medium, and large enterprises, and transportation businesses, gain advantages from this industry. This study aims to explore factors affecting customer trust and intention to use Beauty Service Center in Khon Kaen, one of the big cities in Thailand. Derived from a sample of 400 domestic tourists visiting the Beauty Service Centers of Khon Kaen city and the structural equation modeling technique, the results reveal that medical-associated factors, technology, and brand reputation have strong positive effects on customer trust, which in turn affect customer intention to use beauty service center following Bagozzis (1992) reformulation of attitude theory with regard to the cognitive, affective and behavior sequence. The findings in this study also extend the body of knowledge in the literature and provide practical city branding implications for academics and practitioners.

Role of Brand Experiences in Forming Beauty Citys Destination Brand and Intention to Revisit

* Narissara Palusuk
Khon Kaen University, Thailand

Keywords: Beauty city, Destination brands, Tourist satisfaction, Revisiting intention

Healthcare tourism has become a key contributor to the tourist industry due to its rapid expansion. It entails individuals who regularly travel to different areas for medical, dental, and surgical care, as well as for tourism. The purpose of this paper is to examine the relationship between destination brand in the dimensions of sensory, affective, intellectual, and behavioural experience and tourist satisfaction with regard to their intention to revisit. Additionally, the study investigates the moderating influence of tourist satisfaction with transportation, accommodation, activities, and food outlets on the revisit intention. Using Structural Equation Modeling (SEM), a quantitative research approach was established. The number of respondents, which reached 400, was determined through purposive sampling. This study's findings might serve as an instructive framework for academics and professionals.

Enhancing Brand Equity through Brand Management in Thailand's Exporting Businesses

*Cattaleeya Charpavang

Maharakham Business School, Maharakham University, Thailand

Keywords: Brand Management; Brand Identity; Brand positioning; Brand Equity; Marketing Performance

The purpose of this research is to investigate the relationships among Brand management, brand equity, and marketing performance. The data was collected by mail survey questionnaires of Thai exporting firms by utilizing the resource-based view (RBV), Stakeholder theory, and structure conduct performance (SCP) to explain the conceptual framework. Marketing director/manager is assigned as the key informant of this research. The questionnaires were sent to 1000 marketing director/marketing managers who were key informants. With regard to the questionnaire mailing, 150 surveys were undeliverable because some firms were no longer in business or had moved to unknown locations. This study is intended to provide a clearer understanding of the relationships among Brand management, brand equity and marketing performance. This research makes an important contribution to theory. Advocating and expanding RBV and Stakeholder theory to explain our conceptual model in this study. According to the RBV of the firm, the differences in resources and capabilities lead to achieve competitive advantages and gain higher performance. Moreover, advocating and expanding structure conduct performance theory (SCP) explain the relationships between brand equity and marketing performance. From the results of this study reveals brand equity contribute to marketing performance. Thus, marketing segment should concern the major part of brand strategy that leads to competitive advantage. Because of brand equity leads to overall marketing performance.

UPCOMING EVENTS

You can find the details regarding our upcoming events by following below:

<http://bireacademy.com/conferences/>

VISION

*Building Global Community of
Research Scholars for better
society.*