BOOK OF CONFERENCE PROCEEDING

ICT4BL

Bangkok, Thailand | July 17-18, 2019

International Conference on IT, Communication and Technology for Better Life

Abstract Proceeding Book of

International Conference on IT, Communication and Technology for Better Life (ICT4BL)

July 17 - 18, 2019

Bangkok, Thailand

Abstracts Proceeding Book

of

International Conference on IT, Communication and Technology for Better Life

(ICT4BL)

FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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ORGANIZING COMMITTEE

Conference Chair
Krisna Adiyarta

Conference Coordinator
Santi Rahmawati
Astri Amanda

Conference Support
Almas Nabili Imanina

Information and Technology Support by Scholarvein Team

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference on IT, Communication and Technology for Better Life (ICT4BL) by Universitas Budi Luhur and Research Synergy Foundation as official partner held on July 17 – 18, 2019 at Novotel Bangkok Sukhumvit 20, Bangkok, Thailand.

The aim of Conference is to bring together leading academician, researchers and scholars to exchange and share their experiences and research results on all aspects of IT, Communication and Technology. ICT4BL 2019 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Bangkok, Thailand and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Krisna Adiyarta
Conference Chair of ICT4BL 2019

KEYNOTE SPEAKER

Prof. Dato' Ts. Dr. Aziz Deraman is presently a senior professor of Software specializing in software process, software management and certification. Currently he is the dean School of Informatics and Applied Mathematics of Universiti Malaysia Terengganu (UMT), Chairman of ICT Dean's Council of Malaysia, Advisor, Bidong Island Conservation Program for Yayasan Coral Malaysia, Board of Member of LPU (UMT) and KUIPSAS, and Vice President of Persatuan Olahraga Amateur Terengganu (POAT) and Chairman of Decision Committee for Software Certification Scheme for Malaysian Software Testing Board (MSTB). He is also affiliated with various organizations and industries as an adviser, panel, as well as resident consultant in information technology.

His current research interest is concerned primarily in the field of IT Strategic Planning, medical computing, development of agriculture and e-community portals, smart education management and community computing, information and education system. Prof. Aziz has successfully supervised more than 50 Doctorate and Masters students and published more than 200 articles and reports in local and international journals, proceedings, books and other media. He has been awarded the Unesco Fellowship, AIT-Bangkok (1988), Senior Scientist Visit Program to Uzbekistan – Renong Bhd (1995), Pingat Setia Mahkota Terengganu (2005) and Pingat Dato Paduka Mahkota Terengganu (2011).

KEYNOTE SPEAKER

Dr. Wendi Usino, is a Rector of Universitas Budi Luhur. He received his Bachelor Degree in Computer Science from Universitas Budi Luhur, Jakarta, and pursued his Master Degree in Computer Information Science at Coleman University, San Diego, USA. He also hold a Master Degree in Management, majoring in International Business. Wendi Usino completed his doctoral degree at Faculty of Information Science & Technology in National University of Malaysia and earned his Ph.D. in Computer Science. He has research interest which include information system development and acquisition, information technology management, electronic commerce, enterprise architecture, IT business and strategic planning.

Along with his academic career in teaching and research, he was appointed as National IT Consultant by International Labour Organization, IT Master Plan designer for Directorate of Mental Health, Ministry of Health of Republic Indonesia. He is also active as National Board Member of Indonesian Lecturer Association (ADI) and Association of Computing and Informatique Higher Education (APTIKOM). In research and conference, he is actively join as a member of IEEE and AIS (Association for Information System) especially at SIGBD (Special Interest Group in Big Data). Since 2006, he also involved in many national or international conferences as participants, chairman and keynote speaker.

CONFERENCE PROGRAM

Day 1- Wednesday | July 17, 2019
Venue : Thong-Lo
Novotel Bangkok Sukhumvit 20 Bangkok - Thailand

Time	Duration	Activities
08.30 - 09.20	50'	**Welcome Reception and Registration**
09.20 - 09.30	10'	**Welcoming MC**
09.30 - 09.40	10'	**Welcome Remarks**
		Dr. Krisna Adiyarta
		Conference Chair ICT4BL 2019
09.40 - 09.55	15'	**Welcome Remarks**
		Dr. Hendrati Dwi Mulyaningsih
		Co-Conference Chair and Chairman of Research Synergy Foundation, Malaysia
09.55 - 10.10	15'	**Opening Speech**
		Mr. Ahmad Rusdi
		Indonesian embassy of Thailand
10.10 - 10.20	10'	**Coffee Break**
10.20 - 11.00	40'	**Keynote Speech : " (Title of speech)"**
		Prof. Dato' Dr. Aziz bin Deraman
		Universiti Malaysia Terengganu, Malaysia
11.00 - 11.40	40'	**Keynote Speech : " (Title of speech)"**
		Dr. Wendi Usino
		Deputy Rector for Academic Affairs of Budi Luhur University, Malaysia
11.40 – 12.00	20'	**Award Ceremony & Group Photo**
12.00 - 13.00	60'	**Lunch Break**
13.00 – 17.30	270'	**Parallel Session**

Time	Duration	Activities
17.30 – 17.40	10'	**Closing Speech**
		Krisna Adiyarta
		Conference Chair ICT4BL 2019
17.40 - 17.55	15'	**Award distribution, Certificate Ceremony and Group Photo**
17.55 – 18.00	5'	**Closing MC**

Day 01

Thong-Lo

Wednesday, 17 July 2019
Session 1 (13.00 – 15.00)
Session Chair : Prof. Dato' Dr. Aziz bin and Dr. Wendi Usino **Track Industrial Engineering, Architecture, Finance Technology, Information Systems, Technical Information**

Paper ID	Author	Media	Paper Title
TBL19116	Dody Kurniawan	Oral Presentation	Pedestrian Transparent As One Of Education Means And Disable'S Friendly Case Study: Pedestrian'S Budi Luhur University - Jakarta
TBL19102	Dr. Jan stejtskal	Oral Presentation	Effectiveness of R&D expenditures supporting innovation - a case study of OECD countries
TBL19105	Viktor Prokop	Oral Presentation	Ways to boost firms' innovation within innovation ecosystems – case of European ICT firms
TBL19125	Imelda Imelda	Oral Presentation	Review Multi Factors Authentication For Financial Technology Using Biometric Features
TBL19127	Wuri Septi Handayani	Oral Presentation	Significant Relationships in The Value of Currency Exchange Rate in Southeast Asia
TBL19129	Rinny Meidiyustiani	Oral Presentation	Perceives Ease of Use, Level of Trust and Knowledge of The Use of Financial Technology
TBL19120	Anita Wahyu Indrasti	Oral Presentation	Determinants That Affecting Accounting Information System Success and Its Implication on Accounting Information Quality in ERP Environment (Empirical Study on the Indonesian Plantation Company)
TBL19113	Dewi Murtiningsih	Oral Presentation	Brand Trust As Mediation Variable Of Customer Relationship Management Influence On Student Loyalty

Afternoon Coffee Break : 15 Minutes

Day 01

Phloencit

Wednesday, 17 July 2019
Session 1 (13.00 – 15.00)
Session Chair : Dr. Petr Hajek and Dr. Krisna Adiyarta

Track Communication Technology, Cyber Communication, Digital Advertising, Digital Media, Technical Information, Tourism Information

Paper ID	Author	Media	Paper Title
TBL19108	Laksmi Rachmaria	Oral Presentation	Convergence and Political Economy of the Media in the Macarena segment of the Jakarta Delta Radio FM
TBL19104	Diajeng Herika Hermanu	Oral Presentation	On-Campus Public Relations Consultant (Final Task of Public Relations Consultants Initiation on STIKOM InterStudi Campus Jakarta
TBL19110	Arbi Cristional Lokananta	Oral Presentation	Interpersonal Communication Behavior Online Game Addict (Case Study On Mobile Legends Bang Bang Online Game Addict In South Tangerang, Indonesia)
TBL19111	Rahajeng Puspitosari Sari	Oral Presentation	Transformation Of Indonesia'S Public Relations Role In 4.0 Era
TBL19106	Nawiroh Vera	Oral Presentation	Semiotic Analysis of The Lies Theory on 'Sasha' Toothpaste Advertising
TBL19114	dudi iskandar	Oral Presentation	Postmodernism as a New Paradigm in Journalism Studies
TBL19118	Afri Asnelly Idroes	Oral Presentation	Csr Evolution: Overview Of Changes In CSR Implementation And Communication Pattern In Its Contribution To Tourism (CSR'S Study Of Tourist Village 'Seribu Bunga' Jorong Tabek, West Sumatra – 'Kampung Berseri Astra' Pt Astra Internasional Tbk.
TBL19119	Mohammad Agung Akhdani	Oral Presentation	Hate Speech On Social Media (Netnographic Studies On Facebook Fanpages 2019 Change The President)

Afternoon Coffee Break : 15 Minutes

Day 01

Wednesday, 17 July 2019
Session 2 (15.15 – 17.30)

Thong-Lo

Session Chair : Dr. jan stejtskal and Dr. Dewi Murtiningsih

Track Digital Business

Paper ID	Author	Media	Paper Title
TBL19107	Wiwin Windihastuty	Oral Presentation	The Application of E-Business Systems to Support Marketing Strategies Case Study on EEL Marketing
TBL19122	Ravindra Safitra Hidayat	Oral Presentation	The Customer Satisfaction in Buying Product by Using Media E-Commerce
TBL19123	Tjahjanto	Oral Presentation	Implementation of Technology, Efficiency, Knowledge, Risk on Trust Level of Fintech Used in MSMes in Tangerang City
TBL19124	Dewi Puspaningtyas Faeni	Oral Presentation	"What's Up Doc?" Cost Efficient, User Friendly, Patient Trust Level, Based On Hypnotherapy Mobile Application Method
TBL19130	Ratih Puspitaningtyas Faeni	Oral Presentation	Compensation, Organizational Culture and Relational Returns Toward Employee Engagement
TBL19131	Randy Eryll Endarwan	Oral Presentation	The Influence of Customer Relationship Management, Website Quality and Service Quality on Student Satisfaction
TBL19133	Berlian Karlina	Oral Presentation	The Determination of Customer Purchasing Decision through E-Business Model in Online Marketplaces
TBL19135	Safitri Juanita	Oral Presentation	Personalized E-Commerce Applications with Reports Feature
TBL19136	Ady Widjaja	Oral Presentation	The Relationship Between E-Service Quality and Customer Satisfaction Evidence on Online Transportation Services in Indonesia

Day 01

Phloencit

Wednesday, 17 July 2019
Session 2 (15.15 – 17.30)
Session Chair : Prof. Dato' Dr. Aziz bin Deraman and Afri Asnelly Idroes

Track Information Technology, Technical Information

Paper ID	Author	Media	Paper Title
TBL19109	Reva Ragam Santika	Oral Presentation	Analysis And Web Based Automation Student Attendance Model Using Radio Frequency Identification (Rfid) At Private Vocational High School In Jakarta
TBL19112	Windarto	Oral Presentation	Implementation Of Weighted Product Method In The Decision Support System Of University Selection In Australia
TBL19121	Indah Rahayu Lestari	Oral Presentation	Analysis of the Relationship Between Productivity and Technology Content in MSMes in Indonesia
TBL19126	Siswanto	Oral Presentation	The Best Route Selection and Internet Routing Application in Pt. Indosatm2
TBL19128	Basuki Hari Prasetyo	Oral Presentation	Implementation of Algorithm Topsis And ISO 9126 on The Selection of Employee Acceptance
TBL19132	Krisna Adiyarta	Oral Presentation	Identification of Rice Leaf Disease Based on Rice Leaf Image Features Using the k-Nearest Neighbour (k-NN) Technique
TBL19134	Nurwati	Oral Presentation	Parafrase Detection Based on Vector Space Model: A Study of Utilization of Semantic Network for Improving Information]
TBL19115	Wendi Usino	Oral Presentation	User Interface Analysis To Increase User Experience On Computer Based Test Application (Case Study Smk Negeri 4 Pandeglang)
TBL19137	Afrina Sari	Oral Presentation	Information on Tourism Communication Through Television Program in Improving Tourists Visiting Indonesia
TBL19138	Hillman Akhyar Damanik	Oral Presentation	Scalable Resilient Internal BGP: Fast Recovery Mechanism Provide Multi-Link Environment Carrier Ethernet Backhaul

List of Conference Attendees

ID	Attendee	Field of Study	Affiliation
TBL19103	Petr Hajek	Information Systems	University of Pardubice

Day 02

Thursday (July 18, 2019)
City Tour and Shopping Day
All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose

Track: Technical Information

Scalable Resilient Internal BGP: Fast Recovery Mechanism Provide Multi-Link Environment Carrier Ethernet Backhaul

Hillman Akhyar Damanik[1], Merry Anggraeni[2]

[1,2]Universitas Budiluhur

Abstract

Integrating multipath technology with routing between internal domains is one of the most promising trends in building a package routing policy system for the next generation. Especially in the growth of Ethernet business services and direct public and private cloud access has grown at a double-digit rate over the past few years, and no end has been seen. Offering lower costs per bit and lower bandwidth scalability, the popularity of Ethernet is also driven by unprecedented growth in network traffic. The use of video, mobility, the shift from TDM networks to IP, cloud services, smart cities, and the Internet of Things (IOT) are the main generators of that growth. However, it gradually changes the routing between current domains from one path to multipath failover routing is a difficult problem. There are studies that have been done previously on the BGP routing protocol method, the application of algorithms with the BGP method is only applied to connections with external BGP techniques or between US numbers on internet peering. In this paper, we studied the impact of implementing traffic routing policies on carrier Ethernet 802.1Q (dot1Q) and implemented i-BGP as a medium in Metro 802.1Q (dot1Q) for failover technology. The purpose of this paper is to propose and implement routing policies including policy expressions, firewall filters, route preferences, chain policies and policy statements in failover links in IGPs on routing deployment policies, using the Juniper Router Operating System. The results in the two methods used indicate that periodically the intervals in the graph clearly show a direct correlation between the average failure time. When the main link fails, the link will be connected or active, the secondary link will be idle and active. The process of switching paths from the link to the secondary link and so on will choose the round robin method. During the transfer process it does not take time, it can be interpreted as 0-5 seconds, or not packet loss. So if the average failover response for direct implementation requires only 0-2 seconds.

Keywords: i-BGP, Failover, 802.1Q Tunneling, Routing Policy

Brand Trust as Mediation Variable of Customer Relationship Management Influence on Student Loyalty

Dewi Murtiningsih[1]

[1]Universitas Budi Luhur

Abstract

The purpose of this research is to find out the influence of customer relationship management on student loyalty, customer relationship management on brand trust, brand trust on student loyalty, the role of brand trust in mediating the influence of customer relationship management on student loyalty. This research is an explanatory research. The total sample used in this research is 110. The sampling technique used is purposive sampling. Questionnaire is used as tool to collect data. The research tool used is Smart PLS. From the test result using Smart PLS, it can be concluded that customer relationship management significantly influences student loyalty, customer relationship management significantly influences brand trust, brand trust significantly influences student loyalty, and brand trust partially mediates the influence of customer relationship management on student loyalty.

Keywords: Customer Relationship Management, Brand Trust, Student Loyalty

User Interface Analysis to Increase User Experience on Computer Based Test Application (Case Study SMK Negeri 4 Pandeglang)

Aang Munawar[1], Wendi Usino[2], Nunung Nurmaesah1[3]

[1,2]Universitas Budi Luhur,[3]

Abstract

This study aims to analyze Usability to Computer Based Test applications through the User Experience approach in SMK Negeri 4 Pandeglang using Jacob Nielsen method using 5 variables namely, Learnability, Efficiency, Memorability, Error, and Satisfaction. this study starts from the low value of semester exam results using CBT. The population in this study are students of class XI year lesson 2015/2016 SMK Negeri 4 Pandeglang. The sampling technique of this research is saturated sample consists of 158 people. The results showed the level of user experience of the Computer Based Test application including the category strongly agree the results of the questionnaire assessment of respondents with an average value of 91.4% consists of variables Learnability, Efficiency, Memorability, Error, and Satisfaction, students feel comfortable when the exam using CBT and able to show the actual ability to do the work.

Keywords: Analisis, Usability, CBT, User Experience, Jacob.

CSR Evolution: Overview of Changes in CSR Implementation and Communication Pattern in Its Contribution to Tourism (CSR's Study of Tourist Village 'Seribu Bunga' Jorong Tabek, West Sumatra 'Kampung Berseri Astra' PT Astra Internasional Tbk.)

Afri Asnelly Idroes[1], Dyah Hasto Palupi[2], Wendi Usino[3]

[1,2,3]Universitas Budi Luhur

Abstract

The purpose of this study is to describe Astra's CSR initiative that are driven by company's values that are communicated in the form of KBA program. This study used qualitative method. Case studies have focused on Astra Kampung Berseri program in Jorong Tabek, Solok, West Sumatra which has sucesfully changed the village into a tourists village which is known andquot;Kampung Seribu Bungaandquot;. CSR implemented was driven by the company's values. Corporate communication becomes the spearhead for Astra in implementing KBA CSR. Through corporate communication, Astra shares its values to stakeholders. The synergy that was built in the implementation of CSR has made the community able to empower their potentials in developing the tourism village. In addition, tourism communication is also used in developing tourism at KBA Astra. Finally this study concluded that CSR that emerged from comporate initiatives resulted in beneficial value added in the long term for CSR stakeholders. can empower tourism potential and local wisdom in an area so as to provide value added to the community, where this value added will return to the company in the form of positif image enhancement and good reputation

Keywords: Corporate Communications, Corporate Responsibility, Kampung Berseri Astra, Tourism Communications, Stake Holders

Hate Speech On Social Media (Netnographic studies on facebook fanpages 2019 Change the president)

Mohammad Agung Akhdani[1], Nawiroh Vera[2]

[1,2]Universitas Budi Luhur

Abstract

Nowadays social media is one of the human platforms in interacting. The most widely used social media in the global community today is Facebook. Unfortunately the development of communication technology is often misused by certain people or groups to berate and slander each other. Social media is often a means to spread the utterance of hatred. Many cases of hate speech that we can see on social media. The purpose of this study is to see what forms of hate speech on social media are posted by Facebook fanpages 2019 Change President. The approach used in this study is descriptive-qualitative with the Netnography method. Netnography is a method used to see social or cultural phenomena that occur in cyber space. Phenomenon of hate speech by facebook fanpages 2019 Change the President to be analyzed by using four levels, namely media space, media documents, media objects and experience. The results of this study at the level of the media room, Facebook fanpages 2019 Change the President was used as a media that spread the utterance of hatred. at the level of media documents, content posted by facebook fanpages 2019 Change President in the form of writing, photos, memes, pictures and videos containing utterances of hate speech. At the level of the media object, one user with another user can interact through the comment column. However, the interaction that occurred in the comments column also indicated speeches of hatred. In the level of experience, this Facebook fanpages are used to invite or incite other users to also make an indication of the expression of hatred towards certain parties.

Keywords: Hate Speech, Netnography, Social media, Facebook Fanpages

Track: Information Systems

Determinants That Affecting Accounting Information System Success and Its Implication on Accounting Information Quality in ERP Environment (Empirical Study on the Indonesian Plantation Company)

Anita Wahyu Indrasti[1], Dewi Faeni[2], Indah Rahayu Lestari[3], Berlian Karlina[4]

[1,2,3,4]Universitas Budi Luhur

Abstract

Enterprise Resource Planning (ERP) systems are integrated software solutions that cover all aspects of a company's business. ERP implementation will affect the quality of information produced by the company. The financial statements used by organizations to provide financial information for decision making. This study aims to analyze the factors that influence the quality of accounting information in a work environment that has implemented an ERP system in its operational activities. These factors include the influence of user competence, organizational commitment and internal control by the company both directly and indirectly on the quality of accounting information, with the accounting information system as a mediating variable. This research was conducted on the main sector companies of the plantation sub-sector listed on the Indonesia Stock Exchange in 2017 which have implemented an ERP application system in its operational activities. The data used in this study are primary data with an analysis tool used in Structural Equation Modeling - Partial Least Squares (SEM-PLS). Based on the test results known that accounting information system success, organization commitment and user competence have significant relationship to the quality of accounting information. However internal control have no significant direct effect on the quality of accounting information. Internal control and organization commitment have significant affect to the accounting information system success, however user competence has no significant effect on the accounting information system success

Keywords: Enterprise resource planning (ERP), user competence, organizational commitment, internal control, accounting information systems

Track: Tourism Communication

Information on Tourism Communication Through Television Program in Improving Tourists Visiting Indonesia

Afrina Sari[1]

[1]Budi Luhur University

Abstract

The Indonesian Government's policy in developing the tourism sector, gave ideas to film people in making documentary films. documentary film making that presents the latest regions in various parts of Indonesia. The purpose of this study is to; 1) Analyze how the Tourism communication model is presented in the Traveling Community Documentary program on private TV and TVRI? 2) What are the main factors for local, national and international tourists that are used as reasons for traveling to tourism in Indonesia? The method used is a mixed method between qualitative and quantitative methods. This study uses a Qualitative Method by conducting observations and interviews, while the Quantitative method is used to obtain descriptive statistical analysis in concentrating data about the average perception of why travelers choose Traveling in Indonesian tourist areas. Primary data was taken by interviewing 20 tourists. Results show; 1) Tourism Communication Model presented in Dokumnter events involving the Community; program that involves the community that has a hobby of Traveling. The resulting broadcast exposes every region that is considered unique, the beauty of nature that can increase tourist visits to the region. 2) Factors that encourage visits: a. information on the presentation of documentary shows, b) interesting natural nature presented on TV. c. the narrator's way of expressing interest in visiting the area presented

Keywords: Information, Tourism Communication, Television Programs, Travelers

Track: Architecture

Pedestrian Transparent as One of Education Means and Disable's Friendly Case Study: Pedestrian's Budi Luhur University - Jakarta

Dody Kurniawan[1]

[1]Universitas Budi Luhur

Abstract

The existence of sidewalks (pedestrian lanes) in the campus environment is the main requirement for pedestrians, especially for the academic community with special needs (disabled people). The good condition of the road of the vehicle is not balanced with the condition of the sidewalk for pedestrians. The existing condition of the sidewalk (pedestrian lane) in Budi Luhur University campus is still found problems, namely the distribution of pedestrian paths with vehicles is not continuous even at some point the location does not have sidewalks. Another thing that is more important is the design of the sidewalk that can accommodate the safety and comfort of the quadriplegic and pedestrian groups which can be one of the educational facilities (transparent sidewalks). The need for sidewalks (pedestrian lanes) that can become educational facilities is in line with campus functions as an educational institution. From the formulation of the problem, descriptive research will be carried out. Descriptive method is carried out to make a description, description or painting systematically factually and accurately regarding the facts, characteristics and relationships between the phenomena investigated. This description is obtained through field observations, interviews and data from relevant agencies. The method of approach taken to achieve the predetermined goals is the Identification of Design Norms; Identification of Comparative Studies and Identification of Potentials and Problems. The results of this study are in the form of sidewalk redesign (pedestrian lane) that can accommodate the safety and comfort of pedestrians, especially the quadriplegic groups and sidewalks that can become educational facilities (transparent sidewalks).

Keywords: Transparent sidewalks, involuntary friendliness, Educational facilities

Track: Digital Media

Postmodernism as a New Paradigm in Journalism Studies

Dudi Iskandar[1]

[1]Budi Luhur University

Abstract

The reality of journalism has changed dramatically. The rapid development of communication and information technology is the main trigger. Communication and information technology is what causes the reality of journalism to change very radically. Because of this, contemporary journalism is not possible in an old perspective. The reality of journalism now requires a new perspective. This paper examines changes in journalism reality and offers a new perspective on journalism. Through a qualitative approach, the method of document analysis and literature study, this paper finds a new paradigm in looking at the reality of contemporary journalism, namely the postmodernism paradigm. A new perspective that is critical of modern journalism while offering an alternative view of the reality of contemporary journalism.

Keywords: postmodernism, paradigm, journalism

Track: Information Technology

Analysis and Web Based Automation Student Attendance Model Using Radio Frequency Identification (Rfid) at Private Vocational High School in Jakarta

Reva Ragam Santika[1], Ari Saputro[2], Safitri Juanita[3], Wiwin Windihastuty[4]

[1,3,4]Universitas Budi Luhur,[2]Universitas Bud Luhur

Abstract

The Objective of this research is to build a web-based attendance system using Radio Frequency Identification (RFID). Student identification cards fitted with RFID chips will be utilised to replace the manual attendance system at private vocational high school. The benefits of this system are many and include the following: (1) A reduction in the need to print paper time-sheets along with the resultant time and cost thisprocess requires. (2)Negating the need for collection and collation of time-sheets along with the time and and costs (3) this incurs, as well as the costs for any subsequent storage of such sheets (3) Reduce human errors in filling out of time-sheets as as well as errors which may occur during collation or, in communication associated from any absenteeism. (4) To provide a valuable data and information resource which can be quickly and easily accessed by staff. (5) To provide a real time information resource to parents about the presence, or not, of their children in school. (6)To minimise fraud and to additionally train students to be honest in recording their presence in class. (7)To provide important real time information to any relevant authority on the exact numbers and identities of the students in the school in the event of any emergency situation. The Development method used in this study is the Waterfall Software Development Life Cycle system and also uses 3 stages of Analysis which consists of the stages of analyzing system weaknesses, analyzing system requirements, and analyzing information needs. The Result of this study showed that the system can store 50 cards data of attendance and operate 8 hours non-stop with a distance between card and reader of 3 cm, with the limitation of delay time for about 15 minutes.

Keywords: Student Attendances, RFID, Private vocational school

Implementation of Weighted Product Method in the Decision Support System of University Selection in Australia

Ameliana[1], Windarto[2]

[1,2]Universitas Budi Luhur

Abstract

Choosing a university for high school students is the main thing for them to continue their study to a higher level. Today there are many universities, both at domestic universities and overseas universities. Each university began to offers based on prices, level of accreditation, the choice of departments, up to the facilities at the University. With the increasing number of universities, more students will find it difficult to determine the university they would choose. This is because there are too many suggestions to determine certain university from other people, expensive tuition fees, and there are still many students who do not have a mature plan to continue their study to a higher level. Velocity International Inc. is a company engaged in the field of educational consulting. The company has services to help students who want to continue their education abroad, by providing consultations on universities abroad, especially in Australia. During the consultation period, the counselor will provide many university choices to students and explain one by one about the university that will be offered. After getting an explanation from the counselor, there are still many students who have difficulty in choosing the university recommended by the counselor. This is caused informations and recommendations given by the counselors to students are still not appropriate. With this problem, the solution that might be needed is to make a decision support system application that can help to provide conclusions in the form of recommendations so it can be used as references for students to decide which university to choose. In this study, the method which applied to a decision support systems is the Weighted Product (WP) method. The criteria used in this study are cost, accommodation, major, and IELTS score whereas each non-interdependent criterion will be evaluated to produce several alternative choices. The result of this study are the realization of a decision support system that is able to produce recommendations for university selection for students.

Keywords: decision support systems, weighted products, university selection, counseling.

Analysis of the Relationship Between Productivity and Technology Content in MSMes in Indonesia

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Abstract

Entering the era of globalization, Indonesian MSMEs have experienced growth from years. Together with the development of MSMEs, but the use of technology, MSMEs in Indonesia are new to the use of information technology (IT). Although the utilization of information technology in MSMEs can improve business transformation in MSMEs, through speed, accuracy and efficiency of the exchange of information produced, the level of utilization of information technology in MSMEs is still low. Samples in this research are MSMEs in Indonesia. The results of this study are that technology innovation does not affect technology content, human resources have no effect on technology content, leadership does not affect technology content, information technology affects technology content, technology content affects productivity

Keywords: technology innovation, human resources, leadership, information technology, technology content

The Best Route Selection and Internet Routing Application in Pt. Indosatm2

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Abstract

The best internet routing and route selection is one of the important parameters together with other parameters such as network quality and capacity, network device reliability, and a good network monitor system, which must be considered by PT. IndosatM2 as an Internet Service Provider (ISP), thus supporting and creating internet service performance that is always maintained well from time to time according to the service level agreement for internet users as customers. During this time the process of selecting the best internet route and routing is carried out entirely by the network administrator, so that it cannot be done at any time and the existing alternative lines are checked one by one with a level of accuracy which often causes disruption due to lack of documentation and changes that have done, so that it needs to be built an application that does not require direct involvement of network administrators in serving the process of requesting the best internet routing and routing that can be done easily, precisely and quickly, changes made by the application, so as not to interfere with overall internet access, recorded on database for each change that has been made. The Best Route Selection and Routing Internet Application at PT. IndosatM2 will integrate and connect a web-based online application with network devices that are routers that interact with each other to run a script command on the router network device, that is, the script command from BGP routing protocol that is used between Service Providers on the internet to know and provide track information and the best routing to a particular destination, then run the ping script to find out the time lag to that destination, then the results obtained will be compared and selected for the smallest pause as the best path. can be accessed anytime and anywhere, it takes the user login to use it, the customer database is there as a cross check whether the request is correct from the customers of PT. IndosatM2

Keywords: Route Selection Application, Internet Routing, Router, Ping, BGP

Implementation of Algorithm Topsis And ISO 9126 on The Selection of Employee Acceptance

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[1,2,3,4]Universitas Budi Luhur

Abstract

One factor that can sustain a company is its human resources. The management of Human Resources of an enterprise is one of the important aspects to determine the success of the company. To get the capable human resources, the company implemented a strict employee acceptance of selection on applicants-applicants the work to fit the needs of the company. Recruitment of employees who happen to companies is done by posting jobs on various websites job seekers such as jobstreet.com and linkedin so much recruitment party received a letter job application from the applicants work. The cover letter in the recruitment process and feasibility considerations will be made in the applicant's qualifications to be eligible employees. The checks done by viewing one by one the files submitted by the applicants took a long time and are not effective and efficient and frequent occurrence of human error at the time of calculation of the value of the prosses each prospective employees as well as the subjective nature of the assessment so that the selected candidate was not the best candidate. In this study using TOPSIS algorithms so that the calculation and process of rank each prospective applicants are already using the application. To prove the feasibility applications use ISO 9216. So that the output of this research is an algorithm that is diimplementisikan to the application and that the application is worthy of being used by the user

Keywords: Algorithm, Resources.

Identification of Rice Leaf Disease Based on Rice Leaf Image Features Using the k-Nearest Neighbour (k-NN) Technique

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Abstract

Increasing productivity of rice plants is very important to offset the rate of population growth, because rice for most of the world's population is the main energy source. The phenomenon of degradation of fertility and disease in rice plants poses a serious challenge, prevention and control measures are needed. Health of rice is the main factor that influences productivity. Diseases of rice leaves include various fungal pathogenic diseases such as rice blast, brown spots and leaf blight. It is difficult to identify the type of rice leaf disease. This study discusses a digital image processing model for classifying rice leaf disease use the leaf image features. Experiments conducted in this study used three types of rice leaf diseases, namely rice blast, brown spots and leaf blight. The k-Nearest Neighbour algorithm was used as the main technique to classify the image based on its features such as features of shapes, patterns and feature colours. The results of the experiment showed that average of accuracy performance was 77% for the precision and recall was 74%

Keywords: Rice Leaf Disease, Digital Image Processing, k-NN, k-nearest Neighbor, Rice Leaf Image Features System

Parafrase Detection Based on Vector Space Model: A Study of Utilization of Semantic Network for Improving Information

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Abstract

Paraphrasing if seen in plain view does not really look like it, so we need a technique or model that is able to measure the level of similarity between documents that will compare these documents. Vector Space Model is a common approach model used to find similarities between documents. This study aims to find a system model that can be applied to paraphrase detection applications by utilizing semantic information as a tool that is integrated with the Vector Space Model. This study will use prototyping research strategies. The approach taken in conducting this investigation is to compare the performance of the system prototype developed according to the research hypothesis with a standard prototype where the prototype is built according to a standard framework. In its investigation, this research will use Confusionmatrix as the most popular tool in evaluating system performance using accuracy performance criteria, namely Precision and Recall. In this way it is expected that the semantic network model, data structure model and algorithm that can be integrated with the vector space model in an effort to produce a paraphrase detection system that has a perfect performance is expected

Keywords: Paraphrasing, Vector Space Model, Precision and Recall

Track: Communication Technology

On-Campus Public Relations Consultant (Final Task of Public Relations Consultants Initiation on STIKOM InterStudi Campus Jakarta

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Abstract

Modern organization theory refers to the effort to reach sustainable development goal including in educational institution which nowadays not only must complete academically but also have to develope their profit sustainability. Interstudi is the first educational institution in Indonesia which set up a Bechelor Degree in Public Relations, yet now faces heavy competition from other educational institution with the same program. This study aims to explore the potential of in-house PR in an educational institution as a learning implementation facility as well as a means to make an additional profit by establishing a PR business unit. The conceptual model of this study refers to the previous studies which focus on how to make a sustainable profit (sustainable development goal) in the context of educational institution. This study was conducted using a qualitative method through an internal interview with the owners, management, student and users. It also suggests comprehension of how in-house PR may function as a public relations fasility as well as a means to make an additional profit from a PR agency, such as PR Consultants, Event Consultants, PR Campaigns, or other external PR activities, by involving external users as the target audience. The result of this study provides a relevant suggestion for in-house PR in an educational institution to be established independently by optimizing the lecturers' role as an educator who will train the student or alumni as internal PR and external Consultant later on. The limitation of this study lies on the students who were involved as the PR Consultant; their lack of experience compared to a PR agency which has professionally existed makes it important to train and upgrade their PR skills. This study is also limited to the scope of educational institutions where a furthur study may try to implement a similar study approach with a focus on the exploration of in-house PR business unit.

Keywords: Public Relations Consultant, In-house Public Relations, Campus Business Units

Convergence and Political Economy of the Media in the Macarena segment of the Jakarta Delta Radio FM

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Abstract

This study aims to see how the commodification of content occurs in the Makarena segment on the Delta 99.1 FM Jakarta radio. Makarena Segment (Delicious Wednesday Food) is the only cooking program on Radio in Indonesia. This segment presents various recipes from all regions in Indonesia. This study uses a qualitative approach with a critical paradigm. The theory used in this study is the Economic Political Media from Vincent Moscow. Delta FM's research results through the Makarena Segment carry out a convergence process by integrating that segment by utilizing social media and the internet as an effort to adjust in the midst of intense competition in the media industry. Delta FM makes the content of the Makarena segment in such a way that it aims not only to carry out the functions of education, information or persuasion, but behind it all is aimed at the company's interests. Integration of the Makarena segment with new media can expand opportunities to sell content. Convergence has made an industrial, cultural and social paradigm shift in the media business. The digitization process provides great benefits for media companies. Conclusion: commodification is the method carried out by FM FM in the Makarena Segment by changing the value of program functions into commodity values.

Keywords: Commodification, Convergence, Radio, Industry

Track: Cyber Communication

Interpersonal Communication Behavior Online Game Addict (Case Study on Mobile Legends Bang Bang Online Game Addict in South Tangerang, Indonesia)

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Abstract

Technological advancements make everything develop, including the development of the game world. In the past, games can only be played on a computer. However, now it has been developed proven by the existence of online games that can be played mobile or can be played on smartphones using the internet. This is one of the advances of the era that emerged because of the internet. Addiction to online games is also growing due to the ease of playing games. One of the games that is being loved is Mobile Legends Bang Bang. Mobile Legends Bang Bang is a 5v5 match game directly against real opponents. fight in 3 aisles to fight enemy towers. 4 forest areas. 18 defense towers. 2 savage bosses. Then complete the classic MOBA map game. The ease of playing that can be accessed with smartphones that have the internet, makes the online game addicts interpersonal communication behavior develop. The researcher conducted a case study study on addicts online game Mobile Legends Bang Bang in South Tangerang, Indonesia using McClelland's Needs theory. The theory states that achievement, power or strength and relationships are three important needs that can help explain motivation. Achievement needs are a drive to exceed, achieve standards, and strive to succeed. Strength needs can make others behave in such a way that they will not behave otherwise, and relationship needs are friendly and intimate interpersonal desires in the environment.

Keywords: Interpersonal Communication, Behavior, Online Game Addict, Needs Theory

Transformation of Indonesia's Public Relations Role in 4.0 Era

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Abstract

Public Relations is a management function that connects internal and external parties within the company. In his work a public relations officer is required to adapt according to his era, given the role of a public relations as a bridge of communication with the public. Public Relations has undergone a transformation from the conventional to the digital era and openness, where certainly the way of life, work and relations of a Public Relations will change. The digital age means that the era of openness and use of computers and even the internet is commonplace for a Public Relations. This study aims to find out how the transformation of a public relations role to deal with era 4.0 in Indonesia. Research problem is how is the transformation of the role of Public Relations in the Era 4.0? this study uses a qualitative approach. The technique of data collection is done by using observation and in-depth interviews. This study uses the concept of the role of Public Relations with the theory of Artificial Intelligence. The results of this study mention that Transformation of the Role of Public Relations in era 4.0 experienced a shift in the way of working and Artificial Intelligence is considered to facilitate the work of a Public Relations. It's just that the role of Public Relations in this era of openness is irreplaceable. How to treat the public, speak, behave and the role of Public Relations as a good listener cannot be replaced by a robot

Keywords: Transformation, Role of Public Relations, Era 4.0

Track: Industrial Engineering

Effectiveness of R&D expenditures supporting innovation - a case study of OECD countries

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[1,2,3]University Of Pardubice

Abstract

Randamp;D expenditures have been proven to be a key determinant of innovation activities in all developed countries. These are primarily private sources of in-house research, government intramural expenditure on Randamp;D, research and development spending by universities and the public sector (e.g. public laboratories and research institutes). These expenditures are often part of public policies whose proper targeting and management should lead to allocation efficiency and optimal use of available production resources and funding. The aim of this paper is to analyze the effectiveness of these resources used to support Randamp;D activities in 36 OECD countries. We have used the available data from the OECD databases for 2014 and employed the DEA (VRS model) method. The output variable was % share of innovative firms and the GDP of the economy. The results confirm that the efficiency of allocated resources is considerably variable. Only a handful of countries have achieved maximum efficiency in the analyzed period (Estonia, Belgium, Ireland, Chile, South Korea, Mexico and New Zealand). At the end of the paper the results were discussed and practical recommendations defined.

Keywords: effectiveness, public policy, innovation, Randamp;D support, OECD countries

Ways to boost firms' innovation within innovation ecosystems case of European ICT firms

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Abstract

Latest studies show that innovation ecosystems have a significant impact on the ability to innovate and the firms' innovation absorption in different regions of the world, as well as in different industries. Therefore, the development of innovation ecosystems is at the forefront of interests of both entrepreneurs and the public sector and elected representatives. ICT firms are an important segment in all developed countries. These are firms that depend on the ability to produce innovation. Therefore, in this segment it is possible to realize the research focused on the impact and significance of the various determinants of innovation ecosystems. The aim of this paper is to analyse the various determinants of innovation ecosystem within ICT industries in 10 European countries. It is possible to find determinants influencing ICT firms' innovations across EU countries. We have found that andquot;information resourcesandquot; and andquot;ability to cooperateandquot; are main determinants with the highest influence on innovation outputs (and or course on firms' competitiveness). Knowledge transfer from academia or in-house research is also other important determinants. However, ICT firms prefer in-house research, or purchasing knowledge in the open market. The results can be used for definition of political implications and for preparing of public policies, including government spending programs.

Keywords: innovation ecosystems, determinant, ICT, cooperation, public policy

Track: Digital Advertising

Semiotic Analysis of The Lies Theory on 'Sasha' Toothpaste Advertising

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Abstract

This paper aims to analyze the Sasha toothpaste advertisement that was broadcast on mass media. Advertising is one form of communication consisting of information and ideas about a product that aims to influence the audience to the conative stage. The author is interested in analyzing Sasha's advertisement because there are several signs in the ad that are not in accordance with the reality in the Indonesian context, namely the content of siwak flakes on Sasha which siwak is a tradition of brushing teeth that refers to the Prophet Muhammad's recommendations as a sunnah. For the analysis needs of researchers using the theory of lies Umberto Eco. The method of this research is descriptive qualitative using semiotic analysis, where in the semiotics the analysis focuses on the signs contained in the ad text. The results of the study indicate that the sign conveyed in Sasha's advertisement is a false sign referring to the Eco teori. Based on observations and analysis on Sasha toothpaste advertisements, it can be concluded that andquot;Hijrahandquot; and andquot;Siwakandquot; are signs that can be used to lie. Even words, images can also be used to lie. This is what Umberto Eco meant by the Theory of Lies

Keywords: Semiotic, Theory of Lies, Advertisement

Track: Financial Technology

Review Multi Factors Authentication For Financial Technology Using Biometric Features

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Abstract

Financial Technology is increasingly needed in industry 4.0 testing the era of society 5.0. This need was triggered by the many brokers that made marketing a product very expensive. The existence of Financial Technology can eliminate brokers, cut the product marketing chain. The effect is that consumers can get products at affordable prices and good quality because of direct selling. The contribution of this research is to review multi factors authentication for Financial Technology that uses biometric features. The results of this study obtained recommendations for biometric features that are in accordance with user needs that can be used for Financial Technology

Keywords: biometrics, multi factors authentication, financial technology

Significant Relationships in The Value of Currency Exchange Rate in Southeast Asia

Wuri Septi Handayani[1], Amir Indrabudiman[2], Amri Amrulloh[3], Ratih Puspaningtyas Faeni[4], Dewi Puspaningtyas Faeni[5]

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Abstract

This study aims to investigate significantly among the exchange rates of several countries in Southeast Asia region. The data in this study consisted of mature currency exchange rates from Malaysia, Philippines, Thailand and Indonesia with standards converted into US dollars. This study uses a simple regression analysis model to see the sginifkan level that occurs, by proposing 4 simple regression models. From the research that has been done in getting results, that there is a significant relationship between the exchange rates of several countries in the region of Southeast Asia with the proposed model in the study

Keywords: Multiple regression, Exchange rate, southeast Asia, significant

Perceives Ease of Use, Level of Trust and Knowledge of The Use of Financial Technology

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Abstract

Financial Technology is a technology-based financial service that facilitates payment transactions anywhere and anytime. This study aims to analyze the utilization of ease of use of technology, the level of trust and knowledge of the use of Financial Technology (Fintech) in the era of society 5.0. Data analysis techniques in this study were analyzed quantitatively using the SEM - Partial Least Square (PLS) method. Test result shown that The R-Square value of the Fintech usage variable is 0.3920 or 39.2%. This means that 60.8% is influenced by other factors outside of this study

Keywords: perceives ease of use, level of trust, knowledge, financial technology

Track: Digital Business

The Application of E-Business Systems to Support Marketing Strategies Case Study on EEL Marketing

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[1,2,3]Universitas Budi Luhur

Abstract

In this study, the E-Business Application system will be built with the aim of system producing that can introduce Indonesian Eel products. Another goal is to expand the market and improve the quality of product sales because with the existence of an e-business application system as an information media, interactive communication between eel farmers and consumers will be good so the buyers needed be fulfilled properly. The results of the E-Business system design allow a company to connect with internal and external data processing systems more efficiently and flexibly. Marketing systems no longer focus on local communities as target, but also in the overseas community. E-Business is designed for contribute to problem solving, ensure customers can get information services. Guide visitors to be able to process purchases and payments by several methods such as bank transfers, cash on delivery and PayPal, the product payments will be confirmed by email. These facts are not only expanding the target market, but also creating global competition because the marketing system is not limited in certain region

Keywords: Eels farmers, Transfer, Cash on Delivery, PayPal

The Customer Satisfaction in Buying Product by Using Media E-Commerce

Ravindra Safitra Hidayat[1], Elizabeth Ginting[2]

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Abstract

The study aimed to identify the purchase of products through social media marketing e commerce and price of, customer satisfaction to know the impact of customer satisfaction, purchase of the decision to understand social marketing through e commerce, purchase of the decision and to know the customer satisfaction through direct impact of the decision in. online purchases. The result of this research was social marketing through e commerce on customer satisfaction is positive and significant. Influences the price of customer satisfaction is negative and significant, the influence of customer satisfaction in the purchase of the decision on the line is positive and significant, the influence of social marketing through e commerce of the decision to buy is positive and significant, the purchase price of the decision is negative and significant

Keywords: Social Marketing, E Commerce, Price, Customer Satisfaction, Purchase Decision

Implementation of Technology, Efficiency, Knowledge, Risk on Trust Level of Fintech Used in MSMes in Tangerang City

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Abstract

Micro, Small and Medium Enterprises (MSMEs) are increasingly growing with the development of technology, where MSMEs are one of the pillars of the strength of the Indonesian economy. Fintech is one of the drivers in helping to improve finance for MSMEs, especially those in the middle and lower classes. At least more than 40 Fintech businesses have emerged throughout 2017. By utilizing the development of Fintech, in addition to increasing efficiency in the financial sector also minimizing the risk of fraud and cybercrime in the financial sector. For this reason, it is necessary to increase knowledge to MSMEs regarding the benefits of using Fintech, so that the level of trust in MSMEs towards Fintech is increasing, and the use of Fintech is common

Keywords: Technology, Efficiency, Knowledge, Risk, Fintech

andquot;What's Up Doc?andquot; Cost Efficient, User Friendly, Patient Trust Level, Based On Hypnotherapy Mobile Application Method

Dewi Puspaningtyas Faeni[1], Rinny Meidiyustiani[2], Imelda Imelda[3]

[1,2,3]Universitas Budi Luhur

Abstract

Hypnotherapy is a new breakthrough counselling method based upon the power of subconscious effective for handling with psychosomatic anamnesis. Recently there are many obstacles for patients to visit specialists for counselling and therapy; such as heavy congested traffic condition and geographical distance between patients and psychologists, not to mention affordability of patients financial condition, negative stigma when someone's visits to psychiatrists or psychologists that cause mental blocking which may cause of the public's embarrassment and judgement of being mentally ill, also the negative social perception regarding visits to psychologists, reasons for reluctance to psychologists / psychiatrist. In regards to those problems the development of Mobile Applications known as andquot;What's Up, Doc?andquot; definitely provide effective solutions in diminishing such problems. This particular Mobile application has high accessibility and very users friendly, due to its accessibility of 24/7 and its availability. Less difficult and less hastles. The contribution of this study is to increase the patient's level of trust in psychologists / psychiatrists, the efficiency of transportation costs, risk, high accessibility 24/7 and is very user-friendly towards the use of hypnotherapy mobile applications andquot;What's Up, Doc?andquot;. The method used is SMART-PLS with the Slovin formula for determining respondents

Keywords: hypnotherapy, mobile applications, level of trust, efficiency, risk

Compensation, Organizational Culture and Relational Returns Toward Employee Engagement

Ratih Puspitaningtyas Faeni[1], Hakam Ali Niazi[2], Ravindra Safitra Hidayat[3]

[1,2,3]Universitas Budi Luhur

Abstract

This study focus on searches of internal and external influences on the prevention of drug use for students at the University of Budi Luhur, mediated the power of the subconscious method. Implementation model of hypnosis is expected to prevent the students of the University in order to avoid drug abuse. Model hypnosis for this money is used in deciding suggestion global among drug users, among others, by way of breaking the suggestion, but also induce the positive suggestions in alpha brain waves and tetha. Effective method of applying this model to stem the urge to use drugs. This study is a quantitative and qualitative. The methodology used is by distributing questionnaires, lab tests, simulations, tabulation of events, as well as interview techniques. Statistical measuring instrument used was STATA 15. The study population was the students of the University of Budi Luhur been exposed to drug abuse. Total respondents were 150 people use the calculation Solvin is non-probability purposive sampling. The result of this research is the development of hypnosis applicative models in the form of Apps

Keywords: Internal Factors, External Factors, Methods of Hypnosis, Prevention of Drug Abuse

The Influence of Customer Relationship Management, Website Quality and Service Quality on Student Satisfaction

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Abstract

This research aims to determine the influence of customer relationship management on student satisfaction, website quality on student satisfaction and service quality on student satisfaction. This research is an explanatory research, The population in this research were bachelor degree student (S1) in five Faculties of Budi Luhur University Jakarta who had taken 4th semester of education. Data was collected using a questionnaire that was tested for reliability and validity. The study sample used proportional random sampling with the number of respondents are 110 students. Data were analyzed by SEM-PLS. The results of this study are customer relationship management influences student satisfaction, website quality influences student satisfaction, service quality influences student satisfaction

Keywords: Customer Relationship Management, Website Quality, Service Quality.

The Determination of Customer Purchasing Decision through E-Business Model in Online Marketplaces

Berlian Karlina[1], Indah Rahayu Lestari[2], Anita Wahyu Indrasti[3], Dewi Feni Puspaningtyasi[4]

[1,2]Univeristas Budi Luhur,[3,4]Universitas Budi Luhur

Abstract

The obective of this research is to analyze factors that influence customer purchasing decision through e-business model in some onile market places in Indonesia. The e- Business model includes four aspects: product innovation, infrastructure management, customer relationship, and financial aspects. Each aspect consist some of critical element. Product innovation consist of value propositiom target customer, and capabilities. Infrastrusture management consist of activity configuration, partner network, and resources and assets. While customer relationship include information strategy, trust and loyalty. Financial aspect consist of revenue model, and cost structure. Data obtained in this study were primary data get through questionnaires, and quantitatvie approach was used in this study. 100 customers of online marketplace in Indonesia such as Shopee, Tokopedia, and Bukalapak. The analysis of the data has been performed according to conceptual framework developed from critical literature review in order to serve as a tool for deriving reliable and relevant conclusions. The results of this research are product innovation, infrastructure management, and customer relationship have significantly and positively influence on customer purchasing decision in online marketplace. While financial aspect is not contribute to the customer purchasing decision in online marketplace.

Keywords: Customer Purchasing Decision, E-Business Model, Online Marketplace

Personalized E-Commerce Applications with Reports Feature

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Abstract

E-Commerce is growing rapidly, this fact is seen by the increasing number of companies switching to using E-Commerce as a supporting tool in marketing their products or even making E-Commerce a business strategy by completely transforming traditional business transactions into online transactions. Seeing this, companies that use E-Commerce need financial management features that can help companies manage online sales transactions. The purpose of this study is to design and implement a report feature that functions as the company's Financial Management and management product in E-Commerce Applications. The methodology for this research is using the prototyping process which include stage initial prototype (using an HTML Programming language), user review of prototype (build application using PHP programming language and database MySql), Revise or refine prototype. The results of this research are E-Commerce applications that are personalized with Report Features can help companies to see reports relating to online sales so that corporate financial management and product management can be managed more quickly, accurately and can be accessed anywhere and anytime

Keywords: E-Commerce, Report Feature, Financial Management, Product Management

The Relationship Between E-Service Quality and Customer Satisfaction Evidence on Online Transportation Services in Indonesia

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Abstract

To date, in Indonesia, an online delivery service has become a new trend on selling transaction in urban community. The use of two-wheeled vehicle is the right for alternative service delivery, whether it is delivering the goods or deliver customers the intended place. PT. GOJEK is a company that provides services for the delivery-based android applications. customers only need an internet connection to use the service Gojek. This study examines the influence of customer satisfaction on customer loyalty against PT GOJEK Indonesia. As for the methods used for the collection of data using simple random sampling and to process data using Partial Least Square (PLS) as well as to review the analysis of the influential factors on the E-Service Quality and Customer Satisfaction using Importance Performance Analysis (IPA). The results of this research show that E-Service Quality is very effect on customer Satisfaction PT. GOJEK Indonesia so the PT GOJEK should retain customer satisfaction

Keywords: GOJEK, Application, driver

FUTURE EVENTS

July 25 – 26, 2019
International conference on Islamic Education Studies and Social Science
(ICISS)
http://icissconference.com

August 5 – 6, 2019
International conference on Public Administration, Policy, and Government
(ICPAG)
http://icpagconference.com

August 15 – 16, 2019
International conference on Law, Human Rights, and Cultural Studies
(ICLAHS)
http://iclahs.com

August 26 – 27, 2019
AIBEA: Australia Conference on Interdisciplinary Business, Economic and
Administrative Science Research (AIBEA)
http://aibeaconference.com

September 3 – 4 2019
International Conference on Anti-Corruption and Integrity
(ICOACI)
http://icoaci.com

September 11 – 12, 2019
International conference on Industrial Technology
(ICLAHS)
http://iconitconference.com

September 26 – 27, 2019
4th JIBUMS: Japan International Conference on Business, Management
Studies and Social Science (4th JIBUMS)
http://jibums.com

October 5, 2019
1st International Conference on Innovation in Education and Pedagogy
(ICIEP)
http://iciep. researchsynergy.org

ICT4BL

Bangkok, Thailand | July 17-18, 2019