



**Proceeding of International Conference On
Entrepreneurship And Business Management
(ICEBM 2013)**

NOVEMBER 21-22, 2013

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**TARUMANAGARA UNIVERSITY
JAKARTA, INDONESIA**

MESSAGE FROM THE GENERAL CHAIRMAN OF ICEBM 2013

Dear Colleagues,

On behalf of the ICEBM2013 organizing committee, I am honored and delighted to welcome you to the International Conference on Entrepreneurship and Business Management (ICEBM 2013). This conference is a continuation of a previously organized conference, ICEBM 2012 at Tarumanagara University, Jakarta.



The annual ICEBM conference aims to provide a high level international forum for researcher, academician, and practitioners to present and discuss recent research findings, ideas and philosophies, and applications in the field of Entrepreneurship and Business Management. I am delighted to learn that for this year's conference, many delegates are in attendance from different countries, including Germany, Finland, China, India, Australia, Philippines, Thailand, Malaysia, and Indonesia. Our technical program consists of 1 keynote speech, 2 plenary sessions with 4 high quality invited speakers, and 55 technical papers split in 3 parallel oral sessions.

The success of this conference is due to the effort of many people especially program chairs and organizing staffs which we gratefully acknowledge. We would like to thank the guest speakers, program chairs, organizing staffs, and conference participants for your sincere support and active participations.

I hope that you will find the conference and your stay in Bali both valuable and enjoyable.

General Chairman of ICEBM 2013

Lina, ST., M.Kom., Ph.D

OPENING SPEECH FROM RECTOR OF TARUMANAGARA UNIVERSITY

Distinguished Guests, Ladies and Gentlemen,

I am delighted to have the opportunity to give a welcoming speech on this International conference where the issues of Entrepreneurship, Business Management, and Sustainability (ICEBM 2013) will be addressed. And I believe these issues are crucial and important not only for our future business development but also for our planet where we live.

I would like to express my appreciation to all parties who have worked hard and organized this event. And I also would like to welcome all participants of this conference and for those who come from abroad, welcome to this beautiful island of Bali. I hope your trip to this conference becomes a pleasant trip.



The rapid development in technology particularly in the 21-st century has brought an impact in many aspects of human life. In broad, the issues can be categorized in four aspects i.e., technical or economic aspects, social, cultural, and political aspects. When these aspects are developed in an integrated fashion, the optimum results may be achieved. But how is the development of these aspects?

In technical aspect, we can witness how the nations in the world are competing to develop a advanced network system and also how the information technology changes. The convergence in many aspects of future network is in front of us. Many people are facing a dilemma if they cannot keep up with the cutting edge of the technology they will be left behind by the technology and the community. On the other hand if they develop the network system by themselves big effort and investment have to be prepared. In order to minimize the cost and energy, the synergy and shared development cannot be avoided.

In recent years, the issues of sustainability of the world have become interesting topic. Many conferences on this issue have been conducted as an independent topic related to energy saving and global warming. Very a few papers discuss this issue along with the entrepreneurial and cultural issues. In reality, we live in this world with the same technology but with different climate and cultures.

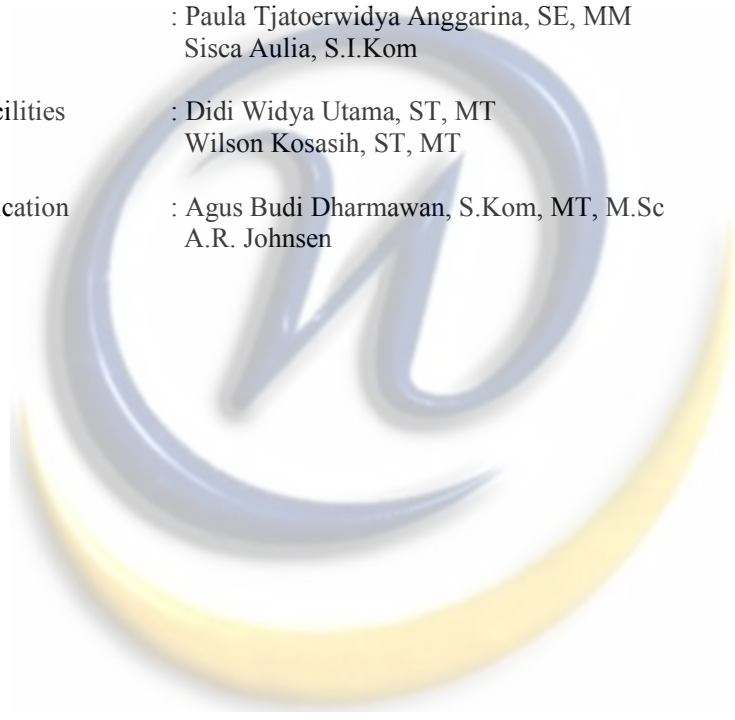
And therefore, today we meet in this conference to exchange the knowledge and the information in many aspects of the businesses, technology, entrepreneurship, and also cultures. I hope in this conference, the participants not only can share but also can learn on the issues of entrepreneurship, businesses, and sustainability. Have a great conference.

Thank you

Prof. Ir. Roesdiman Soegiarso, M.Sc., PhD.

ORGANIZING COMMITTEE

Conference Chair	: Lina, ST., M.Kom., Ph.D
Conference Secretariate	: Franky Slamet, SE, MM Hetty Karunia Tunjungsari, SE, M.Si
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ICEBM CONFERENCE AGENDA

NOVEMBER 21-22, 2013

Entrepreneurship and Business Sustainability

Day 1 (Thursday)

- 08.00-09.00 Registration
09.00-09.30 Opening Ceremony
- *Traditional dance*
- *Conference Chairman*
- *Bali Governor**
09.30-10.00 Welcoming Speech and Key Note Speaker
Rector of Tarumanagara University
10.00-10.30 Tea Break
10.30-12.00 Plenary Session I (Entrepreneurship and Business Sustainability 1)
Chong Chee Leong, Ph.D.
Dr.Rajendran Muthuveloo
Moderator: Jap Tji Beng, Ph.D.
12.00-13.00 Lunch Break
13.00-15.00 Paralel Session I
15.00-15.30 Coffee Break
15.30-17.00 Plenary Session II (Entrepreneurship and Business Sustainability 2)
Charles Saerang, Ph.D.
Prof. Vesa Routamaa
Moderator:
Dr. Sawidji Widoatmodjo, S.E., M.M.,M.B.A./Dr.Ir. Chairy, S.E.,M.M
18.00 Dinner

Day 2 (Friday)

- 08.00-10.00 Paralel Session II
10.00-10.30 Coffee Break
10.30-12.00 Paralel Session III
12.00 Lunch

Day 3 (Saturday)

Post Conference Tour

- 08.30-09.30 Taman Ayun
10.30-12.00 Bedugul
12.00-12.45 Lunch
13.30-14.30 Tanah Lot
16.00-17.00 GWK Watching Dance
18.00 Back to Sanur Beach Hotel

Room C1 : 13.00 -15.00
Thursday, November 21th, 2013
Session Chair : Vesa Routamaa

No.	Title	Author	Organization
1.	Turnover Intention Trend Among Commercial Banks In Penang, Malaysia	- Rajendran Muthuveloo	Tarumanagara University, Indonesia (Faculty of Economics), Indonesia Universiti Sains Malaysia (Graduate School of Business), Malaysia
2.	The Impact of Retirement Age On Organizational Commitment	- Keni	Tarumanagara University, Indonesia
3.	Enterprise Agility, Network Structure And Government Support On Firms' Performance: A Study Of Sme Housing Developers In Indonesia	- Mulia Pamadi	Universiti Sains Malaysia, Pulau Pinang, Malaysia
4.	Designing Ng-Braille (Nomographs Braille) To Develop Basic Entrepreneurial Skills of Blind Children	- Imam Ferly Hasan - Ninda Arum Rizky Ratnasari - Wahyu Ikhsannudin	State University of Yogyakarta, Indonesia
5.	Revitalising the Indian Economy Through Entrepreneurial Mentoring	- Sharayu Bhakare	Symbiosis College of Arts and Commerce, Pune, India
6.	Entrepreneurial Finance and Indonesian Banks' Mergers	Ishak Ramli	Tarumanagara University, Indonesia

Room C2 : 13.00 -15.00
Thursday, November 21th, 2013
Session Chair : Tumbeswara Rao Una

No.	Title	Author	Organization
1.	The Influence Of Psychological Characteristic On Entrepreneurial Intention Among Undergraduate Students	- Artarina D A Samoedra	Widyatama University, Indonesia
2.	The Effects of Macro Environmental Factors on Information and Communication Technology Usage by SMEs in a Developing Country	- Md Shah Azam	Curtin University, Australia
3.	Measuring The Effectiveness of Entrepreneurship Education Using Satisfaction Matrix : A Case Study of Islamic University Of Indonesia	M. Furqon Ardhy Waspada	Islamic University of Indonesia, Indonesia
4.	Determinants of Firm Value and Debt Policy As Moderating Variable at Manufacturing Companies That Distribute Dividend	- Rina Adi Kristianti	Magister Management, Tarumanagara University, Indonesia
5.	A Conceptual Framework For Social Entrepreneurship: A New Perspective For Government-Link Social Enterprises In Malaysia	- Saiful Adli Mokhtar	Multimedia University and Universiti Selangor, Malaysia
6.	Natural and Organic Skin Care Perception: A Study In Jakarta	- Lianti Raharjo	BINUS International, Jakarta, Indonesia

Main Room : 13.00 -15.00
Thursday, November 21th, 2013
Session Chair : Yeni Anna Appulembang

No.	Title	Author	Organization
1.	Gender Differences In Entrepreneurial Intentions	- Endi Sarwoko	Fakultas Ekonomi Universitas Kanjuruhan Malang, Indonesia
2.	THE mFactor For Women Entrepreneurs	Lata Krishnan	Mahatma Education Society's Mahatma Night Degree College of Arts & Commerce, India
3.	Development and Design Of Internship Search Information System Website For Multimedia Nusantara University Students	- Enrico Siswanto - Johan Setiawan	Multimedia Nusantara University, Indonesia
4.	Marketing Evolution of French Bean As High Value Commodity Through Relationship Marketing	- Agriani Hermita Sadeli - Hesty Nurul Utami	Agribusiness Department, Faculty of Agriculture, Universitas Padjadjaran, Indonesia
5.	Business transfer and business development in SMEs	- Elina Varamäki	Seinäjoki University of Applied Sciences, Finland
6.	Learning Process and Business Sustainability: Case Studies of Young Entrepreneurs In Bandung	- Rr. Ida Nuraida	Economics Faculty of UNPAR, Bandung, Indonesia

Room C1 : 08.00 -10.00
Friday, November 22nd, 2013
Session Chair : Rina Adi K

No.	Title	Author	Organization
1.	The Development of Entrepreneurship Study and Entrepreneurship Education	- Wina Christina	Universitas Ciputra, Indonesia
2.	Business Mentor Hipmi Formation As A Model of Student Entrepreneur	- Muladi Wibowo	UNIBA Surakarta, Indonesia
3.	The Design of SME Mapping For Improving The Competitive Advantage and Kur Distribution At Kabupaten Tasikmalaya	- Kartika N	Faculty of Economics, Tarumanagara University Jakarta, Indonesia
4.	Business Environment and Sustainability Performance of Informal Social Microenterprises (Isms) in Developing Countries-Qualitative and Quantitative Evidence	- Eijaz Ahmed Khan	CGSB Australia
5.	Innovation To Mbote As the Seasoned Flour	- Hari Minantyo - Michael Ricky Sondak - Prasetyon Sepsi	Culinary Business, Ciputra University, Indonesia
6.	Emotional Intelligence And Workplace Spirituality: The Mediating Effect By Servant Leadership	Bonar Hutapea	Tarumanagara University

Room C2 : 08.00 -10.00
Friday, November 22nd, 2013
Session Chair : Lata Krishnan

No.	Title	Author	Organization
1.	The Influence of Psychological Capital to Work Engagement and Organizational Citizenship Behavior	- Rostiana - Ninawati Lihardja	Tarumanagara University, Indonesia
2	Consumer Perception On Purchase Intention Towards Koa Hang: An Exploratory Survey In Sakon Nakhon Province	- Jitti Kittilertpaisan	Sakon Nakhon Rajabhat University, Thailand
3.	Implementation of Corporate Social Responsibility For Urban Tourism In Surabaya	- Agoes Tinus Lis Indrianto, S.S, M. Tourism - I Dewa Gde Satrya, S.E, M.M - Alfon Wicaksi, S.T	Ciputra University, Indonesia
4.	A Study on Factors Influencing The Intention to Purchase Counterfeits of Luxury Brands	- Norizaton Azmin Mohd Nordin	Multimedia University, Malaysia
5.	Practices of Business Start-Ups Among Government Retirees In Malaysia	- Mariati Norhashim	Multimedia University, Malaysia
6.	The Relationship Size, Leverage, Ownership, Profit, Auditor Size and Intellectual Capital Disclosure Influence to Stock Price	- Ardiansyah Rasyid	Tarumanagara University, Indonesia

Main Room : 08.00 -10.00
Friday, November 22nd, 2013
Session Chair : Elina Varamäki

No.	Title	Author	Organization
1.	The Consequences And Meaning Of The Relationship Between Creativity, Intellengence And Personality To Entrepreneurship Achievement Of Universitas Ciputra Graduates	- Tony Antonio - Lucy Christina	Ciputra University, Indonesia
2.	Social Entrepreneurship In Educating The Poor Students : A Case Study of SMA Selamat Pagi Indonesia at Batu, Malang	Iwan Prasodjo	Economics Faculty, Tarumanagara University, Indonesia
3.	State of Entrepreneurial Learning To Students In Technology Institutes In India	- Tumbeswara Rao Una	Mudra Institute of Communications Ahmedabad (MICA), India
4.	Local Fruits Competitive Advantage Through Consumer Attitude On Product Quality	- Hesty Nurul Utami - Agriani Hermita Sadeli	Agribusiness Department, Faculty of Agriculture, Universitas Padjadjaran, Indonesia
5.	Perspectives of Tour Guides Toward Accent Discrimination	- Niña Sibulo Cruz - Erika Bianca Simon Lim - Arianne Francesca Padre Quiazon - Kristianne Mara Torres - Melissa Kristine Posadas Uy - Lizette Alfonso Vicente - Nicole Bolarde Voll	University of Santo Tomas, Philippines
6.	Online Dating Site Scam Modes	- Wiriana - Theda Renanita	Faculty of Psychology Universitas Ciputra, Surabaya, Indonesia

Room C1 : 10.30 -12.00
Friday, November 22nd, 2013
Session Chair : Sharayu Bhakare

No.	Title	Author	Organization
1.	Corporate Governance, Annual Report Disclosure, And Internet Financial Reporting Index	Septian Bayu Kristanto	Krida Wacana Christian University, Indonesia
2.	Budget Friendly Marketing For StartUps – Empirical Study of Seo Success Factors	- Richard Lackes	Department of Business Information Management at Technical University Dortmund, Germany
3.	Teenager’s Attitude Toward Sex In Advertising : Boys Vs Girls	Meike Kurniawati	Tarumanagara University Indonesia
4.	Consumers’awareness on Marketing Ethics In Consumer Product (A Study on 10 Consumer Product Companies In Indonesia)	- Miharni Tjokrosaputro - Paula Tjatoerwidya Anggarina	Tarumanagara University, Jakarta, Indonesia
5.	Aspects Of Planning & Growth	- Teddy Tandaju - Meitty Wongkar	Unika De La Salle Manado, Indonesia
6.	Can A Destination Be Branded?	Teddy Tandaju	Unika De La Salle Manado, Indonesia

Room C2 : 10.30 -12.00
Friday, November 22nd, 2013
Session Chair : Ninawati

No.	Title	Author	Organization
1.	The Role of Perceived Organizational Support (POS) in Turnover Intention with Organizational Commitment as Mediating variable	- Yeni Anna Appulembang - Agustina	University of Tarumanagara, Jakarta, Indonesia
2.	Ethlishthos (Ethnic And Stylish Kenthos*): Entrepreneurial Innovation Craft of Snake Fruits Seeds Waste Utilization in Turi's Village Home Industry, Sleman, Yogyakarta	- Ninda Arum Rizky Ratnasari - Muhamad Ridwan	State University of Yogyakarta, Sleman, Indonesia
3.	Effect of Intellectual Intelligence, Emotional Intelligence and Spiritual Intelligence Ethical Attitudes of Accounting Students S1 Education University of Ganesha Singaraja	- I Made Pradana Adiputra	Universitas Pendidikan Ganesha, Singaraja, Indonesia
4.	Management Information System For Cooperative Abdi Kerta Raharja Based On Cloud Computing Strategy	Winarno	Department of Informatics Engineering, Universitas Multimedia Nusantara, Indonesia
5.	Factors Affecting Purchase Intention In Foreign Banks In Indonesia: Toward Asean Economic Community	- Patria Laksamana - Ignatius Septo Pramesworo	Graduate School, Perbanas Institute, Indonesia
6.	The Role of Motivation In The Entrepreneurship : A Case Study of Women Entrepreneurs In Surabaya	- Liliani	Ciputra University, Indonesia

Main Room : 10.30 -12.00
Friday, November 22nd, 2013
Session Chair : Meike Kurniawati

No.	Title	Author	Organization
1.	The Influence of Low Price Guarantee on Consumer Evaluation Is Moderated By Brand Name	Galuh Mira Saktiana	Tarumanagara University, Jakarta, Indonesia
2.	Employees' Soft Skills: A Managerial Perspective	- Idris Osman	Universiti Teknologi Mara Kampus Bandaraya Melaka, Malaysia
3.	Utilization and Evaluation SAP ERP Program as Excellent Program of Campus Creativity	- Nurul Hasanah Uswati Dewi	STIE Perbanas Surabaya, Indonesia
4.	Evaluating Service Quality In Higher Vocational Education	- Aisyah Larasati	Universitas Negeri Malang, Indonesia
5.	A Theoretical Review Of Entrepreneurship; The Effect Of Religiosity To The Performance	Mohammad Arief	Faculty of Economics and Business, Trunojoyo University, Indonesia
6.	Quality of High Tech Product Marketing – A comparative study between Chinese and European Telecommunication companies in Saudi Arabian Market	- Abdullah Saleh Alshetwi	School of Economics & Management Beihang University, Beijing, China
7	Creating a Brand Equity Embroidery in District IV Angkek Agam District West Sumatra	Whyosi Septrizola	Faculty of Economics, Padang State University, Indonesia

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