

JADWAL ACARA
SEMINAR NASIONAL DAN CALL FOR PAPERS
SUSTAINABLE COMPETITIVE ADVANTAGE – 4
Purwokerto, 19 November 2014

Waktu	Ruangan	Keterangan
08.00 – 08.30 WIB	Gedung Roedhiro Fakultas Ekonomi dan Bisnis UNSOED	Registrasi Peserta
08.30 – 08.38 WIB		Pembukaan
08.38 – 08.45 WIB		Menyanyikan Lagu Indonesia Raya
08.45 – 09.10 WIB		Opening Ceremony
09.10 – 09.20 WIB		Sambutan Ketua Panitia
09.20 – 09.30 WIB		Sambutan Dekan FEB Unsoed
09.30 – 10.10 WIB		Keynote Speaker (Hendra Lesmana)
10.10 – 10.50 WIB		Pembicara Utama
10.50 – 11.45 WIB		Tanya Jawab
11.45 – 12.00 WIB		Pemberian Kenang-kenangan, Foto Bersama dan Penutup
12.00 – 12.50 WIB		Istirahat, Sholat dan Makan
12.50 – 13.05 WIB	Pemberangkatan Peserta Call For Paper Menuju MM Kloter 1	
13.05 – 13.20 WIB	Pemberangkatan Peserta Call For Paper Menuju MM Kloter 2	
13.20 – 13.30 WIB	Gedung MM FEB UNSOED	Kedatangan dan Registrasi peserta Call For Paper
13.30 – 15.00 WIB		Call For Papers Session 1
15.00 – 15.30 WIB		Sholat dan Coffee Break
15.30 – 17.00 WIB		Call For Papers Session 2
17.00 – 17.15 WIB		Penjurian
17.15 – 17.30 WIB		Pengumuman Pemenang dan Penutupan Acara

**JADWAL PRESENTASI MAKALAH
PESERTA TRACK HUMAN RESOURCE
MANAGEMENT RUANG: BOUGENVILE**

Moderator : Siti Zulaikha

Waktu	Presenter	Judul	Track
13.30–14.00 WIB	Enny Noegrahani H Idi Setyo Utomo Amanda Nathalia S	Analyze Influence Of Personality Traits And Environmental Factors On Entrepreneurial Intentions	HRM
	Hermin Endratno Hengky Widhiandono	Student Entrepreneurship Intentions (Comparative Study Between Students Of Economics Faculty Of Ump And Students Of Economics Faculty Of Unsoed)	HRM
	Lilis Siti Badriah	The Development Of Innovation And Entrepreneurship As Effort To Confront In Era Of Asean Economic Community 2015	HRM
14.00–14.15 WIB	Sesi Tanya Jawab		
14.15–14.45 WIB	Susilo Toto Raharjo	Effect Of Adaptation Capabilities And Human Resources Excellence In Process Performance To Improve Product Quality Performance In Small And Medium Enterprises In Central Java	HRM
	Wawan Sukmana Irman Firmansyah	Problematica Analysis Non-Financial Performance Of Local Government Enterprises In West Java : Application Analytic Network Process Method	HRM
	Yelli Eka Sumadhinata	The Relationship Between Employee Productivity Of Work Culture (Case Study: Natasha Skin Care, Supratman Bandung)	HRM
14.45–15.00 WIB	Sesi Tanya Jawab		
15.00–15.30 WIB	Coffee Break		
15.30–16.00 WIB	Yuni Siswanti Istiana Rahatmawati	Effect Of Visionary Leadership And Motivation To Organizational Performance (Study In Small And Medium Enterprises (Smes) Giriloyo Batik Association In Bantul, Yogyakarta)	HRM
	Wiwiek Rabiatul Adawiyah	Determinants Of Employeeperformance With Job Satisfaction As Mediator: Studies In The Office Of Public Service	HRM
	Mhd. Gowon Her Sugondo	General Approach To Learning Performance Measurement	HRM

16.00–16.15 WIB	Sesi Tanya Jawab		
16.15–16.55 WIB	Yuni Siswanti Krisnandini Wahyu Pratiwi Charlita Permatasari	The Role Of Job Satisfaction In Mediation The Effect Of Transformational Leadership To Employee Performance	HRM
	Dina Mellita Trisninawati	Technopreneurship Of Woman Owned Small Medium Entreprises: Strategy Palembang City In Asean Economics Community 2015	HRM
	Ratno Purnomo	Culturing The Change In Organization	HRM
	Purbudi Wahyuni Sugiyanto	The Effect Of Intergroup Knowledge On Autonomy Of Smes In The Heiratege Region As Tourist Destination (Study In Gajah Wong River Region)	HRM
16.55-17.10	Sesi Tanya Jawab		



**JADWAL PRESENTASI MAKALAH
PESERTA TRACK MARKETING 1
RUANG: SAPHIRE
Moderator : Weni Novandari**

Waktu	Presenter	Judul	Track
13.30–14.00 WIB	Afifudin Adnan Bernadin Dwi, M	Analysis Of The Factors Influencing The Behavior Of Consumers Against Purchasing Decision Two Cards, Gsm And Cdma Providers On Students Upn Veteran Jakarta	MAR
	Alisa Tri Nawarini	Impact Of Individual Shopping Value Orientation Toward Student Online Purchasing Behavior (Empirical Study At Faculty Economics And Business Unsoed)	MAR
	Cecep Hidayat	Entrepreneurial Orientation And Market Relations, Innovation, As Well As The Company's Performance	MAR
14.00–14.15 WIB	Sesi Tanya Jawab		
14.15–14.45 WIB	Dika Supyandi Yayat Sukayat Mahra Arari Heryanto	Organic Rice: A Strategy To Increase Farmer Product Competitiveness (A Case Study At Bandung Regency, West Java)	MAR
	Dwi Siti Tjiptaningsih Lina Aryani	The Influence Of The Quality Of Service And Customer Satisfaction To Customer Loyalty	MAR
	Firda Fadillah Hartiwi Prabowo	Analysis The Influence Of Service Quality And Brand Image Towards Consumer Satisfaction And The Effect On Repurchase Intention Pt. Diva Karaoke (Study Case: Diva Karaoke Salemba)	MAR
14.45–15.00 WIB	Sesi Tanya Jawab		
15.00–15.30 WIB	Coffee Break		
15.30–16.00 WIB	Junita Rati Yuliniar	The Influence Of Celebrity Endorser Bunga Citra Lestari On Decision And Quality Product Purchase Soap Lux	MAR
	Rd. Much. Jusup Nurgraha	Designing Business Models Home-Based Business Model By Using A Canvas	MAR
	Nursya'bani Purnama	The Model Of Cellular Telecommunications Services Quality Improvement	MAR
16.00–16.15 WIB	Sesi Tanya Jawab		

16.15–16.45 WIB	Nugroho J. Setiadi Agoestiana Boediprasetya Prita Evandari	The Islamic Fashion’s Creativity Among “Hijabers” In Sukabumi: An Empirical Study Of Islamic Fashion’s Attribute	MAR
	Pusporini Hariyanto Ridwan	Analysis Of The Influence Of The Quality Of Service Of Hospital Patient Satisfaction Prikasih	MAR
	Sambudi Hamali	The Influence Of Innovation To Business Performance On A Small Apparel Industry Bandung	MAR
16.45– 17.00 WIB	Sesi Tanya Jawab		



**JADWAL PRESENTASI MAKALAH PESERTA
TRACK MARKETING 2
RUANG: MEETING ROOM PASCA SARJANA
Moderator : Refius Pradipta Setyanto**

Waktu	Presenter	Judul	Track
13.30–14.15 WIB	Pipin Sukandi	Relationship Between The Atmosphere Food Court Campus With Buying Decisions By The Student	MAR
	Sugeng Rianto Qori Al Banin	The Influence Of Partnerships And Entrepreneurship With Respect To Distribution Channels, As Well As Its Influence On Business Performance Of Small Medium Enterprises In Brebes Regency	MAR
	M. Tekad Agung Euis Soliha	Service Quality, Image And Customer Satisfaction In An Attempt To Increase The Loyalty Of The Fisherman	MAR
Sesi Tanya Jawab			
14.15–14.45WIB	Mega Sakirah Nobelson	The Influence Of Quality Of Product, Pricing, Brand Image To The	MAR
	Mohammad Hamim Sultoni	The Role Of E-Commerce As Marketing Strategy Small Medium Enterprise (Smes) To Improving Competitive Advantage In Level Marketing Asean (A Case Study At Smes In Malang City).	MAR
	Sri Murni Retno Widuri	The Role Of Universities In The Development Of Batik In Purbalingga	MAR
14.45–15.00 WIB	Sesi Tanya Jawab		
15.00–15.30 WIB	Coffee Break		
15.30–15.50 WIB	Trisninawati Irwan Septhayuda	Role As A Business Plan For Improving Business Success (Case Study Smes Under The Guidance)	MAR
	Izzati Amperaningrum Ninda Utami Ridanti	Influence The Price, Brand Image, Product Quality And The Ads Against The Car Buying Decision Daihatsu (Case Study On Car Owners In The City Of Bekasi Daihatsu)	MAR
15.50–16.05 WIB	Sesi Tanya Jawab		

**JADWAL PRESENTASI MAKALAH PESERTA
TRACK MANAJEMEN OPERASIONAL
RUANG: JADE
Moderator : Ekaningtyas Widiastuti**

Waktu	Presenter	Judul	Track
13.30–14.15 WIB	Dimas Hardiansyah Teguh Sriwidadi Ennynoeграhени	Analyze The Raw Materials Inventory Control Of Production In Pt. Putracipta Jayasentosa	OPR
	Heni Nastiti	Analysis Of Product Quality Control Method Of Statistical Quality Control (Sqc) (Case Study : In Pt “ X” Depok)	OPR
	Imam Nuryanto Ida Farida	Waiting Line Theory As A Tool For Decision Making In Smes (Study : Smes Motorcycle Wash Semarang)	OPR
14.00–14.15 WIB	Sesi Tanya Jawab		
14.15–14.45 WIB	Luciana Spica Almilia Nurul Hasanah Uswati Dewi	The Role Of Increasing The Use Of Technology In Teaching And Learning Process	OPR
	Susilo Toto Raharjo	Effect Of Adaptation Capabilities And Human Resources Excellence In Process Performance To Improve Product Quality Performance In Small And Medium Enterprises In Central Java	OPR
	Saladdinwirawan Effendy	Audits Of The Managementsystem Of Occupational Health And Safety (Ohsas) 18001 At Kayuagung General Hospital	OPR
14.45–15.00 WIB	Sesi Tanya Jawab		
15.00–15.30 WIB	Coffee Break		

15.30–16.00WIB	Uswatun Hasanah Faidal Saniman	Implementation Of Non-Financial Performance As A Strategy To Counter The Mea	OPR
	Daryono Jaryono	Administration For Rural Innovation Development Model Of E-Government Based Information Technology	OPR
	Heriyanto Dina Mellita	Supply Chain Management And Empowerment Of Smes: Strategy To Handle Asean Economic Community 2015	OPR
16.00–16.15 WIB	Sesi Tanya Jawab		
16.15–16.25 WIB	Lena Ellitan	Role Of Business Partnership To Enterprise Resource Relation To Performance And Growth Of Sme, In Indonesia	OPR
16.25– 16.35 WIB	Lina Rifda Naufalin	The Influence On The Provision Of Reinforcement And Learning Facilities In Schools To Learning Achievement Of Create Subject A Class Xi Student Office Administration Program Expertise Smk Negeri 1 Surakarta In Academic Year 2009/2010	OPR
16.35-16.50 WIB	Sesi Tanya Jawab		

**JADWAL PRESENTASI MAKALAH PESERTA
TRACK FINANCE AND ACCOUNTING 1
RUANG: TOPAZ
Moderator : Intan Shaferi**

Waktu	Presenter	Judul	Track
13.30–14.10 WIB	Abdul Mukti Zulfahmi Dahlia Pinem	The Effect Of Investment Decisions, Financing And Dividend Policy Decisions On Firm Value In Manufacturing Companies Listed In Indonesia Stock Exchange (Idx)	F&A
	R. Ait Novatiani Muhammad Fauzi	The Effect Of Audit Internal To Bad Debts Prevention	F&A
	Destiana Setyaningrum Adi Wiratno Sukirman	The Effect Of Owners Education, Owners Accounting Knowledge, Corporate Culture, And Business Life Partially On The Use Of Accounting Information In Small And Medium Enterprises (Smes) Moderated By Environmental Uncertainty Variables (Empirical Study Of Smes That Produce Superior Products In Banyumas District)	F&A
	Dihin Septyanto Bob Kertopati	Analyze Establishment Of Portofolio Using Markowitz And Single Index Model On Stock That Are In Lq45 Index In Indonesian Stock Exchange (Idx) 2009 – 2013 Period	F&A
14.10–14.25 WIB	Sesi Tanya Jawab		
14.25–14.55 WIB	Dewi Utari Ni Putu Eka Widiastuti	Analyze Relationship Deffered Tax Expenses With Earning Management	F&A
	Septiono Budi Santosa Sudarto Bambang Sunarko	Analyze Influence Of Ldr, Bopo, Size, Lar And Nim Towards Npl Of Conventional Bpr In Central Java (Period 2010 -2012)	F&A
	Izzati Amperaningrum Yusuf Fadillah	The Influence Of Corporate (Gcg) And Corporate Social Responsibility(Csr) On Financial Performance Company Mining Sektor Registered In Indonesia On Stock Exchange Period Year 2009-2013	F&A
14.55-15.10 WIB	Sesi Tanya Jawab		
15.10–15.30 WIB	Coffee Break		

15.30–16.10 WIB	Jubaedah Anita Nopiyanti Wahyudi	Financial Ratio And Business Cycle In Property And Real Estate Companies Listed At Indonesian Stock Exchange (Idx)	F&A
	Sukeci Wiwiek Rabiatul Adawiyah Najmudin	The Influence Of Liquidity, Leverage, And Activity Ratios On Profit Growth Of Consumer Goods Industries Listed In The Indonesian Stock Exchange	
	Lasmanah Vina Dewinta Fitriani	Financial Performance Analysis And Its Impact On Stock Price At Index Bisnis27 Period 2009-2013	F&A
	Jajang Badruzaman Dedi Kusmayadi	Model Of Good Financial Governance In Badan Amil Zakat Tasikmalaya	F&A
16.10–16.25 WIB	Sesi Tanya Jawab		
16.25–16.35 WIB	N. Agus Sunarjanto Herlina Yoka Roida	Forecasting Of Financial Distress Business Macro, Small, And Medium In Indonesian	F&A
16.35–16.45 WIB	Nurul Safitri Munasiron M	Stock Repurchase And Influencing On Companies Listed In Bei	F&A
16.45–17.15 WIB	Riswan	The Importance Of Financial Management As A Tool To Evaluate The Business Financial Performance Of Smes In Indonesia In Aec Era 2015	F&A
	Indra Suyahya	Baitul Maal Wat Tamwil Capital Assistance As An Alternative Micro Small And Medium Enterprise (Case Study Of Bmt El Shifa South Of Jakarta)	F&A
	Slamet Ribut Wahyuning Bambang Sudiyatno	The Factors That Affect Stock Returns On Companies Listed On The Indonesia Stock Exchange	F&A
17.15–17.30 WIB	Sesi Tanya Jawab		

**JADWAL PRESENTASI MAKALAH PESERTA
TRACK FINANCE AND ACCOUNTING 2
RUANG: EMERALD
Moderator : Sulistyandari**

Waktu	Presenter	Judul	Track
13.30–14.10 WIB	Kurniawan	Factors Influencing Access To Finance Of Small And Medium Enterprises (Smes) In Central Java Brebes	F&A
	Valentino Sitanggung Desmintari	Effect Of Dividend Policy and profitability To Value Shares In Companies Listed In Indonesia Stock Exchange (Idx) 2013	F&A
	Yuli Yuliani Havid Sularso Agus Sunarmo	Analysis Of Revenue Realization In Public Hospital Of Tasikmalaya Regency	F&A
	Fitriasuri Titan Terizaghi	Accounting Globalization: Implementation Of Indonesia Ifrs Convergence And The Obstacle For Smes	F&A
14.10–14.25 WIB	Sesi Tanya Jawab		
14.25–14.55 WIB	Wahyudi Tri Siswantini	Measuring The Health Of Banks By Financial Ratios Analysis Using Ordinal Logistic Regression Method	F&A
	Ary Yunanto Daryono	Analysis Comparison The Profitability Of Smes Before And After Go Public In Indonesian Stock Exchange	F&A
	Meutia Karunia Dewi Sofiatul Khotimah Novita Puspasari	Researches Of Students Financial Literacy In Economics And Business Faculty Jenderal Soedirman University : A Learning Implication In University	F&A
14.55-15.10 WIB	Sesi Tanya Jawab		
15.10–15.30 WIB	Coffee Break		
15.30–16.35 WIB	Havid Sularso Dwiwiyati Astogini Aghastama Firmandha Kharisma Putra	The Performance Analysis Of State Commercial Bank In Purwokerto	F&A
	Winda Surya Nawang Wulan Marlina	Analysis Trhee Factor On Dividend Policy On Manufacturing Companies Registered In Indonesian Stock Exchange (Idx)	F&A
	Aji Tri Kurniawan Sudarto Sri Lestari	Analisis Faktor-Faktor Yang Mempengaruhi <i>Capital Adequacy Ratio</i> (Car)	F&A
	Yanuar Herdi Brata Ni Putu Ekawidiastuti	Decision the Auditor's Dilemma In Giving Audit Going Concern Opinion financial Reporting	F&A
	Dian Purnomo Jati	Dividend Policy And Corporate Risk	F&A

16.25–16.35 WIB	Sesi Tanya Jawab		
16.35–17.05WIB	Intan Shaferi Sri Retno Handayani	Identification Of Financial Management Online Business Opportunity	F&A
	Atiek Sri Purwati	The Factors That Affect The Quality Of Financial Reporting On Smes In Banyumas	F&A
	Feri Eko Agus Safrudin Erna Hernawati	The Effect Of Profit Or Loss Company, Company Size And Kap Size Of Audit Reportlag	F&A
17.05–17.20 WIB	Sesi Tanya Jawab		



**JADWAL PRESENTASI MAKALAH PESERTA
TRACK ECONOMICS
RUANG: RUBI
Moderator : Daryono**

Waktu	Presenter	Judul	Track
13.30–14.00 WIB	Dijan Rahajuni	Evaluation Of The Savings And Loans Institution Pnpm Mandiri Perdesaan Order To Alleviate Poverty (Case Study In Banyumas Regency)	Eco
	Lia Amaliawiati Asfia Murni	The Effect Of Asean –China Free Trade Area (Acfta) On Indonesia Trade	Eco
	Moh. Deni Mustofa Vina Septiana Permatasari	Waqf Management And Zakat Education As A Solution For Economy Improvement Through Linkage Programme On <i>Umkh</i> Facing In Asean Economics Community(Aec) 2015	Eco
14.00–14.15 WIB	Sesi Tanya Jawab		
14.15–14.45 WIB	Sapto Jumono Sugiyanto	Indonesia Banking: The Model Of Response Credit Commercial Banks , <i>Vector Error Correction Model (Vecm)</i> Based	Eco
	Sugartiningsih	Effect Of Productivity Of Indonesia And Appreciation Of The United States Dollars For Indonesian Exports To The United States Period 1988-2012	Eco
	Mochamad Sugiarto Abdul Aziz Ahmad	Role Of Agro Ecology In Generating Income Of Cattle Farming In Banjarnegara	Eco
14.45–15.00 WIB	Sesi Tanya Jawab		
15.00–15.30 WIB	Coffee Break		
	Sugiyanto Sudarwan	Cointegration Model Of Indonesia Capital Markets With Regional Capital Markets	Eco
	Sumarna Pradja	Support Capability Sea Communication Sectortofacingasean Economic Community : Opportunity And Challenge	Eco

15.30–16.00 WIB	Bambang Suprpto	The Synergies Between Local Economic Development (Led) Policy And Rural Development To Increase The Competitiveness In The Village	Eco
16.00–16.15 WIB	Sesi Tanya Jawab		



16.15–16.45 WIB	Agustin Susyatna Dewi Oke Setiarso Nunik Kadarwati	Socio-Economic Study Of Cultivation Business Ducks In Pesurugan Village, Kecamatan Margadana Tegal	Eco
	Chandra Suparno	Integrated <i>Waqf</i> And Education Model : Alternative Strategy To Commemorate Asean Economic Community 2015	Eco
	AsfiaMurni Apriwandi	The Role Of Chiang Mai Initiative Multilateralisation (Cmim), Asean+3 Macroeconomic Research Office (Amro) And A Single Market Product Base In Economics Development Strategy Facing Asean Economic Community (Aec)	Eco
	Lukiyana Ari Soeti Yani	Analysis Of Scheduling Project (Network) Arrangement Kampung Deret Rt 006 / Rw 013 Kelurahan Tugu Utara Kecamatan Koja Jakarta Utara	Eco
16.45– 17.00 WIB	Sesi Tanya Jawab		

