Tenth International Conference on Entrepreneurship and Business Management (ICEBM 2021)

Exploring Prospective Business to Accelerate Economic Recovery

Advances in Economics, Business and Management Research Volume 653

Jakarta, Indonesia 18 November 2021

Editors:

Teoh Ai Ping Tsai Shieunt-Han Keni

ISBN: 978-1-7138-5779-2

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2022) by Springer Nature All rights reserved. Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Springer Nature The Campus 4 Crinan St. London N1 9XW United Kingdom

www.springernature.com

Printed with permission by Curran Associates, Inc. (2022)

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400

Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

TABLE OF CONTENTS

Differences in the Effect of Occupational Safety and Health on Employee Performance in the Production and Non-Production Divisions of Manufacturing Company "X" in Cikupa District	1
Overcoming Entrepreneurial Challenges with Big Data Analytics Adoption to Accelerate Economic Recovery: Evidence from Malaysian Small Medium Enterprises	7
The Integrative Effects of Board Diversity, Firm Reputation, and Innovation Vis-A-Vis Firm Performance	13
The Effect of Sustainability Behavioral Control on Sustainable Entrepreneurship Among MSMEs in Jakarta and the Greater Area: The Role of Sustainable Intention	19
The Effect of Leverage, Earning Power, and Sales Growth on Earnings Management Moderated by Corporate Governance	26
Understanding the Purchase Intention of Female College Students on Green Packaging Beverage Products Between Taiwan and Vietnam	34
Factors Affecting the Profitability of Banking Companies Listed in Indonesia Stock Exchange	40
Using USR as Course Field in Business Ethical Teaching and Social Practice	48
The Efficiency and Stability of the Islamic-Banking Industry in Indonesia, Malaysia, and the Middle-East	57
The Effect of Personal Qualities, Family Environment, Attitudes, Subjective Norms and Self-Efficacy on Entrepreneurial Intentions	66
The Influence of Interest Rates, Exchange Rates, and Money Supply on Jakarta Composite Index (JCI)	73
Determining Factors of Dividend Premium for Manufacturing Company on IDX	77
Improving Experiential Quality and Experiential Value to Satisfaction and Revisit Intention to Lake Toba During Pandemic	83
The Effect of Operating Cash Flow, Net Working Capital, and Earning Quality on Cash Holding of Consumer Goods Companies	91

The Prediction of Purchase Intention Based on Digital Marketing, Customer Engagement, and	0.0
Brand Preference	98
The Relationship of Chinese Yuan Renminbi, US Dollar, Australian Dollar, and Euro Exchange-	
Rate Against Rupiah Using Vector-Autoregression Method	104
Tongam Sinambela, Melda Melda, Paiaman Pardede	
Gender, Diversity Management Perceptions, Workplace Happiness, and Organizational Citizenship	
Behavior	113
Elvi Elvi, Hetty Karunia Tunjungsari	
The Effect of Capital Structure, Profitability on Firm Value with Interest Rates as Moderating	
Variable	119
Rini Tri Hastuti, Veronica Carolina	
Looking Forward to Travel Abroad Again: An Empirical Study of People Intention to Travel in the	105
Pandemic Covid-19 Era	125
The Effect of Consumer Motivation (Social and Empowerment) on Online-Purchase Intention	
Mediated by the Trust Towards Retailers on Social Media	133
Nur Hidayah, Rodhiah Rodhiah	
The Development of Sustainable Destination Marketing Model: An IPA Result of Tanjung Lesung	
Tourism Area	140
Chairy Chairy, Hetty Karunia Tunjungsari, Frangky Selamat	
The Implementation Practices of Total Quality Management and Its Impact on Employee	
Performance	146
Linda Lidyawati, Bambang Rismadi, Riyan Septian Nirwan	
Analyzing the Factors Influencing Lecturers' Financial Satisfaction in Indonesia	152
Khairina Natsir, Agus Zainul Arifin	
Recommendation Quality and Perceived Serendipity as Predictors of Customer Loyalty: The	
Mediating Role of Decision Satisfaction	161
Aldo Prasetyo, Keni Keni, Teoh Ai Ping	
The Impact of Mergers on the Performance of Conventional Banks in Indonesia	167
Margarita Ekadjaja, Halim Putera Siswanto, Rorlen Rorlen	
Construction of Teaching Mode of Real Market Practice	172
Te-Tsai Lu	
Promoting Manila Chinatown as a Tourism-Destination Hub	179
Jeetendra Vaswani	1//
The Impact of Financial Flexibility and Business Risk on Capital Structure with Firm Size as a	
Moderating Variable	186
Yanti Yanti, Emillia Sastra, Timothy Brian Kurniawan	
Creating a Model of Effectiveness Evaluation for the CEFE Method Entrepreneurship Training	
with Logic Model Approach and Based on Participant Needs	195
Sawidji Widoatmodjo	

Tax Avoidance Strengthens Customers' Concentration on Tax Aggressiveness Before an Tax Amnesty Period	
Estralita Trisnawati, Elizabeth S. Dermawan, M. F. Djeni Indrajati The Effect of Consumer Innovativeness on Purchase Intention of New Smoothhood with 1	Vi gori que
The Effect of Consumer Innovativeness on Purchase Intention of New Smartphone with Innovativeness and Perceived Value as Mediations	
The Role of Government Support and Networking on Business Success Among Beginner Entrepreneurs Fostered by Jakpreneur	
The Role of Social Media in Enhancing Business Performance	223
The Impact of System Quality, Perceived Value, and Brand Personality, on Behavior to S in the Online Streaming Service	
The Role of Attitude in the Purchase Intention of Indonesian Muslim Men Towards Hala Care Products	
The Moderation of Corporate Governance in the Effect of Surplus Free-Cash-Flow on Ea Predictability	e e
Investor Bias Behavior in Investment Decision Making	248
The Roles of Effort Expectancy, Attitude, and Service Quality in Mobile Payment Users Continuance Intention	253
The Role of e-WOM Towards Value Co-Creation on Sharing Economy Platform in Indo Hidayat Syamsoeyadi, Miharni Tjokrosaputro	nesia259
The Perception of Chartered Accountant Professionals on the Opportunities for Implement Private-Entity Financial Accounting Standards	
The Effects of Liquidity, Company Growth, and Net Working Capital on Corporate Cash Among Manufacturing Companies Listed in Indonesia Stock Exchange During 2015 - 20 I Gede Adiputra, Nataherwin Nataherwin	
The Effect of Investment Decision, Funding Decision, and Profitability on the Firm Valu Consumer Goods Industry Registered in Indonesia Stock Exchange During 2017-2020 Carelia Sherine, Hendra Wiyanto, Herlina Budiono	
Brand Identity Relevance and Co-Existence with Star Power	288
The Effectiveness of Business Essentials Through Action Module in Developing Entrepr Thinking	

Does Entrepreneurial Marketing Affect the Growth of Small Businesses During the Covid-19	201
Pandemic?	301
The Use of Social Media to Enhance the Performance of Small and Medium Scale-Businesses	306
The Economic Recovery of People in the Post-Pandemic Era: An Example of Online Fitness-Platform in Taiwan	311
Shieunt-Han Tsai, I-Hsun Yang	
MACAN Museum's Strategies in Retaining Art Tourism Visitors During Covid-19	318
The Impact of Profitability and Monitoring Function of the Board and Audit Committee on CSR Disclosures	324
Hisar Pangaribuan, Agus Sriyanto	
Organizational Humor: A Review	331
Factors Influencing Earnings Management Practices	336
The Effects of Strategic Competence, Ethical Competence, Entrepreneurial Orientation, and Network Competence on Culinary-Business Growth in Belitung Island	344
The Effect of Industrial-Specialized Auditors, Financial Performance, and Corporate Diversification on Earnings Management Novita Sari Dewi, Widyawati Lekok	350
Factors Affecting Financial Difficulty	358
Hadi Cahyadi, Andy Andy, Henryanto Wijaya, Susanto Salim, Alya Imharabbania P., Josephine Gabriella	
An Exploratory Study of the Relationship Between Logistics Driver Competency and Work Performance by Using Occupational Competency Standard	366
The Effects of Business Model Innovation, Efficiency Growth, and Revenue Growth on MSME Performance in Tangerang City, Banten Province, Indonesia	372
The Influence of Market and Learning Orientation on MSME Business Performance Mediated by Innovation	379
Nadya Indira Hakim, Andi Wijaya	
S-Commerce Cues as a Predictor of Repurchase Intention: Customer Satisfaction as Mediating Variable	385
Sherly Sherly, Keni Keni	
Factors Determining Cash Holding in Manufacturing Companies	391

The Determinants of Customer Satisfaction of Electronic Wallets with the Mediation of Perceived Value in Jakarta	397
The Impact of Country of Origin, Celebrity Endorsement, and Electronic Word of Mouth (eWOM) Towards Purchase Intention	402
The Determinants of Reputation of Institution and Its Implications for the College Decision in Private-Owned Higher Educational Institution in LLDikti Region III Jakarta	408
The Effect of Proactive Action, Innovation and Risk Taking on Business Performance	413
The Effect of Innovation, Risk-Taking, and Proactiveness on Business Performance Among MSMEs in Jakarta	419
The Influence of Financial Literacy, Parental Socialization, Peer Influence and Self-Control on Saving Behavior	426
Communication Strategy for the Empowerment of MSMEs During the Covid-19 Period in Indonesia Through PT PII Share	433
The Effect of Knowledge Sharing and Entrepreneurial Leadership on Batik Business Performance in Madura During the Pandemic Era	439
The Covid-19 Pandemic and Financial Internship: A Taiwan Technology University Case Study	447
Transformational Leadership Impact on Organizational Effectiveness	452
The Determinants of Irrational Investment Decisions Among Individual Investors in Indonesia Stock Exchange	460
Partnership Pattern of Digital Collaboration Between Regional Leaders and Micro Businesses	467
The Application of Herfindahl-Hirschman Index in Measuring the Concentration Level of Financial-Technology Industry	474
Entrepreneurial Orientation, Market Orientation, and Organizational Culture on Business Performance	478
Profitability Effect on Smoothing of Income with Size of Firm as Moderating Variable in Manufacturing Corporates	485

The Effective Use of Semiotics in Marketing Communication to Create Product Relevance Through Naming Strategy	492
Michael Adhi Nugroho	
The Influence of Financial Reporting Quality, Debt Maturity, and CEO Career Concerns on Investment Efficiency	499
Elsa Imelda, Erika Chandra Wijaya, Claudia Gita Hapsari	
The Influence of Strategic Agility on Organizational Performance During Pandemic: A Perspective of SMEs in Manufacturing Sector	506
Shanmuganathan Palanisamy, Shankar Chelliah, Rajendran Muthuveloo	
Shaping Intention Among Students in Environmental Entrepreneurship Through Entrepreneurial Education and Environmental Concern	512
Bernadeta Setia, Kartika Nuringsih	
The Impact of Brand Identification, Social Media Marketing, and Brand Satisfaction Towards Brand Loyalty in the Indonesian Food and Beverage Sector	519
Meilia Japiana, Keni Keni	
The Effects of External Audit, Independent Commissioner, and Firm Size on Earnings Management	526
Michelle Kristian T., Halim Putera Siswanto	
The Role of Financial Behavior in Shaping the Sustainability of Financial Satisfaction Among	
Millennials in Jakarta	534
Vivian Patricia, Kartika Nuringsih	
Source Credibility, Perceived Quality, and Attitude Towards Brand as Predictor on Purchase	
Intention of Local Beauty Products	541
Yulianti Yulianti, Keni Keni	
The Effect of Consumer Engagement as a Mediation Variable on Brand Experience and Brand Loyalty on E-Commerce in Covid-19 Pandemic	547
Calvin Wijardi, Miharni Tjokrosaputro, Maria Ekarista, Ariel Krisnaputra	
The Short-Term Effect of the Announcement of Covid-19 Pandemic in Indonesia on the Consumer	
Goods Industry	554
Hendro Lukman	
Factors Determining MRT Users' Satisfaction During Covid-19 Pandemic	560
Miharni Tjokrosaputro	
The Effects of Capital and Liquidity on Profitability with Credit Problem as a Moderating Variable	
Among Conventional Commercial Banks	568
Yohana Ndaro Bata, Estralita Trisnawati, Herlina Budiono	
The Effect of Attitude, Health Consciousness, and Environmental Concern on the Purchase	
Intention of Organic Food in Jakarta	575
Steffen Jonathan, Miharni Tjokrosaputro	
Factors Affecting Employee Retention at PT X in Tangerang, Banten Province, Indonesia	583
The Success Factors of Insurance Marketers Using the Digital System of Customer Applications in	
Insurance Companies	588
Meiliyah Ariani, Zulhawati Zulhawati	