

1st International Conference on Economics and Banking 2015

(ICEB-15)

**Advances in Economics, Business and Management Research
Volume 5**

**Jawa Barat, Indonesia
26-27 May 2015**

Editors:

Herry Achmad Buchory

Martha Fani Cahyandito

ISBN: 978-1-5108-0765-5

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© (2015) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=ICEB-15>

Printed by Curran Associates, Inc. (2015)

For permission requests, please contact Atlantis Press
at the address below.

Atlantis Press
29 avenue Laumière
75019 Paris
France

contact@atlantispress.com

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

MARKETING

MEASURING DIMENSIONS OF BRAND PERSONALITY	1
<i>Gatot Wijayanto</i>	
TOWNS ANALYSIS TO IMPROVE COMPETITIVENES AT WEST JAVA BATIK INDUSTRY	6
<i>Nur Hayati, Dede Suryana</i>	
GREEN BANKING CONCEPT AS A POSITIONING STRATEGY TO GAIN BRAND IMAGE	13
<i>Mohamad Hadi Prasetyo</i>	
INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON BANK IMAGE	18
<i>Henny Utarsih</i>	
EXPORT MARKET ORIENTATION FOR MANUFACTURING SMALL-MEDIUM ENTERPRISES IN EAST JAVA INDONESIA	27
<i>A. Yahya Surya Winata</i>	
THE INFLUENCE OF ONLINE ADVERTISEMENT ON CONSUMER ATTITUDES	33
<i>Muhammad Aqsa, M. Risal</i>	
GREEN BANKING: A SERVICE PRODUCT INNOVATION IN BRAND IMAGE ENHANCEMENT THROUGH THE MARKETING MIX	39
<i>Tera Saptina Maulani</i>	
AN ANALYSIS OF INDUSTRY DEVELOPMENT OF MALAY WOVEN CLOTH IN PROVINCE OF RIAU	44
<i>Rosmayani</i>	
ROLE OF LOCUS ON CONTROL CUSTOMER RECOVERY SERVICE OF PERCIEVED JUSTICE AND ITS IMPLICATION ON SATISFACTION WITH RECOVERY SERVICES	54
<i>Badawi, H. M. Thamrin, Priyo Susilo</i>	
THE EFFECT OF CANDIDATE IMAGE, ADVERTISING, PROGRAM, AND PARTY, TOWARD CANDIDATE ELECTION DECISION	65
<i>Julina, Diana Eravia, Qomariah</i>	
THE INTERNAL BRANDING PROCESS: BASE ON BRAND AUDIT	73
<i>Dani Dagustani, Herry A. Buchory, Mutia Tri Satya</i>	
THE INFLUENCE GREEN MARKETING AND GREEN INNOVATION TOWARD PURCHASE INTENTION	80
<i>Deni Hamdani</i>	

FINANCE AND BANKING

THE INFLUENCE OF MOBILE BANKING TRANSACTION USED ON COST REDUCTION OF SMES EMPLOYERS	88
<i>Sri Rahayu, Gilang Rahadian P.</i>	
FINANCIAL PERFORMANCE, MACROECONOMIC FACTORS AND STOCK RETURN	93
<i>Rita Zulbetti, A. H. K. Prihartono, Perwito</i>	
EQUITY FUND'S PERFORMANCE EVALUATION	100
<i>Mirza Hedismarlina Yuneline</i>	
COMPARATIVE STUDY OF STUDENTS FINANCIAL LITERACY AND ITS DEMOGRAPHIC FACTORS	106
<i>Hery Syaerul Homan</i>	
BANKING SERVICE QUALITY ANALYSIS IN FACING CHALLENGES AND OPPORTUNITIES FOR BUSINESS DEVELOPMENT	112
<i>Edhi Asmirantho, Rorim Panday</i>	
STRATEGIC MANAGEMENT BANKING TECHNOLOGY READINESS ANALYSIS IN FACING CHALLENGES AND OPPORTUNITIES	121
<i>Kamaludin Kamaludin, John Tampil Purba</i>	
GREEN BANKING : ONE EFFORT TO ACHIEVE THE PRINCIPLE OF GOOD CORPORATE GOVERNANCE (GCG)	128
<i>Fia Dialysa</i>	

MEDIATE JOB SATISFACTION: EFFECT OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL CITIZEN BEHAVIOR (OCB) (STUDIES ON EMPLOYEES PD. RURAL BANKS (BPR) IN CIREBON)	133
<i>Kartono, Moh. Yudi Mahadianto, Mardi</i>	
IMPACT OF FIRM LEVERAGE TO PERFORMANCE: EVIDENCE FROM SHARIAH AND NON-SHARIAH COMPLIANT COMPANIES IN MALAYSIA	140
<i>Wan Shahzinda Shah Bt Shahar, Wan Shahdila Shah Bt Shahar</i>	
REFERENCE TO SHARI'AH ADVISORY COUNCIL IN ISLAMIC FINANCE: EFFECT OF CHANGES TO THE STAKEHOLDERS	149
<i>Nurauliani Jamlus Rafdi, Surianom Miskam, Noor Aimi Mohamad Puad</i>	
GREEN ACCOUNTING: COMPREHENSION OF ACCOUNTING STUDENTS	156
<i>Shofiana Hanifa, Abdul Kahar</i>	
TRADING ACTIVITY AS A LIQUIDITY MEASURE IN INDONESIA STOCK EXCHANGES	166
<i>Erna Garnia, Rachmat Sudarsono, Dian Masyita, Ina Primiana</i>	
INNOVATION GREEN BANKING IN BANKING SERVICE (ELECTRONIC BANKING) TO IMPROVE QUALITY	169
<i>Resi Juariah</i>	
MUTUAL FUND PERFORMANCE : STOCK SELECTION OR MARKET TIMING	173
<i>Moh. Benny Alexandri</i>	
CAPITAL, OPERATIONAL EFFICIENCY AND CREDIT RISK IN THE BANKING INTERMEDIATION	180
<i>Herry A. Buchory</i>	
INDEPENDENT COMISIONERS AS A GOOD CORPORATE GOVERNANCE MECHANISME TO INCREASE COPORATE PERFORMANCE	189
<i>Dito Rinaldo, Vina Anggilia Puspita</i>	
SOCIAL PERFORMANCE ANALYSIS OF INDONESIA ISLAMIC BANKING USING ISLAMIC SOCIAL REPORTING INDEX	194
<i>Resa Saridona, Martha Fani Cahyandito</i>	
RESTATEMENT AND ACCRUAL BASIS ISSUE IN GOVERNMENT ACCOUNTING	201
<i>Erlynda Yuniarti Kasim</i>	
ANALYSIS OF RELATIONSHIP OF ENVIRONMENTAL PERFORMANCE AND FIRM VALUE	207
<i>Kannya Purnamahatty Prawirasasra</i>	
AN INFLUENCE OF PSAK 28, 36, & 62 IMPLEMENTATION TO THE TECHNICAL RESERVE AND UNDERWRITING REVENUE IN GENERAL INSURANCE	212
<i>Ramson Sinaga</i>	
THE INFLUENCE OF DIRECTOR OWNERSHIP ON THE RELATIONSHIP BETWEEN FIRM'S FINANCIAL PERFORMANCES (FP) AND SOCIAL PERFORMANCE (SP): MALAYSIAN EVIDENCE	221
<i>Sarifah Ismail, Teh Suhaïla Tajudin, Zainab Aman</i>	
THE DEVELOPMENT OF ISLAMIC PAWNBROKING IN MALAYSIA, APPLICATION AND ITS CHALLENGES	230
<i>Nor Fadilah Bt Bahari, Shafîna Bt Fîsal, Wan Shahdîla Shah Bt Shahar, Tajul Azli Bin Shahadan</i>	
DETERMINANT OF SAVING BEHAVIOR AMONG STAFF IN INTERNATIONAL ISLAMIC UNIVERSITY COLLEGE SELANGOR	239
<i>Nurul Wajhi Ahmad, Mawar Murni Yunus, Nuzul Akhtar Baharudin, Norhanizah Johari, Norazlina Ripain</i>	
THE CHARACTER OF THE DISPOSAL OF WEALTH FROM QURANIC PERSPEKTIVE	246
<i>Sa'Diah Abdul Karim</i>	

HUMAN RESOURCE

THE USE OF KEY PERFORMANCE INDICATOR IN MALAYSIAN GOVERNMENT-LINKED COMPANY	250
<i>Noor Raudhiah Abu Bakar, Nor Aziah Abu Kasim, Mazlina Mustapha, Rozita Amiruddin</i>	
THE RELATIONSHIP BETWEEN ROLE CONFLICT AS INTERNAL BARRIER AND CAREER ADVANCEMENT AMONG WOMEN IN BANKING SECTOR	260
<i>Shahida Mansor, Hazelena Dewi Fatahul Ariffin, Mohd Hakimi Md Baharudin, Zulhizzam Hamzah</i>	
THE RELATIONSHIP OF REGULATORY OF LEADERSHIP CHANGES TOWARD EMPLOYEE MOTIVATION AT POLYTECHNIC LP3I BANDUNG	265
<i>Yuyun Taufik, IIn Kurniawati</i>	

THE IMPLEMENTATION OF CONTROLLING, COACHING AND COUNSELING; FOR SOLVING CORRUPTION PROBLEM IN INDONESIA	273
<i>Nana Darna, Ati Rosliyati, Elin Herlina</i>	
THE IMPLEMENTATION OF EDUCATION CONCEPT 2 + 1 AND ESTABLISHING THE PROFESSIONALISM OF GRADUATES POLYTECHNIC LP3I BANDUNG.....	277
<i>In Kurniawati, Yuyun Taufik</i>	
EFFECT OF HUMAN CAPITAL ON EMPLOYEE PERFORMANCE IN SHARIA RURAL BANK HIK PARAHYANGAN.....	283
<i>Puteri Andika Sari</i>	
THE RELATIONSHIP AMONG PERSONALITY AND BELIEFS ABOUT KNOWLEDGE ON STUDY APPROACH : EVIDENCE FROM TOP INDONESIAN UNIVERSITIES ACCOUNTING STUDENTS.....	291
<i>Alfiati Silfi, Mohammad Ali Abdul Hamid</i>	
THE EFFECTS OF THE AGEING POPULATION ON HEALTHCARE EXPENDITURE: A COMPARATIVE STUDY OF CHINA AND INDIA	297
<i>Nurhaiza Nordin, Nurmaddia Nordin, Nor Asma Ahmad</i>	
THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES, SERVANT LEADERSHIP, ORGANIZATIONAL STRUCTURE, WITH ORGANIZATIONAL COMMITMENT: THE MEDIATING ROLE OF ORGANIZATIONAL LEARNING CAPABILITY.....	311
<i>Azharuddin Hashim, Muhammad Firdaus Mohamad Sabri, Mazlina Che Malek, Nadwatul Husna Mustapha</i>	
EMPLOYEE ENGAGEMENT TOWARD INTENTION TO QUIT WITH JOB INSECURITY AS MODERATING VARIABLE AT GOVERNMENT BANK IN BANDUNG CITY.....	318
<i>Deddy Rusyandi</i>	
STUDENT ACCEPTENCE OF ONLINE LEARNING IN KUIS.....	326
<i>Norhanizah Johari, Hanifah Mustaffha, Norazlina Ripain, Aliah Zulkifli, Nurul Wajhi Ahmad</i>	
WINNING ELECTION MODEL	336
<i>Ganjar Garibaldi</i>	
THE EFFECT OF TOTAL QUALITY MANAGEMENT (TQM) ON PRODUCTIVE BEHAVIOR OF SMALL INDUSTRIES OF CIBADUYUT SHOES.....	345
<i>Hamidah Rachmat</i>	

STRATEGIC AND ENTREPRENEURSHIP

CONCEPTUAL APPROACH FOR DETERMINING VARIABLES RELATED TO PERFORMANCE MEASUREMENT FOR RESEARCH.....	354
<i>Muhammad Tresnadiyahikmat, Ina Primiana</i>	
BORDA APPLICATION OF SELECTION PLANNING SCHEDULING METHOD IN DOCK ENGINEERING CONSULTANTS IN CENTRAL SULAWESI PROVINCE INDONESIA.....	361
<i>Siti Fatimah, Ahmad Laongko, Muzakir Tombolotutu</i>	
PARTNERSHIP PROGRAM FOR COMMUNITY ECONOMIC EMPOWERMENT (STUDY ON CORPORATE SOCIAL RESPONSIBILITY PT TELKOM INDONESIA)	365
<i>Iwan Sukoco</i>	
BRAND EQUITY OF GREEN PRODUCTS THROUGH CUSTOMER TRUST AND CUSTOMER VALUE.....	372
<i>Ivan Diryana, Gatot Iwan Kurniawan</i>	
IMPACT ON GREEN PURCHASE INTENTION BY BRAND EQUITY DIMENSION	380
<i>Gatot Iwan Kurniawan, Ivan Diryana</i>	
DEFINING MAINSTREAMS OF INNOVATION: A LITERATURE REVIEW.....	387
<i>Edy Suroso, Yudi Azis</i>	
ECONOMIC FREEDOM AND RESEARCH AND DEVELOPMENT (R&D): STUDY BASED ON DIFFERENT INCOME LEVEL ON DEVELOPING COUNTRIES.....	399
<i>Nurnadia Nordin, Nurhaiza Nordin, Nik Madeeha Nik Mohd Munir</i>	
REVENUE POTENTIAL RETRIBUTION (CASE STUDY CIANJUR DISTRICT).....	411
<i>Yuyus Yudistria</i>	
APPLYING AHP APPLICATION TO DETERMINE THE RISK OF SUPPLY CHAIN AND THE EFFECT ON THE PRICE OF FISH IN PORTS CENTRAL SULAWESI	415
<i>Stefisilfia Sari Makalew, Siti Fatimah</i>	
A DESCRIPTIVE STUDY ON AWARENESS AND KNOWLEDGE OF SMALL BUSINESS BUDGET IN SELANGOR.....	424
<i>Shuhaimi Jaafar, Nor Suhaily Bakar, Awaluddin Norsuriana</i>	

THE EFFECT OF CAREER PATHS AND CAREER PLANNING TOWARD CAREER DEVELOPMENT OF EMPLOYEES: A CASE STUDY PENETENTIARY OFFICE IN PEKANBARU	427
<i>Sahwitri Triandani, Irien Violinda Anggriani</i>	
CALLIGRAPHY IN CREATIVE ECONOMY PERSPEKTIVE	435
<i>Ahmad Hidayat</i>	
Author Index	