

The 2nd International Conference on Global Innovation and Trends in Economy 2020



CONFERENCE REPORT

International Conference on Global Innovation and Trends in Economy (InCoGITE) 2020

Theme
“GLOBAL BUSINESS IN NEW NORMAL ERA: CHALLENGES &
OPPORTUNITIES IN PANDEMIC COVID-19”

Tangerang, November 5th, 2020

Swiss German University

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CHAIRMAN'S REPORT

It is my pleasure to welcome all respected authors, presenters and participants to the **2nd International Conference on Global Innovation and Trends in Economy (INCOGITE)** hosted by Swiss German University, Multimedia Nusantara University, and Pelita Harapan University and co hosted by IPMI International Business School. This year, INCOGITE will present a theme, entitled **“Global Business Sustainability in New Normal Era: Challenges & Opportunities in Pandemic Covid-19”**. The 2nd INCOGITE is held in conjunction with ICONIET 2020, which is this year special for Swiss German University (SGU) as it is in line with SGU's 20-year anniversary. This year's theme is "Transforming digitally, empowering globally".

In addition to the contributed papers, internationally well-known experts are also invited to deliver keynote and plenary speeches at INCOGITE 2020. We are honored to have the distinguished keynote speakers: Prof. Bambang PS Brodjonegoro, Ph.D, Minister of Research and Technology – Head of BRIN, and also Dr Sukardi Silalahi, President Director PT TELIN. We also invite prominent speakers representing each disciplines of this conference which are Prof Theodore Benetantos from IMI International Management Institute Switzerland, Prof Ang Peng Hwa from Nanyang Technological University Singapore, Prof Dr Nunuy Nur Afiah, MS, Ak from Padjajaran University, Viverita PhD from University of Indonesia, Dr Komang Aryasa, ST, M Eng – Head of Big Data, IoT & Research PT Telkom Indonesia and Mr Ginto Hutagalung from Hotel Human Resources Managers Association (HHRMA).

In this 2nd INCOGITE 2020, We received 104 papers submission from Thailand, Jordania, Algeria, India, Malaysia, Swiss, Singapore and Indonesia, and finally we decided to accept 81 papers to be presented in this conference. INCOGITE 2020 accommodates various scientific disciplines of social sciences from Finance, Accounting, Investment, Marketing, Tourism, IT & Operation, Communication in Business, Strategic Management, and Human Resource that synergize one another in innovation and economy.

I would like to express my highest appreciation to all committees, moderators, volunteers which without their contribution, of course, this conference would not have gone well. Last but not the least, I would also like to thank the sponsors who have supported this conference, including IMI Switzerland, PT Telkom Indonesia and PT Cigna Insurance. Hopefully this INCOGITE conference can make a positive contribution to academic development and research in Indonesia. Thank you.

Tangerang - INDONESIA, 5 November 2020

Dr. Antonius Siahaan, SE, Ak, MM, CA
Chairman of The 2nd INCOGITE 2020
Swiss German University, Indonesia

GENERAL INFORMATION

A. Background

The development of communication and information technology brings massive change impact to society, from basic needs to the need of self-actualization. Currently we are entering industry 4.0 that connects all physical systems with virtual and cyber processes. Human beings keep innovating continuously to obtain a better life by creating invention that can produce something that is effective and efficient. These days, the world is experiencing disruptions marked by indicators: simpler (easier), cheaper (cost less), accessible (more affordable), and faster. In the business world fundamental changes occur in all lines of both aspects of production and distribution.

Some conditions that characterize disruption era include 1) cost saving through simpler business process; 2) better product quality; 3) disruption has the potential to create a new market or turning the exclusive ones to be inclusive; 4) the product/ service from disruption should be more accessible or reachable by the users. For example, online taxi or online banking services including financial technology, all is now available in our hands, in our smartphone; 5) disruption makes all things smart. Everything is smarter, time-effective and more accurate.

Readiness to face Industry 4.0 can be measured through several aspects such as technology and innovation; human resources; investment and global trade; institutional framework; natural resources; market forces; research and development as well as economic scale. The demand of work competence in Industry 4.0 is divided into 3, namely 1) Abilities including cognitive ability (cognitive flexibility, creativity, logic, sensitivity to problem, mathematical ability and visualization), physicalability (physical strength, agility and precision); 2) Basic skills including content skills (active learning ability, oral expression, reading and writing skills, knowledge on information technology and communication), process capability (active listening ability, critical thinking, self-control and environment-control); 3) Cross-functional skills including social skills (coordinating with others, emotional intelligence, negotiation, persuasion, service orientation, training and teaching people), system skills (assessment and decision making, system analysis), complex problem-solving skills, resources management skills (financial resources management, raw material management, personal management and time management), technical skills (machinery/ equipment maintenance and repair, machinery/

equipment operation and monitoring, programming, quality control, technology and user capabilities design).

Higher education as the provider of human capital for the industry must adjust themselves to meet the competency needs of Industry 4.0. Various innovations must be done to upgrade human capital in accordance with the needs of industry 4.0. Basic things a university needs to do are reviewing and redesigning curriculum, encouraging foreign talent mobility program, collaborating with stakeholders including industry and government as the users of university graduates. Considering this background, Swiss German University, Multimedia Nusantara University, and Pelita Harapan University, conducted the first International Conference on Global Innovation and Trends in Economics (INCOGITE) last year. This year, INCOGITE will present a theme, entitled “Global Business in New Normal era: Challenges & Opportunities in Pandemic Covid-19”. INCOGITE 2020 accommodates various scientific disciplines of science from Finance, Accounting, Investment, Marketing, Tourism, IT & Operation, Communication in Business, Strategic Management, and Human Resource that synergize one another in innovation and economy. InCoGITE 2020 is held in conjunction with ICONIET 2020, which continues the success of ICONIET 2015 and ICONIET 2018, collaborating with partners such as: South Westphalia University of Applied Science (FH Suedwestfallen) Germany, Ernst Abe University of Applied Science Jena (EAH Jena) Germany, Palawan State University Philippines, and International Management Institute (IMI) Switzerland, Hokkaido University Japan (HU Japan), Maha Sharakam University Thailand (MSU Thailand), BMS College of Engineering Bangalore India, University Tun Hussein Onn Malaysia (UTHM Malaysia), Adventist International Institute of Advanced Studies Philippines, Universitas Multimedia Nusantara (UMN), Universitas Pelita Harapan (UPH), and Universitas Indonesia (UI).

B. Name of The Conference: The 2nd INCOGITE 2020

(International Conference on Global Innovation and Trends in Economy)

Website : <https://incogite.org/>

Theme : Global Business in New Normal era: Challenges & Opportunities in Pandemic Covid-19

Date : November 5th, 2020

E-Conference Venue : Thourgh Online via Zoom Platform & Youtube Streaming at Swiss German University

Number of Participant : 200

C. Topic of The 2nd INCOGITE 2020

- Finance, Accounting & Investment
- Marketing and Tourism
- IT & Operation
- Communication in Business
- Strategic Management & Human Resource

D. Keynote speaker

1. Prof. Bambang Permadi Soemantri Brodjonegoro, Ph.D (Minister of Research and Technology – BRIN, Indonesia)
2. Dr. Sukardi Silalahi (President Director PT TELIN)

Invited Speaker:

1. Prof. Theodore Benetatos (International Management Institute, Switzerland)
2. Viverita SE., MM., Ph.D (Senior Lecturer of Universitas Indonesia)
3. Prof. Ang Peng Hwa (Nanyang Technology University, Singapore)
4. Prof. Dr. Nunuy Nur Afiah, SE., MSi., AK., CA. (Head of IAI Council Member)
5. Dr. Komang Aryasa, ST, M.Eng (Head of Big Data, IoT & Research PT Telkom Indonesia)
6. Ginto Hutagulung, S.E. (Hotel Human Resources Manager Association - Banten)

E. Reviewer of Incogite 2020

- | | |
|--|--|
| 1. Dr. Antonius TP. Siahaan, SE.,Akt.,MM.,CA (SGU) | 11. Dr. Innocentius Bernarto (UPH) |
| 2. Dr. Y. Budi Susanto, MM (UMN) | 12. Muningsari Sri Saraswati, Ph.D (SGU) |
| 3. Dr. Ihan Maryono (UPH) | 13. Ezmieralda Melissa, Ph.D (SGU) |
| 4. Dr. Rudy Pramono (UPH) | 14. Dr. Florentina Kurniasari (UMN) |
| 5. Dr. Ir. PM. Winarno, M.Kom (UMN) | 15. Dr. Ni Gusti Ayu Eka (UPH) |
| 6. Dr. Phil. Deborah N. Simorangkir (SGU) | 16. Dr. Diena Lemy (UPH) |
| 7. Dr. Nila Krisnawati Hidayat, SE., MM. (SGU) | 17. Dr. Amelda Prameswari (UPH) |
| 8. Dr. Priyo Utomo (UMN) | 18. Dr. Soebowo Musa (SGU) |
| 9. Dr. Ir. Yosman Bustaman, M.Buss (SGU) | 19. Dr. Sabrina Sihombing (UPH) |
| 10. Dr. Theodosia C. Natalia (UPH) | 20. Hanny Nasution Ph.D (Monash Univ) |
| | 21. Dr. Drs. Y. Johny Natu Prihanto M.M. (UMN) |
| | 22. Dr. Antonius Herusetya, Ak., CA., M.M. (UPH) |

23. Prof. Teerasak Khanchanapong
(Thammasat Univ, Bangkok)

24. Assoc. Prof Dr Noorziah Mohd Salleh
(UiTM, Malaysia)

E. Registration

All participants/presenters are required to re-register one day prior maximum through the following registration link: <https://bit.ly/3lBeLHZ> .

F. Presentation

Each presenter in a parallel session is allocated a 10 minutes presentation time. The presenter should present 15 minutes before time of presentation begin and confirm the name & affiliation to the parallel session moderator.

PROGRAM RUNDOWN INCOGITE 2020

Thursday, 5 November 2020			
Time	Location	Activities	Remark
07.30 – 08.00		Zoom Preparation	
08.00 – 08.30		Sign in process	Registration team
Opening			
08:30 – 08:35	Zoom Meeting Room 1 Meeting ID: 873 5237 265 Password: conference Link: https://us02web.zoom.us/j/87352372650?pwd=OXVUcVlMxbGtpVWh3YXhzMjhKWFlkdDUT09	Opening by MC	MC: Deborah N. Simorangkir
08:35 – 08:40		National Anthem: Indonesia Raya	
08:40 – 08:43		Praying	Robert La Are
08:43 – 08:46		Report ICONET 2020: Dr. Maulahikmah	
08:46 – 08:50		Report INCOGITE 2020 Chairman: Dr. Antonius Siahaan	
08:50 – 08:55		Welcoming Address by the SGU Rector: Dr.rer.nat Filiana Santoso	
08:55 – 09:20		Keynote Speech: Dr. Sukardi Silalahi	TELIN
09:20 – 09:25		Introduction to break and next parallel session	
09:25 – 09:55	Zoom Meeting Room 1 (Breakout Room)	Press Conference	Attendance: Ibu Filiana, Pak Antonius, Pak Maula, Pak Kholis, Dr. Sukardi, LPPM UPH & UMN Moderator: Bu Nila
Parallel Session 1			
09:25 – 10:00	Zoom Meeting Room 1 - 7	INVITED SPEAKER 1 - 6	
10:00 – 12:00		55 Presentations in 7 meeting rooms	
12:00 - 13:00		LUNCH BREAK	
		Preparation for Parallel Session 2	
Parallel Session 2			
13:00 - 14:00	Zoom Meeting Room 1 - 7	17 Presentations in 7 meeting rooms	
14:00 - 14:05	Zoom Meeting Room 1 (Main Room)	Introduction to Keynote Session	MC: Deborah N. Simorangkir
14:05 - 14:35		Keynote Speaker: [Minister of Research and Technology – BRIN, Indonesia]	
14:35 - 15:05	Zoom Meeting Room 1 (Breakout Room)	Dialog Prof. Bambang & 3 Universities Rector	Moderator: Bu Evita
Parallel Session 3			
14:35 - 15:05	Zoom Meeting Room 1 - 7	6 Presentations in 7 meeting rooms	
15:05 - 15:20		BREAK	
15:20 - 15:30	Zoom Meeting Room 1 (Main Room)	Sponsorship Video Profile	MC: Student (Bu Nila)
15:30 - 16:00		Announcement for Best paper, Best presenter, and Doorprizes	
16:00 - 16:20		Closing Remarks VR1 Academic & Rector UMN	
END OF EVENT			

LIST OF ACCEPTED PAPERS

No	No. Subm. Paper	Authors	Title	Affiliation
1.	1	Kaiwen Liu	Outward foreign direct investment from China to ASEAN	Chulalongkorn university, Thailand
2.	2	Muhammad Jordan Valentino Rickardo and Deborah Nauli Simorangkir	Correlations between Campaign Message and Exposure, and Behavioral Change: The Case of Cinema 21's #PadaTempatnya Public Relations Campaig	Swiss German University
3.	3	Darjat Sudrajat, Sevenpri Candra, Shelvy Kurniawan and Engkos Achmad Kuncoro	The Role of Regulation in Moderating the Effect of Collaborative Innovation on LSP's Competitiveness	BINUS University
4.	4	Deborah Naomi Tampoli, Florentina Kurniasari and Johny Natu Prihanto	The Influence of Smart Tourism Technology (STT) on Intention to Visit in Talud Island Regency	Universitas Multimedi Nusantara
5.	5	Leonard Leonard	Structural Relationship among Higher Educations' system for E-learning Platform, Technical Quality and Students' Satisfaction	Sekolah Tinggi Manajemen IPMI
6.	6	Tarisa Karlina Marentek and Sharon Schumacher	Comparison Study of Indonesian Third-Culture Individuals and Non-Third Culture Individuals in Regard to Communication Accommodation in Intercultural Business	Swiss German University
7.	7	Dety Nurfadilah, Lintang Tiara and Raynaldo Kharismananda	The Determinants of Entrepreneurial Intention among Generation Z during Covid-19 Pandemic: Evidence from Indonesia	Sekolah Tinggi Manajemen IPMI
8.	8	Agatha Hintama, Mira Maulida and Yosman Bustaman	The Impact of Innovation Capabilities on Product Innovation Performance (Case Study of Manufacturing Industry in Indonesia)	Swiss German University
9.	9	Aang Kunaifi, Ninditya Nareswari and Byz Risyad	Leverage and Executive Pay-Performance of The Indonesian Family Firms: The Moderating Role of Shariah-Compliant	Institut Teknologi Sepuluh Nopember Surabaya Indonesia
10.	11	Veren Hermawan and Indra Pratama	THE ANALYSIS AND IMPLEMENTATION OF PSAJ 71 (IFRS 9): FINANCIAL INSTRUMENTS AT PT X FOR THE YEAR 2019	Swiss German University
11.	12	Darol Arkum, Shulby Yozar Ariadhy, Bambang Ari Satria and Yudi Septiawan	POLARIZATION CONFLICTS AND STAKEHOLDERS INTERESTS IN TIN MINING POLICIES IN BANGKA BELITUNG ISLAND PROVINCE, INDONESIA BETWEEN 2000 AND 2019	STISIPOL Pahlawan 12 Sungailiat
12.	13	Puti Sinansari and Aang Kunaifi	The Impact of Divident for Social Startup Companies	Institut Teknologi Sepuluh Nopember
13.	14	Anastasia Karin and Felia Srinaga	Relocating and Resizing Strategy for Shop House Area to Build Resiliency in Dealing with New Normal	Universitas Pelita Harapan
14.	15	Glenward Prasetyo Alomau and Jeanne Ellyawati	DETERMINANT OF CONTINUANCE USAGE INTENTION OF MOBILE PAYMENT APPLICATION USING EXTENDED TAM MODEL	Universitas Atma Jaya Yogyakarta
15.	16	Shailendra Kumar Gupta	Research Report on Financial Performance of MUDRA Yojna for the time period of 2015-2019.	CSSDA, India

No	No. Subm. Paper	Authors	Title	Affiliation
16.	17	Bahtiar Effendi	The Effect of Environmental Accounting on the Increase of Firm Value	Universitas Matana
17.	19	Eka Ulina and Rogatianus Maryatmo	THE EFFECT OF NON-CASH TRANSACTIONS ON THE MONEY SUPPLY INDONESIA (2009: Q1 – 2019:Q2)	The University of Atma jaya Yogyakarta
18.	19	Eka Ulina and Rogatianus Maryatmo	THE EFFECT OF NON-CASH TRANSACTIONS ON THE MONEY SUPPLY INDONESIA (2009: Q1 – 2019:Q2)	The University of Atma jaya Yogyakarta
19.	21	Clairine Irawan and Budi Susanto	Implementation of Digital Marketing at PT Citra Kreasindo Mandiri to Increase Customer Acquisition and Retention	Universitas Multimedia Nusantara
20.	22	Agung Joni Saputra and Ibnu Harris	Analysis of the Development Cashless Transaction on the Need for Money Paper Based	Universal University
21.	22	Agung Joni Saputra and Ibnu Harris	Analysis of the Development Cashless Transaction on the Need for Money Paper Based	Universal University
22.	24	Fortune Harmony and Soebowo Musa	Role of Dynamic Capability and Customer Relationship Management: A case study of Fintech Lending Platforms in Indonesia	Swiss German University
23.	25	Timotius Jefferson and Antonius Siahaan	Analyzing Factors Affecting Supply Chain Management Practices Towards Organization Performance In Medical Device Industry Indonesia	Swiss German University
24.	26	Prayogo Dwiharyono, Nila Hidayat and Yosman Bustaman	Strategic Marketing for Indonesia Local Game Company to Increase Product Attractiveness	Swiss German University
25.	27	Tungky Ariwibowo and Antonius Siahaan	BANK PERSPECTIVE OF SOLAR PV POWER (PLTS) PROJECT BANKABILITY IN INDONESIA	Swiss German University
26.	28	Radito Putra, Mira Maulida and Moch Riyadh Rizki Adam	The moderating role of Data Privacy and Protection Security on Service Quality, Brand Equity, and Tariff towards Firm Performance	Swiss German University
27.	29	Imelda Suardi	E-Government, Governance and Corruption in Asian Countries	Swiss German University
28.	30	Addin Maulana	Mapping the Potential of the Domestic Tourist Market in Indonesia	Ministry of Tourism and Creative Economy, Indonesia
29.	31	Nila Krisnawati Hidayat and Rizka Syahira	Analysis of Consumer Awareness towards Consumption Intention Mediated by Healthy Lifestyle: A Case Study of Artisan Bakery in Jakarta	Swiss German University
30.	32	Ratih Pratiwi, Dasmadi, Windi Nr Wardhani and Yulekhah Ariyanti	CREATION CAPACITY AND DISPERSION CAPACITY THE ROLE OF OPPORTUNITY TO LEARN IN KNOWLEDGE CREATION PERFORMANCE	Universitas Wahid Hasyim; Universitas Boyolali; Universitas Sultan Agung; Universitas Wahid Hasyim
31.	34	Hansel Winardi and Yosman Bustaman	The Effect of Working Capital Financing to The Corporate Performance and The Impact of Financial Constraints in Indonesia Manufacturing Industry	Swiss German University

No	No. Subm. Paper	Authors	Title	Affiliation
32.	35	Christina and Bornok Situmorang	Analysis of Activity Based Costing System Method as the Basis Determination of Hospital Services Rates	Universal University
33.	36	Ahmad Hidayat, Antonius Siahaan and Yosman Bustaman	THE EFFECT OF GOVERNMENT OWNERSHIP ON FINANCIAL PERFORMANCE OF LISTED TELECOMMUNICATION COMPANY IN US AND ASIA REGION	Swiss German University
34.	38	Ismayanti Istanto and Ina Djamhur	Value Chain of Gastronomic Tourism in Ubud, Bali	University of Sahid Jakarta
35.	39	Devin Pathavi, Mochammad Riyadh Rizky Adam and Yosman Bustaman	Analysis of Factors Affecting the Green Purchase Intention of Electric Motorcycle: Case Study of Selis	Swiss German University
36.	40	Neneng Djueriaah and Bella Joy Winarta	The Effect of Capital Structure on Firms' Profitability: A Case Study of Indonesian Firms	Swiss German University
37.	41	Rano Agustino and Santhi Pertiwi	Estimation of The Relationship Between Learning Styles Inventory And Online Learning During The Pandemic	Universitas Mohammad Husni Thamrin
38.	42	Daniel Ilham and Dr.-Phil. Deborah Simorangkir	Discernible Impact Of Fashion 's Online Shopping With Mobile - Augmented Reality (AR) Application On The Consumer's Perspective In Indonesia	Swiss German University
39.	43	Ati Cahayani and Aristo Surya Gunawan	Important Entrepreneurial Characteristics to Survive in the Covid-19 Pandemic Era (Case Study on Alumni Business Administration Program of Atma Jaya Catholic University of Indonesia)	Atma Jaya Catholic University of Indonesia
40.	44	Dewi Wuisan, Ishmael Lamisi Kananda, Muhammad Adha Saputra and Muhammad Rakha Dinata	THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION OF ADIDAS PRODUCTS MEDIATED BY CUSTOMER'S ATTITUDE TOWARD BRAND	Universitas Pelita Harapan
41.	44	Dewi Wuisan, Ishmael Lamisi Kananda, Muhammad Adha Saputra and Muhammad Rakha Dinata	THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION OF ADIDAS PRODUCTS MEDIATED BY CUSTOMER'S ATTITUDE TOWARD BRAND	Universitas Pelita Harapan
42.	46	Putranto Aryono	The Analysis of Information Technology Adoption for Small and Medium Enterprise During Covid-19 Pandemic: Case Study at 'CV Delivery Masdim Indonesia'	Sanata Dharma University
43.	47	Alexander Patrick and Munawaroh Zainal	THE EFFECT OF MILLENNIAL LEADERSHIP TOWARDS THE QUALITY OF WORK ENVIRONMENT IN TRAVEL AND TOURISM INDUSTRY	Swiss German University
44.	48	Wulandari Kartika Sari, Fatmah Shabrina and Milla Sepliana Setyowati	TAX ISSUES ON ASSET-BACKED SECURITIZATION IN INDONESIA	University of Indonesia
45.	49	Yulita Susanti and Devi Juliani	THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND TRUST IN USING TOKOPEDIA SERVICES	Sekolah Tinggi Manajemen IPMI

No	No. Subm. Paper	Authors	Title	Affiliation
46.	50	R Ferry Bakti Atmaja and Yosefin Yosefin	Understanding the Factors Influencing The Participation Of The Warehouse Receipt System Program For Pepper Farmers.	Atma Luhur University
47.	51	Dana Afriza	Beauty Standard for New Normal: What Indonesian Beauty Advertising Tell Us?	IPMI
48.	52	Firdaus Basbeth	The Relationship Between Service Quality and Consumer Satisfaction Link: Does Perceived Value Have a Mediating Effect?	STM IPMI
49.	53	Jason Liuden and Rano Abryanto	THE IMPACT OF FOOD OPERATIONAL CONTROL CYCLE TOWARDS FOOD COST MANAGEMENT: A COMPARISON STUDY OF 3 BRANCHES OF KORBEQ RESTAURANT BY STEVAN MEATSHOP	Swiss German University
50.	54	Abdullah A.K. Alkhalwaldeh and Dalila Boughaci	Improving EM clustering algorithm by using stochastic local search method: application to credit risk assessment in banking and finance	Hashemite University Jordan; USTHB Algeria
51.	55	Prisca Ivana and Robert La Are	THE IMPACT OF USER GENERATED CONTENT (ONLINE REVIEW) TOWARDS THE INTENTION TO PURCHASE ON E-COMMERCE IN JAKARTA. Case study of Tokopedia	Swiss German University
52.	57	Elfindah Princes and Wibowo Kosasih	Intuition in The Middle Of Mainstream Data-Driven Analytics Decision Making	BINUS University
53.	58	Feri Agustiani, Mochamad Edris and Kertati Sumekar	Examining the Influence of Local Work Ethic and Product Innovation on Costumers Satisfaction in Indonesian Small Medium Enterprises	Universitas Muria Kudus
54.	59	Rakhmatyar Ridha and Nila K Hidayat	IMPACT OF INNOVATION & CERTIFICATION TO SME PERFORMANCE IN F&B SECTOR	Swiss German University
55.	61	Yenni Carolina and Amir Anwar	The Analysis of Construction Supply Chain Management Failure	Maranatha Christian University
56.	62	Elza Fransisca, Yenni Carolona and Rapina Rapina	How to Improve the Quality of Accounting Information Systems from Organizational Perspective (Empirical Evidence from Banking Sector in Bandung – Indonesia)	Maranatha Christian University
57.	63	Juliana Juliana, Arifin Djakasaputra and Rudy Pramono	THE EFFECT OF ONLINE SOCIAL INTERACTION: OBSERVATIONAL LEARNING AND WORD OF MOUTH AGAINST CONSUMER ONLINE PURCHASE DECISION DURING THE PANDEMIC COVID-19	Universitas Pelita Harapan; Universitas Tarumanagara
58.	65	Alfi Andri and Rozita Amiruddin	The Automation, Management Control System and Firm Performance – A Conceptual Framework	University Kebangsaan Malaysia
59.	66	Astri Forturia, J. Johny Natu Prihanto and P.M. Winarno	WEB-BASED INTEGRATED SCHEDULING SYSTEM AT UNIVERSITAS MULTIMEDIA NUSANTARA	Universitas Multimedia Nusantara
60.	67	Eka Harsono and Chong Ming Tang	PUF-TRNG FOR A SECURE INDUSTRY 4.0	Universiti Tunku Abdul Rahman
61.	68	Hermas Kornelius, Innocentius Bernarto and Anton Wachidin Widjaja	Crafting Strategic Maneuverability To Boost Business Performance	Universitas Pelita Harapan; President University

No	No. Subm. Paper	Authors	Title	Affiliation
62.	69	Y. Johny Natu Prihanto	TECHNOLOGY ACCEPTANCE MODEL (TAM) APPROACH IN THE FINANCIAL SERVICES PLATFORM FOR MSME SECTOR	Univetsitas Multimedia Nusantara
63.	70	Rocky Nagoya, Innocentius Bernarto and Ferdi Antonio	FACTORS AFFECTING UNIVERSITY SELECTION DURING PANDEMIC: A STUDY ON INDONESIAN HIGH SCHOOL STUDENTS	Pelita Harapan University
64.	71	Kurniasari Florentina and Utomo Prio	Determinants of Effectiveness Repayment Apps at P2P Lending Platform During Covid 19 Pandemic in Indonesia	Universitas Multimedia Nusantara
65.	83	Heldy Vanni Alam and Mahludin H. Baruwadi	THE ROLE OF THE LOCAL GOVERNMENT IN IMPROVING HUMAN DEVELOPMENT INDEX AS A BAROMETER IN ACHIEVING SDG's IN BOALEMO DISTRICT	Universitas Negeri Gorontalo
66.	84	Hesty Heryani, Agung Cahyo Legowo and Indra Prpto Nugroho	Strategies for Strengthening the Purun Handicraft Creative Industry in Banjarbaru City, South Kalimantan	Lambung Mangkurat University; Sriwijaya Univeristy
67.	85	Kris Novian, Intan Awwaliyah and Hadi Paramu	Price Manipulation during The Indonesian Presidential Election of 2019: Does it matter toward return, volatility, and liquidity?	Universitas Jember
68.	86	Indri Hapsari	Optimization Hotel Staff in Uncertain Condition Using Integer Linear Programming	University of Surabaya
69.	87	Taufika Dianny and Mohammad Hamsal	External Knowledge Inflows, R&D Input And Absorptive Capacity: Impact on Improving State Owned Enterprises Innovation Performance	University of Indonesia; Bina Nusantara University
70.	88	Albert Wanasida	THE EFFECT OF MILLENNIAL TRANSFORMATIONAL LEADERSHIP, IT CAPABILITY AND ORGANIZATIONAL AGILITY ON ORGANZATIONAL PERFORMANCE OF FISHERY STARTUP IN INDONESIA AT PANDEMIC ERA	Pelita Harapan University
71.	92	Aditya Putra Dewantara, Intan Nurul Awwaliyah and Marmono Singgih	The Effect of Court Ruling On 2019 Presidential Election Toward Stock Price Forming LQ45 Indices	University of Jember
72.	93	Putu Yani Pratiwi, Ika Yanuarti and Wim Prihanto	The Role of Joint Liability in Lowering The Risk of Farmer and Agriculture Crowdfunding (A case study of one agriculture crowdfunding in Indonesia)	Universitas Multimedia Nusantara
73.	96	Samuel Noah and Margaretha Tiur Pasuria Lingga	THE EFFECT OF BEHAVIORAL FACTORS IN INVESTOR'S INVESTMENT DECISION	Swiss German University
74.	97	Prio Utomo and Florentina Kurniasari	Investigating Factors Impelling the innovation performance: A perspective from Internal Innovation Program on Manufacturing Industry.	Universitas Multimedia Nusantara
75.	98	Engelbert Chandra and Esa Theodore Mboww	ANALYZING THE INFLUENCE OF DIMENSIONS OF CUSTOMER BASED AIRLINE BRAND EQUITY TOWARD BRAND TRUST. CASE STUDY OF CUSTOMER OF CITILINK	Swiss German University

No	No. Subm. Paper	Authors	Title	Affiliation
76.	101	Athalea Kwee and Ezmieralda Melissa	Conspicuous Compassion, Social Media and Identity: A Case Study of @dr.tirta Instagram Account during the Covid-19 Pandemic	Swiss German University
77.	103	Yoel Christopher Tjen and Firdaus Basbeth	ENTREPRENEURIAL INTENTION AND THE MODERATING ROLE OF GENDER, EVIDENCE FROM IPMI INTERNATIONAL BUSINESS SCHOOL IN JAKARTA	STM IPMI; IPMI International Business School
78.	104	Gregorius Wahyu Kurniawan, Firdaus Basbeth and Leonnard Ong	MARKETING BUDGETING, MARKETING ACTIVITIES, AND DISTRIBUTOR LOYALTY: THE MEDIATING EFFECT OF BRAND EQUITY	IPMI International Business School

CERTIFICATE BEST PAPER OF INCOGITE 2020







CERTIFICATE BEST PRESENTER OF INCOGITE 2020



CERTIFICATE RUNNER UP PAPER OF INCOGITE 2020



SK Rectors Decree of International Conference Committee 2020



SWISS GERMAN UNIVERSITY

Decree

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DECREE OF RECTOR OF SWISS GERMAN UNIVERSITY
SURAT KEPUTUSAN REKTOR UNIVERSITAS SWISS GERMAN
Nr: D/Rec/0029A/XI/2019

in the matter of/ *sehubungan dengan*

**ESTABLISHMENT OF INTERNATIONAL CONFERENCE COMMITTEE 2020 AT SWISS GERMAN UNIVERSITY /
PEMBENTUKAN PANITIA KONFERENSI INTERNASIONAL 2020 DI UNIVERSITAS SWISS GERMAN**

The Rector of Swiss German University/ *Rektor Universitas Swiss German,*

- | | |
|--|---|
| Taking into consideration/
<i>memerhatikan:</i> | <ol style="list-style-type: none">a. That Swiss German University will hold the International Conference in 2020/<i>Bahwa Universitas Swiss German akan menyelenggarakan Konferensi Internasional di tahun 2020;</i>b. That to support the above event, a Committee of International Conference 2020 needs to be appointed/<i>Bahwa untuk mendukung kegiatan tersebut di atas, perlu ditunjuk Panitia Konferensi Internasional 2020;</i>c. That in line with the above a Decree by the Rector must be issued/<i>Bahwa sehubungan dengan hal di atas perlu dikeluarkan Surat Keputusan Rektor;</i> |
| Having regard to/
<i>mengingat:</i> | <ol style="list-style-type: none">a. Republic of Indonesia's Legislation Number 20/2003 on the National Education System/<i>Undang-undang No. 20 Tahun 2003 tentang Sistem Pendidikan Nasional;</i>b. Republic of Indonesia's Legislation Number 12/2012 on Higher Education/<i>Undang-undang No. 12 Tahun 2012 tentang Pendidikan Tinggi;</i>c. Republic of Indonesia's Government Regulations Number 17/2010 and 66/2010 on the Education Implementation and Management/<i>Peraturan Pemerintah No. 17 Tahun 2010 dan No. 66 Tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan;</i>d. Regulation of Minister of Education and Culture of Republic Indonesia Number 49/2014 on National High Education Standard/<i>Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia No. 49 tahun 2014 tentang Standar Nasional Pendidikan Tinggi;</i> |
| Taking note of/
<i>memperthatikan:</i> | <ol style="list-style-type: none">a. Statute of Swiss German University year 2012/<i>Statuta Universitas Swiss German tahun 2012;</i>b. International Conference 2020 Preliminary Meeting in November 2019/<i>Rapat Pendahuluan Konferensi Internasional 2020 bulan November 2019;</i> |

Swiss German University
The Prominence Tower Alam Sutera
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Tangerang, Banten 15143 - Indonesia

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Decree

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Hereby resolves and decides / dengan ini menetapkan dan memutuskan

**FIRST/
PERTAMA:** To appoint the following personnel as/ *Menunjuk nama-nama tersebut di bawah sebagai:*

1	Dr. Maulahikmah Galnium, S.Kom., M.Sc.	Chairperson of ICONIET
2	Dr. Tanika D. Sofianti, S.T., M.T.	Chairperson of ICONETSI
3	Dr. Antonius Siahaan, S.E., Akt., M.M., CA	Chairperson of INCOGITE

**SECOND/
KEDUA:** To determine that ICONIET 2020 consists of two International Conferences, which are ICONETSI and INCOGITE / *Menentukan bahwa ICONIET 2020 terdiri atas dua Konferensi Internasional yaitu ICONETSI dan INCOGITE.*

**THIRD/
KETIGA:** To appoint the personnel whose names are listed in the attachment of this Decree as members of International Conference Committee 2020/ *Menunjuk nama-nama yang tersebut di dalam lampiran Surat Keputusan ini untuk menjadi anggota Panitia Konferensi Internasional 2020;*

**FOURTH/
KEEMPAT:** The assignment period is from 1 November 2019 until 28 February 2021 / *Periode Penugasan adalah sejak 1 November 2019 sampai dengan 28 Februari 2021;*

**FIFTH/
KELIMA:** This Decree comes into effect on the date that it is signed and shall end after the submission of the report upon the completion of the event. In the event of any changes, this decree shall be reviewed and adjusted accordingly/ *Keputusan ini berlaku sejak tanggal ditetapkan dan berakhir pada saat penyerahan laporan setelah kegiatan dan acara selesai dengan ketentuan apabila terdapat kekeliruan keputusan ini akan diperbaiki sebagaimana mestinya.*

Tangerang, 1 November 2019

Rector/ Rektor

Dr. rer. nat. Filiana Santoso

NIK. 11110507

Cc/ Tembusan:

1. Director of Academic Research and Community Services SGU/ *Direktur Lembaga Penelitian dan Pengabdian kepada Masyarakat SGU*
2. Heads of Study Programs/ *Para Kepala Program Studi*
3. Heads of Department/ *Para Kepala Departemen*

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	3. Dr. Hery Sutanto, S.Si., M.Si. 4. Dr. Irvan S. Kartawina, S.T., M.Sc. 5. Dena Hendriana, BSc., S.M., Sc.D, 6. Dr. Ir. Gembong Baskoro, M.Sc 7. Dr. Tanika D. Sofianti, ST, MT 8. Leonard Rusli, B.Sc.,M.Sc., Ph.D. 9. Aulia Arif Iskandar, S.T., M.T. 10. Dr. Rusman Rusyadi 11. Dr. Charles Lim, M.Sc. 12. Dr. Ir. Heru Purnomo Ipung, M.Eng. 13. Kholis Abdurachim Audah, M.Sc., Ph.D. 14. Dr. Maulahikmah Galinium, S.Kom., M.Sc. 15. Dr. Ir. Moh. A. Amin Soetomo, M.Sc.
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3. Members of INCOGITE 2020 Committee in conjunction with ICONIET 2020 (*Anggota Panitia INCOGITE 2020 yang bersama-sama dengan ICONIET 2020 adalah :*

No	Position/ Posisi	Name/ Nama
1	Steering Committee	1. Kholis Abdurachim Audah, M.Sc., Ph.D. 2. Dr. Nila Krishnawati Hidayat, S.E., M.M. 3. Dr. Ir. Yosman Bustaman, M.Buss.
2	Organizing Committee	1. Chairperson: Dr. Antonius Siahaan, S.E., Akt., M.M., CA 2. Vice Chairperson (Paper): Dr. Soebowo Musa, BSEE, MSEE, MBA 3. Vice Chairperson (Non-Paper): Deborah Nauli Simorangkir, Ph.D
3	Secretariat	Moch. Riyadh Rizky Adam, S.T., M.S.M. (Coordinator) Members : 1. Sema Suri Titiasopha 2. Loina L.K. Perangin-angin, M.Si.
4	Treasurer	Meyrasari Dewi (Coordinator) Member: Annisa Hanna Kusumawardani
5	Registration	Sumini Saleh, B.Sc., S.E., MBA, M.M. (Coordinator) Members : 1. Rizka Diana Irfin Putri 2. Doddy S.W. Witjaksono, M.A.
6	Sponsorship	Munzwaroh, MM (Coordinator) Members : 1. Robert La Are, SST.Par, M.Par. 2. Doddy S.W. Witjaksono, M.A.



SWISS GERMAN UNIVERSITY

Attachment

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7	Program	Margaretha Tiur Lingga, M.M. (Coordinator) Members : 1. Esa Theodore Mbouw, M.Sc. 2. Rano Abryanto
8	Publicity	Christian Santoso Dery, M.A
9	Reviewer Committee	Muninggar Sri Saraswati, Ph.D. (Coordinator) Members : 1. Dr. Antonius Siahaan, S.E., Akt., M.M., CA 2. Deborah Nauli Simorangkir, Ph.D 3. Dr. Nila Krishnawati Hidayat, S.E., M.M. 4. Dr. Ir. Yosman Bustaman, M.Buss. 5. Ezmieralda Melissa, PhD 6. Dr. Soebowo Musa, BSEE, MSEE, MBA

Note :

1. ICONIET : International Conference on Innovation, Entrepreneurship and Technology
2. ICONETSI : The International Conference on Engineering and Information Technology for Sustainable Industry
3. INCOGITE : International Conference on Global Innovation and Trend in Economy

Tangerang, 1 November 2019

Rector/Rektor

Dr. rer. nat. Filiana Santoso

NIP. 11110507

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PHOTO DOCUMENTATION – The 2nd InCoGITE 2020

The Committee of InCoGITE 2020



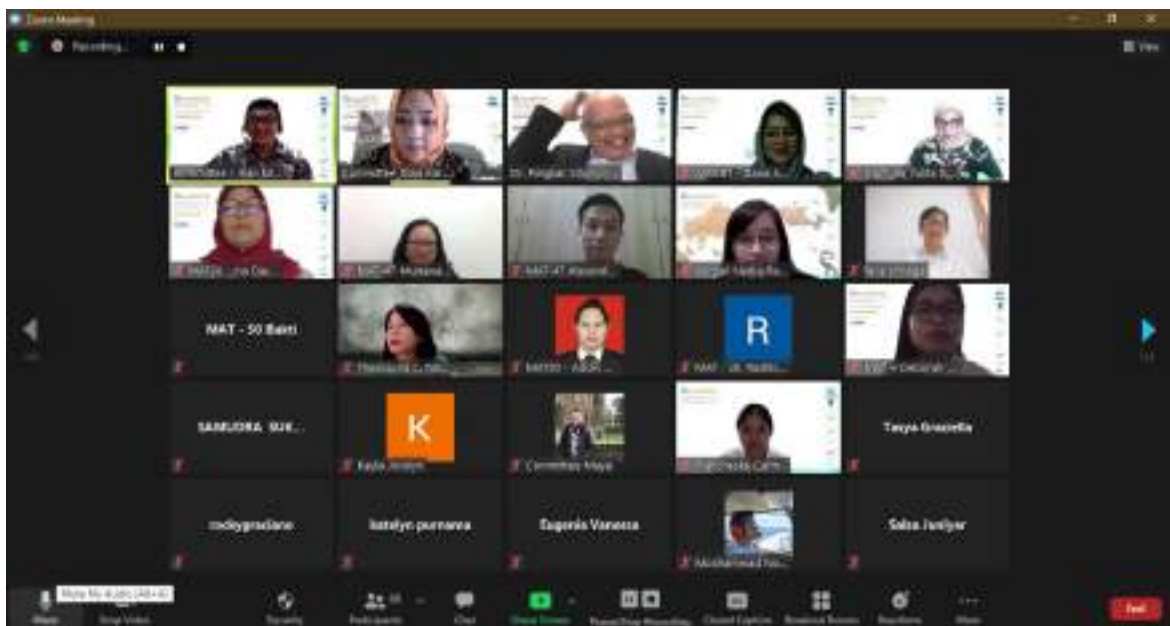
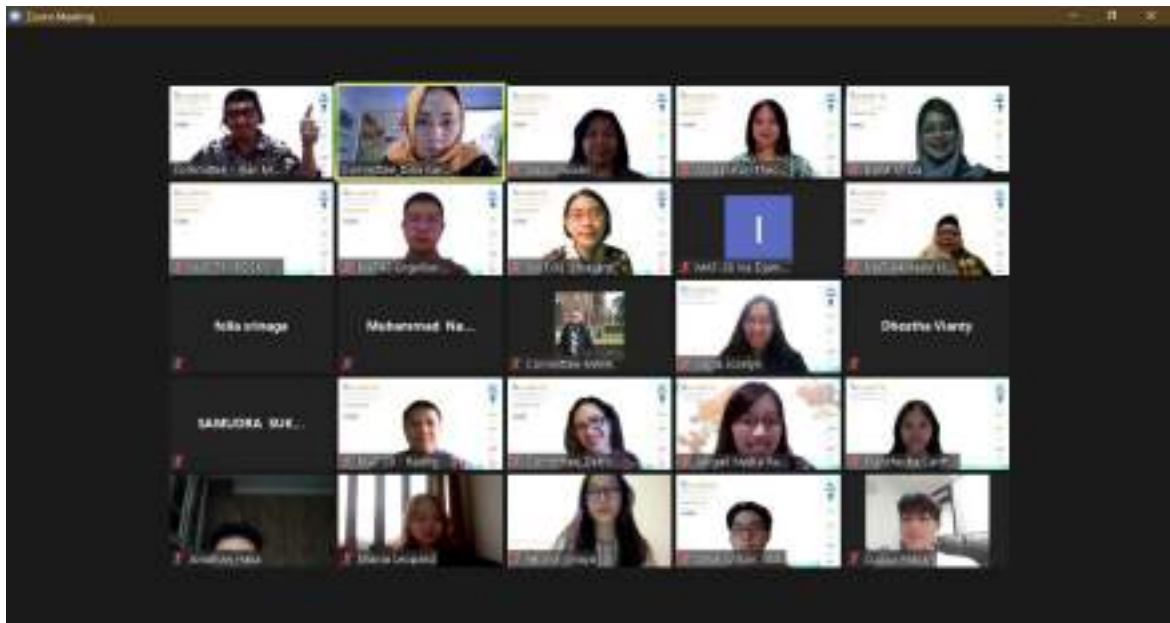
The Participants of InCoGITE 2020



Parallel Session by Presenter



Parallel Session by Presenter



Keynote Speaker

Prof. Bambang Permadi Soemantri Brodjonegoro, Ph.d - (Minister of Research and Technology – BRIN, Indonesia)



Keynote Speech

Dr. Sukardi Silalahi - (President Director PT TELIN)



Invited Speaker



Room 1

Prof. Dr. Nunuy Nur Afiah, SE., MSi., AK., CA. (Head of IAI Council Member)



Room 2

Prof. Theodore Benetatos (International Management Institute, Switzerland)



Room 3

Viverita SE., MM., Ph.D (Senior Lecturer of Universitas Indonesia)



Room 4

Prof. Ang Peng Hwa (Nanyang Technology University, Singapore)



Room 5

Dr. Komang Aryasa, ST, M Eng. (PT Telkom Indonesia)



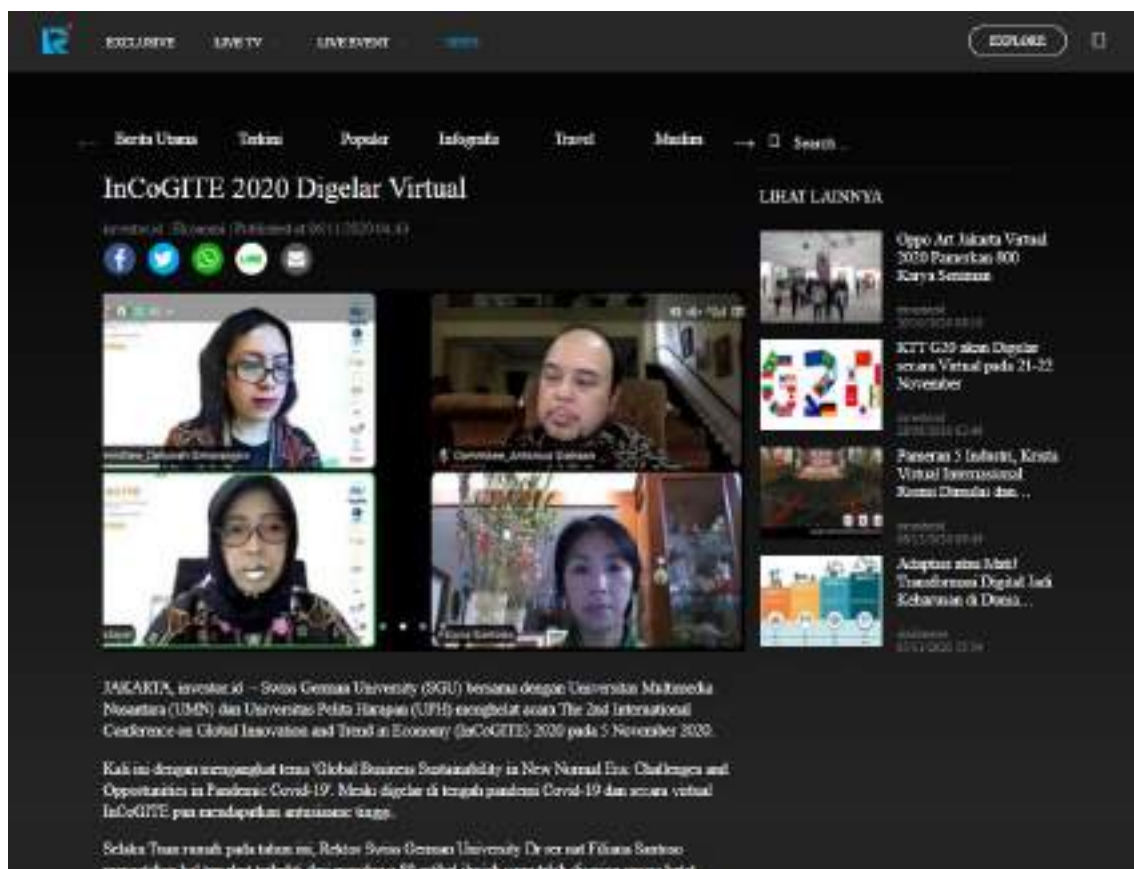
Room 6

Ginto Hutagulung, S.E. (Hotel Human Resources Manager Association - Banten)

Article of The 2nd INCOGITE 2020



<https://sgu.ac.id/the-2nd-international-conference-on-global-innovation-and-Trends-in-economy-incogite-2020/>



<https://rectiplus.com/news/detail/Ekonomi/489416/incogite-2020-digelar-virtual>



<https://investor.id/lifestyle/incogite-2020-digelar-virtual>



<https://www.suara.com/bisnis/2020/11/06/154526/incogite-2020-industri-40-menuntut-sdm-berkompentisi?page=all>

Media Coverage for INCOGITE**A. Paid Media****1. Media Indonesia**

Title	Pendidikan Tinggi Harus Lahirkan SDM Berkompetensi Industri 4.0
Media	MediaIndonesia.com
Link	https://m.mediaindonesia.com/read/detail/358633-pendidikan-tinggi-harus-lahirkan-sdm-berkompetensi-industri-40

2. Suara.com

Title	InCoGITE 2020 : Industri 4.0 Menuntut SDM Berkompetensi
Media	Suara.com
Link	https://www.suara.com/bisnis/2020/11/06/154526/incogite-2020-industri-40-menuntut-sdm-berkompetensi

3. Tribun News

Title	Perguruan Tinggi Dituntut Bisa Memenuhi Kebutuhan SDM Berkompetensi Industri 4.0
Media	Tribunnews.com
Link	https://www.tribunnews.com/pendidikan/2020/11/06/peguruan-tinggi-dituntut-bisa-memenuhi-kebutuhan-sdm-berkompetensi-industri-40

4. Investor Daily

Title	InCoGITE 2020 Digelar Virtual
Media	Investor.id
Link	https://investor.id/lifestyle/incogite-2020-digelar-virtual

5. Sindo News

Title	Adaptasi atau Mati! Transformasi Digital jadi Keharusan di Dunia Bisnis
Media	Sindonews.com
Link	https://ekbis.sindonews.com/read/221574/34/adaptasi-atau-mati-transformasi-digital-jadi-keharusan-di-dunia-bisnis-1604589067?_ga=2.178473444.19019216.1603614053-1447027734.1595466284

B. Media Partner

6. Kalderanews

Title	Kemenristek Berharap Riset Perguruan Tinggi Lebih Relevan pada Prototipe
Media	Kalderanews.com
Link	https://www.kalderanews.com/2020/11/kemenristek-berharap-riset-perguruan-tinggi-lebih-relevan-pada-prototipe/

Link of Video Presentation – InCoGITE 2020

<https://bit.ly/3cdbZXY>

Link of Paper – InCoGITE 2020

<https://bit.ly/3sZ666D>

Link of PowerPoint Presentation – InCoGITE 2020

<https://bit.ly/3cae7zB>

Link of Live YouTube Streaming – The 2nd International Conference on Global Innovation and Trends in Economy (INCOGITE)

<https://youtu.be/NzF1Xn9x3oM>

Thank you:



PARTNER:



Asosiasi Dosen
Indonesia

CO-HOST:



ipmi
IKATAN GURU
PENGAJAR INDONESIA

SPONSORS:



Situs: <https://incogite.org/>

Certificate of Appreciation

Number : Cert/INCOGITE/029-42/XI/2020

This is to Award:

Daniel Ilham

Second Author:

Dr.-Phil. Deborah Simorangkir

as a Presenter

with paper title:

“Discernible Impact Of Fashion’s Online Shopping With Mobile - Augmented Reality (AR) Application On The Consumer’s Perspective In Indonesia”

in International Conference on Global Innovation and Trend in Economy (INCOGITE 2020)
in conjunction with International Conference on Innovation, Entrepreneurship and Technology (ICONIET 2020)

held in Indonesia, on 5 November 2020

 **ICONIET**

Dr. Maulahikmah Galinium, S.Kom., M.Sc
Chairman of ICONIET 2020
Swiss German University

 **INCOGITE**

Dr. Antonius TP. Siahaan, SE., Akt., MM., CA
Chairman of INCOGITE 2020
Swiss German University



Kholis Abdurachim Audah, M.Sc, Ph.D
LPPM Chairman
Swiss German University

 INCOGITE2020

Dr. Ing Ihan Martoyo, ST, MSc
LPPM Chairman
Universitas Pelita Harapan



Dr. Ir. Winarno, M.Kom
LPPM Chairman
Universitas Multimedia Nusantara

Organized by:

