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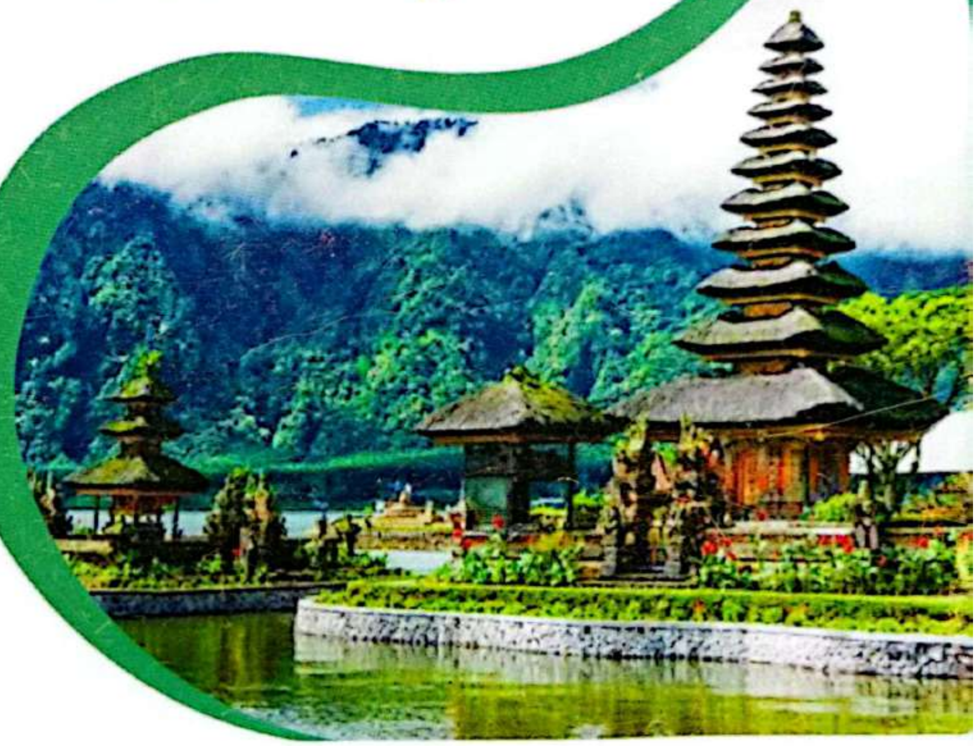

4TH RESBUS

4TH INTERNATIONAL CONFERENCE ON **INTERDISCIPLINARY RESEARCH ON EDUCATION, ECONOMIC STUDIES, BUSINESS AND SOCIAL SCIENCE**

BALI, INDONESIA | MARCH 19, 2020

Supported by : RESEARCH SYNERGY INSTITUTE | Scholar Vein | REVIEWER TRACK | RSF PRESS

Abstract Proceeding Book of

4th International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Science

(4th RESBUS)

March 19, 2020

Bali, Indonesia

research synergy

Abstracts Proceeding Book

of

4th International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Science

(4th RESBUS)

ISBN : 978-602-5902-65-9
e-ISBN : 978-602-5902-66-6

Chief of Editor:
Hendrati Dwi Mulyaningsih

Cover and layout:
Diah Kusumastuti

Publisher:
Yayasan Sinergi Riset dan Edukasi

Office Address:
Komplek Sinergi Antapani
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Fourth publication, March 2020

FOREWORD

Research Synergy Foundation is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

Our Vision:

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

Our Mission:

First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation

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ORGANIZING COMMITTEE

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 4th International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Science (4th RESBUS) by Research Synergy Foundation and Scholarvein as official partner held on March 19, 2020 at Aston Kuta Hotel & Residence, Bali.

The aim of 4^{th} RESBUS conference is to provide an opportunity for academicians and professionals from various Education, Economic studies, Business and Social Science related fields from all over the world to come together and learn from each other. 4^{th} RESBUS 2020 international conference shows up as a cutting-edge Education and Social Science Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Bali, Indonesia and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of 4^{th} RESBUS 2020

CONFERENCE PROGRAM

Day 01- Thursday | March 19, 2020
Venue: Lavender Room
Aston Kuta Hotel & Residence, Bali

Time	Activity
09.00 - 09.30	**Welcome Reception and Registration**
09.30 - 09.45	**Opening Address & Global Research Ecosystem Introduction** Ms. Astri Amanda Conference Manager of Research Synergy Foundation
09.45 - 10.00	**Group Photo Session, Morning Tea and Grand Networking**
10.00 - 12.00	**Parallel Session**
12.00 - 13.00	**Lunch and Closing Ceremony**

Lavender Room

Thursday, March 19, 2020
Session 1 : 10.00 – 10.45

Track Higher Education

Paper ID	Author	Media	Paper Title
RES20102	Darsono Nababan	Oral Presentation	The Effect Of Leverage And Profitability On Stock Prices In The Mining Sector Registered In Indonesia Stock Exchange
RES20108	Nafan Tarihoran	Oral Presentation	Using Facebook Group As A Blended Learning Medium In Teaching Cross-cultural Understanding In Islamic Higher Education
RES20111	Yuliana	Oral Presentation	Optimizing Learning Capacity by Understanding Dynamic of Myelination and Brain Plasticity

Lavender Room

Thursday, March 19, 2020
Session 1 : 10.45 – 11.00

Track Political Science

Paper ID	Author	Media	Paper Title
RES20106	Toebagus Galang Windi Pratama	Oral Presentation	The Effectiveness Of The E-court Management System In Semarang District Court

Lavender Room

Thursday, March 19, 2020
Session 1 : 11.00 – 11.45

Track Management Science, Business Economic

Paper ID	Author	Media	Paper Title
RES20103	Noer Aisyah Barlian	Oral Presentation	Innovation Culture And Performance In Govermental Environment
RES20110	Kartina Sury	Virtual Presentation	Qualifying Brand Preference in Customer Decision-Making Process: A qualitative study of Indonesia Life Insurance's Customer Path to Purchase
RES20112	Samal Kokeyeva	Virtual Presentation	Capital Structure and Firm Performance: Evidence from Small Business Companies

Track: Higher Education

The Effect of Leverage and Profitability on Stock Prices in The Mining Sector Registered in Indonesia Stock Exchange

Poltak Sinaga[1], Daniel Cassa Augustinus[2], Darsono Nababan[3], Ade Putra Fratama Sinaga[4]

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Abstract

Background - *This study aims to examine and analyze the effect of leverage and profitability on stock prices in the mining sector registered at the Indonesia Stock Exchange. Profitability ratios are represented by Return On Assets (ROA) and Return On Equity (ROE), while Leverage is represented by Debt to Equity Ratio (DER). The research period is 2016-2018. The conceptual hypothesis is: "Significant decline in share prices in 2017-2018, occurs because mining companies have low Equity returns".Simultaneous test results (f test), showed that all independent variables namely Return On Assets (ROA), Return On Equity (ROE) and Debt to Equity Ratio (DER) significantly influence the dependent variable or stock price, and Partial test results (t-test), showed that all independent variables namely Return On Assets (ROA), Return On Equity (ROE) and Debt to Equity Ratio (DER) significantly influence the dependent variable or stock price.*

Purpose - *This study aims to determine: The effect of profitability ratios and leverage ratios on stock prices on mining companies listed on the Indonesia Stock Exchange.*

Design/methodology/approach - *This research was conducted at the Indonesia Stock Exchange, using data from 2016-2018, using multiple linear regression analysis, which was preceded by testing classic assumptions consisting of multicollinearity, heteroscedasticity, and autocorrelation. A normality test will also be conducted, aiming whether in the regression model, confounding variables or normal distribution residuals.*

Findings - *The conceptually proven hypothesis is a decline in stock prices that occurs due to low equity returns. 2. The independent variable leverage ratio (DER), and profitability ratio (ROA and ROE) simultaneously have a significant effect on the variable received by Y (share price) in mining companies and components purchased on the Indonesia Stock Exchange in 2016-2018. This is indicated by the value of F-count (26.296)> F-table (2.61) and p-value (0.000) t-table (2.04) and p-value (0.000) t-table (2.04) and p-value (0.006) t-table (2.04) and p-value (0,000) <0.05.*

Research limitations - *The reseach limitations in this study is "a significant stock price decline in 2017-2018, occurred because mining companies have low equity returns", this hypothesis will be proposed by: H1: Debt to Equity (DER) ratio is significant to the stock price. H2: Return on Equity (ROE) significant to stock prices. H3: Return on Assets (ROA) which is significant to the stock price.*

Originality/value - *The value of this research is to find out policies related to the financial performance of mining companies*

Keywords : Return On Assets (ROA). Return On Equity (ROE). Debt to Equity Ratio (DER). Stock Prices

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Using Facebook Group as a Blended Learning Medium in Teaching Cross-Cultural Understanding in Islamic Higher Education

Nafan Tarihoran[1]

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Abstract

Background - *A Facebook group as Blended learning incorporated in teaching at Islamic higher Education in Indonesia*

Purpose - *To investigate how social media is used in Islamic higher education*

Design/methodology/approach - *Qualitative research. The content of cross-cultural and responses in this closed group was analysed to identify the patterns of interaction.*

Findings - *The findings revealed that the students responded positively to this activity and promote the student's sense of the uniqueness of his own culture as a positive value and enables the students to accept the uniqueness of the other cultures*

Research limitations - *Sixty-five English as a Foreign Language (EFL) students participated in this study*

Originality/value - *Application social media in teaching-learning process at Islamic higher education*

Keywords : Blended learning, Cross-cultural understanding, English as a Foreign Language, Facebook group

Optimizing Learning Capacity by Understanding Dynamic of Myelination and Brain Plasticity

Yuliana[1]

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Abstract

Background – *Brain plasticity is important part in learning process. Information retaining in memory and learning process need brain plasticity. Myelin sheath as the covering of neuron (nerve cells) has critical role in enhancing the signal conduction. Myelin will undergo dynamic myelination through certain learning activities. Somehow, the specific learning method might improve myelination better than the other learning style.*

Purpose – *This review aims to reveal what learning style is better in optimizing learning capacity by understanding dynamic myelination and brain plasticity.*

Design/methodology/approach – *This review paper was based on journal reading. Keywords for literature searching are andquot;Learning, myelin, brain, plasticityandquot; with filter clinical trial that was published in the last 5 years in the PubMed website. Result showed 50 articles. Other articles in the references were added based on the previous selected journals.*

Findings – *Learning a new task correlates with white matter changes in specific brain region. New myelin generation is essential in learning. Learning process is closely related to encoding. Making schema while learning new objects are found very useful in increasing newly formed oligodendrocyte progenitor cells and mature oligodendrocytes. Myelin strength will enhance in anterior cingulate cortex. To learn is to myelinate.*

Research limitations – *The limitation of this review is the paper didn't describe about how learning process might improve marks in the school and success in later life. There isn't any comparison about how each learning activity has unequal effect on dynamic myelination, brain plasticity, and daily life skills improvement.*

Originality/value – *This review paper value is myelin was previously thought has static property. However, recently studies revealed that myelin is dynamically changes according to learning activities, new experiences,* *musical or even practical training. Exposure to new environment in learning process will improving myelination and optimizing learning capacity.*

Keywords: learning, myelin, brain, plasticity

Track: Political Science

The Effectiveness of The E-Court Management system in Semarang District Court

Wahyu Widodo[1], Toebagus Galang[2], Sapto Budoyo[3]

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Abstract

Background - *The administration of courts in Indonesia adheres to Article 2 paragraph (4) of Law no. 48 of 2009 concerning Judicial Power where the implementation of the court must be fast, and low cost. In the government's effort to make this happen, an online court system, known as E-Court, is created in which presents four E-Court features, namely E-Filing, E-Skum, E-Payment and E-Summons. The implementation of the E-court, which is under the auspices of the Supreme Court Regulation No. 3 of 2018, according to the author, is still doubtful because the drastic changes from the previous court service system which were completely offline but now must be done online certainly lead to a separate polemic which is not impossible to actually slow down the course of the court.*

Purpose - *Based on that the authors intend to conduct a study that examines the effectiveness of E-court.*

Design/methodology/approach - *The study was conducted using an empirical juridical approach method, which is descriptive in which the source of research relies on data taken in the field where in this case the authors chose to conduct research in the Semarang City District Court supported by relevant literature analyzed using triangulation of data to obtain results*

Findings - *The results showed that the implementation of e-Court in Semarang was still not effective due to several factors including the lack of socialization about the use of E-Court both to prospective users and to Court Personnel themselves, inadequate HR, lack of infrastructure such as the slow Internet and small servers*

Research limitations - *the research are sample are in semarang district court in regard to their E-Court System*

Originality/value - *as the E-Court system in Indonesia is still new, there is still few research about this so the findings of this study are expected to be input for E-Court organizers so that in the future it can run better*

Keywords : Effectiveness. E-Court, Semarang District Court

Track: Management Science

Innovation Culture and Performance in Govermental Environment

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Abstract

Background - *This study aims to examine the influence of innovation culture on employee performance in goverment. This research is a quantitative study using a questionnare as a tool collect data. The sampel consisted of 64 civil servant and 61 contrac employees. Data were analyzed using simple linier regreession then comparing the result of the two respondent.s. The result of analysis found that there is influence between the culture of innovation on the performance of contrac employee, and there is no influence between the culture of innovation and the performance of civil servants (ASN). This result is interesting because there is a culture of innovation found in contract employees not in civil servants (ASN).*

Purpose - *This study aims to examine the influence of innovation culture on employee performance in goverment*

Design/methodology/approach - *Using simple linier regression*

Findings - *There is an influence between the culture of innovation on the performance of contract employee, there is no influence between the culture of innovation on performance of civil servants (ASN)*

Research limitations - *This research only in Distric Health Office in Lumajang Distric*

Originality/value - *this research has its own uniqueness with previouse research, namely the implementation of an implementation culture in the condition or environment of institutions that use human resources management information system. Previouse study rarely describe conditionsin the field for the creation of a culture of innovation in goverment institution. In addition, perception is built by two different condition of respondents so it is expected to know that the different in perception of both.The expected contribution to this research is to strengthen the conditions for creating a culture of innovation so that this research becomes more spesifict even though information gathering uses the preceptions of the respondenswith different statues in the same research site*

Keywords : performance, innovation, culture, goverment

Qualifying Brand Preference in Customer Decision-Making Process: A Qualitative Study of Indonesia Life Insurance's Customer Path to Purchase

Kartina Sury[1], Mts Arief[2], Nur Fadjrih Asik[3]

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Abstract

Background – *The growing hype of social media communication vis a vis the continuous implementation of traditional marketing communications have attracted much discussion on the customer path to purchase journey in accordance with the effort on customer acquisition. As applied to other businesses, the customer acquisition's marketing strategies for life insurance business also encounter changes with the empowerment of customers in today's digital enabled, in parallel with consistent challenges of life insurance as an unsought product. Much known of past research and business practices, that the purchase journey of life insurance has strongly been driven by sales agent/financial advisor to push of needs.*

Purpose – *The purpose of this research is to examine the role brand preference in life insurance customer decision-making process, emphasising on the pre-purchase funnel of customer journey. This research aims to qualify brand preference factor as the implications of customer-to-customer interactions to customer decision-making process.*

Design/methodology/approach – *This research employs qualitative method with thorough in-depth interviews with experts. Those experts own certified financial planning title, whom providing financial planning knowledge, sharing to customers at large.*

Findings – *Based on expert interviews, research revealed the importance of brand preference in life insurance's customer decision-making process in accordance with life insurance product is a long-term contract. Brand factor is required in life insurance offerings as the determinant of customer choices to influence decision-making. Further, research concluded the important role of traditional marketing communication continued to pushing discussion on life insurance during customer-to-customer interactions and later to shape the brand preference making that supported customer path to purchase journey.*

Research limitations – *This research limits its focus on customer path to purchase journey of non-life insurance users in order to examine the customer acquisition effort, thus post purchase journey discussion is excluded.*

Originality/value – *The novelty of this research is the research gap on customer-to-customer interactions and customer decision-making process in life insurance business as the result of the heightening discussion on the importance of traditional marketing communications in today's age of customer.*

Keywords: brand preference, life insurance, customer acquisition, path to purchase, decision-making process, social media marketing, customer journey

Track: Business Economics

Capital Structure and Firm Performance: Evidence from Small Business Companies

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Abstract

Background – *The paper examines the relationship between capital structure and firm performance. It is important to know the relationship between capital structure and profitability because it is necessary for the company's survivability and profitability*

Purpose – *This research sets out to assess the impact of capital structure on the competitiveness of the small companies in Kazakhstan to provide a value of the capital structure.*

Design/methodology/approach – *The investigation has been performed using a panel data procedure for a sample of 236 small companies for 4 years. The study uses two dependent variable performance measures as return on equity and return on asset. The long-term debt, short-term debt, total-debt ratios, size and growth as independent variables have used as independent variables.*

Findings – *The results indicate that firm performance, which is measured by Return on asset (ROA) and Return on Equity(ROE) have a negative relationship with short term debt and long term debt. Moreover, growth has a positive relationship between ROA and the negative relationship between ROE. The study finds that only STD and TD have significant relationship with ROA while ROE has not significant on each of debt level.*

Research limitations – *It is necessary to study the small business companies' capital structures influence firm performance in the long term, which will give us more accurate results on the impact of capital structure on company profitability.*

Originality/value – *This study is one of the very few studies which have investigated on the capital structure on the profitability of the small business companies.*

Keywords: Capital structure, firm performance, profitability, debt financing

FUTURE EVENTS

April 14, 2020 in Bangkok, Thailand
2nd International Conference on Language, Education, and Teaching Research (ICLET) – Virtual Conference
http://www.icletconference.com/

April 29, 2020 in Istanbul, Turkey
2nd International Conference on Islamic Education Studies and Social Science (ICISS)
http://www.icissconference.com/

June 29, 2020 in Bandung, Indonesia
5th International Conference on Management Studies and Social Science (MASOS)
http://www.masosconference.com/

July 1, 2020 in Perth, Australia
5th International Conference on Business, Economy, Management and Social Studies towards Sustanable Economy (BEMSS) – Virtual Conference
http://www.bemssconference.com/

July 13, 2020 in Tokyo, Japan
6th Japan International Conference on Business, Management Studies and Social Science (JIBUMS) – Virtual Conference
http://www.jibums.com

July 20, 2020 in Perth, Australia
International Conference on Management, Education, and Social Science (MESS) – Virtual Conference
http://messconference.com/

August 25, 2020 in Bali, Indonesia
2nd International Conference on Teaching and Science Education (ICTASE)
http://www.ictase.com/

August 27-28, 2020 in Bali, Indonesia
International Symposium on Applied Structural Equation Modeling and Methodological Matters (SASEM)
http://www.isasem.com/

September 2, 2020 in Singapore, Singapore
6th Singapore International Conference on Management, Business, Economic and Social Science (SIMBES) – Virtual Conference
http://www.simbesconference.com

September 3, 2020 in Banjarmasin, Indonesia
Politala International Conference on Interdisciplinary Research on Engineering and Social Science (1st PICIRES)
http://www.picires.com

September 15, 2020 in Melbourne, Australia
5th International conference on Interdisciplinary Research on Education, Economic studies, Business and social science (RESBUS)
http://resbusconference.com/

October 5, 2020 in Kuala Lumpur, Malaysia
4th International Conference on Entrepreneurship studies, Business, Economy, and Management Science (ESBEM)
http://esbem.com

October 14, 2020 in Ambon, Indonesia
IC of Science Management Art Research Technology (IC-SMART)
http://icsmartconference.com

November 10, 2020 in Bandung, Indonesia
4th International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (IBEMS)
http://www.ibemsconference.com/

November 16, 2020 in Tokyo, Japan
6th Japan International Business and Management Research Conference (JIBM) – Virtual Conference
http://www.jibmconference.com/

November 25, 2020 in Beni Suef, Egypt
International Conference on Innovation and Engineering Research (ICIER)
http://www.icierconference.com

December 2, 2020 in Kuala Lumpur, Malaysia
6th International Conference on Business, Economy, Management and Social Studies towards Sustanable Economy (BEMSS)
http://www.bemssconference.com/

Nafan

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