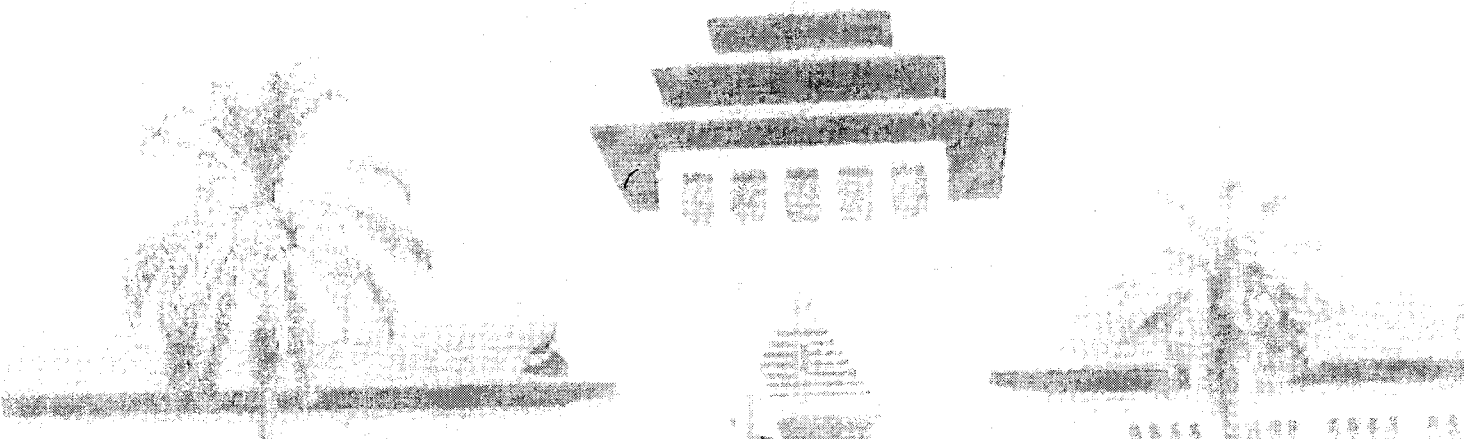


B 11

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT



CONFERENCE PROCEEDINGS

19th-21st FEBRUARY 2014
BANDUNG - INDONESIA

"Sustainable Research and Innovation"



FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PADJADJARAN



MONASH University
Business and Economics

CONFERENCE PROCEEDINGS

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT



QIK 2014:
the 11th International Research Conference
on Quality, Innovation and Knowledge Management
Conference Proceedings
19th - 21st February 2014
Bandung - Indonesia
Sustainable Research and Innovation

Published in 2014 by Universitas Padjadjaran,
Management Department, Faculty of Economics and Business

Editors
Aldrin Herwany, SE., MM., PhD.
Assoc. Prof. Daniel Prajogo, B.Eng, M.Eng, Ph.D

ISSN
977-23-5520-008-4

www.qik2014.org

INTRODUCTION

Welcome to Bandung

Welcome to the 11th International Research Conference on Quality, Innovation, and Knowledge Management. The conference held on 19-21 February, 2014 in Bandung, the capital of West Java Province, Indonesia and hosted by Department of Management and Business, Faculty of Economics and Business, Universitas Padjadjaran and also Department of Management, Faculty of Business and Economics, Monash University.

Surrounded by fresh mountainous region, Bandung has been the top destination in the region since the colonial era. Known to the world as the host of the 1955 Asian African Conference, and full of cultural heritages including its art-deco architecture, Bandung has been long well known also as the Paris van Java. Your visit will be a memorable one.

This conference bring together leaders from business, government and other sectors, as well as leading academics from around the world, to share knowledge, experiences and research findings. Our theme this year is "**Sustainable research and innovation**" and we have chosen Indonesia as our host for this conference.

According to the Mckinsey report (2012), Indonesia's economy has enormous promise. Already the 16th largest economy in the world, Indonesia has the potential to become the seventh biggest by 2030. In recent years, Indonesia has made enormous strides in their macroeconomic management; inflation has fallen from double digits to single digit. The economy, part of a resurgent Asia, is transforming rapidly. The growth in Indonesia's consuming class is stronger than in any economy of the world except India and China, a signal to international businesses and investors of considerable new opportunities.

The rapid globalisation of markets has enormous implications for businesses in Indonesia and other developing economies in Asia and social development generally. Two key questions to be addressed are: (i) How is business to compete in the global marketplace?, and (ii) How can social structures and social infrastructure be reformed to promote business and societal development?

The arrival of the global economy creates challenges at all levels of society: for business, government, employees and consumers. Various approaches and strategies for improved competitiveness have been promoted over the past two decades; these include: quality management, supply chain management, management of innovation, knowledge management, government deregulation, organisational learning, creativity, and so on, but what do these approaches have to offer us as we move forward? What have we learned from the first decade of globalisation? What can guide us through the coming period? This conference will focus on these questions, looking particularly at case studies and practical applications.

Enjoy!

The Local Organizing Committee

FOREWORD

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT
QIK 2014

GREETINGS FROM LOCAL ORGANIZING COMMITTEE

Dear colleagues,

International conference on Quality, Innovation, and Knowledge (QIK) 2014 in Bandung is the 11th serie of the forum. This conference is jointly organized by Universitas Padjadjaran, Monash University Australia, and Manchester Metropolitan University UK. QIK conference this year facilitates leaders of business and government intitutions and academicians worldwide to share knowledge, lessons-learnt and empirical findings under the theme of Sustainable research and innovation.

This academic forum is aimed at, among others, helping us construct initial answers to issues in management, supply chain management, management of innovation, knowledge management, government deregulation, organizational learning, creativity, and so on. The forum also grants good opportunities for us to discuss lessons learnt from empirical journey of the first decade of globalization, and enable us to reveal guidance to anticipate the coming challenges. The organizing committee arranges roundtable discussion sessions that allow practitioners and academicians to exchange ideas on the selected challenging issues in QIK, in addition to the regular class and poster presentation sessions. We also organize a Doctoral Workshop to provide advantageous chance for doctorate students to improve their research quality with the help of professors from the three host universities.

I, on behalf of the steering and organizing committee, would like to welcome you to Bandung and the conference site. We greatly appreciate your participation in this event and hope this meeting can be of great benefit to all of us. We are also grateful to Universitas Pancasila Jakarta and STIE Ekuitas Bandung for their grand support, and to Bank Indonesia, Bank Mandiri, Aqua Danone, Governor Office of West Java, and for their valuable sponsorships.

Have a fruitful conference and enjoy our friendly city.

Cordially,

Erie Febrian, SE, MBA, M.Comm, PhD

Chairperson of The Local Organizing Committee

GREETINGS FROM UNIVERSITAS PADJADJARAN



Assalamu'alaikum wr.wb.,

Dear colleagues,

It gives me great pleasure to welcome all of you to the International Conference on Quality, Innovation and Knowledge (QIK) 2014 in Bandung. Wilujeng Sumping. Welcome to Bandung.

This international event is important to UNPAD, particularly to our efforts for being recognized leading university in 2026. UNPAD, through Faculty of Economics and Business, has organized three international conferences in the past three consecutive years. Therefore, we will try our best to serve you.

It is worth noting that effective academic collaboration involving UNPAD, Monash University Australia and Manchester Metropolitan University United Kingdom may provide not only benefits to the three institutions but also broader networking impacts to the participants and the event partners.

In this occasion I would like to express my gratefulness to Monash University Australia and Manchester Metropolitan University United Kingdom for their cooperation with Faculty of Economics and Business (FEB) UNPAD in organizing this international event. I also appreciate all institutions that have provided great support to this event.

Varied representation of the practitioners and academicians attending the conference is obvious evidence of the participants' great interest in the conference topics. However, despite being busy with the conference schedule, you may want to spend some time for cruising interesting places in Bandung and enjoying the unique performance of Angklung. The city also offers variety of traditional food to relish. So, I wish you pleasant visit in Bandung.

Wassalamu'alaikum wr.wb.

Prof. Dr. Ganjar Kurnia

Rector of Universitas Padjadjaran

GREETINGS FROM MONASH UNIVERSITY

Dear QIK 2014 Conference delegates,

It is with great pleasure that we invite you to the QIK 2014 Conference jointly organised by Monash University and University of Padjadjaran in Bandung, Indonesia. This conference is also supported by Manchester Metropolitan University (UK). It is the 11th international conference in the series and we thank all the delegates for their continued support.

This conference coincides with the establishment of a new Australia-Indonesia Centre at Monash University. This was announced in Canberra late last year by the Australian Prime Minister in the presence of the Vice President of Indonesia. The establishment of this centre is part of a larger initiative in strengthening collaboration between the two countries and we all hope that this conference will contribute in a number of ways in achieving the long-term vision of the Australia-Indonesia Centre.

The QIK Conference itself has a long history with the first conference held in Melbourne in the early 1990s. It has previously been held successfully in Melbourne, Sydney, Kuala Lumpur and New Delhi. It has brought together academics from many countries with practitioners and policy-makers to share and exchange ideas on topics which have significant impact on business and society at large.

We hope that this conference in Bandung will provide similar outcomes to those achieved in the past. Together, we can learn how quality, innovation and knowledge should be managed as organisational capital to deliver strong performance.

As in the past, we also present a two-day doctoral workshop that will be held at the University of Padjadjaran campus in Bandung and hope that the participants find this rewarding.

We hope that you enjoy your time at this conference and take the opportunity to make new friends and establish new research collaborations. Please also take the time to enjoy Bandung and Indonesia.

Let me thank all the committee members who have been working very hard over the past year. Their energy and enthusiasm in preparing for the conference has been fantastic.

Professor Amrik S. Sohal

Convenor of QIK 2014 Conference

CONTENT

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT



CONTENT

Introduction	ii
Greetings from Local Organizing Committee	v
Greetings from Universitas Padjadjaran.....	vi
Greetings from Monash University	vii
Content	ix
Program	xi
Paper Presentation	1
Quality	1
Knowledge	3
Operations	5
Green	7
Innovation.....	8
Performance	10
Marketing	13
Lean	15
Human Resource	17
Banking and Finance I.....	20
ICT and Education	21
SME and Entrepreneurship	23
Banking and Finance II.....	25
Decision Making, Performance, E-commerce and HR.....	27
Committee	31
Venue	33

PROGRAM

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT

QIK 2014

PROGRAM

Conference Day 1: Wednesday, 19 February 2014

Venue Trans Hotel

08.00-09.00	Registration
09.00-09.30	Opening Ceremony
09.30-10.30	Keynote Speech (Mr. Chairul Tanjung, CT Corp)
10.30-11.00	Coffee Break
11.00-12.00	Plenary Session 1 1. PT. Telkom Indonesia 2. Mr. Ade Bagja – Director of Production Weapon System PT. PINDAD 3. Mrs. Maria Ellen Yuriaan – Senior Vice President Bank Mandiri
12.00-13.00	Roundtable Discussions
13.00-14.00	Lunch
14.00-15.40	Parallel Session 1
15.40-17.20	Parallel Session 2
19.00-21.00	Formal Conference Dinner (Gedung Sate) Note: All participants are suggested to wear formal dress

Conference Day 2: Thursday, 20 February 2014

Venue Trans Hotel

09.00-10.00	Plenary Session 2 1. Prof. Abid Khan – Monash University 2. Prof. Ina Primiana – Universitas Padjadjaran
10.00-10.30	Break and Poster Session
10.30-12.10	Parallel Session 3
12.10-13.10	Lunch
13.10-14.50	Parallel Session 4
14.50-15.30	Break
15.30-17.00	Closing Ceremony & Award Announcement
18.30-22.30	Informal Dinner (Optional) at Sierra Restaurant

Conference Day 3: Friday, 21 February 2014
Venue PT. PINDAD and City Tour

08.00-11.00	Industry Visit PT. PINDAD
11.00-17.00	Break and City Tour 1. Gedung Sate (West Java Government Office) 2. Gedung Merdeka (Asian African Museum) 3. Factory Outlets Visit

PAPER PRESENTATION

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT

QIK 2014

THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER PERCEIVED VALUE TOWARDS CUSTOMER LOYALTY IN BANK CENTRAL ASIA

Hendrik A.S., Diana Sari, dan Rita Komaladewi
hendrik210872@gmail.com, diana.sari@fe.unpad.ac.id, rita.komaladewi@fe.unpad.ac.id
Wombat Room – Session 2 – Marketing

Competition in the banking world today is getting stronger and sharper. Banks are always required for always creative and innovative in response to demands from customers which are getting smarter to choose their needs. PT. Bank Central Asia, Tbk Branch Asia - Africa Bandung, (further in this research will be called "BCA"), within the last 3 years has always had debtors who ran to other banks, however after followed with a personal approach some debtors who ran can be won back again.

This study aims to determine whether the customer perceived value and customer relationship management which are conducted by BCA can affect customer loyalty. Then based on the objectives of the study, this study uses verification approach. The research conducted by distributing questionnaires to the respondents, where the unit of analysis of this research is credit customers of BCA.

Population in this study is the customer loan portfolio of BCA in Bandung city, with the sum of 1100 customers. purposive sampling is used and the calculation formula of Solving obtained 110 people customers who have been applying a loan for a variety of business and other needs for more than 5 years are being sampled in this study. The statistical analysis use path analysis and SPSS 21 program. The result shows that the customer perceived value and customer relationship management has a positive and significant effect on customer loyalty simultaneously. Then through the coefficient of determination test shows that simultaneously customer perceived value and customer relationship management are contributes for the influence on customer loyalty by 72 % , while the remaining 28 % is the influence of other variables that were not examined in this research.

Keywords: *Customer Relationship Management, Customer Perceived Value, Customer's loyalty*

STRATEGY COOPERATIVE APPROACH DISTRIBUTION SYSTEM FOR IMPROVING BUSINESS PERFORMANCE (A Study In Bubble Jelly Soft Drink Products in West Jakarta)

Hery Winoto
Management Doctoral Program, Bisnis And Economic Faculty
Padjadjaran University, Bandung

Wombat Room – Session 2 - Marketing

Partnership, in this context is normally treated as an informal relationship in which the partners are effectively recognize and pursue common interests. Research on strategy choice partnerships is one form of strategic alliances that can improve business performance (business performance) throughsome of its influence is the power (power), partnership (relationship), entrepreneurship (entrepreneurship) and distribution (distribution channel). The purpose of this study was to analyze the effect of power factor, factor partnerships and entrepreneurial factors on the distribution, and distribution factors influence the performance of the business. Samples were soft drink industry ie Bubble Drink located in West Jakarta. The industry is fueled by the desire of the owner to add a bubble drink product choices available today, brings the menus are not offered by competitors, and changing patterns of consumption of carbonated soft drinks become more healthy for the body. Bubble Drink industry in marketing their products using print media, social media and other promotional media. Methods of data analysis using partial least squares (PLS). The main finding in this study is the entrepreneurial factor has the greatest influence on the distribution, the second is a partnership and the third is power, as well as the fourth factor of the distribution of positive and significant impact on business performance. The conclusion of this study is the power factor, partnerships and business respectively positive and significant impact on the effectiveness of distribution channels and distribution channels positive effect on business performance

Keywords: Strategic partnerships, distribution systems, business performance

COMMITTEE & REVIEWERS

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT

QIK 2014

COMMITTEE

STEERING COMMITTEE

Dr. Nury Effendi, SE., M.A
(Universitas Padjadjaran, Indonesia)

Prof. Amrik Sohal
(Monash University, Australia)

Prof.Dr.H. Yuyus Suryana Sudarma, SE,MS
(Universitas Padjadjaran, Indonesia)

ORGANIZING COMMITTEE PRESIDENT

Erie Febrian, SE., MComm, PhD.
(Universitas Padjadjaran, Indonesia)

ORGANIZING COMMITTEE VICE PRESIDENT

Diana Sari, SE.,M.Mgt., Ph.D
(Universitas Padjadjaran, Indonesia)

COMMITTEE SECRETARY

Mrs Kathy Cooper
(Monash University, Australia)

ORGANIZING COMMITTEE

Dr. Wa Ode Zusnita Muizu, S.E.,M.Si	(Universitas Padjadjaran, Indonesia)
Wardhana, SE., M.Bus	(Universitas Padjadjaran, Indonesia)
Budi Harsanto, SE., MM.	(Universitas Padjadjaran, Indonesia)
Sunu Widiyanto, SE., MSc.	(Universitas Padjadjaran, Indonesia)
Aditia Febriansyah, SE.	(Universitas Padjadjaran, Indonesia)
Ade Maulana Rahman Hidayat, SE.	(Universitas Padjadjaran, Indonesia)
Aninda Desvianti, SE	(Universitas Padjadjaran, Indonesia)
Ahmad Hamdie, SE.	(Universitas Padjadjaran, Indonesia)
Intan Puspa Pradini, SE.	(Universitas Padjadjaran, Indonesia)
Achmad Hadyan Zihni Djunet, SE.	(Universitas Padjadjaran, Indonesia)
Mahir Pradana, SE., M.Sc	(Universitas Padjadjaran, Indonesia)
Wahyudio Mahesa	(Universitas Padjadjaran, Indonesia)

SCIENTIFIC COMMITTEE

Aldrin Herwany, SE., MM., PhD.
(Universitas Padjadjaran, Indonesia)

Yudi Azis, S.E., S.Si., S.Sos., MT., PhD.
(Universitas Padjadjaran, Indonesia)

Ass. Professor Daniel Prajogo, B.Eng, M.Eng, Ph.D
(Monash University, Australia)

Dr. Hj. Umi Kaltum, SE.MS
(Universitas Padjadjaran, Indonesia)

REVIEWERS

Prof. Amrik Sohal (Monash University, Australia)

Prof. Dr.Hj. Ina Primiana, SE., MT. (Universitas Padjadjaran, Indonesia)

Prof. Dr. Faisal Affif (Universitas Padjadjaran, Indonesia)

Dr. Quamrul Alam (Monash University, Australia)

Dr. Richard Cooney (Monash University, Australia)

Assist. Prof. Nuntasaree Suktho, PhD. (Dhurakij Pundit University, Thailand)

Assist. Prof. Thitima Sitthipongpanich, PhD. (Dhurakij Pundit University, Thailand)

Dr. H. Sulaiman Rachman Nidar, SE., MBA (Universitas Padjadjaran, Indonesia)

Teerasak Khanchanapong, PhD. (Dhurakij Pundit University, Thailand)

Imam Baihaqi, Ph.D (Institut Teknologi Sepuluh Nopember, Indonesia)

Wawan Dewanto, Ph.D (Institut Teknologi Bandung, Indonesia)

Riko Maruta, Ph.D (Sangkiyo Corpportae, Japan)

Dr. Mesbahuddin Chowdhury (Monash University, Australia)

Dr. Sen Sendjaya (Monash University, Australia)

Dr. Tritos Laosirihongthong (Dhurakij Pundit University, Thailand)

Dr. Ferry Jie (Royal Melbourne Institute of Technology, Australia)

VENUE

THE INTERNATIONAL RESEARCH CONFERENCE
11th ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT



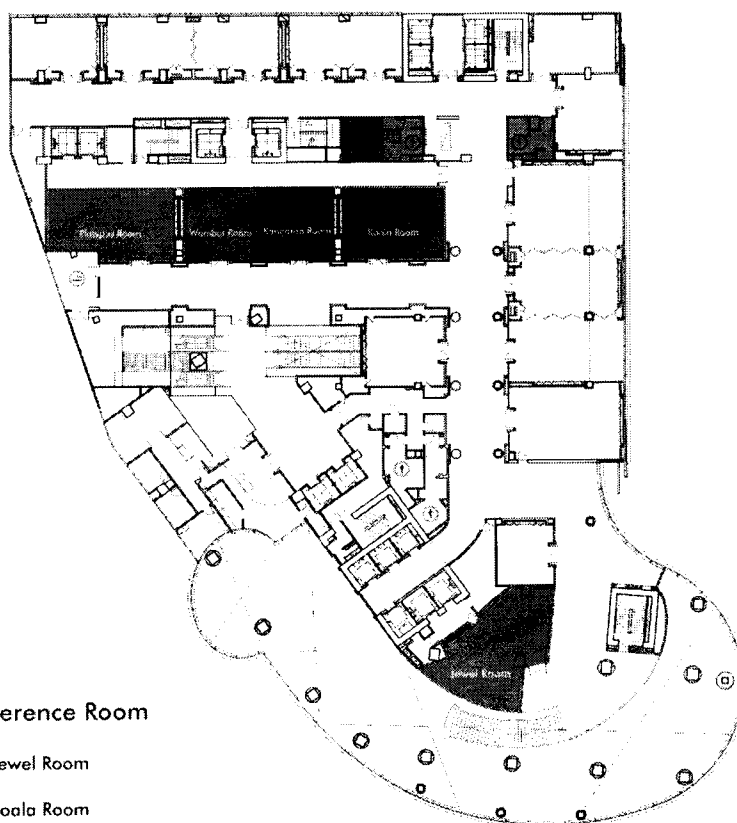
THE INTERNATIONAL RESEARCH CONFERENCE
ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT

11th








QIK
2014

CONFERENCE MAP

The Trans Hotel Bandung



Conference Room

-  Jewel Room
-  Koala Room
-  Kangaroo Room
-  Wombat Room
-  Platypus Room
-  Rest Room
-  Praying Room



FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PADJADJARAN



MONASH University
Business and Economics



www.qik2014.org

Supporting Partners



mandiri



Z+



Media Partner

KOMPAS