



**Program Conference and ABSTRACT**

**Pursuing Pentahelix Industry Collaboration:  
An ASEAN Regional Integration Challenge**

**October 14<sup>th</sup> - 15<sup>th</sup> 2015  
Bali, Indonesia**

**The Global Advanced Research Conference on  
Management and Business Studies  
(GARCOMBS)**

**Hosted by:**



## PREFACE

The Global Advanced Research Conference on Management and Business Studies (GARCOMBS) is the academic forum for the presentation of new advances and research results in the fields of Management and Business.

The GARCOMBS 2015 will be held on October 14-15, 2015 in Bali, which is now a major heart of tourist place of Indonesia. The Conference venue will be held in Inna Grand Bali Beach Hotel, Indonesia.

The GARCOMBS 2015 conference will bring together leading international researchers, practitioners, and scientists in universities and industries.

Considering the needs for responding the complex and dynamics environment, the second international joint conference will be focused on: Pursuing Pentahelix Industry Collaboration: An ASEAN Regional Integration Challenge.

Theoretical and empirical papers are also invited for submission to six major areas.

- A. Organizational Behavior, Leadership and Human Resources Management
- B. Innovation, Operations and Supply Chain Management
- C. Marketing Management
- D. Financial Management and Accounting
- E. Strategic Management, Entrepreneurship and Contemporary Issues
- F. Green Business



## Organizing Committee

# The Global Advanced Research Conference on Management and Business Studies (GARCOMBS)

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## REMARKS

### RECTOR OF UNIVERSITAS PADJADJARAN

Assalamu'alaikum wr.wb.,  
Warm greeting!

It is a great pleasure to welcome you all in the Global Advanced Research Conference on Management & Business Studies (GARCOMBS) 2015 in Bali. Selamat Datang!

This international conference is another proof that Universitas Padjadjaran (UNPAD) has strong commitment to pursue its vision, which is being an internationally recognized leading university in 2026. UNPAD is a big university and one of the top five universities in Indonesia.

UNPAD has consistently encouraged all its faculties to speed up their institutional development programs by joining multilateral collaboration. The collaboration, like what we have seen in this joint international conference, enables us not only to access broader stakeholders and networks, but also to realize the program more effectively and efficiently.

That participants are gathered in Bali, with such varied representation, is expressive demonstration to the great interest of practitioners and academicians in Management and Business issues. Hopefully the participants can find new potential academic collaboration involving multi-institutions during this event.

Nevertheless, while you are in Bali, you need to spare your time to enjoy the warm hospitality of the island. Bali is the most wanted tourism destination in the world, and well known as Gods Island. The island offers a lot of interesting places to visit, as well as traditional art performances to watch and art product shops to explore. So, I wish you enjoyable moment in Bali.

Wassalamu'alaikum wr.wb.

Rector, Universitas Padjadjaran  
Prof. Dr. med.Tri Hanggono Ahmad, dr.



## REMARKS

### HEAD OF DOCTORATE PROGRAM IN MANAGEMENT UNIVERSITAS PADJADJARAN

Assalamu'alaikum wr.wb.,

It gives me a great pleasure to welcome all of you in the Global Advanced Research Conference on Management & Business Studies (GARCOMBS) 2015 in Bali. This event is organized by the Doctorate Program in Management (DIM), Faculty of Economics & Business, Universitas Padjadjaran, Bandung.

This event is greatly supported by our valuable partners. Therefore, on behalf of the organizing committee, and DIM UNPAD, I hereby express my gratefulness to 1) PT. Telkom; 2) Bank BJB; 3) Durakij Pundit University Thailand; and 4) KEDGE Business School France;

for their significant support to the conference. Last but not least, I would also like to thank to several partners for their cooperation in this event. They are PT. Biofarma, Bank BNI, Bank BRI Jawa Barat, Telkom Regulatory, PT.PELNI, PT. Perhutani, PT. Kabepe Chakra, PT. Alfamart, STMT Trisakti, PT. Promosindo Medika, Mr. Iwa Kartiwa, Mr Irwan Lubis, and Mr Sigit Rahardjo. May our synergy last long.

Participants in this conference come from seven countries, including Indonesia, France, Thailand, Sudan, Malaysia, Sweden, and India. From almost 300 papers submitted in this conference, only the best 30 papers will get published in one of the following affiliated international journals: a) International Journal of Business & Globalisation; b) Academy of Strategic Management Journal; c) Academy of Marketing Studies Journal; d) Academy of Entrepreneurship Journal; and e) Academy of Accounting & Financial Studies Journal.

Meanwhile, as you are here in Bali, in one of the best tourism spot in the world, you may want to relax your tension little while after the conference. There are so many well-known destinations in this Island to explore. I wish all participants a great academic and leisure time here. Thank you for coming. Enjoy the beauty of Bali!

Wassalamu'alaikum wr.wb.

Bali 14 October 2015

Head, Doctorate Program in Management UNPAD  
**Prof. Dr. Ernie Tisnawati Sule**



WELCOMING SPEECH FROM  
**THE PRESIDENT OF GARCOMBS 2015 COMMITTEE**

Warm greeting!

Dear participants,

On behalf of the organizing committee, we would like to welcome you to Bali and to GARCOMBS 2015 in Inna Grand Bali Beach, Sanur.

This conference has three main objectives, i.e., to help participants get inputs for their research improvement, expand their academic networks, and enjoy the beauty of Bali. GARCOMBS2015 organizing committee kindly re-introduces the academic-tourism concept, in which academic event is designed to provide economic impacts on tourism industry. By consistently doing this, we expect to broaden the impact of our academic event in the near future, particularly on tourism business development.

We hope you can enjoy academic atmosphere during the conference as well as leisure time in Bali.

Thank you for your participation in GARCOMBS2015.

**3rd GARCOMBS Chairman,**

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



## OFFICIAL GARCOMBS 2015 COMMITTEE

### ADVISORY COMMITTEE

- Prof. Dr. med. Tri Hanggono Achmad, dr. (Rektor Universitas Padjadjaran)
- Nury Effendi, S.E, M.A., Ph.D (Dekan FEB Universitas Padjadjaran)

### STEERING COMMITTEE

- Prof. Dr. Hj. Ernie Tisnawati Sule, SE, M.Si (Ketua DIM Universitas Padjadjaran)
- Prof. Dr. Armanu Thoyib, SE, M.Si (Ketua DIM Universitas Brawijaya)
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- Prof. Dr. Ina Primiana, SE, MT
- Diana Sari, SE, M.Mgt, Ph.D

### REVIEWER

- Prof. Dr. Armanu Thoyib, SE, M.Si
- Prof. Dr. Mts. Arief, MM, MBA, CPM
- Prof. John Paul
- Assoc. Prof. Dr. Varakorn Samakoses
- Prof. Dr. Ir. Jann Hidajat Tjakraatmadja, MSIE
- Prof. Dr. I Ketut Rahyuda, SE, MSIE
- Prof. Dr. Amrik Sohal
- Daniel Prajogo, Ph.D

### ORGANIZING COMMITTEE

**President** : Erie Febrian, Ph.D

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**Secretary 2** : Wardhana

**Treasury 1** : Nani

**Treasury 2** : Neneng

**Marketing & Conference Relations:** Nina KH

**Conference Coordinator** : Md Kamarujjaman



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2. Syahmardi Yacob
3. Ifada Rahmayanti
4. Wa Ode Likewati

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2. Supiana
3. Nano Supriatna

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2. Candra Gunawan

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2. Nina
3. Teguh

**Room Liaison Officer:**

1. Wayan Yuniari
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3. Achmad Anshori
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7. Luh Putu Savitri Karina Anandasari
8. Made Ayu Oktaviana
9. Ni Made Diah Urmila
10. Ni Luh Made Dwi Indri Mutia Mahayani
11. Putu Adi Surya Lesmana
12. Ni Kadek Dwi Suputri Duryana
13. I Gusti Putu Aditya Saputra
14. Kadek Leny Puspita Dewi
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16. Eduardo Edwin Ramda
17. Cindy Caroline
18. Nyoman Ayu Oktaviani
19. Haniffa Arista Putri
20. Gita Syeba Lubis





## Map Venue

**INNA**  
GRAND BALI BEACH  
SANUR

**BALI ISLAND NORTH**

JAVA SEA

**Places of Interest**

1. Denpasar - Museum & Art Market
2. Denpasar - Street Corners
3. Cangah - Gold & Silver Works
4. Masia - Wood Carvers
5. Ubud - Art Center
6. Badung - Elephant Camp (Gasa Gigit)
7. Peking - Center of Early Balinese Dynasties
8. Gunung Kawi - Hindu Balinese Sanctuary
9. Menguping - Coast of ANJAS (Glenagregory)
10. Semadhi - Hindu Temple
11. Sasamba - Fishing Village
12. Sari Candi - Royal Lovers
13. Pabang Bal - Ferry to Lombok
14. Tenganan - Village of Bali Aga
15. Tirta Gangga - Old Bathing Palace
16. Tirtaya - Village of Bali Aga
17. Satoru - Village of Bali Aga
18. Satoru - Temple & Volcano Lake
19. Klataman - Mountain Village
20. Tenganan - Tirta Empul Springs
21. Mangrove - Taman Awan Temple
22. Ubud Laci - Temple
23. Batu Kaya - Temple
24. Belong - Mountain Village
25. Satoru - Tourist Center
26. INNA GRAND BALI BEACH
27. Kaka Ancient Ruins
28. Uluwatu Temple
29. Gilimanuk - Ferry to Java
30. Air Sanih - Water Springs
31. Pukuh - Hindu Temple
32. Nusa Dua - Tourist Center
33. Nusa Dua Beach - Tourist Center
34. Candu Dua - Tourist Center

**Places of Interest**

**INNA GRAND BALI BEACH JI. Hang Tuah - Sanur Bali P.O.Box 3275 Denpasar 80032 Bali Indonesia T +62 361 288511 F +62 361 287917**  
**E sales@grandinnabalibeach.com www.grandinnabalibeach.com Managed and Owned by PT Hotel Indonesia Natour (Persero)**

**INNA**  
GRAND BALI BEACH  
SANUR

**Sanur**

Bali's original seaside, cover it entirely

**INNA GRAND BALI BEACH JI. Hang Tuah - Sanur Bali P.O.Box 3275 Denpasar 80032 Bali Indonesia T +62 361 288511 F +62 361 287917**  
**E sales@grandinnabalibeach.com www.grandinnabalibeach.com Managed and Owned by PT Hotel Indonesia Natour (Persero)**



## Overview Agenda 3<sup>rd</sup> GARCOMBS 2015

**1st Day-14th October 2015**

**Grand Inna Bali Beach Hotel Sanur**

Time	Breakdown	Activities	Location
14.00 - 17.30		Registration (Bring Transfer Slip, Paper Code)	Agung Room
17.30 - 19.00		Gala Dinner + Cultural Activities Indonesian Local cultural show	Agung Room
	17.30 - 18.00	Dinner	Agung Room
	18.00 - 18.05	MC Opening	Agung Room
	18.05 - 19.00	Welcoming Dancing + Legong Dance	Agung Room
19.00 - 21.30		Opening Ceremony	Agung Room
	19.00 - 19.05	Indonesia Raya	Agung Room
	19.05 - 19.10	Welcoming Speech: Prof. Dr. Ernie Tisnawati Sule, SE, M.Si	Agung Room
	19.10 - 19.20	Welcoming Speech + Opening: Prof. Dr. med. Tri Hanggono Achmad, dr. (Rector of Padjadjaran University)	Agung Room
	19.20 - 19.25	Praying	Agung Room
	19.25 - 20.00	Key Note Speaker: Prof. Dr. I Gde Pitana (Representation of Ministry of Tourism)	Agung Room
	20.00 - 20.15	Plenary Session 1: Prof. John Paul (Kedge Business School France)	Agung Room
	20.15 - 20.30	Plenary Session 2: Prof. Dr. Ina Primiana, SE, MT (Padjajaran University Indonesia)	Agung Room
	20.30 - 20.45	Plenary Session 3. Asst. Prof. Dr. Teerasak Khanchanapong (Dhurakij Pundit University Thailand)	Agung Room
	20.45 - 21.00	Plenary Session 4. Ir. Moh. Awaluddin, MBA (PT.Telkom)	Agung Room
	21.00 - 21.30	Question and Answer	Agung Room
21.30 - 21.45		Closing + Announcement + Photo Session	Agung Room



## 2nd Day-15th October 2015

Time	Breakdown	Activities	Location
07.30 - 09.30		Class Session I	Classroom
09.30 - 09.45		Coffee Break + Poster Presentation	Agung Room
09.45 - 11.45		Class Session II	Classroom
11.45 - 12.45		Lunch Break + Poster Presentation	Agung Room
12.45 - 14.45		Class Session III	Classroom
14.45 - 15.00		Trip Preparation	Hotel Lobby
15.00 - 16.00		Journey to Tanah Lot	Bus
16.00 - 16.30		Photo Session	Warung Mandala Tanah Lot
16.30 - 18.30		Sight viewing Tanah Lot + Free Time	Tanah Lot
18.30 - 19.30		Kecak Dance	Tanah Lot
19.30 - 19.40		Move to Restaurant	Warung Mandala Tanah Lot
19.40 - 21.00		Gala Dinner + Closing	Warung Mandala Tanah Lot
21.00 -		Return to Hotel	Bus



## RUNDOWN ORAL PRESENTATION

### HUMAN RESOURCE MANAGEMENT ISSUES

October 15<sup>th</sup>, 2015, Legong Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair & PIC
07.30-09.30	G010	Leadership For Public Leaders In Indonesia <b>Muhtosim Arief</b>	Dharma Deo Sharma
	G014	Group Emotional Intelligence On Effectiveness Total Rewards <b>Prima Vandayani</b>	
	G015	The Role Of Personal Values, Behavior, In The Cross-Cultural Interaction Through The Organization's Environment In Banten Province - Indonesia <b>Rusman Frenдика</b>	
	G028	Efforts In Performing Multilevel Modelling To Improve Learning Organization Research <b>Rina Anindita</b>	
	G040	The Influence Of Organizational Climate And Employee Commitment To Employee Performance Regional Secretariat Ngawi Regent <b>Ifada Rahmayanti</b>	
	G063	The Readiness Of Organization To Adapt The Future <b>Ratri Wahyuningtyas</b>	
	G145	The Model Of Strategic Planning, Human Capital Competence, And Corporate Governance In Increasing The Competitiveness And Its Effect On The Corporate Performance (Survey On Finance Sector Of The State Owned Governance In Indonesia) <b>Harry Soeratin</b>	
G192	Career Planning As A Strategy To Increase Educators Performance Through The Work Attitude And The Meaning Of Working ( A Study In Private Colleges In West Java) <b>Ifada Rahmayanti</b>		
09.30-09.45	<b>Coffee Break</b>		OC & LO
09.45-11.45	G097	Human Capital Training Model To Develop Work Opportunity For Local People At Geothermal Project Cibuni West Java <b>Joeliaty Sufwana</b>	Prerapha Taweasuk
	G114	The Influence of Strategic Human Resources Management on Employee Engagement <b>Christanto Triwibisono</b>	
	G073	Job Insecurity As Moderation Effect A Commitment Employees Of Intention To Quit In The Banking Sector Bandung <b>Deddy Rusyandi</b>	



	G174	Work Status, Satisfaction And Organizational Citizenship Behavior (Ocb): A Case Study Of Syariah Bank In Bangka, Province Of Bangka Belitung <b>Hamsani</b>	
	G175	Neoclassical Growth Model :Application To The Analysis Of Human Capital For Regional Development <b>Aulia A. Abdhy</b>	
	G177	Understanding And Leading Generation Of Various Groups In The Workplace <b>Rita Yuni Mulyanti</b>	
	G092	Quality Management Systems And Performance Organization <b>Koernia Purwihartuti</b>	
	G196	Spirituality And Leadership: A Case Study Of A Business Leader In Indonesia <b>Marwansyah</b>	
11.45-12.45	<b>Lunch Break</b>		OC&LO
12.45-14.45	G218	Designing Training And Development Model Based On Social Preneurship To Create Sustainable Competitiveness For Employee <b>Penta Sukmawati</b>	<b>Che Maznah Mat Isa</b>
	G230	Human Resources Planning (The Strategy Of Successful Organization) <b>Yudhi Dien</b>	
	G239	The Influence Of Merit Pay Towards The Achievement Motivation <b>Febi Inas Anisah</b>	
	G249	Spirituality In The Workplace To Create A Professional Resource <b>Rolland Fanggidae</b>	
	G250	Talent Management, Quality Management, And Good University Governance: Conceptual Framework From Human Resource Management Perspective <b>Donni Juni Priansa</b>	
	G262	The Organizational Culture And Transformational Leadership, The Influence To The Performance Of Study Program By Learning Organization <b>Agus Fauzi</b>	



## RUNDOWN ORAL PRESENTATION

### OPERATION AND MARKETING MANAGEMENT ISSUES

October 15<sup>th</sup>, 2015, Pended Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair & PIC
07.30-09.30	G111	A Case Study Of Analytic Hierarchy Process Modeling For Research & Development Project Selection <b>Johnny</b>	<b>Aditya M.Salya</b>
	G044	Effect Of Supply Chain Management Practices, Supply Chain Strategy And Environmental Uncertainty Of Competitive Advantage And Impact To Business Performance <b>Satria Yunas</b>	
	G045	Current Findings Of Performance Management Practices Of State Own Energy Company In Indonesia (Case Of PT XYZ) <b>Muhammad Tresnadi Hikmat</b>	
	G062	Inventory Planning Policy Using P Model (Periodic Review) Inventory Management For Starter Pack (Case Study: Telecommunication Company In Indonesia) <b>AV. Rahajeng Widyarsih</b>	
	G119	How To Build Sustainable Innovation Capability In Supply Chain Management <b>Paul John, Zhou Yanhua</b>	
	G261	Predictive Modeling For Entry Timing Decisions Of Malaysian Construction Firms In International Markets <b>Che Maznah Mat Isa</b>	
	G002	Influence Of Supply Chain Integration On Company Performance In Indonesian Pharmaceutical Industry <b>Efrata Denny Saputra Yunus</b>	
09.30-09.45	<b>Coffee Break</b>		<b>OC &amp; LO</b>
09.45-11.45	G001	The Feasibility Of Implementing E-Commerce In Sudan <b>Hayder A. A. Mohammed</b>	<b>Johannes</b>
	G006	Market Orientation, Buyer-Supplier Relationship And Firm Performance With Dynamic Capabilities As An Intervening Variable: A Research Model <b>Moh Farid Najib</b>	
	G007	Hedonic Motivation, Intention And The Demand For Luxury Brand Counterfeit Product <b>Musnaini, Syahmardi Yacob</b>	
	G016	Bilding The Tourist Trust Based On Integrated Marketing Communication And Tourist Experience (A Survey To The Culture And Marine Tour Object At Tour Destination Of Ambon Island) <b>Dian Utami Sutiksno</b>	



	G018	Do Indonesian Consumers Have Intention To Purchase Low Price Cars? <b>Edhie Budi Setiawan</b>	
	G019	The Influence Of Collaborative Communication And Franchisee Trust On Franchisee Intention To Remain In Franchise System In Aceh Provice <b>Erlinda</b>	
	G033	Marketing Agility (Study On Export Manufacturing Smes In East Java Indonesia) <b>A. Yahya Surya Winata</b>	
11.45-12.45	<b>Lunch Break</b>		OC&LO
12.45-14.45	G035	Consumers` Trust As The Mediating Factor Of Insurance Buying Intention In Indonesia <b>Hasyim</b>	<b>Pherapa</b>
	G037	Effect Of Market Orientation On Marketing Performance Through Innovation In Small Industrial Melayu Woven Fabrics Riau Province <b>Rosmayani Thamrin</b>	
	G042	The Effect Of Core Quality, Relational Quality, Perceived Value, Customer Satisfaction And Service Switching Towards Custome Loyalty At Beauty Clinic <b>Lusi Suwandari, Nur Chairul Afif</b>	
	G047	Perception Toward Service Quality Of Police: A Comparison Between Police Family Members And Non-Family Members <b>Zulnaidi Yaacob</b>	
	G052	Understanding Of Customer Loyalty At Islamic Banks In Indonesia : A Qualitative Study <b>Resanti Lestari</b>	
	G051	The Development Of Integrated Marketing Communication (IMC) Concept <b>Arfendo Propheto</b>	
	G060	The Emergent Of Brand Image And Industry Attractiveness On Competitive Strategy And Hotel Business Performance: A Study In Indonesian Hotel Industry <b>Nila Krisnawati</b>	



## RUNDOWN ORAL PRESENTATION

### MARKETING MANAGEMENT ISSUES

October 15<sup>th</sup>, 2015, Joged Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-9.30	G075	Factor Analysis Experiential Marketing Student Which Study At STIE Ekuitas Bandung <b>Deni Hamdani</b>	<b>Hayder A. A. Mohammed</b>
	G079	A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India <b>K. Maran</b>	
	G081	The Role Of Green Innovation Adoption In Determining Organizational Performance: An Empirical Evidence From Hospitality Industry In Pangandaran <b>Edy Suroso</b>	
	G083	The Models Of Tourism Sector Development Of Bandung Regency And Jember Regency In Relating With Own-Source Revenue <b>Elizabeth Tiur Manurung</b>	
	G078	Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India <b>K. Maran</b>	
	G090	Spirituality As One Dimensional Concept In Market Orientation <b>Jajang Burhanuddin</b>	
	G115	Coherent Strategy Life Science Company To Achieve Competitive Advantage In The Global Marketplace <b>Evi Sylvia</b>	
	G091	The Analysis Of Household Involvement Toward Prepaid Electricity Usage At Jambi City <b>Johannes And Jhoni Pasaribu</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
09.45-11.45	G126	The Using Marketing Metrics To Measure Customer Value <b>Nanang Suryadi</b>	<b>Aditya M.Salya</b>
	G127	Market Reaction Around Ex-Dividend Dates: Empirical Study Using The Agriculture Firms In Indonesia Stock Exchange <b>Bram Hadianto</b>	
	G128	The Attractiveness Of Differentiation Marketing In Korean Restaurant At Cihampelas Walk Bandung Using Discriminant Analysis (Study At Korean Mujigae Resto And Yoogane) <b>Aldina Shiratina</b>	
	G129	Study On Health Service Management Regional Public Hospital Raden Mataher <b>Zulfina Adriani</b>	





	G141	Company Reputation And Customer Relation Management Influence To Competitive Advantage And Its Influence On Purchasing Decision (The Research On Indonesian Sphygmomanometers Global Business Customers) <b>Gagan Sugandi</b>	
	G142	Improve Marketing Performance Telecommunication Industry In Indonesia <b>Dewi Mustikaningsih</b>	
11.45-12.45	<b>Lunch Break</b>		OC&LO
12.45-14.45	G191	Entrepreneurial Marketing To Innovation And Its Impact On Business Performance On Small Industries Of Wearing Apparel <b>Sambudi Hamali</b>	<b>Hayder A. A. Mohammed</b>
	G202	Mapping The Development (Trend) Of Researches In The Field Of Marketing Management For Company Type Of Cooperative <b>Rizal Ramdan Padmakusumah</b>	
	G207	Indonesia Performance On Global Competitiveness Market In Asean <b>Teuku Abdullah Sanny</b>	
	G214	Influence Of Experiential Marketing, And Customer Satisfaction Of Customer Loyalty To The 3 Star Hotel 5 In Bandung And Surrounding. <b>Henny Utarsih</b>	
	G162	A Study Of Political Choice Among Political Parties In Legislative Election 2014: The Case Of Jawa Barat I Electoral District <b>Agus Aribowo</b>	



## RUNDOWN ORAL PRESENTATION

### MARKETING AND FINANCIAL MANAGEMENT ISSUES

October 15<sup>th</sup>, 2015, Kecak Room, Second Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-09.30	G223	Opinions On Marketing Mix Strategy Of Organic Vegetable And Fruit Entrepreneurs In Thailand <b>Prerapha Taweasuk, Teerasak Khangchanpong</b>	<b>Prerapha Taweasuk</b>
	G226	The Relationship Of Entrepreneurial, Market Orientation, Marketing Mix Strategy, And Business Performance <b>Cecep Hidayat</b>	
	G234	The Influence Of Service Quality, Product Quality, Price And Switching Cost On The Customer Satisfaction And It's Implication On Customer Loyalty (Study On Prepaid Card User IM3 In Lampung) <b>Rahmat Simon Gultom</b>	
	G232	Branding Strategy Development Based On Innovative Behavior <b>Popy Rufaidah</b>	
	G243	Influence The Marketing Mix And Business Customer Buying Behavior On Customer Loyalty At PT Sapta Larna Muda <b>Chree Dasri</b>	
	G268	Green Consumer Behavior: Concept, Dimension And Proposition <b>Julina &amp; Popy Rufaidah</b>	
	G270	Strategy Formulation For Penetrating Market: A Case Study Of Abdul-Aziz Kindergarten <b>Aldio Pramudya Gunadi</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
09.45-11.45	G272	Service Devlivery And Corporate Performance: Case In Indonesia Port Business <b>Miskul Firdaus</b>	<b>Budi Harsanto</b>
	G274	The Relationship Between Market Orientation On Performance Marketing: A Research Model <b>Rizki Zulfikar</b>	
	G247	Customer Value, Customer Relationship And Its Effect On Reputation Of Courses In Jakarta <b>Miguna Astuti</b>	
	G011	The Influence of GCG on Earning Management <b>Mardiani Tanjung</b>	
	G012	Week Of The Month On The Monday Effect: Evidence From The Indonesian Stock Exchange <b>Ika Pratiwi Simbolon</b>	



	G022	Analysis Of Good Corporate Governance (Gcg) Quality, Information Technology (It) Cost And Human Resources Development (Hrd) Cost Against Performance Of Indonesian Conventional Banks Listed In Idx Year 2008 To 2013 <b>Apep Mokhamad Komarna Noormansyah</b>	
11.45-12.45	<b>Lunch Break</b>		OC&LO
12.45-14.45	G024	The Impact Of Taxation And Macroeconomic Condition On Bank Capital Structure And Profitability Of Indonesian Banking Sector <b>Yuli Teguh Hidayat</b>	Mery Citra
	G029	Contagion And Systemic Risks : The Case Of Indonesian Banking <b>Alfiana</b>	
	G034	Shareholders' Preferences On Initial Leverage In The Determination Of Firm's Leverage <b>Nurdin</b>	
	G039	Liquidity Adjusted Capital Asset Pricing Model: A Critical Review <b>Erna Garnia</b>	
	G043	Developing Islamic Financial Literacy Index : A Conceptual Paper <b>Taofik Hidajat</b>	
	G053	The Comparative Analysis Of Mixed, Stock, And Fixed Income Portfolios Performance At Bullish And Bearish Market Conditions In Indonesia Capital Market <b>Annisa Hartika</b>	
	G054	Good Corporate Governance Preception And Program Funds Of Corporate Social Responsibility Case Of Corporation In Indonesia <b>Oktovianus Nawa Pau</b>	



## RUNDOWN ORAL PRESENTATION

### MARKETING AND FINANCIAL MANAGEMENT ISSUES October 15<sup>th</sup>, 2015, Ball Room #1, First Floor

Time	Paper Code	Paper Title & Presenter	Session Chair
07.30-09.30	G058	Hybrid-Ann Prediction Method For Stock Indices High-Frequency Trading Around Macroeconomic News Announcements : A Review Of Literature <b>Andy Ismail</b>	<b>Teuku Abdullah Sanny</b>
	G074	The Influence Of Stock Ownership Structure On The Capital Structure And The Firm Performance <b>Dede Hertina</b>	
	G091	The Analysis Of Household Involvement Toward Prepaid Electricity Usage At Jambi City <b>Johannes And Jhoni Pasaribu</b>	
	G116	Sustainability Of Microfinance Services To The Poor : An Intermediation Approach Of Islamic Microfinance In Indonesia <b>Besse Wediawati</b>	
	G131	Firm' Specific Factors, Country' Specific Factors, And Firm' Investment In Indonesia <b>Atong Soekirman</b>	
	G133	The Analysis Of Financial Ratio On Predicting Earning Growth In Selected Mining Company <b>Purwanto</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
09.45-11.45	G139	Effect Of Capital Structure Toward Firm Value At Different Levels Of Managerial Ownership <b>Leni Susanti</b>	<b>Nila Krisnawati</b>
	G134	The Influence Of Fundamental Analysis And Systematic Risk Towards Stock Price Of Banks In Indonesia <b>Purwanto And Erynda Bhita Safira</b>	
	G143	The Task Uncertainty Role As Moderator Between Knowledge Management And Quality Budget In Public Sector <b>Muhammad Ishak</b>	
	G159	The Influence Of Value Creation And Competitive Strategy And Business Performance Of Business Units Of Green Tea Product Industry In Indonesia <b>Sukiman</b>	
	G172	The Influence Of Bank Internal Financial Characteristic: Liquidity, Capital Adequacy, Intermediary Function, Market Discipline, And External Banking Conditions To The Bank Performance By Using Seemingly Unrelated Regression (SUR) <b>Ahmad Herlanto Anggono</b>	



	G160	The Influence Of Intern Audit Toward Good Governance At Banten Province <b>Rakhmini Juwita and Galuh Tresna Murti</b>	
11.45-12.45	<b>Lunch</b>		OC&LO
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	G170	The Influence Of Company Resources And Partnership Strategy On Competitive Strategy And The Implication On Company Performance Of Banking Industry In Indonesia <b>Tri Wintarto</b>	
	G171	The Influence Of Value Creation And Competitive Strategy On The Performance Of Go Public Banking Companies In Indonesia <b>Verry</b>	
	G181	Analysis Of Capital Market Reaction To Oil Price Change <b>Aldrin Herwany</b>	
	G185	Analysis Of Macro Economy On Stock Price Indexes <b>Eka Sutisna</b>	
	G186	Fundamental Analysis And It's Impact To Price Earning Ratio Of The Banking Stock In Bursa Efek Indonesia <b>M. Chaldun</b>	



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### FINANCIAL AND STRATEGIC MANAGEMENT ISSUES October 15<sup>th</sup>, 2015, Ball Room #2, First Floor

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07.30-09.30	G197	Banking Financial Performance Model In Indonesia Before And After Implementation Of PBI No.13/1 / Pbi / 2011: Regional Development Bank 2009-2014 <b>Lis Sintha</b>	<b>Che Maznah Mat Isa</b>
	G194	The Effect Of The Foreign Bank Penetration To The Bank Concentration And The Impact On The Banking Profitability: The Case Of Conventional Bank In Indonesia <b>Raya Panjaitan</b>	
	G198	Financial Literacy And Islamic Financial System: A Literature Study <b>Rike Setiawati</b>	
	G204	Investment Competitive Strategy Analysis: Case Study Of Bengkulu Province <b>Musriyadi Nabiu</b>	
	G206	The Impact Of Financial Conglomeration On Risk And Return Performance In Indonesia Banking Industry <b>Taufiq Hidayat</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
	G225	Society assistance financial report based on financial accounting standard of entities without public accountability standard in encouraging Small and middle enterprises development <b>Galuh Tresna Murti</b>	<b>Zhou Yanhua</b>
	G235	Credit Risk Management To Reduce Of Non-Performing Loans To Banks In Indonesia <b>Ramli</b>	
	G236	Securities And Its Impact On Banking Performance <b>Sri Mulyantini</b>	
	G242	Agency Cost And Investment To Dividend And Implications On Leverage In The Context Of Changes In Capital Structure.( Study Foreign Investor And Domestic Investor In Indonesia) <b>Yofy Syarkani</b>	
	G227	How Do Strategic Capabilities And Niche Marketing Strategy Affect The Effectiveness Of Value Co Creation? <b>Diaz Pranita</b>	
	G276	Good Corporate Governance Perception And Program Funds Of Corporate Social Responcibility Case Of Corporation In Indonesia <b>Naz'aina</b>	



	G121	Customer Retention Created By Customer Characteristics, Customer Satisfaction, Performance Of Service Delivery, Brand And Switching Barrier (A Study Of Customers Domestic Scheduled Flight Service) <b>Juliater Simamarta</b>	
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12.45-14.45	G009	Business Strategy In Optimizing The Realization Performance Of Food And Energy Security Credit (FESC) <b>Kristina Lestariningsih</b>	K.Maran
	G013	Effect Created By The Power Of Competition In Digital Creative Industry And Value Creation Toward Competitive Strategy And Implications To Business Performance (A Survey In Digital Creative Industry In Indonesia) <b>Muhammad Awaluddin</b>	
		Business-Level Strategy On The Banking Industry In Dealing With The Similarity In Industry (Isomorphism) <b>Ferry Novindra Idroes</b>	
	G023	Efficiency And Innovation In Pharmaceutical Industry In Indonesia <b>Ratna Komara</b>	
	G032	Implementation Of Six Sigma Methods In Micro Small And Medium Intreprises(SMEs) <b>Merita Bernik</b>	
	G036	Achieving Competitive Advantage Through Developing Green Corporate Image <b>Sri Widyastuti</b>	



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### STRATEGIC MANAGEMENT ISSUES

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	G064	Finding The Strategic Solutions Towards The Implementation Of Space Technology Program In Indonesia <b>Brian Pratistha</b>	
	G069	The Concept Of Core Competencies In Business Organization <b>Hamdi Harmen</b>	
	G072	The Formation Of Dynamic Capability On Indonesian Credit Co-Operatives <b>Muhtosim Arief</b>	
	G038	The Influence Of Entrepreneurial Orientation And Dynamic Capabilities Towards Business Strategy Implementation Effectiveness And Its Role To Build Sustainable Competitive Advantage Of E-Commerce Based Sme In Indonesia <b>John Sihotang</b>	
	G050	The Influence Of Partnering In TQM Practices, Innovation, And Its Impact On Project Performance In Residential And Non Residential Building In Jakarta And Bandung <b>Firdaus Basbeth</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
09.45-11.45	G082	Strategy Implementation As An Intervining For Company's Resources And Regulations In Order To Form Business Performance <b>Elfien Goentoro</b>	Dharma Deo Sharma
	G088	The Influences Of Partnership Strategy And Competitive Strategy On Business Performance Of Minimarket Chain In Indonesia <b>Hans Harischandra Tanurahrarjo</b>	
	G105	Effect Of Capabilities Resources To Cross Functionals Coordination In The Micro Footwear Industry In West Java <b>Utangjujur</b>	
	G107	The Development Model Of Value Creation For Competitive Advantage <b>Yenny Maya Dora</b>	
	G108	The Influence Of Distinctive Capability And Functional Strategy On The Business Performance ( Survey On Shipyard Industry In Indonesia) <b>Wahyuddin Bagenda</b>	





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12.45-14.45	G253	The Influences Of Company Resources And Value Creation On Business Performance (A Research On Rural Bank Owned City District Government Of West Java And Banten) <b>Iwa Kartiwa</b>	Zhou Yanhua
	G021	Business-Level Strategy On The Banking Industry In Dealing With The Similarity In Industry (Isomorphism) <b>Ferry Novindra Idroes</b>	
	G132	Innovation And R&D Partnership It's Impact On Competitiveness And Implication To Pharmaceutical Companies Performances <b>Mas Rahman Roestan</b>	
	G140	Business Transformation And Business Performance PT Len Industri (1991 - 2014) <b>Abraham Mose And Syaifuddin</b>	



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### STRATEGIC MANAGEMENT , ENTREPRENEURSHIP AND SMALL MEDIUM ENTERPRISES, AND CORPORATE SOCIAL RESPONSIBILITY ISSUES October 15<sup>th</sup>, 2015, Laksamana Room#1, First Floor

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	G164	Effectiveness In Implementation Of Corporate Strategy <b>Eri Novari</b>	
	G165	The Influence Of Value Creation And Competitiveness Strategy On Business Performance (A Survey On Non-Machine Woven Industry In West Java) <b>Ade Sulchi</b>	
	G211	Effect Of Business Strategies, Regulatory Support, Leadership, And Work Culture On Business Performance And Impact On Competitiveness Of Bank Of Jabar And Banten (BJB) <b>Ahmad Irfan</b>	
	G087	Analysis Of The Effect Of Export Sme Owner Competencies On Export Smes Performance Of Bandung City <b>Wa Ode Zusnita Muizu, Yusuf Pankesit</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
09.45-11.45	G031	The Influence Of Entrepreneurship Characteristic And Market Orientation On The Competitive Advantage And Its Effect Towards Business Performance (Case Study At Sentra Rajut Binong Jati Bandung) <b>Dwi Wulandari</b>	<b>Mery Citra</b>
	G056	Networking And Entrepreneurial Orientation In Increasing Innovation And The Impact On Business Performance For Women Entrepreneur In Jakarta Province <b>Aryanti Puspokusumo</b>	
	G216	The Application Of Multi-Criteria Decision Making For Strategy Formulation To Develop Organic Agriculture In Bengkulu Province <b>Teguh Adiprasetyo</b>	
	G094	The Influence Of Entrepreneurial Mindset Toward Competitive Advantage Of Young Entrepreneurs In West Java New Entrepreneur Program <b>Meriza Hendri</b>	
	G120	Capabilities, Business Strategy And Performance : A Case In Internet Service Provider In Indonesia <b>Nurul Hermina</b>	



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12.45-14.45	G104	Entrepreneurial Leadership roles in promoting entrepreneurship, Team Creativity, and New Venture Performance in Indonesian's SME Start-Ups <b>Urip Sedyowidodo</b>	Wardana
	G184	The Adoption Knowledge Management In Small And Medium-Sized Enterprises On Competitive Environment <b>Nizar Alam Hamdani</b>	
	G155	The Influence Of CSR Program Towards Company's Reputation And Customers Loyalty In Formulating The Policy Of Company's For Company Performance Improvement <b>Nur Hassim Rusdi</b>	
	G059	Application Of Lean Manufacturing In Reducing Chrome Waste On Sukaregang Tannery Industry <b>Muhamad Dzikron</b>	
	G159	The Influence Of Value Creation And Competitive Strategy And Business Performance Of Business Units Of Green Tea Product Industry In Indonesia <b>Sukiman</b>	
	G158	The Impact Of Foreign Franchise Characteristics And Entrepreneurial Orientation On Competitive Response And Local Franchise Performance : Evidence From Indonesia <b>Rambat Lupiyoadi</b>	



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	G222	Increasing Organizational Commitment: The Role Of Leadership Style <b>Christanto Triwibisono</b>	
	G224	The Effect Of The Big Five Personality Traits On The Performance Of Pt.Century 21 Liberty Employees <b>Refi Endo</b>	
	G269	Sustainability Of Indonesian Mining Companies Through Implementation Assessment Of Principles Of International Council On Mining And Metal <b>Dede Abdul Hasyir</b>	
	G008	Profile Of Syari'a Banking Marketers in Surah Al-Mudatsir Ayat 1-7 Perspective <b>Afif Zaerofi</b>	
09.30-09.45		<b>Coffee Break</b>	<b>OC&amp;LO</b>
09.45-11.45	G085	The Determinants And Consequences Of E-Retail Service Quality <b>Fitroh Adhilla</b>	<b>K. Maran</b>
	G117	Market Strategy And Market Orientation And Its Effect On Uniqueness Resources Through Marketing Performance Empirical Studies On: Small Industries Product Processing Seaweed In South Sulawesi <b>Mohammad Risal</b>	
	G121	Customer Retention Created By Customer Characteristics, Customer Satisfaction, Performance Of Service Delivery, Brand And Switching Barrier (A Study Of Customers Domestic Scheduled Flight Service) <b>Juliater Simamarta</b>	
	G199	The Influence Of Social Media On Moslem Consumer Behaviour <b>Shinta Rahmani</b>	
	G203	The Creation Of Value In The Political Marketing On Political Parties In The City Pekanbaru <b>Gatot Wijayanto</b>	
	G220	Overall Advertising Involvement Effect On Brand Attitude And Its Impact On Consumer Behavior <b>Dwinto Martri Aji Buana</b>	



	G227	How Do Strategic Capabilities And Niche Marketing Strategy Affect The Effectiveness Of Value Co Creation? <b>Diaz Pranita</b>	
11.45-12.45		<b>Lunch</b>	OC&LO
12.45-14.45	G241	The Impact Of Customer Relationship Marketing Strategy Toward Loyalty At Small Medium Enterprises, <b>Aditya M.Salya, Christophe Benahvent</b>	Johannes
	G264	Marketing Strategy Of Words-In-Mouth Deliver Customer Value In Consumer Products In Indonesia <b>Handry Sudiarta Athar</b>	
	G265	Promotion And Designan Analysis To Corporate Image PT. De Bale Property Lombok <b>Handry Sudiarta Athar</b>	
	G003	The Impact Of Automated Teller Machine Toward Cost Efficiency Of The Banks In Indonesia <b>Tofik Hidayat</b>	
	G100	Analysis Of Earning Management And Underperformance In Companies Which Pursue Policies Ipo (Case Study In Companies That Go Public In Indonesia Stock Exchange Indonesia 2012-2013) <b>Rr.Yoppy Palupi Purbaningsih</b>	
	G136	The Influence Of Firm Characteristics On Capital Structure And Firm Value (Empirical Study Of Indonesia Insurance Companies) <b>Didy Handoko</b>	
	G178	Analysis On The Factors Causing The Bankruptcy Of Domestic Airline Companies In Indonesia <b>Suharto Abdul Majid</b>	



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### GENERAL MANAGEMENT ISSUES

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	G205	Is Financial Literacy Adequate To Discipline Financial Institutions In West Java? <b>Wardhana</b>	
	G254	he Effect Of The Implementation Of Government Internal Control System (Gics) On The Quality Of Financial Reporting Of The Local Government And Its Impact on the Principles of Good Governance: A Research in District,City, and Provincial Government in South Sumatera <b>Peny Cahaya Azwari</b>	
	G005	Designing Performance Management System Using The Balanced Scorecard Method In Non-Profit Organization (Study Case: United In Diversity) <b>Dara Maisarah</b>	
	G017	Key Performance Indicator (KPI) Validation Methodology To Assess Performance Management System Effectiveness In Oil And Gas Company <b>Amalia Wine Prasetya</b>	
	G278	Dividend Policy On State Owned Enterprises <b>Sulaeman Rahman Nidar</b>	
	G030	The Influence Of Product Innovation And Process Innovation Toward Business Performance At Online Business Ziviti Projects <b>Gheassani Filma Izani</b>	
	G276	Good Corporate Governance Perception And Program Funds Of Corporate Social Responcibility Case Of Corporation In Indonesia <b>Naz'aina</b>	
09.30-09.45	<b>Coffee Break</b>		OC&LO
09.45-11.45	G179	Market-Based Strategy To Bring The Competitive Advantage Into Reality In The Indonesian Aviation Business (A Bibliographical Study) <b>Suharto Abdul Majid</b>	
	G156	Analysis Of Sovereign Rating Indicators <b>Ahmad Hamdi</b>	
	G271	The Effect Of Dynamic Capability To Technology Adoption And Its Determinant Factors For Improving Firm's Performance; Toward A Conceptual Model <b>Zainal Arifin</b>	



	G103	Analysis Of The Entrepreneurs Characteristics Of Mses Tempe In Bogor, West Java <b>Tita Nursiah</b>	
	G144	Product Clustering By Enterpreneurial Students In Medan City <b>Ani Murwani Muhar</b>	
	G195	Could Creative Economics Be A Sustainable Competitive Advantage In Indonesia ? A Study Of Business Model Development On The Indonesian Creative Industries <b>Siti Wulansari</b>	
	G256	The Impact Of Cooperative Entrepreneurs' Commitment, Creativity And Innovativeness Toward Competitive Advantage And It's Implication To Sustainable Competitiveness Of Women'S Cooperatives In West Java <b>Sri Djatnika</b>	
	G275	Effect Of Work Meaning On Work Performance Among Javanese And Non Javanese Entrepreneurs In Indonesia <b>Eddy Soeryanto Soegoto</b>	
	G067	The Influence Of Corporate Governance On Csr And Its Impacts On Performance In Top 100 Listed Companies In Indonesia <b>Taridi Kasbi Ridho</b>	
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3	G093	Henny Setyo Lestari	The Effect of Intellectual Capital on Insurance Company Performance in Indonesia	Poster
4	G096	Tia Novianty	The Achievement Of Competitive Advantage Through Internal Service Quality By Improving The Recruitment System And Human Resource Development	Poster
5	G099	R. Suyudi Muriawan	The Impact Of Competency On The Performance Of Village Facilitator (A Survey On The National Community Empowerment Program Independently Urban PNPM-MP In Bandung Regency)	Poster
6	G101	Silvy Sondari Gadzali	The Influence Of Principal Vocational High School (SMK) Competences on The Quality Of Education Services In Subang District	Poster
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9	G130	Sri Indarti	Lecturer Research Productivity At The Faculty Of Economics, University Of Riau And Factors Affecting"	Poster
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11	G149	Rojuaniah	Conceptual Model Intrapreneurship Behaviour And The Implication In Construction Company	Poster
12	G151	Evi Susanti	Literature Based Research : How Islamic Work Ethics Affect Shareholder Value In Business	Poster





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6	G124	Sudarmo Soewartini	Market Strategy And Marketing Mix Strategy In Creating Competitive Advantage, And Its Implication Toward Marketing Performance At Bottled Water Business In Jabodetabek	Poster
7	G147	Khusnul Khotimah	Event And Experiential Marketing To Increase Net Marketing Contribution Margin (Nmcm) Through Customer Value (Survey On PT. Garuda Indonesia, Tbk. 2015)	Poster
8	G157	Doddy Rahadi, sucherly, Ernie Sule Tisnawati	Effect of Market Orientation on Competitive Strategy to Integrated Agro Industry In Indonesia	Poster
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11	G234	Ridho Bramulya Ikhsan, Sandriana, Edi Budi S, Miskul Firdaus	The Influence Service Quality Product Quality, Price and Switching Cost toward Satisfaction and its impact on loyalty of IM3 card user (Study IM3 prepaid card user in Lampung)	Poster



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## MARKETING STRATEGY OF WORDS-IN-MOUTH DELIVER CUSTOMER VALUE IN CONSUMER PRODUCTS IN INDONESIA

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### ABSTRACT

This study aims to determine the influence of WOM marketing strategy (WOM Negative, Positive WOM, Reputation, Fascination and Community Effects) to Customer Value. Multiple linear regression analysis was used as an analytical tool in this study. The results showed that the effect on the reputation of Positive WOM begins with how the reputation of providing strategic impact on increasing customer value. Advertising appeal may affect the realization of Positive WOM through a process and mechanism for gradual strategy, directed and continuous. Effects community is another important element in mengimplemetasikan Positive WOM will provide the community because of the effects of the dominant strategic impact on the improvement of Positive WOM.

**Keywords:** Reputation, Advertising Appeal, Community Effects, Customer Value



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## **Abstrak**

This study aims to determine the influence of WOM marketing strategy (WOM Negative, Positive WOM, Reputation, Fascination and Community Effects) to Customer Value. Multiple linear regression analysis was used as an analytical tool in this study. The results showed that the effect on the reputation of Positive WOM begins with how the reputation of providing strategic impact on increasing customer value. Advertising appeal may affect the realization of Positive WOM through a process and mechanism for gradual strategy, directed and continuous. Effects community is another important element in mengimplemetasikan Positive WOM will provide the community because of the effects of the dominant strategic impact on the improvement of Positive WOM.

Keywords: Reputation, Advertising Appeal, Community Effects, Customer Value

## 1. Introduction

Business development is rapidly increasing nowadays forced the company to face stiff competition. Similarly, competition in the consumer products business. Facts show sales of various types of consumer products continues to increase. These conditions make the manufacturers to further improve its innovation by launching new products to enhance customer value as well in its market domination. This is in accordance with the basic principles proposed by Woodruff (2007) that in principle the goal of the company is to maintain and develop an understanding and knowledge well enough to be customers. In other words, the company's success in the measure of the ability of the company to meet customer needs and expectations. Customer value (customer value) is a manifestation of all the company's efforts aimed at meeting the expectations and needs of customers as well as reflected in the goods and services offered to customers (Huber, et.al, 2001).

PT. Unilever Indonesia, Tbk. is a multinational company engaged in the field of consumer products found customers' perception of value for the quality offered relatively higher than the competitors will influence the level of customer loyalty, the higher the value perceived by the customer, the more likely the relationship (transaction) ,

One of the marketing strategies implemented by PT. Unilever Indonesia, Tbk. Words are strategy-of-Mouth (WOM) marketing. Words-of-Mouth (WOM) marketing deserve to be picked, but because the cost is relatively inexpensive as well as WOM has a greater impact than written information. Further information on WOM is believed to draw attention to the information, detain people for not turning and increase accessibility so as to improve the delivery of customer value.

## 2. Theoretical Review

### **Konsep Nilai Pelanggan dan Strategi Pemasaran *Words-of-Mouth***

Customer value according to Kotler (2006) represents the difference between total customer value and total customer cost. Total customer value is a set of benefits expected by customers of the particular product or service. Total customer cost is a set of expected costs incurred by customers to evaluate, acquire, use and dispose of the product or service.

Based on the above definition, the Customer Value is the ratio or difference between the perceived benefits customers by the sacrifices made by these customers to be able to use the products / services it receives. Thus customers will prefer products according to its purchasing power by considering customer value (customer value) that will be receiving the highest net. Customer value (customer value) is the net difference between total customer value with a total customer cost. To increase the customer value, marketers must be able to identify sources of customer value carefully, so that the right marketing strategy.

Although the value of customers have discovered and applied by many

companies of more than 2 (two) decades ago, but in fact according to Woodruff (2007) is still a lot of companies have not been able to realize customer value in marketing activities of their overall findings of Smith and Colgate (2007) confirmed and at the same time identify the cause of the failure of the company to implement customer value. The findings showed that the cause of their failure are (1) the Company did not understand the theory and the concept of customer value. (2) The Company did not understand how to realize the value of their products according to customer wishes.

Customer ratings in relation to the product, there are some things that can affect the value of customers, among others (Rifelly, 2001):

a. Performance Value

A value that indicates how much the product can meet the usability, especially concerning the quality of the product itself.

b. Price Value

A value that indicates the amount of money and sacrifice that must be paid customers for the product.

c. Social Benefit

A social benefits derived from products

From some of the research that has been done by several researchers obtained a definition of customer value. Customer value is the customer's overall assessment of the usefulness of a product that is based on the perception of what is acceptable and what is given (Zeithaml, 2007). Perception buyers about the value that describes a comparison between the quality or benefit that they feel the product with the sacrifices they feel when paying the price of the product.

In order to create customer value, business should see itself as a solution provider, is more than just a seller of the product or service (Best, 2005). Customer problems should be seen more broadly beyond the products and services with a more comprehensive understanding of the needs and situation of the user by its customers. This provides an opportunity for the company to create the benefit-benefits that add value to its customers.

When customers are faced with various offers, the customers bid estimate which will provide the highest value. They act in order to maximize the value, the search is limited by cost and lack of knowledge, mobility, and income. They will establish the value and act on that expectation. The value of the customer thinks is the difference between the evaluation of prospective customers all the benefits and all the costs of certain bid and other alternatives are considered. The fact whether a bid meets the expectations will affect the value of customer satisfaction and the possibility of repurchase. Buyer will be satisfied after the purchase offer depends on performance in meeting the expectations of buyers. Satisfaction is feeling happy or upset someone who emerged after comparing the performance (results) are considered products of

the performance (or outcome) is expected.

Meet customer satisfaction is essential for companies that want to retain customers in the long term, because they meet the feelings of pleasure and avoid feeling disappointed customer, it means that business processes will continue and the company will continue to grow. And at this point a lot of companies that focus on high customer satisfaction, as customers have a sense of satisfaction that is easy to change your mind when you get a better offer. Moreover, conditions are now more competitive for companies in terms of competition to captivate the customer.

A very satisfied customer will remain loyal in a longer time, buy more when the company introduced new products and update products there, talking about things that are good about the company and its products to his family, his family, relationships and all companion taulannya. Submission something about the company from a single customer to other customers or to prospective customers of the company concerned is what is called Words of Mouth (WOM) Marketing.

Words of Mouth (WOM) Marketing Association (WOMMA), an attempt to pass the information from one customer to another customer ([www.womma.com](http://www.womma.com) accessed 21 November 2010). WOM marketing strategy according to WOM is to give customers a reason to talk about the company's products and services, and facilitate such talks occur. Words-of-Mouth (WOM) can not be made - made or created. Trying to create - create WOM highly unethical and can give the opposite effect. Worse, these efforts can damage a company's reputation. WOM marketing strategy is also an art or science of establishing good communication and mutual benefits from customer to customer and customer to the manufacturer. In a broad sense WOM communication includes some information about a targeted object (eg a company or brand) are transferred from one individual to another individual either directly or through other communication media (Brown et.al, 2005).

Further Brown et.al (2005) said the Words of Mouth (WOM) occurs when customers talk to others about his opinion about a brand, product, service or specific company to others. When customers deploy an opinion about the goodness of the product is referred to as positive WOM; but negative WOM means if customers disseminate his opinions about the ugliness of a company's products.

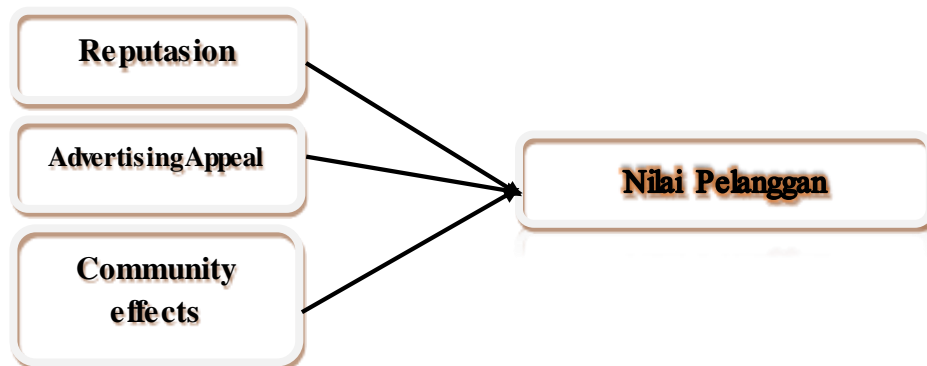
Positive WOM can mean that if a person doing business with a company and do a recommendation to others about the company and praised the quality of the company's stretcher (Brown et.al, 2005). In the previous study claimed that the positive WOM nine times more effective and is a form of traditional advertising that can change a person's unhappiness or neutrality becomes a positive attitude toward a product / service.

Study referenced interest born of criticism DeCarlo et.al (2007) in previous studies, which lack special attention by the research institute,

particularly antecedents measurements of interest referencing the product is still very limited. There is a growing view and guide researchers and practitioners, which the customer interest referencing the company's products is an important process and stages. When the product was introduced in the market and at the same time customers get to know and analyze those products. The emergence of high interest to refer customers show customers like the product. Taste like and then proceed with recommending the product on the other hand, means customer satisfaction and assess the product was superior (Allen, 2001).

Many things and topics discussed by customers in various good chance conversation between friends, in the family, office or campus. There are so many rumors (buzz) that spread in the middle of the customers both positive and negative. This rumor is often called word of mouth and if the rumors related to a product or a company it creates word of mouth marketing (WOM). Word of mouth marketing is a real phenomenon that often prevail in the life of the customer. Customers often unconsciously act as a "marketer" of a product (such as movies) are considered satisfactory and at other times the customer can only act as a "terrorist" when disappointed by the particular product or company.

Marketing paradigm of the 21st century world, including Indonesia began to shift from heavy advertising to great word of mouth (MIX). In the survey MIX magazine in late September 2007 involving thirty professional marketer Indonesia, obtained a fact that word of mouth is believed by marketers to encourage purchases by customers, can affect a community, have an impact because it acted by a third-party trust, efficient because it does not require substantial funds (low cost), can create a positive image for the product and be able to touch the emotions of customers. Marketers in the survey also recognize that advertising is not enough anymore be a tool to communicate with customers because customers tend to get bored seeing the advertising (MIX).



**Gambar 1. Kerangka Berpikir**



### 3. Hypotesis

Are Reputation, Fascination and Community Effects effect on Customer Value.

Word of Mouth has an influence that is so important. Word of Mouth into force because humans are social creatures, like talking to one another about the good and bad (Jerram, 2003). Word of Mouth provide an experience that is credible and timely, while according Kartajaya (2007) Word of Mouth is the most effective communication mediums. According to the results of an online survey of its global customers by Nielsen in April 2007 in 47 countries, Indonesia ranks in the top five countries are regarded as a form of Word of Mouth marketing communication that the most credible for the customer. Indonesia with 89%, is under Hong Kong (93%) and Taiwan (91%). Under Indonesia after India and South Korea were respectively 87%. Five countries are also included in a series of countries that most customers rely on the recommendations of others about a product or brand.

Jerram (2003) stated smart company will use word of mouth marketing (WOM) for delivering customer value better than other companies, as well as communicate the quality of products that have the advantages of other companies' products. There are several ways to start a company WOM (Needham, 2008). First, WOM can be started with ads on television. If the theme of the ad interesting and communicative and able to convey the message in accordance with the advertised product, the WOM will begin after the advertisement hit the target customer; Second, the company can give gifts to customers with specific criteria in various areas of marketing. If the reward system was followed by the good quality of the products offered, the WOM will be started from the system's gift; Third, companies can organize events that attract targeted customers, for example by performing bands or demos of the products offered or other events. When the event was a success and was held for the entire region of the target market, and the products offered are also in accordance with the needs of customers both value and quality, then WOM will also be spread from one customer to other customers.

Based on the above it can be stated that the marketing strategies of word-of-mouth (WOM) can be used to deliver customer value both to address the needs of customers or to mengkomukasikan other attributes of the products offered.

### **Sample case**

PT. Unilever Indonesia, Tbk. Has been growing rapidly and is widely known by the people of Indonesia. In all regions of Indonesia, it is likely that the products of Unilever Indonesia has become a familiar part part of people's lives. Every day around the world, people use Unilever products.

Unilever Indonesia is growing with the vision to continue to develop our brands and products to keep pace with changing consumer life. This vision will be achieved through the company's mission is to create a better future every day and aim to serve people around the world with products that are good for them and good for others.

Unilever Indonesia to manage and develop the company's business in a responsible and sustainable. Values and standards apply Unilever Indonesia summarized in "Our Business Principles". Unilever Indonesia also shared standards and values with business partners, including suppliers and distributors.

Unilever Indonesia has six factories in Jababeka Industrial Estate, Cikarang, Bekasi, and two factories in the Industrial Area Rungkut, Surabaya, East Java, with headquarters in Jakarta. Unilever Indonesia products amounted sekuitar 32 major brands and 700 SKUs, marketed through a network involving approximately 370 independent distributors that reach hundreds of thousands of stores scattered throughout Indoneisa. These products are distributed through its own distribution centers, additional warehouses, depots and other distribution facilities.

As a company that has a social responsibility, Unilever Indonesia to run its Corporate Social Responsibility (CSR) wide. The fourth pillar of the program is the company's environment, nutrition, hygiene and Sustainable Agriculture. CSR programs including among others the campaign Handwashing with soap (Lifebuoy), program Dental and Oral Health Education (Pepsodent), Traditional Food Conservation program (Bango) and Combating Hunger program to help Indonesian children who are malnourished (Blue Band).

Events or implementation of CSR programs mentioned above are the right tools to deliver customer value and to communicate the product benefits Unilever Indonesia, which is expected to take place in word-of-mouth (WOM) marketing.

#### **4. Discussion**

Unilever Indonesia has grown into one of the leading companies for products Home and Personal Care and Foods & Ice Cream in Indonesia. In conducting its business, Unilever Indonesia is not just selling the product

only, However Unilever Indonesia is also trying to deliver value to customers. Efforts to deliver customer value is reflected in the objectives of the company Unilever Indonesia is to create a better future every day; make customers feel good, look good and get more out of life with brands and services that provide benefits for them as well as others; inspire people to perform small acts every day which when combined will make great change to the world; and constantly develop new ways of doing business that allows us to grow while reducing environmental impact.

Unilever Indonesia using the smart way to deliver customer value while meeting its debt to the community through programs of Corporate Social Responsibility (CSR) Unilever Indonesia. For example, the soap ad Lifeboy. In the Kifeboy advertising Unilever Indonesia tried clicking exposes CSR program through devotion to cleanliness and environmental health. In the implementation of this Lifeboy CSR program is told that Unilever Indonesia to invite the community to cooperate to clean up the environment. After cleaning up the environment the public are invited washing hands with soap Lifeboy stay healthy in order to avoid germs. The same was done for the cleanliness of the schools that are in the target market area Lifeboy soap. Behind this story is actually Unilever Indonesia wants to deliver customer value in the form of hygiene and health care to all its customers. Once the customer value is embedded in the minds of customers, the implementation of CSR programs, hygiene and health together Lifeboy, will spread throughout the territory of Indonesia by word-of-mouth that begins from areas or schools where the program is implemented.

Likewise, the program Dental and Oral Health Education (Pepsodent) which give customers value about the importance of maintaining oral hygiene from an early age. Ad serving Unilever Indonesia states that dental health care to education customers who indirectly Unilever Indonesia wanted to convey that the company has a value of dental health that will be delivered to the customer. Furthermore, once Unilever Indonesia using ingenious ways in memanfaatkan word-of mouth marketing about Pepsodent toothpaste that will be discussed by families in Indonesia.

In Traditional Food Conservation program (Bango) and Combating Hunger program to help Indonesian children who are malnourished (Blue Band), Unilever Indonesia expects more effect nationwide again. With the launch of this program, word-of-mouth marketing products of Unilever Indonesia will be more certain to spread to all corners of Indonesia. Things that Unilever Indonesia is above the company's efforts to deliver customer value through word-of-mouth marketing associated with Corporate Social Responsibility (CSR). Unilever Indonesia's effort was successfully combine all three. This is contrary to pernytaan Brown et.al (2005) which states that the words-of-mouth (WOM) can not be made - made or created. Trying to create - create WOM highly unethical and can give the opposite

effect. Marketing strategy words-of-mouth that intentionally are designed together the delivery of customer value and its Corporate Social Responsibility (CSR) has received the aspirations of all its customers. It was proven that the current Indonesian society is entirely a customer of Unilever Indonesia.

## **5. Conclusion**

- a. Reputation is an important element in mengimplemetasikan customer value, on the other hand shows that the effect on the reputation of Positive WOM begins with how the reputation of providing strategic impact on increasing customer value.
- b. Advertising appeal may affect the realization of Positive WOM through a process and mechanism for gradual strategy, directed and continuous. Therefore the management of Unilever Indonesia should understand this basic process, while retaining and improving Positive WOM.
- c. Effects community is another important element in mengimplemetasikan Positive WOM will provide the community because of the effects of the dominant strategic impact on the improvement of Positive WOM.

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