



# Book of Abstract Conference Proceeding

# 4<sup>th</sup> IBEMS

4TH INTERNATIONAL CONFERENCE ON  
INTERDISCIPLINARY BUSINESS,  
ECONOMY, MANAGEMENT,  
AND SOCIAL STUDIES

VIRTUAL CONFERENCE  
NOVEMBER 10, 2020



Supported by :



Book of Abstract  
4<sup>th</sup> International Conference  
on Interdisciplinary  
Business, Economy,  
Management, and Social  
Studies  
(4<sup>th</sup> IBEMS)

**Virtual Conference**  
**November 10, 2020**



**Abstracts Proceeding Book**  
**of**  
**4<sup>th</sup> International Conference on Interdisciplinary  
Business, Economy, Management, and Social  
Studies (4<sup>th</sup> IBEMS)**

**No. ISBN : 978-602-5902-78-9**

**Chief of Editor:**

Hendrati Dwi Mulyaningsih

**Cover and layout:**

Diah Kusumastuti

**Publisher:**

Yayasan Sinergi Riset dan Edukasi

**Office Address:**

Komplek Sinergi Antapani

Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia

Contact: (+62) 811227479

Email: [contact@researchsynergy.org](mailto:contact@researchsynergy.org)

Fourth publication, November 2020

Copyright © 2020 by Yayasan Sinergi Riset dan Edukasi.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

# 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

# TABLE OF CONTENTS

<b>ORGANIZING COMMITTEE .....</b>	<b>VI</b>
<b>SCIENTIFIC AND REVIEW COMMITTEE .....</b>	<b>VII</b>
<b>CONFERENCE CHAIR MESSAGE .....</b>	<b>VII</b>
<b>CONFERENCE AGENDA.....</b>	<b>IX</b>
<b>A. MANAGEMENT RESEARCH .....</b>	<b>1</b>
<b>Lessons From Karangayu Market : New Concept of Customer     Expectations in A Situation of Rapid Social Change</b>	
Sujito, Sony Heru Priyanto, John J.O.I. Ihalauw, Kesi Widjajanti.....	2
<b>B. INSTITUTIONAL ECONOMICS RESEARCH.....</b>	<b>4</b>
<b>The Influence of Economic Growth, Open Unemployment Rate     and Total Population Against Poverty in Jenepono Regency Nur     Yuliany, Adya Utami Syukri .....</b>	<b>5</b>
<b>C. SUSTAINABLE DEVELOPMENT RESEARCH.....</b>	<b>7</b>
<b>An ARDL Analysis on Determinants Of FDI: Empirical Study     from Indonesia</b>	
Adya Utami Syukri, Nur Yuliany .....	8
<b>FUTURE EVENTS.....</b>	<b>10</b>

# **ORGANIZING COMMITTEE**

## **Conference Chair**

Hendrati Dwi Mulyaningsih

## **Organizing Committee**

Ani Wahyu Rachmawati

Santi Rahmawati

## **Conference Support**

Astri Amanda

Rifi Wijayanti

Diah Kusumastuti

Information and Technology Support by Scholarvein Team

# SCIENTIFIC REVIEW COMMITTEE

**Dr. Tinik Sugiati**

Lambung Mangkurat University, Indonesia

**Prof. Chia-Pin Kao**

Southern Taiwan University of Science and Technology,  
Taiwan

**Assoc. Prof. Dr. Suhaily Hasnan**

Universiti Teknologi MARA, Malaysia

**Dr. Haliza Mohd Zahari**

National Defence University of Malaysia, Malaysia

**Prof. Sutinah Made**

University of Hasanuddin, Indonesia

**Engr. Dr. Muhammad Mujtaba Asad**

Universiti Tun Hussein Onn Malaysia, Malaysia

**Dr. Eric Agullana Matriano**

Columban College, Inc. Phillipines

**Prof. Muhammad Rayyan Fazal**

Riphah International University, Faisalabad, Pakistan

**Prof. ABM Razaul Karim Faquire**

Institute of Modern Languages, University of Dhaka,  
Bangladesh

**Dr. Kshitij Trivedi**

School of Management, PP Savani University, India

**Prof. Dr. Rashmi Gujrati**

KC Group Of Institutions, India

**Dr. Rilla Gantino**

Esa Unggul University, Indonesia

# CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference on Interdisciplinary Business, Economy, Management, and Social Studies (4th IBEMS) by Research Synergy Foundation as official partner held virtually on November 10, 2020.

The aim of Conference is to bring together leading academician, researchers and scholars to exchange and share their experiences and research results on all aspects of Management, Economics, Business, and Social Science. 4<sup>th</sup> IBEMS 2020 International Conference shows up as a cutting-edge Economic and Management 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 thorough 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 this conference 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<sup>th</sup> IBEMS 2020



# CONFERENCE PROGRAM of 4<sup>th</sup> IBEMS

## VIRTUAL CONFERENCE

Tuesday | November 10, 2020

Time (UTC+7)	Activity
08.50- 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 - 09.05	Welcome Address
09.05 - 09.25	<b>Global Research Ecosystem Introduction</b> Ani Wahyu Rachmawati, MSM Founder & Director of Publication Research Synergy Foundation
09.25 - 09.30	<b>Group Photo Session</b>
09.30 - 10.30	<b>Online Presentation Session</b>
10.30 - 10.45	<b>Open Research Discussion Session</b>
10.45 - 10.55	<b>Participant Testimonial</b>
10.55 - 11.05	<b>Closing and Post-conference information announcement</b>

Tuesday, November 10, 2020

Online Presentation Session : 09.30 – 10.30 (UTC+7)

Session Chair : Dr. Hendrati Dwi Mulyaningsih

### Track Management

Paper ID	Author	Presenter	Media	Paper Title
<b>IEM20102</b>	Sujito Sujito, Sony Heru Priyanto, John J.O.I. Ihalauw, Kesi Widjajanti	Sujito	Virtual Presentation	Lessons From Karangayu Market : New Concept of Customer Expectations in A Situation of Rapid Social Change

### Track Institutional Economics

Paper ID	Author	Presenter	Media	Paper Title
<b>IEM20103</b>	Nur Yuliany, Adya Utami Syukri	Nur Yuliany	Virtual Presentation	The Influence of Economic Growth, Open Unemployment Rate and Total Population Against Poverty in Jenepono Regency

### Track Sustainable Development

Paper ID	Author	Presenter	Media	Paper Title
<b>IEM20106</b>	Adya Utami Syukri, Nur Yuliany	Adya Utami Syukri	Virtual Presentation	An ARDL Analysis on Determinants Of FDI: Empirical Study from Indonesia

# Track: Management

# Lessons from Karangayu Market: New Concept of Customer Expectations in a Situation of Rapid Social Change

Sujito<sup>1</sup>, Sony Heru Priyanto<sup>2</sup>, John J.O.I. Ihalauw<sup>3</sup>, Kesi Widjajanti<sup>4</sup>

<sup>1,2,3</sup>Universitas Kristen Satyawacana, <sup>4</sup>Universitas Semarang

---

## Abstract

**Background** - *Technology has developed rapidly and has spread massively, thus changing the joints of society. Public understanding of technological developments is not entirely the same, for people whose understanding is late will lag behind changes. People developed many innovations from the use of technology and the use of communication systems. The innovations are not necessarily big, but they need to be fundamental. It creates a sustainable competitive advantage.*

**Purpose** - *We can use this research can as a contribution to the thought of improving traditional markets where the government should provide infrastructure and facilities in traditional markets, following social changes that occur in society. Service provision in traditional markets must adapt to dynamic customer expectations to compete with modern markets. The development of traditional markets should not only be physical but equipped with adequate infrastructure per social change so that customers can fit the expectations.*

**Design/methodology/approach** - *This study used a qualitative, grounded research method. In essence, this research is observing people in their environment. We carried it out in a complex and holistic natural situation in the Karangayu market, Semarang City, Central Java, Indonesia. The informants in this study came from various backgrounds, gender, level of education, frequency of spending, and types of work. It is to complement from various points of view regarding the problem of customer expectations of the Karangayu market in a situation of disruption.*

**Findings** - *Based on the results of research on the expectations of the Karangayu market customers in a situation of rapid social change, the results of the interviews show that the post-purchase comparison standard of the perspective and experience of previous customers has changed. These changes are by customer understanding of technological developments. Technological developments that we disseminated rapidly resulted in the social disruption. Social disruption will affect the joints of people's lives, so that customer experience, customer knowledge and customer digital literacy also change according to technological developments.*

**Research limitations** - *The limitation of this study is that the research coverage is limited to the perception of customer expectations only. A Future research may broaden the scope of research on traders' expectations regarding traditional market facilities. To anticipate technological developments in serving customers, including management capacity and merchant entrepreneurship. A Improvement of traditional market management needs to be improved to anticipate the social changes that occur. In the future, we expect to test dynamic customer expectation models with positivistic, deterministic and explanative approaches.*

**Originality/value** - *The novelty of this research is to generate a new concept of dynamic customer expectations. Until now, the factors forming customer expectations have not been consistent. This study produces a new model of dynamic customer expectations. We researched in a state of disruption resulting in changes in the joints of community life. The research conducted is viewed from the perspective of customers who perceive services in traditional markets and the state of declining growth.*

**Keywords** : *Disruption, Technological Development, Social Change, Customer Expectations*

---

Track: Institutional economics

# The Influence of Economic Growth, Open Unemployment Rate and Total Population Against Poverty in Jeneponto Regency

Nur Yuliany<sup>1</sup>, Adya Utami Syukri<sup>2</sup>

<sup>1</sup>UIN Alauddin Makassar, <sup>2</sup>STIE Tri Dharma Nusantara

---

## Abstract

**Background** - *Poverty is one of the problems that people always face. The problem of poverty is as old as humanity itself and the implications of the problem can include all aspects of human life.*

**Purpose** - *The aim of this study is to analyze the effect of economic growth, the open unemployment rate and the poverty of the population in Jeneponto Regency on economic growth, the open unemployment rate, the total population and the poverty rate (15-year time series from 2005 to 2019).*

**Design/methodology/approach** - *In general, data as a matter of fact is a description or source of information on the subject to be examined as a basis for decision-making. In this study, using secondary data; obtained from agencies involved in this research. The data used are the economic growth data, the open unemployment rate and the population against the poverty rate in Jeneponto Regency in 2005-2019*

**Findings** - *Poverty (Y) is described in this study using the number of poor people whose income is below the poverty line, which covers food and non-food needs in life units, obtained from the Central Statistics Agency (BPS) of the South Sulawesi Province. Economic Growth (X1) is expressed as a change in GRDP based on the prevailing prices in Jeneponto Regency in the period 2005-2019 (in rupiah units). The open unemployment rate (X2) is the percentage of total unemployed compared to the total labor force in Jeneponto Regency in 2005-2019, measured in percentage units. The data were*

*taken from the Central Statistics Agency ( BPS) of the South Sulawesi Province. Total Population (X3) in this study refers to all people who have lived in the geographic area of Jeneponto Regency for 6 months or more and or those who have lived for less than 6 months but aim to stay. The population variable referred to in this study is expressed in the mental units for 2005-2019, data from the Central Statistics Agency ( BPS) of the South Sulawesi Province. The analytical method used is a multiple linear regression analysis using Eviews*

**Research limitations** - *Based on research findings, the economic growth variable does not have a significant impact on poverty, the open unemployment rate has a significant impact on poverty, and the population also has a significant impact on poverty in Jeneponto Regency.*

**Originality/value** - *Testing the significance of individual parameters or the statistical t test basically shows how far the influence of a partially independent variable is in explaining the dependent variable. This test is carried out by means of a two-way test. Simultaneous Significance Test or F test is used to determine the relationship and influence between the independent variable and the dependent variable as a whole or at the same time. The Classical Assumption Test Classical Assumption Test used in this study is the Hetericedasticity Test, Multicollinearity Test and Autocorrelation Test.*

*Keywords : Economic Growth, Unemployment, Population and Poverty*

---



Track: Sustainable development

# **An ARDL Analysis On Determinants Of FDI: Empirical Study From Indonesia**

**Adya Utami Syukri<sup>1</sup>, Nur Yuliany<sup>2</sup>**

<sup>1</sup>STIE Tri Dharma Nusantara, <sup>2</sup>UIN Alauddin Makassar

---

## **Abstract**

**Background** - *Foreign direct investment (FDI) as one of the engines driving the economy in developing countries. Several factors like debt, labor, inflation, and growth that encourage the emergence of foreign direct investment are the objectives of this study.*

**Purpose** - *The study aims are to test the correlation between FDI and economic factors. The center of interest country is Indonesia. Indonesia has a quite stable economy and trying to improve FDI from another country. Indonesia needs to determine the economic factors that support an increase in FDI.*

**Design/methodology/approach** - *This study implements the autoregressive distributive lag (ARDL) approach to know the link between FDI and economic factors that is debt, inflation, growth, and labor.*

**Findings** - *The answer to the study is FDI and economic factors are cointegrated. The Long Run Form and Bounds Test of ARDL where economic factors as the independent variable and FDI is the dependent variable show that growth and debt have a significant relationship with FDI, but labor and inflation are not significant. The results will help the government to carry out policies to build up the economic factors to stimulate more investment.*

**Research limitations** - *This study only includes economic factors. The non-economic factors like security, social life, and democracy have not been considered in this paper. For all the limitations, it can support the research that focuses on relationships between FDI and economic factors in Indonesia.*

**Originality/value** - *This concept might be useful for leaders. There is little research on FDI in Indonesia, even though Indonesia is trying to increase its FDI. The leader must confirm that assets are accurately managed and well planned to speed up the FDI.*

*Keywords : Foreign Direct Investment, ARDL, Indonesia, Economic factors*

---

## FUTURE EVENTS

November 13-14, 2020

3<sup>rd</sup> Educational Sciences International Conference (3<sup>rd</sup> ESIC) – Virtual Conference

<https://www.esicfkipunmul.com/>

November 16, 2020

6<sup>th</sup> Japan International Business and Management Research Conference (JIBM) – Virtual Conference

<http://www.jibmconference.com/>

November 17-19, 2020

Sustainable Futures International Congress (SUFCON) – Virtual Conference

<https://sufcon.com/>

November 24-25, 2020

International Conference of Education in the New Normal Era – Virtual Conference

<https://iceiakntarutung.com/>

December 2, 2020

6<sup>th</sup> International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS) – Virtual Conference

<http://www.bemssconference.com/>

December 9-10, 2020

1<sup>st</sup> Indonesia Academy of Management International Conference (IAOM IC) – Virtual Conference

<http://iaomconference.com/>

# 4<sup>th</sup> IBEMS

4TH INTERNATIONAL CONFERENCE ON  
**INTERDISCIPLINARY BUSINESS,  
ECONOMY, MANAGEMENT,  
AND SOCIAL STUDIES**

**VIRTUAL CONFERENCE  
NOVEMBER 10, 2020**

ISBN 978-602-5902-78-9



9 786025 902789