



The Seventh International Conference on
Entrepreneurship and Business Management
(ICEBM) Universitas Tarumanagara



Program Book and Book of Abstracts

The Role of Entrepreneurs in Promoting Tourism and Hospitality Industry

Conrad Bali, Indonesia
November 8th - 9th, 2018

Excellent Accredited (A)
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Program Book

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(ICEBM 2018)

UNTAR
BALI – INDONESIA

REPORT FROM THE COMMITTEE CHAIR OF THE SEVENTH ICEBM UNTAR 2018

As one of the international conference organized by Universitas Tarumanagara, this year the International Conference on Entrepreneurship and Business Management (ICEBM) is on its seventh years of arrangement. ICEBM was firstly held at Campus 1 Untar Jakarta in 2011. Experiencing the success of the first event, the second ICEBM was held in Bali in 2012. In 2013, ICEBM began collaborating with other university, which was USM Penang, Malaysia. From 2013 to 2017, more universities joined ICEBM as co-hosts, and ICEBM were held overseas in: Penang, Malaysia; Bangkok, Thailand; Tainan, Taiwan; and in Hanoi, Vietnam last year. This year, ICEBM are co-hosted by Kun Shan University from Taiwan, along with several universities in Indonesia: Universitas Udayana, IPMI, Trisakti School of Management, Ukrida, Universitas Bunda Mulia, as well as STIE YKPN.

The seventh ICEBM event this year is held in Nusa Dua, Bali. The main reason for organizing the seventh ICEBM in Indonesia is because over the past few years the Indonesian government has been focusing on the generation of cash inflow from tourism sector. The national tourism sector is now a rising star for national development. The cash inflow contribution and employment in this sector are very significant for determining this country's foreign exchange level. In fact, it is estimated that by 2019 it has defeated the cash inflow generation from palm oil industry (CPO). According to the Minister of Tourism, Mr. Arief Yahya, the generation of cash inflow from tourism sector since 2016 has beaten the income from oil and gas and below the income from CPO. It is estimated that by 2019, this tourism sector will become the main contributor to the appreciation of Indonesia's currency.

The hospitality and tourism industry have been a fertile field for entrepreneurial business. However, little has been done to provide comprehensive understanding on the way and to the extent of which entrepreneurs influence tourism development. With conference theme "The Role of Entrepreneurs in Promoting Tourism and Hospitality Industry", The 7th ICEBM Untar aims to provide opportunities for academicians and scientists along with professionals, policy makers, and practitioners from various fields to present their research contributions and views, while interacting with members inside and outside their own particular disciplines.

We received 92 full papers from participants which were then being double-blinded review by our Board of Reviewers. There are 64 papers, that are finally accepted to be published in the conference proceeding, which comes from the participants in Indonesia, Taiwan, Malaysia, Germany, and Vietnam. All papers accepted in the conference will be published in The ICEBM Proceedings and will be further submitted to be indexed by SCOPUS and Clarivate.

Last but not least, we wish to express our gratitude for the support of the collaborating institutions, sponsors, scientific committee, as well as organizing committee. We would also like to thank all the contributing authors for their valuable work in supporting this Seventh ICEBM. Thank you and wishing you all the good experience during the conference.

Dr. Hetty Karunia Tunjungsari

OPENING SPEECH FROM THE DEAN OF FACULTY OF ECONOMIC UNIVERSITAS TARUMANAGARA

The Important Role of Entrepreneurship in Tourism Industry: Job Creator and Foreign Exchange Collector

Honorable guests, speakers and participants of 7th International Conference on Entrepreneurship and Business Management 2018, welcome and thank a lot for joining this prestigious event. First, I must appreciate to the committee that has been arranged this annual job perfectly. Second, I also want to state that the theme of the conference—The Role of Entrepreneurs in Promoting Tourism and Hospitality Industry—is very relevant and inspire, especially according to present Indonesian economy condition.

As we know, Indonesian currency has depreciated 11% for a year. There are many steps have taken, but the results unable to help rupiah back to previous rate. Is there still formula to stop the rupiah depreciation? The most opportunity may be held by tourism and hospitality industry. Let we pay attention to these data. According to the WTTC (World Travel & Tourism Council), the total contribution of tourism-related industries to GDP was US\$7.1 trillion (9.8%) in 2015. This figure is forecasted to rise by 4.0% per annum to US\$11 trillion (10.8% of GDP) by 2026. Fantastically, with regard to the employment, tourism-related industries generated 108 million jobs or 3.6% of total employment absorption, in 2015. As same as in GDP, the figure is also forecasted to grow by 2.1% per annum over the next 10 years to 136 million jobs by 2026.

More amazingly, however, it is estimated that more than 90% of the business in tourism-related industries are small- and medium-sized enterprises (SMEs). The role of SMEs in tourism is very relevant, and especially important when responding to customers' specific demands and providing them with the tourism services requested in a customized way. SMEs can also be credited for being a key driver in the development and competitiveness of a tourism destination/area.

Base on the data, Indonesia can hope more to the tourism industry. Beside the current problem—depreciation of rupiah against to US\$—Indonesia also faces latent unemployment matter. Thus, by developed tourism and its related industry, Indonesia has potent to solve some problems simultaneously. First, with the potent of tourism industry in create job opportunities, the unemployment problem will be solved. Second, with the big contribution to the GDP, tourism industry will become foreign exchange collector, especially when most of the tourists come from abroad. Third, because most of tourism industries are operated by SMEs, it will raise entrepreneurship spirit among people.

The question is how to realize the potent of the Indonesia tourism industry? Hopefully this conference will propose many ideas for answering the question.

Thank you very much.

Dr. Sawidji Widoatmodjo

OPENING SPEECH FROM THE RECTOR OF UNIVERSITAS TARUMANAGARA

Distinguished guests, ladies and gentlemen:

It is with great pleasure that I welcome all the participants to the 7th International Conference on Entrepreneurship and Business Management (ICEBM). After its first successful arrangement in Jakarta, followed by the last event in Hanoi, Vietnam, I am very pleased to find the Conference a continued success.

As we all know that this conference actually is to provide a forum that facilitates the exchange of knowledge and experience of both practitioners and academics in the fields of entrepreneurship, business, and management. Under these circumstances, they can mutually share their findings. Besides, the topic itself, which is about the role of entrepreneurs in promoting tourism and hospitality industry, is extremely interesting. However, I can agree with the conference committee that little has been done to provide comprehensive understanding of the importance of the hospitality and tourism industry for entrepreneurial businesses. For this reason, this conference becomes even more important especially for those who try to understand and anticipate any possible threats and opportunities, which come along with the hospitality industry.

I would like to take this opportunity to extend my appreciation to the following institutions. Firstly, this year's conference becomes special due to the support of a number of universities, namely Kun Shan University, Universitas Udayana, Trisakti School of Management (TSM), Universitas Bunda Mulia (UBM), Sekolah Tinggi Manajemen IPMI, STIE YKPN, and Universitas Kristen Krida Wacana (UKRIDA). I am thankful for their wonderful cooperation. Secondly, our thanks go to the sponsors, especially Conrad Bali, Bank BNI, and Tarzan for the utmost support and kind contribution. I also sincerely thank the Faculty of Economics of Universitas Tarumanagara in particular the organizing committee for their commitment, hard- work and dedication, making this important conference successfully possible. Finally, I would like to express my gratitude for the presence of distinguished speakers and a number of active participants from several countries. I wish you all a wonderful and great conference. Thank you.

Prof. Dr. Agustinus Purna Irawan

VENUE

Conference will be held on November 8th – 9th, 2018, at:

Conference Venue:

Conrad Hotel

Jl. Pratama No.168, Tj. Benoa, Kuta Sel., Kabupaten Badung, Bali 80363

Tel. : (0361) 778788

Gala Dinner Venue:

Conrad Hotel

SPEAKERS

H.E. Dr. Arief Yahya

Minister of Tourism Republic of Indonesia

Dr. Ivan Malik

President Director PT Aero Hotel Management

Dr. Linda LinChin Lin

Kun Shan University

ADVISORY BOARD

Patron	: Rector of Universitas Tarumanagara
Board of Advisor	: 1.Vice Rector 2.Dean of Faculty of Economics 3.Director of Tarumanagara Center for Entrepreneurial Studies 4.Dr. Indra Widjaja 5.Lina, Ph.D. 6.Jap Tji Beng, Ph.D. 7.Arnold Japutra, Ph.D. 8.Dr. Keni 9.Franky Slamet
Committee Director	: Dr. Sawidji Widodoatmodjo

ORGANIZING COMMITTEE

Steering Committee	: 1.Dr. Sawidji Widodoatmodjo 2.Dr. Indra Widjaja 3.Jap Tji Beng, Ph.D.
Chairperson	: Dr. Hetty Karunia Tunjungsari
Vice Chair	: Didi Widya Utama
Secretary	: 1.Ida Puspitowati 2.Halim Putera Siswanto
Tresurer	: Ary Satria Pamungkas
Program	: 1.Paula Tjatoerwidya Anggarina 2.Herlina Budiono
Logistic	: 1.Mei Ie 2.Richard Andrew
Proceeding	: 1.Dr. Keni 2.A.R. Johnsen F.
Documentation	: Agustinus Yulianto

SCIENTIFIC COMMITTEE

Dr. Tiina Brandt	: Tampere University of Applied Science (TAMK), Finland
Dr. Joaquin Aldas Manzano	: Universidad de Valencia, Spain
Kandi Sofia Senastri Dahlan, Ph.D.	: Universitas Bunda Mulia, Indonesia
Tran Toan Thang, Ph.D	: Central Institute for Economic Management, Vietnam
Prof. Dr. Nguyen Thu Thuy	: Foreign Trade University, Vietnam
Prof. Dr. Nguyen Thi Tuong Anh	: Foreign Trade University, Vietnam
Prof. Dr. Tu Thuy Anh	: Foreign Trade University, Vietnam
Dr. Rizal Edy Halim	: University of Indonesia, Indonesia
Prof. Roy Sembel, Ph.D.	: IPMI, Indonesia
Dr. Amelia Naim Indrajaya	: IPMI, Indonesia
Dr. Wiwiek M. Daryanto	: IPMI, Indonesia
Dr. Chen, Yi-Chang	: Kun Shan University (KSU), Taiwan
Dr. Lee, Li-Yueh	: Kun Shan University (KSU), Taiwan
Dr. Li, Cheng-Lung	: Kun Shan University (KSU), Taiwan
Dr. Linda LinChin Lin	: Kun Shan University (KSU), Taiwan
Dr. Tsai, Shieunt-Han	: Kun Shan University (KSU), Taiwan
Dr. Chairy	: President University, Indonesia
Ir. Dr. Rajendran Muthuveloo	: Universiti Sains Malaysia, Malaysia
Dr. Teoh Ai Ping	: Universiti Sains Malaysia, Malaysia
Lin Tian, Ph.D	: Shanghai University, China
Dr. Sharayu Bhakare	: Symbiosis College of Arts and Commerce, India
Dr. Nurwanti	: Trisakti School of Management, Indonesia
Dr. Tita Deitiana	: Trisakti School of Management, Indonesia
Dr. Vita Briliana	: Trisakti School of Management, Indonesia
Prof. Dr. Ni Wayan Sri Suprpti	: Udayana University, Indonesia
Dr. Luh Gede Sri Artini	: Udayana University, Indonesia
Dr. Miswanto	: YKPN School of Business, Indonesia
Nikodemus Hans Setiadi Wijaya, Ph.D.	: YKPN School of Business, Indonesia
Dr. Wisnu Prajoga	: YKPN School of Business Yogyakarta, Indonesia
Prof. Agustinus Purna Irawan	: Universitas Tarumanagara, Indonesia
Prof. Carunia M. Firdausy	: Universitas Tarumanagara, Indonesia
Jap Tji Beng, Ph.D	: Universitas Tarumanagara, Indonesia
Dr. Cokki	: Universitas Tarumanagara, Indonesia
Dr. Hetty Karunia Tunjungsari	: Universitas Tarumanagara, Indonesia

Dr. Indra Widjaja	:	Universitas Tarumanagara, Indonesia
Dr. Keni	:	Universitas Tarumanagara, Indonesia
Dr. Miharni Tjokrosaputro	:	Universitas Tarumanagara, Indonesia

TOPICS AREA

Entrepreneurship:

Artpreneurship
Business Ethics and Entrepreneurship Ethics
Corporate and Strategic Entrepreneurship
Entrepreneurship Education
Entrepreneurial Universities
Entrepreneurship and Growth
Entrepreneurial Finance and Venture Capital
Entrepreneurship and Regional Development
Entrepreneurship and Governmental Support
Entrepreneurship and Intellectual Property
Entrepreneurial Culture
Entrepreneurship and Gender
Entrepreneurial Learning and Communities of Practice
Entrepreneurship and Ethnic Minorities
Entrepreneurship and Sustainability
Entrepreneurial Finance
Entrepreneurial Marketing
Family Business
Franchising
Green Entrepreneurship
Innovation and Technological Entrepreneurship
International Entrepreneurship
Social and Community Entrepreneurship
Social Entrepreneurship
Sustainable Entrepreneurship
Technopreneurship
The Psychology of Entrepreneurship
Women Entrepreneurship
Other areas of Entrepreneurship studies

Business and Management:

Advertising Management
Brand Management
Business Intelligence
Business Statistics
Business Performance Management
Business Education
Business Ethics
Business Law
Consumer Behavior
Change Management
Communications Management
Corporate Governance
Cost Management
Decision Sciences
Destination Marketing
Human Resource Management

Industrial Engineering
International Business
Information Systems
Information Technology Management
Leadership
Management Science
Management Information Systems
Manufacturing Engineering
Marketing
Marketing Research
Marketing Strategy
New Product Development
Organizational Behavior
Organizational Communication
Operations Research
Public Relations
Product Management
Resource Management
Strategic Management
Stress Management
Supply Chain Management
Systems Thinking
Systems Management
Time Management
Total Quality Management
Other areas of business and management studies

Entrepreneurship in Tourism and Hospitality Industry

Architecture, Tourism and Sustainable Development
Artisan, Cultural, and Tourism Entrepreneurship
Community Tourism Entrepreneurship
Consumer Behavior in Tourism
Consumer Psychology of Tourism, Hospitality and Leisure
Communication in The Tourism and Hospitality Industry
Economic Efficiency of Tourism Industry
Entrepreneurship in Tourism Industry
Entrepreneurship and The Rural Tourism Industry
Entrepreneurship and Sustainable Tourism
Entrepreneurship on Innovative Tourism
Food Tourism
Gastronomy and Creative Entrepreneurship
Global Tourism Industry
Health and Medical Tourism
Hospitality Entrepreneurship
Indigenous Entrepreneurship and Tourism Development
Industry, Tourism and Investment
Migration and Tourism Entrepreneurship
Rural Tourism and Art Entrepreneurship
Psychology and Tourism Management
Psychology of Happiness and Tourism
Social Media, Tourism, and Entrepreneurship
SMEs and Tourism
The Use of Information Technology in Tourism Industry

Tourism and Entrepreneurship
Tourism Enterprise, Entrepreneur, and Entrepreneurship
Tourism and Entrepreneurship in Hospitality Industry
Tourism Culture and Communication
Tourism Entrepreneurship and Social Capital
Transportation in Tourism
Other areas of tourism and hospitality studies

CONFERENCE PROGRAM

Day 1 (Thursday, 08 Nov 2018)

Waktu	Acara
08.00 – 09.00	<i>Registration & Coffee Morning</i>
09.00– 09.15	Opening Ceremony : <ul style="list-style-type: none"> • <i>Singing Indonesia Raya</i> • <i>Traditional dance</i> • <i>Report from Committee Chairman</i>
09.15 – 09.30	Opening Speech: <ul style="list-style-type: none"> • <i>Dean of Faculty of Economics</i> • <i>Rector of Universitas Tarumanagara</i> • <i>Untar Video Profile</i>
09.30-10.00	Keynote Speaker H.E. Dr. Arief Yahya (<i>Minister of Tourism, Republic of Indonesia</i>)
10.00 – 10.15	<i>Certificate presentation (Untar and co hosts)</i>
10.15 – 12.15	Plenary Session: <ul style="list-style-type: none"> • <i>Speaker 1</i> : Dr. Ivan Malik (President Director PT Aero Hotel Indonesia) • <i>Speaker 2</i> : Dr. Linda LinChin Lin (<i>Kun Shan University</i>) Moderator : Dr. Gatot P. Soemartono, SE, SH, MM, LLM.
12.00 – 13.00	<i>Lunch</i>
13.30 – 15.00	<i>Parallel Session I</i>
15.00 – 15.30	<i>Coffee Break</i>
15.30 – 17.30	<i>Parallel session II</i>
19.00 – 21.00	<i>Gala Dinner (Conrad Hotel)</i>

Day 2 (Friday, 09 Nov 2018)

09.00 – 09.30	<i>Coffee Break</i>
09.30 – 11.15	<i>Parallel session III</i>
11.15 – 11.30	<i>Closing</i>
11.30 – 13.30	<i>Lunch and Friday Prayer</i>
13.30 – 21.00	<i>Post-Conference Tour</i>

PARALLEL SESSION SCHEDULE

Thursday, November 8th, 2018

Room : Conference Room 1
Time : 13.30 – 15.00
Session Chair : Dr. Melitina Tecualu

Time	Authors	Title	Institutions
13.30 – 13.45	<ul style="list-style-type: none">• Leonnard Ong• Citra Anggia Fathia• Daniya	Brand Awareness, Brand Modesty, Consumer Involvement, and Perceived Quality of Modest Sportswear in Greater Jakarta, Indonesia	IPMI, Jakarta, Indonesia
13.45 – 14.00	Grace Putlia	An Analysis of Push and Pull Travel Motivations of Local Tourists to Salatiga: A Case Study	Universitas Bunda Mulia, Jakarta, Indonesia
14.00 – 14.15	<ul style="list-style-type: none">• Meutia• Tubagus Ismail• Ayu Fitriani• Nurul Ummi	Consumer Decision Making Process On Various Local Products of Banten Specialized In Anyer Tourism Area	Universitas Sultan Agung Tirtayasa, Serang, Indonesia
14.15 – 14.30	<ul style="list-style-type: none">• Hwihanus• Tri Ratnawati• Indrawati Yuhertiana	Analysis of Macro Fundamental and Micro Fundamental Effect on Ownership Structure, Auditor Opinion and Value of the Firm in State-Owned Enterprises Companies in Indonesia Stock Exchange	UNTAG, Surabaya, Indonesia
14.30 – 14.45	<ul style="list-style-type: none">• Kartika Nuringsih• Nuryasman• Cokki	Kalibiru Ecotourism: The Implementation of Sustainable Development in The Rural Kulon Progo, Yogyakarta	Universitas Tarumanagara, Jakarta, Indonesia
14.45 – 15.00	<ul style="list-style-type: none">• Rico• Melitina Tecualu• Soegeng Wahyoedi• Eka Desy Purnama	The Effects of Trust, Service Quality and Perceived Value on Satisfaction and Their impact on loyalty	Ukrida, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 8th, 2018

Room : Conference Room 2
Time : 13.30 – 15.15
Session Chair : Dr. Wiwiek Mardawiyah Daryanto

Time	Authors	Title	Institutions
13.30 – 13.45	<ul style="list-style-type: none"> • I Gede Adiputra • Atang Hermawan 	The Impact of Capital Structure Determinant on Investment Opportunity : Evidences from Manufacturing Companies in ASEAN Countries	<ul style="list-style-type: none"> • Universitas Tarumanagara, Jakarta, Indonesia • Pasundan University, bandung, Indonesia
13.45 – 14.00	Khairina Natsir	Application of GARCH Model in Forecasting IDR/USD Exchange Rate	Universitas Tarumanagara, Jakarta, Indonesia
14.00 – 14.15	Wiwiek Mardawiyah Daryanto	Measuring Financial Performance of State-Owned Enterprises Under Aviation in Indonesia	IPMI, Jakarta, Indonesia
14.15 – 14.30	Tri Hendro Sigit Prakosa	How Irrationality Works in Indonesia: A Case of Fake Investment	STIE YKPN, Yogyakarta, Indonesia
14.30 – 14.45	<ul style="list-style-type: none"> • Amelia Naim Indrajaya • Shirley Yeung • Wiwik Mardawiyah Daryanto • Cut Sjahrifa 	The Conceptual Model of Spiritual Leadership and Spirit at Work as Organizational and Individual Capabilities in Supporting Organizational Commitment and Job Satisfaction in The Service Industry	IPMI, Jakarta, Indonesia
14.45 – 15.00	<ul style="list-style-type: none"> • Ni Nyoman Kerti Yasa • I Putu Gde Sukaatmaja • I G.A.K. Giantari • Ni Wayan Yuniari 	The Influence of External Environment and Resource Capability on The Hybrid Business Strategy and Business Performance	Udayana University, Bali, Indonesia
15.00 – 15.15	<ul style="list-style-type: none"> • Agus Zainul Arifin • Irene Anastasia • Halim Putera Siswanto • Henny 	The Effect of Financial Attitude, Locus of Control, and Income on Financial Behavior	Universitas Tarumanagara, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 8th, 2018

Room : **Conference Room 3**
Time : **13.30 – 15.00**
Session Chair : **Dr. Linda Lin**

Time	Authors	Title	Institutions
13.30 – 13.45	<ul style="list-style-type: none"> • Sienny Thio • Foedjiawati 	Employees Perceptions of Hotel Employment in Indonesia	Universitas Kristen Petra, Surabaya, Indonesia
13.45 – 14.00	<ul style="list-style-type: none"> • M Yusuf Arnol • Ida Aju Brahmasari • Riyadi Nugroho 	The Influence of Organizational Commitment and Conflict Resolution Skills on Safety Climate and Its Impact on Safety Accidents with Moderation of High-Performance Works System in Steel Manufacturing Industries	UNTAG – Surabaya, Indonesia
14.00 – 14.15	<ul style="list-style-type: none"> • Yu Yin Lim • Teoh Ai Ping 	The Influence of Sustainable Leadership and Strategic Agility on Business Sustainability	Universiti Sains Malaysia, Penang, Malaysia
14.15 – 14.30	<ul style="list-style-type: none"> • Yeoh Ee Pheng • Teoh Ai Ping • T. Ramayah 	Acceptance of Trade Finance Digitalization among SMEs in Malaysia: A Conceptual Model	University Sains Malaysia, Penang, Malaysia
14.30 – 14.45	<ul style="list-style-type: none"> • Nikodemus H. S. Wijaya • Eldian Rinaldi 	Parenting Style, Risk Propensity, and Entrepreneurial Interest	STIE YKPN, Yogyakarta, Indonesia
14.45 – 15.00	<ul style="list-style-type: none"> • Lin Chin Lin • Nguyen Thi Hong Nhung • Pi – Chuan Shen 	The Relationship between Servant Leadership, Perceived Organizational Climate and Knowledge Sharing Quality in Public Sector: The Moderating Effect of Enjoyment in Sharing Knowledge	Kun Shan University, Tainan, Taiwan

PARALLEL SESSION SCHEDULE

Thursday, November 8th, 2018

Room : **Conference Room 1**
Time : **15.30 – 17.30**
Session Chair : **Dr. Yi-Chang Chen**

Time	Authors	Title	Institutions
15.30 – 15.45	<ul style="list-style-type: none"> • Chee Wei Loon • Norfarah Nordin 	Investigating the Determinants of Green Entrepreneurial Intention: A Conceptual Model	Universiti Sains Malaysia
15.45 – 16.00	<ul style="list-style-type: none"> • Henilia Yulita 	Influence Aspects of Family Vacation Decision-Making (Evidence from Indonesia)	Universitas Bunda Mulia, Jakarta, Indonesia
16.00 – 16.15	<ul style="list-style-type: none"> • Kan Wen Huey • Rajendran Muthuveloo 	The Factors Influence Intention to Retire: A Perspective of Working Women	Universiti Sains Malaysia, Penang, Malaysia
16.15 – 16.30	<ul style="list-style-type: none"> • Lo Liang Kheng • Rajendran Muthuveloo 	The Influence of Information Technology (IT) Knowledge on Organization Performance with Adaptability to Change as a Moderator among Small Medium Enterprises (SMEs) in Malaysia: A Conceptual Paper	Universiti Sains Malaysia, Penang, Malaysia
16.30 – 16.45	<ul style="list-style-type: none"> • Chin-Chiuan Lin • Yi-Kai Su • Chang-Jiang Lee • Yi-Chang Chen 	Case Study on the Work Stress and Adapting Strategy of the Construction Workers	Kun Shan University, Tainan, Taiwan
16.45 – 17.00	<ul style="list-style-type: none"> • Yi-Chang Chen 	The Moderating Effect of LMX Between Salesperson Competencies and Work Performance: A Case of Taiwanese Department Store	Kun Shan University, Tainan, Taiwan
17.00 – 17.15	<ul style="list-style-type: none"> • Made Putri Ariasih • Ni Nyoman Kerti Yasa • Ketut Rahyudi • I.G.A. Giantari • Ketut Adi Ananta Shantika 	Managerial Capabilities and Market Orientation in Mediating Entrepreneurial Orientation With Business Performance of Coffee Processing Smes in Pupuan	Udayana University, Bali, Indonesia
17.15 – 17.30	<ul style="list-style-type: none"> • I Gusti Ayu Dewi Adnyani • I Gusti Agung Ngurah Jaya Widagda • I Wayan Wina Widyatama 	The Role of Organization Citizenship Behavior (ocb) in Mediating the Organizational Culture on The Performance of LPD Employees in Badung Regency	Udayana University, Bali, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 8th, 2018

Room : Conference Room 2
Time : 15.30 – 17.30
Session Chair : Sudarmawan Samidi

Time	Authors	Title	Institutions
15.30 – 15.45	<ul style="list-style-type: none"> • Sudarmawan Samidi • Cut Sjahrifa 	The Role of Ethical Leadership Towards Employee Productivity of Medium Enterprises: an Indonesia Experience	IPMI, Jakarta , Indonesia
15.45 – 16.00	Te Tsai Lu	A Study of Problem-based Learning using Practical-based Approach in Management of Education	Kun Shan University, Tainan, Taiwan
16.00 – 16.15	<ul style="list-style-type: none"> • Hary S. Sundoro • Vishnuvardhana S. Soeprapto 	The Effect of Tourism Sectors on ASEAN Countries' Economic Growth: Analysis Panel Regression	Universitas Bunda Mulia, Jakarta, Indonesia
16.15 – 16.30	<ul style="list-style-type: none"> • Auliya Nurmalasari • Nuning Kristiani 	The Impact of Entrepreneurship Education and Family Environment on Entrepreneurship Motivation of College Students	STIE YKPN, Yogyakarta, Indonesia
16.30 – 16.45	<ul style="list-style-type: none"> • Anggi Rahajeng • Galuh Primadianti Suprpto 	The Role of Local Potential-Based Entrepreneurship Through Community Empowerment in Tourism Village Development (Case Study: Ponggok Village, Polanharjo Subdistrict, Klaten Regency, Indonesia)	Universitas Gajah Mada, Yogyakarta, Indonesia
16.45 – 17.00	<ul style="list-style-type: none"> • Friska Firmanti • Cynthia Jane 	Effects of Ownership Structure and Company Conditions on Earnings Management	Trisakti School of Management, Jakarta, Indonesia
17.00 – 17.15	<ul style="list-style-type: none"> • Silvy Christina • Nico Alexander 	Corporate Governance, Tax Planning and Firm Value	Trisakti School of Management, Jakarta, Indonesia
17.15 – 17.30	<ul style="list-style-type: none"> • Rizal Edy Halim • Faisal Muttaqin 	An Assessment Towards Advertisement with Warning Label Attached on the Product Packaging: Kids Vs Tweens	Universitas Indonesia, Depok, Indonesia

PARALLEL SESSION SCHEDULE

Thursday, November 8th, 2018

Room : Conference Room 3
Time : 15.30 – 17.30
Session Chair : Dr. Cheng Lung Li

Time	Authors	Title	Institutions
15.30 – 15.45	Evelyn Hendriana	The Potential Moderating Factors in International Student's Choice of Study Destination	IPMI , Jakarta, Indonesia
15.45 – 16.00	<ul style="list-style-type: none"> • Andreas Wijaya • Ongky Alex Sander 	The Effects of Visual Merchandising, Layout, Store Facility, Store Atmosphere in Patronage Store	Universitas Bunda Mulia, Jakarta, Indonesia
16.00 – 16.15	<ul style="list-style-type: none"> • Kevin Christiandy • Jacob Donald Tan 	Lembang Asri Resort's Competitive Advantage	Universitas Pelita Harapan, Tangerang, Indonesia
16.15 – 16.30	<ul style="list-style-type: none"> • Miswanto • Yessi Ria Angelia 	The Influence of Customer Satisfaction on Repurchase Intention, Trust, and Word of Mouth: Case for Consumer of Souvenir Stores in Yogyakarta	STIE YKPN, Yogyakarta, Indonesia
16.30 – 16.45	<ul style="list-style-type: none"> • Cheng Lung Li • Nicole A. Carballo 	When The East Meets The West : A Comparative Study of Belize's and Taiwan's Business Culture for Effective and Successful Business Communication and Opportunities in Belize	Kun Shan University, Tainan, Taiwan
16.45 – 17.00	<ul style="list-style-type: none"> • Suzy Azeharie • Eko Harry Susanto 	Tourism in Cisarua Changes the Culture of Local People: <i>Study of Culture Acculturation between Local Community and Arab Tourist in Cisarua</i>	Universitas Tarumanagara Jakarta, Indonesia
17.00 – 17.15	<ul style="list-style-type: none"> • Lam Thanh Ha • Phung Khanh Chi • Vo Thy Trang 	Enhancing The Quality of Human Resources in The Context of The Fourth Industrial Revolution: Experience of China and Implications for Vietnam	<ul style="list-style-type: none"> • Diplomatic Academy of Vietnam, Hanoi, Vietnam • Diplomatic Academy of Vietnam, Hanoi, Vietnam • Thai Nguyen University, Vietnam
17.15 – 17.30	<ul style="list-style-type: none"> • Keni • Ferry Oktora • Nicholas Wilson 	The Impact of Destination Image and Perceived Quality on Tourist Loyalty in the Indonesian Tourism Industry	Universitas Tarumanagara, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Friday, November 9th, 2018

Room : Conference Room 1,
Time : 09.30 – 11.15
Session Chair : Tisia Priskila

Time	Authors	Title	Institutions
09.30 – 09.45	<ul style="list-style-type: none"> Yulius Kurnia Susanto Elizabeth Bosta 	Free Cash Flow, Firm Characteristic, Corporate Governance on Earnings Management	Trisakti School of Management, Jakarta , Indonesia
09.45 – 10.00	<ul style="list-style-type: none"> Ade Lawira Indra Djashan 	Do Financial Ratio, Ownership and Company Condition Affect on Earnings Management	Trisakti School of Management, Jakarta, Indonesia
10.00 – 10.15	<ul style="list-style-type: none"> Nuryasman M.N. Vincent Vincent 	Impact of Financial Literacy on Financial Inclusion	Universitas Tarumanagara, Jakarta, Indonesia
10.15 – 10.30	Eve Kuhn	Brand Equity on The Brands H&M, Nestle & Kinder by Ferrero: Comparing the Brand Equity Between Germany & Indonesia	University Heilbronn, Jerman
10.30– 10.45	Yvonne Rieble	Brand Equity on The Brands Starbucks, Oreo & Haribo Comparing The Brand Equity Between Germany & Indonesia	University Heilbronn, Jerman
10.45 – 11.00	<ul style="list-style-type: none"> Eve Kuhn Yvonne Rieble Hetty Karunia Tunjungsari 	Comparing Life Satisfaction After Short Vacation Experience Between Indonesian and Germany Tourist	<ul style="list-style-type: none"> University Heilbronn, Germany University Heilbronn, Germany Universitas Tarumanagara, Jakarta, Indonesia
11.00 – 11.15	Tisia Priskila	The Effectiveness of Social Media and Online Marketing in Promoting Indonesian Tourism (Case Wonderful Indonesia Brand)	Universitas Bunda Mulia, Jakarta, Indonesia

PARALLEL SESSION SCHEDULE

Friday, November 9th, 2018

Room : Conference Room 2,
Time : 09.30 – 11.15
Session Chair : Dr. Tsai Shieunt Han

Time	Authors	Title	Institutions
09.30 – 09.45	<ul style="list-style-type: none">• Vany Octaviany• Rini Andari• Dendi Gusnadi	The potential of Halal Tourism in Bandung City	Telkom University, Bandung, Indonesia
09.45 – 10.00	<ul style="list-style-type: none">• Putu Ayu Aryasih• Ni Made Eka Mahadewi	Managing the Integrated Tourism Area through Local Community Empowerment : A Qualitative Study in Pantai Matahari Terbit Sanur	Bali tourism Institute, Bali, Indonesia
10.00 – 10.15	<ul style="list-style-type: none">• Vita Briliana• Arton Briyan Prasetyo	Some Antecedents and Effects of The Use of Mobile Apps in Tourism Marketing	Trisakti School of Management, Jakarta, Indonesia
10.15 – 10.30	<ul style="list-style-type: none">• Deborah C. Widjaja• Serli Wijaya• Regina Jokom• Monika Kristianti	Culinary Experience of International Tourists in Indonesia: A Study on Denpasar and Yogyakarta Tourist Destinations	Universitas Kristen Petra, Surabaya, Indonesia
10.30 – 10.45	Tsai Shieunt Han	Fostering A City Farm to Start An Organic Enterprise	Kun Shan University, Tainan, Taiwan
10.45 – 11.00	Vita Briliana	Creating Value Through Authenticity and Social eWOM : Evidence From Authentic Traditional Yogyakarta Cuisines	Trisakti School of Management, Jakarta, Indonesia
11.00 – 11.15	<ul style="list-style-type: none">• Desita Rininda Aji• Sonny	Business Plan of Yarramlumla Guesthouse as Support to Increase Tourism in North Kuta – Bali	President University, Jababeka, Indonesia

PARALLEL SESSION SCHEDULE

Friday, November 9th, 2018

Room : Conference Room 3,
Time : 09.30 – 11.15
Session Chair : Prof. PM. Budi Haryono

Time	Authors	Title	Institutions
09.30 – 09.45	<ul style="list-style-type: none">• Beny• Erika	Institutional Ownership, Profitability, Tangibility, and Liquidity on Firms' Capital Structure	Trisakti School of Management, Jakarta, Indonesia
09.45 – 10.00	<ul style="list-style-type: none">• Sri Rahayu• Yudi• Rahayu	Shifting in the Role of the Government Internal Auditors, How to Achieve it ?	Universitas Jambi, Indonesia
10.00 – 10.15	<ul style="list-style-type: none">• Dwita Puji Lestari• Tita Deitiana	The Effect of Company Characteristics and Corporate Governance to Corporate Social Responsibility Disclosure: A Study on SRI-KEHATI Index Listed on Indonesia Stock Exchange	Trisakti School of Management, Jakarta, Indonesia
10.15 – 10.30	<ul style="list-style-type: none">• Nancy Natawijaya• PM Budi Haryono• Saparso• Hery Winoto	The Effect of Leadership and Organizational Climate on Turnover Intention Mediated by Job Satisfaction	UKRIDA, Jakarta, Indonesia
10.30 – 10.45	<ul style="list-style-type: none">• Astuti Purnamawati• Retno Wulandari	Economic Valuation of Pantai Baru Bantul Regency Using Travel Cost Method	STIE YKPN, Yogyakarta, Indonesia
10.45 – 11.00	<ul style="list-style-type: none">• Elsa Imelda• Dewi Ayu Patricia	Capital Structure, Corporate Governance Mechanism and Agency Cost	Universitas Tarumanagara, Jakarta, Indonesia
11.00 – 11.15	<ul style="list-style-type: none">• Roni Setyawan• Budi Frensidy	Assessing Business Mobile Content "Mobee" in Indonesia: For Case Study Data 2007 - 2014	<ul style="list-style-type: none">• Universitas Tarumanagara, Jakarta, Indonesia• Universitas Indonesia, Depok, Indonesia

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PREFACE

The hospitality and tourism industry has been a fertile field for entrepreneurial business. However, little has been done to provide comprehensive understanding on the way and to the extent of which entrepreneurs influence tourism development. With a conference theme: "The Role of Entrepreneurs in Promoting Tourism and Hospitality Industry", The Seventh ICEBM UNTAR aims to provide opportunities for academicians and scientists along with professionals, policy makers, and practitioners from various fields to present their research contributions and views, while interacting with members inside and outside of their own particular disciplines. There are three Speakers in The Seventh ICEBM Plenary Session, who are the representative of The Indonesian Ministry of Tourism, Mr. Ivan Malik (Aerowisata Management), and Ms. Linda Lin-Chin Lin (Kun Shan University).

We have received 92 full papers from all participants, which were then being double-blinded reviewed by our Board of Reviewers. We also involve international reviewers who have scientific backgrounds that are in line with the fields of economics, business, management, as well as tourism and hospitality industry. There are 64 papers that are finally accepted to be published in the conference proceedings which comes from participants in Indonesia, Taiwan, Malaysia, Germany, and Vietnam. All papers accepted in the conference will be published in The ICEBM 2018 Proceedings, and will be further submitted to be indexed by SCOPUS and Clarivate.

Last but not least, we wish to express our gratitude for the support of the collaborating institutes, sponsors, scientific committee, and organizing committee. We would also like to thank all the contributing authors for their valuable work in supporting The Seventh ICEBM. Thank you and wishing you all the good experience during the conference.

Editor in Chief
Keni

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IMPACT OF FINANCIAL LITERACY ON FINANCIAL INCLUSION

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Vincent**

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Keywords: Financial Literacy, Financial Inclusion and Logistic Regression.

Abstract: This study was conducted with the aim to find out how the impact of financial literacy and financial inclusion on students of the Faculty of Economics, Tarumanagara University. Sampling method was done by stratified random sampling where this research used questionnaire with 472 respondents. While the data analysis technique used is logistic regression analysis, with z-statistic test, F-test, and McFadden R-Square. The results of hypothesis testing show that age has a significant influence on financial literacy, while gender, education, investment experience, academic ability, and residence status have no significant effect on financial literacy. Other findings, financial literacy and income have a significant effect on financial inclusiveness, while financial information sources, distance to banks, and ownership of vehicles have no significant effect.

EMPLOYEES PERCEPTIONS OF HOTEL EMPLOYMENT IN INDONESIA

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Keywords: Hotel employees, Hotel employment, Indonesia, Perceptions

Abstract: This paper investigates in what extend hotel employees in Indonesia confirm negative perceptions stated by previous studies concerning hotel employment. The quantitative data were obtained by distributing questionnaires to a total of 375 employees working in four- and five-star hotels in Surabaya and Bali. The result revealed that Indonesian employees did not support the proposition that hotel work has a poor image. Being uneducated, unproductive, and unmotivated were the least accepted images pertaining to the hotel characteristics. Independent samples T-test and One-way ANOVA test indicated that employees with different socio-demographic backgrounds of marital status, age, religions, educational levels, and job positions had significant differences in their perceptions towards hotel employment. By acknowledging employees' perceptions on hotel characteristics, it is expected that hospitality leaders will be able to create a better positive image of the industry in order to attract and recruit better talented employees.



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Employees Perceptions of Hotel Employment in Indonesia

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1 INTRODUCTION

Each industry has its own employment characteristics. The tourism and hospitality sectors are known to have some common characteristics of high labor-intensity and turnover, higher levels of part-time or temporary employment, poor remuneration, unskilled/semi-skilled, low status of jobs, and female-dominated (Kusluvan, 2003). Moreover, Kusluvan et al., (2010) have stated that hospitality jobs are perceived as low prestige due to the unfavorable working conditions such as un-fixed working hours and shift-rotation arrangements. Similarly, Meier (1991) describes a range of unappealing characteristics of the hospitality industry that deter work in the industry such as odd hours, low pay, no breaks, public contact, and long hours. Other negative perceptions include low wages, long-working hours, poor work-life balance, servile job (Jayawardena et al., 2013), limited opportunities of career advancement (Davidson et al., 2010), sexual discrimination, narrow job functions (Choi et al., 2000), and low-entry barriers (Baum et al, 2016). These various attributes have driven negative images for those who are working in this industry and have been automatically transported to its employees as “uneducated, unmotivated,

unskilled and unproductive” (Pizam, 1982, p.5).

Although working in the hotel industry is seen as low skilled, Szivas et al., (2003) pointed out that many hotel employees possess a high level of education. However, the various negative attributes of hospitality have led to a decline in the number of applicants and an increase in workforce demand by industry, resulting in high turnover (Kusluvan et al., 2010; Meier, 1991; Solnet and Hood, 2008). As a result, the industry is facing difficulties in recruiting and retaining qualified and competent employees (Kusluvan, 2003).

Working in the hospitality industry is also considered to be flexible since employees are able to look for similar jobs in another sector (Solnet and Hood, 2008) and master their work skills and knowledge without any formal training education (Riley, 1996). Hence, the work is generally viewed as unimportant which is associated with slavish jobs such as serving, sweeping, cleaning and washing (Guerrier, 1999). However, Solnet and Hood (2008) state that working in hospitality can offer a kind of prestige that is associated with pride.

Although many hospitality operators have put an effort into making their companies preferred places to work, the negative impression of the industry continues to be an issue for young people looking for

work in the industry (Enz, 2001). Numerous studies have been conducted to describe the characteristics and image of the hotel industry in general. However, none of them was conducted in the context of Indonesia's hotel industry. As encouraged by Hayes and Ninemeier (2009) human resource managers need to understand their employees may have both different impressions towards their work and different concerns due to their age and other aspects.

By acknowledging employees' perceptions on working at hotel industry in Indonesia, it is expected that hotel leaders will be able to create a positive perception of the industry in order to attract and recruit more talented and qualified employees to the industry. Therefore, this study aims to investigate the prevalent perceptions of hotel employee work in Indonesia's hotel industry and also to examine whether different employees with different socio-demographic background such as age, gender, and education will have different perception about working in the hotel industry.

2 LITERATURE REVIEW

2.1 Employment in the Hospitality Industry

The growth in tourism has led to the creation of jobs and makes tourism attractive, especially in developing countries (Popescu et al., 2013). It has been argued that compared with other industries, the hospitality sector offers more employment for a similar investment (Kusluvan, 2003). However, the seasonal nature of the hospitality industry also significantly impacts hospitality employment, leading to a seasonal labor, underemployment and unemployment (Jolliffe and Farnsworth, 2003). Because of such seasonality, most sub-sectors of tourism and hospitality employ part-time and temporary staff to meet workforce demands, particularly during peak periods. Consequently, hospitality businesses including HR managers require extra effort and resources to recruit, select, train and retain qualified employees. This is particularly true in the case of filling entry-level and front-line management positions (Jayawardena et al., 2013) if they are to manage and utilize their staff effectively.

Human resource practice is often regarded negatively in hospitality organizations since many manage their people in a conventional and exploitative way (Lucas, 1996). The function is

sometimes regarded as an administrative-only role (Tracey and Nathan, 2002). The negative image of the industry such as low wages, poor job security, employee dissatisfaction, long-working hours, seasonality, lower birth rate, ageing workforce, and difficulty in predicting the demand for the workforce (Davidson and Wang, 2011; Wang, 2009) have contributed to many labor issues and scarcities in the hotel industry. Concerns related to employment may come from hotel management, such as a reduction in number of employees per room (Pizam, 1999), labor shortages (Enz, 2009), rising of labor costs (Davidson et al., 2011), higher wages offer from other industries, better working hours, good career opportunities, and recruiting difficulties (Davidson and Wang, 2011). The concerns of employees, however, are low wages, poor working conditions (Davidson et al., 2011), and staff layoffs (Enz, 2009).

2.2 Hospitality Employment in Indonesia

The abundant human resources, with a population of over 250 million people, of whom about 50 percent are in the younger age group (under 30) (Indonesia-Investment, 2016) have been great resource for Indonesia. Unfortunately, the large numbers have created numerous labor issues such as low education levels, unskilled workers and poorly remunerated occupations. According to the survey conducted by the UNWTO for Indonesia (ILO, 2009), the main factor in reducing the competitiveness of Indonesian tourism is the shortage of a skilled workforce as a result of poor wages, unfavorable working environments, and low barriers to join the industry. In addition, the OECD (2014) highlighted that the major challenge for emerging countries including Indonesia is improving job quality and productivity. Education and skills are deemed to be essential to increase employment outcomes and improve labor market coverage.

Low wages compared to other sectors is deemed to be one of the causes of the qualified labor shortage in the Indonesian tourism industry including the hotel sector (ILO, 2009). Hotel establishments only offer the basic monthly salary for their employees which usually follow the regional minimum wages. In a common practice, regional minimum wages are determined by provincial government which range from IDR 1.100.000 to IDR 3.100.000 or USD 83 to 232 as per February, 2016 (National Wages and Productivity Commission, 2016). Nevertheless, employee allowances for Indonesia's hotels consist

of three main elements, which are basic salary, service charge, and tips (Swan, 2015). The basic salary of each company differs depending on the positions and management policies. The service charge in a hotel also depends on management policy, which is mostly higher than the basic salary. Employees who are working in hotels with higher occupancy rates will receive higher service charge. In practice, Indonesian hotel services are inclusive of 21% tax of which 10% is deemed as government tax and the other 11% is a service charge. Lastly, tips in a service industry are a common practice and it is expected in Indonesia's hotels. Employees who deal directly with guests such as bellmen, concierge, and guest relation officers have more opportunities to earn tips from guests.

3 METHODOLOGY

3.1 Research Instrument and Data Collection

This paper utilized the characteristics of employment which refer to employee perceptions of the hotel industry. Twenty five items are drawn from previous studies and literature reviews (Davidson et al., 2010; ILO, 2009; Jayawardena et al., 2013; Kusluvan, 2003; Kusluvan et al., 2010; Lucas, 1996; Meier, 1991). A five-point Likert scale was employed for each item ranging from 1 (strongly disagree) to 5 (strongly agree). Employees were asked to indicate their perceptions of each attribute related to the characteristics of working in a hotel.

Bali and Java Island were selected for this study due to their popularity and dynamic growth of the hotel business in Indonesia. Hotel employees who are working in four- and five-star hotels in Surabaya and Bali were employed. Chadwick et al., (1984) suggest that the ideal sample size for social research should be at least 200 respondents. A total of 375 samples were collected over a three-month period in September to December 2016. After eliminating incomplete responses and sorting the data set for errors, 316 questionnaires were retained and used for further data analysis.

3.2 Data Analysis

Non-probability sampling using convenience method was adopted in this study. Mean and standard deviations associated with each employment characteristics were utilized to identify employee's perceptions towards working in the Indonesian hotel

industry. Independent samples T-test and One-way ANOVA were employed to examine whether there are significant differences of those employee perceptions in association with socio-demographic backgrounds, such as age, gender, religion, marital status, education, and job position.

It is important to evaluate the reliability of all scales used. The Cronbach's Alpha value of employee's perceptions was 0.902, suggesting very satisfactory level of the scale reliability with this sample. However, there were three items (e.g. Hotels always require many staff, staff at hotels regularly quit to go elsewhere, and young workers dominate the hotel work force) out of 25-items that had the value of the item-total correlation below 0.30, indicating that the correlation between each item was not satisfactory. Thus, those three items were deleted from the questionnaires. As all the items in the questionnaire were in negative statements, the authors reversed the five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) became 1 (strongly agree) to 5 (strongly disagree), meaning that the higher the mean score, the higher the disagreement of the respondents over negative items.

4 FINDINGS

4.1 Profile of Respondents

Table 1: Profile of the respondents (n=316).

Variable	Frequency	%
Gender		
Male	176	55.7
Female	140	44.3
Age (years)		
< 22	21	6.6
22-36	215	68.0
37-51	80	25.3
Educational level		
High school	71	22.5
Diploma	128	40.5
Undergraduate	117	37.0
Marital status		
Married	161	50.9
Not married	155	49.1
Religion		
Muslim	158	50.0
Christian	71	22.5
Hindu	82	25.9
Buddha	4	1.3
Missing	1	0.3
Job Position		
Staff	150	47.5
Supervisor	79	25.0
Junior Manager	37	11.7
Senior Manager	34	10.8
Others	12	3.8
Missing	4	1.3

The demographic profile of the respondents is presented in Table 1.

Over 55% of respondents were male. The dominant age group was 22-36 years old (68.2%) which was classified as Millennials, and followed by Gen X's group with the age range of 37-51 years old (25.4%). The majority of the respondents were married (53.4%) with the educational level of Diploma (40.5%) and undergraduate degree (36%). Most of the respondents were Muslims (48.3%), followed by Hindus (26.3%) and Christian/Catholic (24%) with the majority had the position as staff in the workplace (47.5%). The sample of the respondents came from employees working in the 4-star hotels (55.9%) and 5-star hotels (44.1%) located in Surabaya (58.9%) and Bali (41.1%).

4.2 Employee Perceptions of Hotel Employment

Table 2 ranks the mean and standard deviation for each attribute that contributes to the overall perception of hotel employees about working in a hotel. The findings showed that the mean of overall perception was 3.77 which revealed the respondents' disagreement about the negative image of hotel employment. Respondents did not agree with most of the statements that mentioned working in a hotel is deemed to be uneducated, unproductive and unmotivated. This is evident from seeing the average mean of above 4.0. They also countered that having a job in a hotel does not need sufficient formal education and skills as it can be seen from the respondents' profile that about 77% of employees were holding diploma and bachelor degrees. In addition, Indonesia's hotel employees did not agree that working in a hotel will create the image of low social status and low prestige. Working in the hotel industry particularly in Bali is considered to be preferable as they have many opportunities to meet people from all around the world.

It can be seen from Table 2 that Bali's employees (Mean=3.85) had a higher average mean than its counterpart in Surabaya (Mean=3.73). This means employees in Bali showed a higher level of disagreement about poor images of working in a hotel than employees in Surabaya. In other words, Bali's employees have more positive perception about a job in the hotel industry. It is unsurprising because working in the hotel industry is more desirable for Balinese people due to the nature of Bali Island as the most popular destination in Indonesia for domestic and international travelers.

Having a career in a hotel is considered to be more preferable. Interestingly, all the mean scores of each attribute was higher for Bali respondents except for an attribute related to inadequate salary, suggesting that employees in Bali perceived that remuneration received was not satisfactory enough compared with Surabaya's hotel employees. This might be due to the intense competition of hotels in Bali that results in the employees' expectation to gain a better allowance.

Table 2: Respondents' Perceptions.

Perceptions	Mean	SD
Hotels employ many part-time/temporary staff	2.84	0.95
Working hours in a hotel are not fixed	3.02	1.09
Staff at hotels need to work for long hour	3.10	1.05
Job tasks or activities in a hotel are narrow	3.26	0.97
Working in a hotel does not provide work-life balance	3.41	0.97
Hotel is managed in a conventional way	3.55	0.91
It takes short time to master job knowledge in a hotel	3.65	0.89
It takes short time to master job skills in a hotel	3.67	0.90
Salary offered by hotel is low/inadequate	3.72	0.88
Staff at hotels have limited opportunities of career advancement	3.74	0.97
It is relatively easy to get a job in a hotel	3.78	0.76
Hotel is managed in an exploitative way	3.76	0.83
Hotel treats female and male staff differently	3.78	0.94
More hotel workers are predominantly female	3.82	0.75
Working in a hotel is vulnerable to sexual harassment	3.94	0.92
Working in a hotel is viewed by other as unimportant/insignificant	3.97	0.84
Working in a hotel does not need adequate formal education	4.10	0.85
Working in a hotel will create the image of low social status/low prestige	4.20	0.73
Working in a hotel does not need any skills or less skills needed	4.29	0.69
Staff at hotels are most likely unmotivated	4.46	0.65
Staff at hotels are most likely unproductive	4.50	0.59
Staff at hotels are considered to be uneducated	4.53	0.57
Overall perception	3.77	0.41

4.3 Comparative Employee Perceptions

As appeared in Table 3, the findings revealed that there were significant differences between married and unmarried respondents ($p < 0.01$) as well as Surabaya and Bali respondents ($p < 0.05$) in regards to their perception about working in the hotel industry. Married employees were more likely to have a positive image about the employment in a hotel compared with the unmarried employees. Employees working in Bali's hotels were found to have more

favorable perceptions, about working in the hotel industry compared with Surabaya's employees. It is understandable because Bali as the most popular travel destination in Indonesia has offered great opportunities for those who want to pursue their career in a hotel.

The findings also showed that there was no significant difference between male and female in regards to their perceptions on working in the hotel industry even though the mean score of male employees was slightly higher than female ones. In addition, employees working in four- and five-star hotels were not significantly different in their perceptions about hotel employment. This might be due to the fact that four- and five-star hotels are considered to be the upscale hotels which generally provide similar benefits and working conditions.

Table 3: Independent-sample T-test Results.

Demographic	t-value	Sig.
Gender	1.263	0.208
Marital Status	4.588	0.000**
Hotel type	0.433	0.666
Hotel location	2.406	0.017*

* represents significant level 0.05

**represents significant levels <0.01

In order to assess whether there were significant differences amongst demographic groups in regards to their hotel employment image, one-way ANOVA were performed. The findings of this analysis are presented in Table 4. It can be seen that different cohorts of age, religion, education, and job position were found to be significantly different ($p < 0.01$) in their perception about working in a hotel. No significant difference was found amongst the mean scores of different income levels.

Table 4: One-way ANOVA Results.

Demographic	F-value	Sig.
Age	8.663	0.000**
Religions	7.377	0.000**
Educations	4.840	0.009**
Job Positions	5.919	0.000**

**represents significant levels <0.01

5 DISCUSSION AND CONCLUSIONS

The results of this study revealed that Indonesian employees did not support the poor images of hotel employment as they were conveyed by the previous

studies which appeal an unfavorable images of hotel employment, such as low prestige and social status (Kusluvan et al, 2010), unmotivated, unproductive, uneducated, and unskilled (Pizam, 1982), limited career advancement (Davidson et al., 2010) and narrow job function (Choi, et al., 2000). The positive perceptions of the hotel industry that have been shown in this study may reflect the higher status of respondents who are working in upscale four- and five-star hotels. It is more attractive for employees due to its international image and additional benefits offered such as career development opportunities and a higher salary.

In addition, the image of poor remuneration for hotel employees (Kusluvan, 2003) was not accepted by respondents, given that hotel employers in Indonesia tend to provide an adequate allowance for their workforce. As mentioned by Swan (2015), Indonesia's hotels generally provide their employees with an adequate basic salary, once service charges and tips are considered. Employees who are working in higher occupancy hotels with upper scale service standards are most likely to receive a higher monthly take-home pay due to additional service charges and tips given by guests. Compared to other industries, employee salaries and benefits are relatively higher, noting that higher occupancies impact directly on the monthly take-home pay.

The image of hotel employees as uneducated, unproductive and unmotivated was the least accepted image pertaining to the hotel characteristics. Current Indonesian hotel employment practices consider the importance of education levels when applying for better jobs and positions. Candidates who only possess high school qualifications will most likely occupy lower level positions such as housekeeping attendant or gardener. Both formal and informal educations are considered to be important in the hotel industry as it requires a workforce that is equipped to improve abilities and capabilities in supporting the company's bottom line.

The limitation of the research is that the findings draw exclusively on respondents from 4- and 5-star hotels in Surabaya and Bali. Their views may diverge somewhat from employees in other types of hotel and locations across Indonesia. It is suggested that future researchers to investigate other categories of property such as 3-star and budget hotels or hotels in other geographical areas across Indonesia. Such an extension would allow for greater generalizability of employee perceptions towards Indonesian hotel employment.

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