

ICOBEST 2019

The 3rd International Conference on Business, Economics,
Social Sciences & Humanities

PROCEEDING

UNIVERSITAS KOMPUTER INDONESIA



Organized by:



Sponsored by:



Proceedings Article

Imitating Success of Japanese Entrepreneurs and Benefits in Entrepreneurial Activities

Eddy Soeryanto Soegoto, Nadya Vian Anisa

This study aims to explain how Japanese entrepreneurs achieve success and replicable benefits in entrepreneurial activities. Data for this study was gathered through observations on articles and books. This study used a qualitative method. As a nation that experienced a war defeat, Japan has similarities...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Business Strategy of Fisherman's Equipment in Wakatobi District

La Hasimu, Dedi Sulistiyo Soegoto

The purpose of this study is to create a Business Strategy Of Fishermans Equipment in Wakatobi District. SWOT identification is carried out to identify internal and external factors. TOWS Matrix was used to design strategies based on internal and external factors. The result of the research is a focused...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Role of Information Technology in Handicraft and Entrepreneurship Subjects on the Students' Entrepreneurial Interest

Muhammad Yasin Nasrulloh, Yeffry Handoko Putra

The purpose of this study is to determine the impact of information technology on student learning practices in understanding the importance of entrepreneurship by applying social media as a learning medium and online sales as a practical tool in Handicraft and entrepreneurship subjects. The results...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Developing Strategy for Solar Panel Package Business in Kupang

Shadli Rolaskhi, Herman Surdiatno Soegoto

This research aims to develop a strategy for the solar panel package business in Kupang. This research used SWOT analysis and SWOT matrix. SWOT analysis used from the start

to improve internal and external business factors, where this research is a business strategy that focuses on production by considering...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Factors Influencing Entrepreneurial Intention (Study on 2018 New Entrepreneur Program Participants in West Java Province)

Yudi Satriadi, Herman Surdiatno Soegoto

This study aims to investigate the factors influencing entrepreneurial intention on participants of the new entrepreneur program, which is a program from the Government of West Java Province to create new entrepreneurs. There were 105 participants in the New Entrepreneur Program involved as the research...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Online Learning as a Learning Innovation and New Business Models in the World of Education

Eddy Soeryanto Soegoto, Zulkifli Ismail, Natasha Puspa Dewi

The purpose of Online-Learning research is as a form of learning innovation and new business models in the world of education to find out the effectiveness of learning through E-learning methods and social-economic impacts. As the time passes, internet and the development of the world of technology are...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Effect of Internet Banking on E-Commerce

Dedi Sulistiyo Soegoto, Agil Fauzan Ilhamuddin, Putri Amirah

Currently, e-commerce is a new trend in the world of buying and selling that unites sellers and buyers who are very far away but can still trade safely and quickly also certainly easier with internet banking. The purpose of this study is to analyze how internet banking can significantly influence the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Impact of E-Ticketing Application on Bus Transportation in Bandung

Eddy Soeryanto Soegoto, Rudy Setiawan, Rizky Jumansyah

This study aims to determine the impact of the e-ticketing application system on bus transportation for the peoples of Bandung. To support the research, the method used was qualitative. The results show that there are some positive impact on the implementation of e-ticketing system, one of which is to...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Developing Strategic Marketing Plan for Artificial Flower Bouquet Business in Bandung

Abdullah Al Aliyi Surtawijaya, Dedi Sulistiyo Soegoto

This study aims to develop strategic marketing plan for the artificial flower bouquet business in Bandung City. The method used in this study was qualitative analysis descriptive through marketing mix 4Ps theory and Porters five competitive forces theory. The result of the research produced strategic...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Implementation of Management Information System, Implication on the Performance of Entrepreneur in West Bandung Regency

Neng Susi Susilawati Sugiana, Deden Abdul Wahab Syaroni

Business competition in the region especially in West Bandung regency, businessman who cannot stand competition. The purpose of this research is to learn the application of information system management implications for the performance of entrepreneurs MSMEs businessman in West Bandung Regency. Theories...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Attracting Consumer Interests from Display of Hotel Booking Sites and Airline Tickets in Indonesia

Dedi Sulistiyo Soegoto, Supriatna, Raiswati Untsa Mega

The purpose of this study is to attract the interest of domestic and foreign tourism consumers in the ease, speed, accuracy of hotel bookings, airplane tickets, and more. The

method used in this study was descriptive. The results of this study indicate that the influence of a dynamic website appearance...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Analysis of Entrepreneurial Marketing Canvas on Small-Scale Business

Danica Elma Edwina, Rahma Wahdiniwaty

This research aimed to analyze the entrepreneurship and marketing model adopted from the newest model of Entrepreneurial Marketing Canvas (EMC). This marketing model was combination of marketing strategy, financial strategy, and organization. The subject of this research is one of muslim fashion industries...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Design Business Continuity Plan of Data Center Using ISO 22301:2012

Rahadian Arief, Yeffry Handoko Putra

The purpose of this study is to design a BCP framework that adapts to the needs of the company. Research design using qualitative method. Data collection in this research using observations, interviews, and questionnaires. Stages in evaluating are planning research, determining the scope of the evaluation,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Innovation on Performance in Micro, Small, and Medium Enterprises

Rudi Asfar Rifai, Deden Abdul Wahab Syaroni

This paper aims to know much influence innovation has on the performance of Micro, Small, and Medium Enterprises in Bandung Regency. This research used descriptive method with the aim of collecting detailed data so that it can describe how much influence innovation has on the performance in detail. The...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Effect of Manager Competency on Innovation in Small and Medium Enterprises

Angga Dwiputra Solihin, Deden Abdul Wahab Syaroni

This research was conducted to determine the relationship between managers' competency towards innovation in small and medium enterprises. The method used in this study was descriptive with a quantitative assessment. The unit of analysis in this study was small and medium businesses in Bandung Regency...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Assessment of Lecturer Satisfaction, Working Quality and Productivity Toward Learning Management System

Senny Luckyardi, Deden Abdul Wahab Syaroni

The purpose of this research is to assess the lecturer satisfaction, working quality, and productivity toward Learning Management System (LMS) and to know the extent the effectiveness of LMS for the lecturers. The study case was conducted in a Private University in Bandung. This research used quantitative...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) for Business of Laboratory Competency Training

Novy Lousiane, Deden Abdul Wahab Syaroni

This study aims to analyze business opportunity of laboratory competency training and analyze development of the potential factor on the services of laboratory competency training. The subjects of this study are the expert chemical analysts in Bandung. This research method used descriptive qualitative...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

A Dynamic Strategical Plan to Strengthen Food Security

Arjuna Rizaldi

This study aims to build a strategical planning to improve the agricultural sector in Subang Regency, West Java Province especially in accordance to central government's

establishment of Subang as one of Indonesian national granary to strengthen Indonesian food security. The research method used was...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Role of Market Orientation and Innovation Capability to Create Superior Value

Rizki Zulfikar

This research aims to excavate the impact of the market orientation and innovation capability to value creation in Small and Medium Enterprises (SMEs) of knitting industry located in Bandung, West Java Province. The descriptive and verification methods were used in this research while the data obtained...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Inflation Effects and World Crude Oil Prices on Combined Stock Price Index (CSPI) in Indonesia Stock Exchange (IDX) of 2015–2018 Period

Windi Novianti, Ajeng Perwati

The purpose of this study is to find the evidence of whether the World Inflation and Crude Oil Prices had an effect on the Composite Stock Price Index (CSPI) in the Indonesian Stock Exchange (IDX) of the 2015-2018 periods by taking samples for 4 years on the IDX. This method used in this research was...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Marketing Approach on Competitive Advantage of Online-Based Public Transportation

Muhammad Iffan

The aim of this research is to determine the competitive advantage using marketing approach of online-based public transportation. Marketing approach used in this research is a service marketing mix that includes product, price, promotion, place, people, process, and physical evidence. The method used...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Consumer Perception about Paid Cutlery Programs at Online Food Delivery Company

Candra Sari Triyana, Deden Abdul Wahab Syaroni

The purpose of this research is to analyze the perception of consumer of paid cutlery program at the online food delivery company. This research aims to determine the effectiveness of the program towards changes in consumer purchasing behavior related to decrease the used of plastic materials. The variable...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Purchasing Decisions in Terms of Perceived Quality and Product Knowledge

Raeni Dwi Santy, Siti Daniyah Atika

The purpose of this study is to find out the Quality, Product Knowledge, and Purchase Decisions on Samsung smartphone products as well as to determine the effect of Quality Perception and Product Knowledge on Purchasing Decisions simultaneously and partially on samsung smartphone products. This study...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Effect of Career Planning and Self-Efficacy of the Performance of Employees

Lita Wulantika, Niesfa Ayuningtias

This research aims to determine the effect of Career Planning and Self-efficacy on Employee Performance at PT Perkebunan Nusantara VIII Bandung. The data collection was conducted by questionnaire to 75 employees. The samples were carried out by probability sampling with simple random sampling. The data...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Enterprise Architecture Information System Planning for the Procurement of Goods and Services

Hangga Tri Saputra, Yeffry Handoko Putra

The objective of this research is to support the operational and investment activity for company efficiency, transparency, rivalry, affordability, quality of goods, and services

procurement system in Regional Cleaning Company of Bandung or PD. Kebersihan Bandung. With the implementation of the TOGAF...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Customer Value on Customer Loyalty at Bandung Tourist Location

Diki Ganthika, Rahma Wahdiniwaty

The purpose of this research is to explain and evaluate the effect of customer's value on customer loyalty at Bandung tourist attraction location. The method used descriptive verification. The analysis unit is the customer in one of Bandung tourist location. The data was collected by a questionnaire...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Event Study of Obtaining Investment Grade in Indonesia

Suryanto

This research aims to analyze the market reaction to the announcement of the acquisition of share prices due to the announcement event Indonesia's debt rating of Investment Grade Indonesia. This study used comparative descriptive research design. The sample used in this study was 41 companies included...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Factor Influencing Customer Satisfaction in Health Insurance Companies

Alam Gumilang Ramadhan, Dedi Sulitiyo Soegoto

The aim of this research was to know the effect factor of participant satisfaction on health insurance companies. By using quantitative methods with descriptive and verification approaches. The test equipment used Structural Equation Modeling Partial Least Square (SEM-PLS) and questionnaire distributed...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Information System on Employee Performance

Arif Darma Sukmawan, Rahma Wahdiniwaty

Information systems are experiencing rapid development that has become a necessity for organizations, companies and individuals. It became a basic requirement for large companies because they can provide convenience, speed and accuracy in processing data to become necessary information. This research...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Process of Product Purchasing Decision Through E-Marketing

Rizky Fauziah, Rahma Wahdiniwaty

The purpose of this research is to determine whether the online marketing can influence purchase decisions of the internet users in buying a product. The method used in this research is multiple linear regression where the data is processed by SPSS programs. The unit of analysis in this research is the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Trust Dimension Towards E-Commerce Customer Participation

Nikita Astria, Rahma Wahdiniwaty

The purposes of this study are to analyze the effects of the level of participation of e-commerce users in Indonesia each through the variables of benevolence, integrity, and ability and to analyze the effect of the trust variable on the level of e-commerce customer participation in Indonesia. This research...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Influence of Motivation on Employee Satisfaction and the Impact of Employee Performance in Cooperation

Andriyati Tanjung, Rahma Wahdiniwaty

The purpose of this study is to determine the effect of motivation on job satisfaction and its impact on employee performance at the Daarut Tauhiid Islamic Boarding School cooperative. The sample in this study used saturated sampling with a total sampling of 113 respondents. The analytical method used...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Development Strategy of Fish-Processing Products

Neni Setiarini, Herman Surdiatno Soegoto

This research aims to formulate a strategy for developing processed fishery products at CV X in the future. This research was conducted with a case study in CV X. This research used a qualitative method. The type of data collected includes primary data and secondary data. The technique of deciding the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Early Retirement Program: Study on the Motivating Factors

Mantiq Al Kindy, Deden Abdul Wahab Syaroni

This study aims to determine the factors that motivating employees in taking early retirement program. In this study, the author uses the theory of intuition, the theory of dismissal, the theory of retirement, and the theory of early retirement. This research used descriptive with a qualitative approach....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Financial Behavior Impact to Determine Dividend Policy at Indonesian Companies

Linna Ismawati

This research aims to find evidence on the impact of financial behaviour in determining dividend policy. The method used in this research was the Qualitative Research Method using Explorative Survey. The Qualitative research method used Nvivo software version 10.0. The units of research are all companies...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Impact of Teacher Certification Toward Learning Quality: A Case Study in Elementary School

Linda Setiawati

The purpose of this research was to obtain an overview of the impact of teacher certification on improving the quality of learning. This study used a qualitative descriptive

method with the research instrument used was a questionnaire and interview. The respondents in this study were 50 certified elementary...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Education World Disruption: Digital Communication Impact on Quality of Vocational School Graduates

Isniar Budiarti

Along with technological development, especially in the field of education, vocational school is required to produce quality graduates. However, the lack of digital technology utilization in the education process becomes an obstacle. In this case, a comprehensive and good digital technology simulation...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Strategy to Increase Consumer Purchasing Decisions in Supermarket Business

Agus Supandi Soegoto, Een N. Walewangko

This study aims to determine strategies to improve consumer purchasing decisions through Product Quality, and Servicescape in the Supermarket business both partially and simultaneously. The method used is associative and aims to uncover the model of the relationship between variables, with multiple linear...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Influence of Collateral Assets on Stock Prices (Empirical Study of Basic and Chemical Industry Companies Listed on the Indonesia Stock Exchange Period 2012–2016)

Aryanto Wibisono, Dedi Sulistiyo Soegoto

This study aims to find out how the description of collateral assets and stock prices in the Basic and Chemical Industry companies listed on the Indonesia Stock Exchange for the period 2012-2016, and how the influence of collateral assets on stock prices in Basic and Chemical Industry companies listed...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Formulation of Business Strategy and Implication on Marketing Strategy in Janji Laut Resort, Manado

Yuke Luviana, Dedi Sulistiyo Soegoto

The tourism sector is one of the largest sources of income for the country. This is not apart from the support of the hospitality industry that becomes supporting means to meet the needs of tourists. This research aims to determine which variables are the sources of strengths, weaknesses, opportunities,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Social Media Marketing Application in Indonesian Travel Industry

Tina Setriani, Herman Surdiatno Soegoto

This research aimed to analyze the effectiveness of promotion using digital platforms by content marketing, advertising, and influencer who promote the products. The research method used was a qualitative descriptive analysis with SWOT tools. SWOT Analysis is a process that includes four areas into two...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Return on Assets, Debt to Equity Ratio, and Earning per Share Impact on Stock Price in Property Companies Stock Exchange

Devi Lutfiah, Dedi Sulistiyo Soegoto

This study aims to determine the rate of return on assets, debt to equity ratio, and earnings per share impact on stock price, either partially or simultaneously, on a property company listed on the Indonesia Stock Exchange 2014-2018 period. The data analysis method used was multiple linear regression...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Ability to Pay Personal People Mandatory Taxes in KPP Pratama Majalaya Bandung

Wati Aris Astuti, Adnesha Mutia

Willingness to pay tax can be interpreted as a value that is willing to be contributed by someone (determined by regulation) that is used to finance the general expenditure of the country by not receiving reciprocal services directly. The willingness of taxpayers to pay taxes is important in tax collection....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

E-Budgeting to Enhance the Quality of Information

Adeh Ratna Komala

Regional Organization (RO) in implementing the budgeting system has not yet integrated the system. The budget is one of the government finances that must be appropriately managed where the funds collected must be adequately budgeted. The purpose of this study was to find out the implementation of e-budgeting...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Reliability Analysis of Islamic Financial Statements: Zakat, Infaq, and Shodaqoh

Sri Dewi Anggadani, Deden Abdul Wahab Syaroni, Rio Yunanto

The purpose of this study is to analyze the reliability of the financial reporting system in amil zakat institution. This study used a descriptive method that was a method of collecting data from various written sources such as books, journals, and articles. The result of the analysis shows that financial...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Quality of Audit System Information for Internal Control Effectiveness

Inta Budi Setya Nusa

Information system audit is a tool used in the supervision and evaluation of inputs, data processes, and results of financial statements. This study aims to determine the effectiveness of information systems audits in helping control business processes that have an impact on improving internal control...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Effectiveness and Contribution of Land and Building Tax to Local Revenue

Angky Febriansyah

This study aims to analyze the achievement of land and building tax targets in Bandung city during 2014-2018 and to find out how much the effectiveness and contribution of land. Also, building tax revenues to the total revenue of the Bandung municipal government for five years. The research method used...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Tracing Tax Violation by Taxation Information System

Siti Kurnia Rahayu

There is a problem of tax violation or non-compliance of taxpayers that occur every year in Indonesia. The Directorate General of Taxes needs to endeavor more intensive ways in which to strengthen the policy countermeasures to combat this problem. From various scholarly studies concerning this matter,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

The Effect of Macro Economic Variables on Value Added Tax (VAT)

Lilis Puspitawati, Wiko Ramdhani Hartono

Tax is one of the sources of state income that used to finance expenditures in a country. Therefore tax revenue is the dominant factor in sustaining national development in a country. The problem that occurred at this time that there is a condition of an increase in the number of taxable entrepreneurs,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

Kansei Analysis using Analytical Hierarchy Process

Chandra Nur Huda, Ana Hadiana

In determining a choice that is not based on specifications, it is important to know the aspects of feelings in a product. Kansei is a technology that translates feelings into product design. The application of Kansei in the development of decision support systems can help facilitate decision making...

[Article details](#)
[Download article \(PDF\)](#)

Proceedings Article

Achievements Strategy for Unqualified Opinion in Bandung Government

Poni Sukaesih Kurniati, Suryanto

The purpose of this study is to analyze the Regional Government's strategy in the effort to achieve a Fair Opinion without Exception (WTP) opinion. This research is descriptive research with a qualitative approach. The sources of data are obtained from interviews and results of searches for scientific...

[Article details](#)
[Download article \(PDF\)](#)

Proceedings Article

Relationship Between Regional Economic Growth and Regional Original Revenue to Regional Financial Independence

Ony Widilestariningtyas

Regional autonomy requires independence and genuine regional income which reflects regional economic growth. This study provides empirical evidence about the relationship between regional economic growth, regional own- source revenue, and financial independence. Descriptive and explanatory methods were...

[Article details](#)
[Download article \(PDF\)](#)

Conference Chair

Dr. Lia Warlina, M.Si

Universitas Komputer Indonesia, Indonesia

Chairmen

G. Kierans

Shenzhen Technology University, China

L. Tao

Hangzhou Dianzi University, China

Technical Committee

Dr. Poni Sukaesih, S.IP., M.Si

Universitas Komputer Indonesia, Indonesia

Bobo Kurniawan, S.T., M.Kom

Universitas Komputer Indonesia, Indonesia

Senny Luckyardi, S.P

Universitas Komputer Indonesia, Indonesia

Editors

C. G. Li

Beijing Institute Of Fashion Technology, China

J. J. Lin

University of International Relation, China

T. Huang

Beijing Normal University-Hong Kong Baptist University United International College,
China

M. Z. Abedin

Department of Finance and Banking, Russia

S. Ahmed

World University of Bangladesh, Bangladesh

Advisory Board

Prof. Eku Wand

Braunschweig University of Art, Germany

Prof. Dr. Dennis Ushakov

Russia Presidential Academy of National Economy and Public Administration, Moscow

Prof. Dr. Je Dae-Sik, M.Pd

Yongsan University, South Korea

Prof. Yeong Hyeon Hwang

Dong-A University, South Korea

Assoc. Prof. Masnizah Mohd

University Kebangsaan Malaysia, Malaysia

Assoc. Prof. Dr. H. Eddy Soeryanto Soegoto

Universitas Komputer Indonesia, Indonesia

Prof. Dr. Hj. Dwi Kartini, S.E., Spec. Lic.

Universitas Komputer Indonesia, Indonesia

Prof. Dr. Hj. T. Fatimah Djajasudarma

Universitas Komputer Indonesia, Indonesia

Prof. Dr. H. Eman Suparman, S.H., M.H.

Universitas Komputer Indonesia, Indonesia

Prof. Dr. H. Samugyo Ibnu Redjo, Drs., M.A.

Universitas Komputer Indonesia, Indonesia

Prof. Yusuf Affendi Djalari

Universitas Komputer Indonesia, Indonesia

Technology Committee

Y. I. Li

Northeastern University, China

N. Duarte

Instituto Politécnico do Porto, Portugal

Z. F. Dong

Chinese Academy for Environmental Planning, China

C. H. Weng

I-Shou University, Taiwan, China

J. Zhang

University of Chinese Academy of Social Sciences, China

Organizing Committee

S. Z. Tian

Economics School, Anhui University, China

D. Meng

School of Economics, Shanghai University of Finance and Economics, China

E. SİPAHI

Aksaray University, Department of Social Work, TURKEY

S. Karim

University Utara Malaysia, Malaysia

Scientific Committee

Dr. Tatiana Podolskaya, Ast Professor

Russia Presidential Academy of National Economy and Public Service, Russia

Dr. Mariia Ermilova, Ast Professor

Russia Plekhanov University of Economy, Moscow

Dr. Yingsak Vanpetch, Ast Professor

Suan Sunandha Rajabhat University, Bangkok

Dr. Fatih Ayhan, Ast Professor

Bandirma Onyedi University, Turkey

Dr. Eng. Farid Triawan

Tokyo Institute of Technology, Japan

Dr. Eng. Tedi Kurniawan

Universitas Pahang Malaysia, Malaysia

Dr. Eng. Muhammad Aziz

Tokyo Institute of Technology, Japan

Dr. Rahma Wahdiniwaty, Dra., M.Si.

Universitas Komputer Indonesia, Indonesia

Dr. Suryanto, S.E., M.Si

Universitas Padjadjaran Bandung, Indonesia

Dr. I Made Sumada, Drs., M.M.

Universitas Ngurahrai Denpasar, Indonesia

Dr. Dina, S.IP., M.Si.

Univeritas Alghifari, Indonesia

Dr. Tunggul Sihombing, Drs., M.Si.

Universitas Sumatera Utara Medan, Indonesia

Dr. Muhammad Riduansyah Syafari

Universitas Lambung Mangkurat Banjarmasin, Indonesia

Dr. Supriyadi, S.E., M.Si

STIE STEMBI Bandung, Indonesia

Dr. Bakri Hasanuddin, S.E., M.Si

Universitas Tadulako Palu, Indonesia

Dr. Budi S. Purnomo, S.E., M.M., M.Si.

Universitas Pendidikan Indonesia Bandung, Indonesia

Dr. Abshor Marantika, S.E., M.Si., M.M

STIMA IMMI Jakarta, Indonesia

Dr. Abd. Rahman Pakaya, M.Si

Universitas Negeri Gorontalo, Indonesia

Dr. Dian Indiyati, S.H., S.E., M.Si.

Universitas Jenderal Achmad Yani, Indonesia

Dr. Hj. Lilis Karnita Soleha, M.Si

STIE Pasundan Bandung, Indonesia

Dr. Desayu Eka Surya, S.Sos., M.Si.

Universitas Komputer Indonesia, Indonesia

Dr. Raeni Dwisanty, S.E., M.Si.

Universitas Komputer Indonesia, Indonesia

Andreas Darmayadi, PhD

Universitas Komputer Indonesia, Indonesia

Conference Secretaries

D. J. Yu

School of Statistics, Jiangxi University of Finance and Economics, China

J. S. Duan

School of Finance, Guangdong University of Finance and Economics, China

W. Yan

Dept. of Investments, Jiangxi University of Finance & Economics, China

H. Ma

Department of Foreign Languages, Northwest Minzu University, China

L. Y. Liu

School of Economics and Management, Beijing Institute of Petrochemical Technology, China

H. P. Wang

School of Insurance, Shandong University of Finance and Economics, China

D. Hu

School of Statistics, Capital University of Economics and Business, China

T. Ma

College of Tourism, Dalian University, China

Committee Members

S. B. Cai

University of Electronic Science and Technology of China, China

H. W. Wang

Hebei University, China

C. F. Yang

National University of Kaohsiung, Taiwan, China

F. W. Bai

The Institute of Electrical Engineering Chinese Academy of Sciences, China

X. B. Zeng

Huazhong University of Science and Technology, China

J. H. Chen

Chinese Research Academy of Environmental Sciences, China

Imitating Success of Japanese Entrepreneurs and Benefits in Entrepreneurial Activities

Eddy Soeryanto Soegoto
Departemen Manajemen
Universitas Komputer Indonesia
Bandung, Indonesia

Nadya Vian Anisa
Departemen Sastra Jepang
Universitas Komputer Indonesia
Bandung, Indonesia
nadyavian24@email.unikom.ac.id

Abstract—This study aims to explain how Japanese entrepreneurs achieve success and replicable benefits in entrepreneurial activities. Data for this study was gathered through observations on articles and books. This study used a qualitative method. As a nation that experienced a war defeat, Japan has similarities with Indonesia. However, why is Japan recovering faster than Indonesia? We can see how the progress of the Japanese industry is very rapid, especially since post World War II. So that raises many questions, what is the secret of the success of Japanese business? The results of this qualitative research show that Japan can be successful because it applies their past culture, namely "*Bushido*." This "*Bushido*" teaches to be a person who never gives up and works hard. Therefore, Indonesia can also develop rapidly like Japan if it applies the "*Bushido*" nature that is in line with Islam.

Keywords—Japanese, Entrepreneur, Benefit

I. INTRODUCTION

As a nation that experienced the war, Japan had similarities with the newly independent Indonesia. However, why Japan recovered faster than Indonesia? We can see how the Japan industry progress rapidly, especially since the World War II. So a lot of raises the question, what is business success secrets of Japan? In building economy, it turns out that Japan combines values of the nation's tradition of Japan that has been rooted firmly in the community life of Japan with the principles of the management of the Western world, especially the United States. A combination of both the systems management, which turned out to be able to make a successful build for Japan in a very short time.

According to Widagdo, Japanese society has very unique characteristics such as honesty, responsibility, loyalty, respect, perseverance, discipline, and courage. Japan Society of any known as people who like to work hard. It is rooted in the culture of the past Japan and coupled with the concept of a family from the teachings of Confucius. Especially the culture of the past about "*Bushido*" [1].

According to Nishibori, there are so many value the nation's tradition of Japan is important and has been there since the days of yore, a sense of group solidarity, a sense of belonging, a sense of faithful or a very high loyalty, industrious nature, desire to work hard, and the concept of thought pride and also the culture of shame, and many more [2].

Analyze the role of the ICT sector Zuhdi on Japan's national economy. The ICT sectors do not have a significant role in the national economy of Japan at that period. Moreover, the results also showed that from the standpoint of a doubling of the national economy, Japan tends to be stable over the period 1995 to 2015 [3].

Economic growth theory argues that investment in information and communication technologies encourages economic growth [4]. The same as in Japan which has sophisticated technology.

Analyze the role of the ICT sector Zuhdi on Indonesia's national economy, and thinks that the ICT sector does have an important role in the national economy of Indonesia in the period 1990 to 2015 [5].

The purpose of this research is to know the secrets of how the economic development of Japan is extremely fast, especially after World War II. Japan in the past was an agricultural country, and changed very quickly became the country's industry. Research data comes from a variety of books and journals. Qualitative Method was conducted in this research. Indeed, literature study and data observation were performed to support analysis.

II. METHOD

This research used the method of observation which comes from a wide range of books, journals, and articles. The journal is an international journal used has been indexed Scopus. Then from all data obtained from journals, books and articles begin to be linked.

III. RESULTS AND DISCUSSION

According to Widagdo, economic development is growing rapidly due to implement the principle of "*Bushido*". A code of ethics of the priesthood in samurai knights feudalism Japan. The origin of the samurai clans started in the Yamato family, namely the strongest clan in Japan until the seventh century Common Era. The term samurai, derived from verbs Japan "*saburau*" which means "to serve", while a sword that is used is the "*katana*".

"*Bushido*" originates from the samurai moral values, more often emphasize some combination of simplicity, loyalty, martial arts mastery, and honor until death. So "*Bushido*" (the way of the Knights) is a system of ethics or moral rules

applicable among samurai Knight at the time of first century Japan 12-19 [1].

According to Nishibori, mentions some value the nation's tradition of Japan is important and has been there since the days of yore, a sense of group solidarity, a sense of belonging, a sense of allegiance or loyalty is very high, the nature of diligent, hard work, and desire the concept of thought pride and also the culture of shame, and many more [2].

In the ICT Sector, Japan and Indonesia are not unduly affected. Japan's economy in the period 1995-2015 is stable. While the economic development of Indonesia more dependent on the sectors of industry and commerce. This is shown in table 1 and 2. While table 3, 4 and 5 indicates five top Japan industry sectors. The ICT sector in table do not appear means the sector is not very influential in the development of the economy of Japan.

TABLE I. TOP FIVE SECTORS INFLUENCING STRUCTURAL CHANGES IN THE INDONESIAN NATIONAL ECONOMY, 1990-1995.

No.	Sector Number	Sector Name	Value (100 Million Rupiah)
1.	137	Trade	487268.52
2.	132	Residential and non-residential buildings	306269.37
3.	150	Business services	238193.25
4.	138	Restaurant	212883.49
5.	147	Banking and other financial intermediaries	202307.68

(Source: [6])

TABLE II. TOP FIVE SECTORS INFLUENCING STRUCTURAL CHANGES IN THE INDONESIAN NATIONAL ECONOMY, 1995-2005.

No.	Sector Number	Sector Name	Value (100 Million Rupiah)
1.	137	Trade	4289107.11
2.	132	Residential and non-residential buildings	2369657.07
3.	138	Restaurant	1599208.04
4.	134	Public work on road, bridge, and harbor	1437422.16
5.	31	Crude oil	1396709.27

(Source: [6])

TABLE III. TOP FIVE JAPANESE INDUSTRIAL SECTORS VIEWED FROM THE VALUE OF SIMPLE HOUSEHOLD INCOME MULTIPLIER, 1995.

No.	Sector Number	Sector Name	Simple household income multiplier
1.	75	Education	0.83
2.	74	Public administration	0.80
3.	78	Social security	0.78
4.	79	Other public services	0.72
5.	65	Road transport (except transport by private cars)	0.72

(Source: [3])

TABLE IV. TOP FIVE JAPANESE INDUSTRIAL SECTORS VIEWED FROM THE VALUE OF SIMPLE HOUSEHOLD INCOME MULTIPLIER, 2000.

No.	Sector Number	Sector Name	Simple household income multiplier
1.	78	Social security	0.80
2.	75	Education	0.79
3.	76	Research	0.72
4.	79	Other public services	0.71
5.	65	Road transport (except transport by private cars)	0.71

TABLE V. TOP FIVE JAPANESE INDUSTRIAL SECTORS VIEWED FROM THE VALUE OF SIMPLE HOUSEHOLD INCOME MULTIPLIER, 2005.

No.	Sector Number	Sector Name	Simple household income multiplier
1.	78	Social security	0.78
2.	75	Education	0.78
3.	79	Other public services	0.72
4.	65	Road transport (except transport by private cars)	0.69
5.	76	Research	0.69

(Source: [3])

The table above shows that in Japan, there are more influential sectors in the social security sector. In addition the education sector also had a great influence.

Indonesia students with business and economic background are not too interested to be entrepreneur [7]. To make Indonesia as a country that is advanced, the entrepreneur must be at least 2% of the population, while Indonesia is less than that.

Japan became a developed country because it has a sense of group solidarity, a sense of belonging, and a sense of high fidelity [8]. In Japan, cooperation is essential. With this partnership they can accomplish anything quickly. Self-employment in Japan faced many difficulties especially when setting up a new venture. Japan people do not consider their State as a State that supports entrepreneurial. Strict government regulations, the dominance of large corporate groups in the majority of industry sectors, banks conservative,

and the shortage of capital for founders of businesses have lowered their passion to become entrepreneur. In addition, the risk-averse culture that is still developing and scoring higher on those who work in the company still enough to inhibit the emergence of entrepreneurial spirit in Japan [9]. This is what makes entrepreneurs in Japan is very serious in running entrepreneurial, because risks are taken from self-employment running in Japan is huge. In the book "Entrepreneurship Becoming Eminent Businessman", written when the traits of an entrepreneur are self-confidence, task and results-oriented, risk takers, leadership, original, oriented toward the future, honest, and diligent [10].

According to the 2005 census, Zuhdi economics in Indonesia's most influential by manufacturing while in Japan there are in the field of transport [11]. Then, in 2010 the economy in Indonesia influential there is gas and electric industry, versus Japan in 2011 the influential fields in Japan's economy is on the manufacturing sector [12]. It can be seen from these results that the greater Indonesia economic effect in the field of non-ICT while Japan though manufacturing remained very influential but as supported by modern technologies that are already. In table 6, described that Islam is an example of a model businessman, where that follow the correct entrepreneurial activities, the source of how to perform correct, economic motivation in running major quality and entrepreneurship, entrepreneurs so.

TABLE VI. ENTREPRENEURIAL MODEL MUSLIMS FOLLOW

	Islam
Entrepreneur as Exemplars	Steward Prophet Muhammad
Source of wisdom for entrepreneur	The Qur'an and Hadiths
Motivation for entrepreneurship	Submission to God's will
Primary quality of an entrepreneur	Concern for community

(Source: [13])

From the table above that a good example of entrepreneurial activities is emulated from the Prophet Muhammad. He exemplifies the entrepreneurial activities to run honestly. He did not reduce the rate of weights, always say what it is about the condition of the goods, whether the benefits or disadvantages of such goods. Even Muhammad's preferential treatment often scales to delight its customers. Muhammad also took advantage of necessity only. Unlike trader who sometimes sells goods it is more highest price from the original one. He also did not give the promise of overload. As in, "this will not be damaged goods for a year", because we do not know what will happen over the year ahead. He was also in the entrepreneurial activity is always advantageous to both parties, no one is harmed. There is nothing covered up from merchandise. Let alone to commit fraud. Because it is prohibited in all religions.

From the example given by the Prophet Muhammad is almost the same with the attitude of people in Japan carry out its business. The principle of "Bushido" is applied to any line

with Japan people who taught the Prophet Muhammad. The principle of "Bushido" is taught to be a brave, hardworking, gentle, honest, faithful, holding fast to the promise, and responsible. In this way not only the people of Japan can implement the principle of "Bushido", Indonesia also can apply it. In hopes of forming a good businessman and made Indonesia the developed countries.

IV. CONCLUSION

From this article it can be concluded that one of the things that was instrumental in the development of the national economy of Japan is the principle of "Bushido" already applied from a bygone era. This principle was not contrary to Islamic teachings. By applying the principles of *Bushido* in Indonesia, expected any increased Indonesia's economy. Expect also that the entrepreneur in Indonesia increases and it can make Indonesia into developed countries. This research needs to be done further research that explores attitudes to know about what the Japanese used the activities of entrepreneurship.

ACKNOWLEDGMENT

I am grateful to Professor Mentors who have helped me in the process of the creation of this journal. Highest appreciation also goes to all of parties who support our research.

REFERENCES

- [1] Widagdo, Suharyo. *Aku Ingin Sukses*. Kendal. Penerbit Ernest, (2017).
- [2] Nishibori, Eizaburo. *Japan as I see It*. NHK Over-seas Broadcasting Department, (1997).
- [3] Zuhdi, U. An Analysis of The Role of Information and Communication Technology Sectors on Japanese National Economy From 1995 Through 2005: An Application of Multiplier Analysis. In *IOP Conference Series: Earth and Environmental Science*, (2015), Vol. 23, No. 1, p. 012014. IOP Publishing.
- [4] Nasab, E. H., & Aghaei, M. The Effect of ICT on Economic Growth: Further Evidence. *International Bulletin of Business Administration*, (2009), 5(2), 46-56.
- [5] Zuhdi, U. Using Multipliers Analysis in Order to Get Another Perspective Related to The Role of ICT Sectors in National Economy Of Indonesia: 1990-2005. In *Journal of Physics: Conference Series*, (2014), Vol. 495, No. 1, p. 012051. IOP Publishing.
- [6] Zuhdi, U., Mori, S., & Kamegai, K. Analyzing The Role of ICT Sector to The National Economic Structural Changes By Decomposition Analysis: The case of Indonesia and Japan. *Procedia-Social and Behavioral Sciences*, (2012), 65, 749-754.
- [7] Indarti, N., & Rostiani, R. Intensi Kewirausahaan Mahasiswa: Studi Perbandingan antara Indonesia, Jepang Dan Norwegia. *Journal of Indonesian Economy and Business*, (2008), 23(4), 369-384.
- [8] Soetanti, D. Rasa Solidaritas Kelompok, Rasa Memiliki, dan Rasa Kesetiaan sebagai Nilai-nilai Tradisi Jepang Dalam Sistem Manajemen Perusahaan di Jepang. *Jurnal UNIKOM Bidang Humaniora*, (2007), 6(2), 213-220.
- [9] Helms, M. M. Japanese Managers: Their Candid Views on Entrepreneurship. *Competitiveness Review: An International Business Journal*, (2003)
- [10] Soegoto, E. Soeryanto. *Entrepreneurship Menjadi Pembisnis Ulung*. Jakarta. Penerbit PT Elex Media Komputindo, (2014).
- [11] Zuhdi, U. The Ranks of Indonesian and Japanese Industrial Sectors. In *IOP Conference Series: Earth and Environmental Science*, (2016), Vol. 38, No. 1, p. 012008. IOP Publishing.
- [12] Zuhdi, U. The Ranks of Indonesian and Japanese Industrial Sectors: A further study. In *Journal of Physics: Conference Series*, (2017), Vol. 820, No. 1, p. 012029. IOP Publishing
- [13] Davis, M. K. Entrepreneurship: An Islamic Perspective. *International Journal of Entrepreneurship and Small Business*, (2013), 20(1), 63-69