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**SCIENTIFIC FRAMEWORK AS
INITIATOR OF CHANGE
IN POST-PANDEMIC CRISIS**
”



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**Proceeding of
The International Conference
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List of Contents

Performance of Local Government Information System Applications (SIPD) and Internal Control Systems to Improving Quality Financial Reports

Lilis Puspitawati,, Deftania Ofita Liani, Muhammad Yusuf..... 1

Social Media Strategy and Its Influence on Interest Digital Financial Transaction In The Tourism Business

Lilis Puspitawati, M. Fajrul A'lim, M. Taufan Nurfauzan 14

Is Green Brand Knowledge Affected Green Purchase Intention on Instant Noodle Product in Bandung, Indonesia?

Erna Susilawati, Hanif Nurdiarkoro21

Impact COVID-19 Pandemic towards E-Commerce Sales Value and E-Grocery Sales Value in Indonesia

Widyawan, H Soegoto25

Analysis of Environmental Graphic Design: A Study Case from Hospital in Indonesia

Malik Abdul Aziz, M Syahril Iskandar..... 30

The Quantitative Model of the Business Success Based on Entrepreneurial Characteristics, Motivation and Business Ability

Agus Riyanto, Ismatul Maula, M. Yani Syafei, Gabriel Sianturi, and M Azka Fadhillla41

Problems of Small and Medium Enterprise (SME) in The Agriculture Sector in The Digital Era Towards National Food Security

Y Sutisnawati, L Hakim A Ajeng.....47

Mass Media in The Socialization of E-Government Policies about Online Electronic Applications Services (E-Open)

T Rohmawati, O Solihin, Y Mogot, K P Aulia 54

The Problems in Kaiwa Learning Faced by Students

D P Mardhatillah, S M Setiana..... 64

The Legitimacy of Wiretapping Results from the Komisi Pemberantasan Korupsi as Evidence in Corruption Cases Linked to Indonesian Legal Provisions

Hetty Hassanah..... 69

Transformational Leadership Model of Muhammadiyah Branch Leaders in Bandung District

Dewi Kurniasih, J.Erawan..... 78

Adaptive Reuse of Heritage Building "Roemah Kentang 1908 Restaurant" Bandung

F Maharlika, S Zahra Mutifah..... 86

GAMPIL FOR PUBLIC : The Application for Licensing Services

Nia Karniawati, Rizki Adi Purnama 95

Post-Pandemic Human Resource Management Strategy Through Work From Anywhere (WFA), Monitoring Employee Productivity and Skill Development

Irpan Bangga Nugraha, Dedi Sulistiyo Soegoto..... 100

Corporate Criminal Responsibility for the Crime of Mixing LPG in the Perspective of Consumer Protection and Law Enforcement

Sahat Maruli Tua Situmeang 106

Return of State Financial Losses in an Effort to Realize Restorative Justice in Corruption Crime

Musa Darwin Pane 112

Human Resource Quality Strategies of Fulfilling the Needs for Digital Talent in Society 5.0.

Novriana, D S Soegoto..... 120

Information Design for the Development of Aceh's Door Batik Pattern on Font Medium

Ahmad Nurzaeni Fauzi, Wantoro, Mauliza Salvina 126

Critical Discourse Studies on Language and Identity of Social Actors Represented in UK Prime Minister Elizabeth Truss' Speech of Announcing Resignation

Muhammad Rayhan Bustam 134

The influence of Cyberloafing behavior, Work-life Balance and Work Environment on Building Construction Employee Performance

Dony Ilham Purakusumah, Dedi Sulistiyo Soegoto..... 143

Book Design as Tegel Information Media and Its History in Indonesia

Wantoro, Eldhie Rutfi Milega..... 152

Analysis Behavioral Financial Bias in Investment Decision Making

T.M.Kuntara, D.A.W Sya'roni 159

Does Loan to Deposit Ratio Affect Return on Asset? Evidence from State-owned Banks

Hadi Purnomo,, Indah Sri Nurcahyani..... 170

The Effect of Hedonic Shopping Motivation and Shopping Lifestyle on Impulsive Buying

S Hanafiah, H Soegoto..... 179

Organizational Behaviour through Human Resource Management and Performance During and Post-Pandemic COVID-19

S Valia, D S Soegoto..... 185

Strategy for Minimizing Tech Talent Turnover Through the Implementation of Employee Stock Ownership Plan

R F Putra, C Satari, R S Sidqi, S R Putri, A B D Nandiyanto 190

The Influence of Leadership Style And Work Motivation on Employee Performance After The Pandemic

Dhea Nurfa Setiani, Herman Soegoto 197

Visual Rhetorical Studies Documentary It Might Get Loud

Irwan Tarmawan, Muhammad Fariz Priamanggala..... 205

Transformation of The Regional Symbol That Occurs in the Logo PERSIB and It's Influence on Public Perception

A T Cahyadi, Wantoro, Y I Maulana 213

Marketing Politics of Government to Encourage Participation in Television Digitisation Programs

Surya Eka Desayu, Hkikmat Mahi Mamat..... 225

Case Study of Political Public Relations Model Information Commission of West Java Provinsi

Surya Eka Desayu, Hkikmat Mahi Mamat..... 237

Advertising an Sub Culture Food: Arm Burger as 'Underground Meal'

Ivan Kurniawan, Dinar Lestari..... 247

Marketing Strategy of HITS UNIKOM Radio to Improve Brand Awareness in The Digital ERA

N A Katresna, D A Wahab 257

The Role of Perceived Value and E-Service Quality of E-Commerce Users to Build Electronic Word of Mouth (E-WOM)

Cikal Virgiawan Pratama, Deden Abdul Wahab Sya'roni 268

Word Formation of Indonesian and English Used by Indonesian Children in Playing Online Games

Asih Prihandini, Haikal Ilya Muhammad..... 281

Emotional Intelligence and Work Stress Its Effect on Employee Performance

Lita Wulantika, Siti Nurhaliza Meilani, T.Handayani, Muhammad Razi Al Faruqi 288

Implication of Tipping on Services (a case study on Restaurant and Hotel Services in Tasikmalaya)

M. Yani Syafei, Dedi Rianto Rahadi , Gabriel Sianturi..... 294

Online Shop Minniners' Business Model Development Strategy Using the BCG Matrix Approach

G M Aulia, R Wahdiniwati 302

The Influence of Leadership Style And Work Motivation on Employee Performance After The Pandemic

Dhea Nurfa Setiani, Herman Soegoto 310

Digital Communication Strategy Start-Up Psychology Service Bureau in Improving Consumer Self-Development

Melly Maulin Purwaningwulan, Muhammad Dwi Rizki..... 318

Vegetation Concept in Interior Space Design as Sick Building Syndrome Solution

Dina Fatimah, Achmad Rifa I..... 325

Song Lyrics Translation Project in Translation Class

M. Ali..... 333

Personal Branding Muslim Fashion on Tabriizhijab.idn

Alif Akbar Assiddiq, R Wahdiniwati..... 340

Application of Government Accounting Standards in Government Financial Reporting

S D Anggadini, N Agustin, R S P Agustin, D N Zahransy, A Bramasto, S Damayanti 346

Social Criticism after the Pandemic Era on the Visual of the Truck Body

Adityo Baskoro Hardoyo..... 352

Visualization of Muslims in Video Game as a Leading Image of Islam for Society

Deni Albar, Citra Nurimbono..... 362

The Effects of Tokopedia Promoted Product on Indonesia Marketplace Customers

H A Azizl, D A W Sya'roni..... 369

Psychological Segmentation Entitled Healing as a Promotional Communication Strategy Marketing

R Wahdiniwaty, NSS Sugiana..... 377

Leadership Style and Motivation Impact on Improve Teacher Performance

A D U Kulsum, R Wahdiniwaty..... 384

The Effect of Lecturer Certification on Improving Teaching Performance: A Case Study of Japanese Language Lecturers in West Java

S M Setiana, I M Yukasih, M Dirgandini, D S Halibanon..... 390

Color preferences in children's drawings in Taman Kanak-kanak Alquran Ash Shofa

Ade Nursayyidah, Yully Ambarsih Ekawardhani..... 396

The Effectiveness of Financial Technology and Financial Literacy on Financial Analysis for Small and Medium Enterprises

Inta Budi Setya Nusa, Juwita Sri Rahmawati..... 401

The Influence of Project Management Applications, Productivity and Work Environment on Discipline, Motivation and Work Results

Eldeast Jane Abdul Fitra, Rahma Wahdiniwaty..... 409

Impact of Visual Communication Design Study Program Curriculum Content on Consideration of Student Career Plans and Future

K. Kasmana, N. N. Annisya..... 418

Preserving of Hornbill Bird through 3-Dimensional Animation Clips

A T Cahyadi, R Fadillah, H Mulyana, Z F Ramdan 427

Impacts of Growing Number of Taxable Entrepreneurs on the Revenue of Value Added Tax

A. Febriansyah, RT. Aprilia, S. Gunawan 437

Dvandva and Appositional Compounds in the Food Menu on the Starbucks Cafe Website

R Trializa, MR Yuwita..... 445

Third Party Funds Affect the Net Income of Bank Syariah Indonesia (BSI)

Adeh Ratna Komala, Mari Maryati, Widia Santiyani, Fatya Febrianti Hinggis 451

The Meaning of the Emblem of the Bandung Raya Regional Government

Nurcahyo Eko Noviantono, Rini Maulina..... 458

Accountability through Public Sector Accounting and the Quality of Financial Reports

S D Anggadini, T Santika, R S P Agustin, M B A Dwiparna, E A Astiani, S Damayanti 465

Form of Warak Ngendhog in the Dugderan Tradition of Semarang

De Hafizh Kumara Rasyidu, Rini Maulina..... 478

Analysis of Environmental Graphic Design: A Study Case from Hospital in Indonesia

Malik Abdul Aziz, M Syahril Iskandar..... 489

A Study of Visual Background of Animal Crossing: New Horizons Game

Yuyun Wahyuni Abasi, Kankan Kasmana..... 498

Advertising Design Influence on Promotion Strategies and Consumer Purchasing Decisions

M F Fadilla, D A W Sya'roni..... 508

Senses and Emotion Experience at Aceh Tsunami Museum

Ryanty Derwentyana Nazhar 516

Comparison of Spatial Planning of Sundanese Traditional Houses

Mutiara Silmi Muzaki, Tiara Isfiaty..... 527

Earning Management Practices and Tax Avoidance: An Empirical Evidence from Indonesia Banking Industry

S K Rahayu, R N Azizah, F H D Handaya 534

Visual and Creative Design Strategy for Promotion of Tourism and Culture in West Bandung Regency

I Rochmawati, A Fadilah 540

Impact of Macro Economic on Stock Return at BUMN Banking Period 2015-2022

Mari Maryati , Adeh Ratna Komala ,Rasyha Andini , Syakira Kiki Irawati 551

Nonverbal Communication as a Symbol of Love in Long Distance Relationship (LDR)

Solihat Manap, Kezia Onggowidjaja Michelle..... 560

Barongsai Form and Color at the Cap Go Meh Festival in Singkawang City

Muammar Irsyadi, Yully Ambarsih Ekawardhani 569

Indonesia Australia-Comprehensive Economic Partnership Agreement (IA-CEPA) Cooperation in Increasing Economic Growth after the Covid-19 Pandemic

Henike Primawanti, Rifda Alviani Khoirunnisa, Azizah Tisnakusumahnita, Diyat Nurrahman
..... 575

Indonesia's Economic Diplomacy at the G20 Summit

Henike Primawanti, Yasmin Khairunisa, Nur Khalida, Ismail Daffa 584

Knowledge Management, Intrinsic Motivation, and Competence Impact on Employee Performance Analysis (Study of Employees in the Technician Section at a Material Handling Company in Jakarta)

I Budiarti, R Burhanuddin 591

An Error Analysis of the Perception Based on Accent in Japanese

A Arianingsih, M F K Musyaafa 603

Discourse between Criminalization and Marginalization (Teks Analysis)

Solihat Manap, Hidayat Imansyah 611

The Anatomy of a Metaphor Simple Seating Facility Furniture with Narrative Methods

Cherry Dharmawan, Revina Zahra 623

The Analysis of Ellipsis in a Pair of Silk Stockings A Short Story by Kate Chopin

Juliana Karin, Juanda 633

Alternative Policy Management Framework in Determination of Long-Distance Travel Permit Based on Covid-19-like Symptoms Using Data Mining

E S Soegoto, Y Handoko, Wantoro, R Wahdiniwati, S S Aulia, D Fatimah..... 639

A Need Analysis for Kanji Learning Applications

K Ramadhan, S M Setiana 648

Strengthening Business Success using Entrepreneurial Personal Independence and Entrepreneurial Competence

Muhammad Iffan, Rizal Firmansyah, Windi Novianti..... 657

The Empowerment Effectiveness through the Family of Hope Program (PKH)

Rino Adibowo, Eka Nuryanti Dewi, Gilang Muhamad Faris, Dewi Nurdamaiati, Mochamad Daffa Fahlevi, Gaya Prakasa Hartanto, Ahmad Syahrul Mukarom 667

The Government's Role in Increasing Millennial Farmers through Technology

Rino Adibowo, Edo Rahmad Hidayat, M. Riza Hamsyari, Tika Mutia Rahayu, Anak Agung Ayu Ditha P 672

The Government's Role in Increasing Millennial Farmers through Technology

Rino Adibowo, Edo Rahmad Hidayat, M. Riza Hamsyari, Tika Mutia Rahayu, Anak Agung Ayu Ditha P 677

Personal Pronoun Translational Shifts in Anime Translations

H H Hasna, M Ali 682

The Influence of Health Development on the Quality of Human Resources in the City of Bandung

P S Kurniati, T K Nisa , M SAJ Amin 689

Government Regional Strategies in Tourism Development in the Nusa Tenggara Barat Province Post-Pandemic

P S Kurniati, M SAJ Amin, T K Nisa 698

UMKM in Improving The Economy of Rural Communities

Nia Karniawati, Nafisa Nurfatim, Enrico Cristian, Yayan Karyana 706

Interaction between Community and Local Government in Evaluation Policy of Regional Regulation about Funeral Service Retribution

Dewi Kurniasih, Abdillah Thohir 714

Yakuwarigo and Style Shifting in the Anime Genjitsushugi Yuusha no Oukoku Saikenki

R T Adipura, A Arianingsih 719

Sociology of Government in The Study of Service Quality Parking Permit Management in Department of Investment and One Door Integrated Services of Bandung City through The GAMPIL for Public Application

Dewi Kurniasih, Herlangga Herdin Pratama 724

Analysis of United States Cyberpower Domination through the Cloud Act on Data Security in Europe

D Triwahyuni, Y W Nugraha, I R H Permana, Z A Falentino 729

Adolescents' Knowledge and Perception of Traditional Food Products Typical of Banten Gipang PD Laila

Y A Ekawardhani , Holif Maulia..... 734

Cyber Espionage of F-15 Fighter Jet Data Impact To U.S. – China Relations

D Triwahyuni, M Azhar, D Cahya, R Andika 741

The Role of Nato in Enhancing Ukraine's Cybersecurity during Times of Conflict

Dewi Triwahyuni, Leonardo Valentino, Nenden Nurmutiasari Amada, Harya Bustami 746

The Impact of the Covid-19 Pandemic on the Development of Economic Regionalism in South East Asia

A Darmayadi..... 757

The Effectiveness ASEAN Political Security Community (APSC in The Implementation of ASEAN Convention on Counter Terrorism (ACCT) to Combat Terrorism in Southeast Asia

A Darmayadi, A Ibrahim, W. L Clariza 762

Visual Rhetorical Studies Documentary It Might Get Loud

Irwan Tarmawan, Muhammad Fariz Priamanggala..... 775

Building Indonesian Nation Branding Through Indonesia Spice up The World and Its Effect on Indonesian Spice Exports to African Region

A Darmayadi, N Ibrahim, D P M Azhari, D S Ulfah..... 787

The Potential of Developing Bread Fried Ciptamas Brand Identity to Increase Sales

Cheka Handi Despianda S, Adityo Baskoro Hardoyo 797

Model Design of Sales Accounting Information System for Utara Game's Store

Najla, Supriyati 806

Substate Actor and Implementation of Sustainable Development Goals: Bandung City's Paradiplomacy Practices in Water Leakage

Henike Primawanti, Windy Dermawan, Sri Vania Rahman, Zahra Afifah Khurrahman 817

The Main Character's Conflicts in Maleficent: An Allegory for Coping Mental Crisis after Pandemic

Fira Lestari, Retno Purwani Sari 823

Portrait of Id, Ego, and Superego on 'Dear no One' by Tori Kelly: The Understanding for Stress Management

Hani Zakkiyah, Retno Purwani Sari 832

Cultural Components of Film COCO: A Mexican Heritage Multicultural Culture

Vivi Fauziah, Retno Purwani Sari 846

How Clause Relationships in Narrative Relieve Children from the Covid-19 Crisis

Nurin Fadhila Fasya, Retno Purwani Sari* 854

The Representation of Food as Power Struggle in the Menu

Nungki Heriyati, Silvi Munawaroh 862

Corporate Crime in Illegal Fishing Practices and Its Enforcement in Indonesia

Imas solehayati, Sahat Maruli Tua Situmeang 875

Character Development of Arisu Ryohei from Alice in Borderline

Zainab Zahratunissa, Nungki Heriyati 885

The Economic Impact for Indonesia from The War Between Russia and Ukraine

Aelina Surya, Savitry Aditiany, Shelsa Ekasara Nurhalimah, Rivaldi Rizki Ramdani..... 893

Comparative Analysis of Digital Economy in Lao PDR and Malaysia: An Overview

S O Putri, R R Ramdani, P T Sonjaya, S R Valarian, R Andika, H Bustami 898

Visualization Analysis of Sung Jin-Woo's Character in Solo Leveling Comics

N.A. Dzakhir, S.I.P. Persada 910

Analysis of the Use of Excessive Graphic Design Elements on 77Th Independence Day Posters

S.I.P. Persada, M. Najibulloh..... 916

Illocutionary Utterances Containing Prepositions in Last Christmas Film 2019

Eneng Rere Prihartini, Juanda..... 925

The Literary Appreciation Level of Students

Fenny Febrianty, Muhammad Hafiz..... 937

The Impact of Fulfilling Social Needs in Anime Yagate Kimi ni Naru

Rivany Destie Sholihah, Fenny Febrianty 943

The Husband's Expression of Love in the Shin Atashin'chi Anime

Bilqis Rifkah Oktaviani, Fenny Febrianty 950

Dark Effects in Ankoku Joshi Movie

Rifqy Adiyatama Wahyu, Fenny Febrianty..... 956

Political Interests of The Regional People's Representative Council (DPRD) In The Making of Regional Regulations

Tatik Rohmawati, Nandang Alamsah Deliarnoor, Samugyo Ibnu Redjo, Mudiwati Rahmatunissa, Utang Suwaryo..... 962

Prototype Accounting Information System of Revenue in Kindergarten Permata Bandung

Dony Waluya Firdaus, Bilqis Khoerunisa 968

Visual Analysis of Totoro's Character in The Film My Neighbor Totoro

Luthufunnisa Rizkya, Irwan Tarmawan 973

Viewing Mexican Tradition of “Dia De Los Muertos” in The Animation Film “Coco”

Rahma Putri Ramadianti, Irwan Tarmawan 982

The Influence of Leadership Style And Work Motivation on Employee Performance After The Pandemic

Dhea Nurfa Setiani, Herman Soegoto 988

Viewing Mexican Tradition of “Dia De Los Muertos” in The Animation Film “Coco”

Rahma Putri Ramadianti, Irwan Tarmawan 996

Criminal Law Enforcement Against Digital Financial Services Sector Companies for Misuse of Consumer Personal Data

Ananda Putri Nur Amalina, Sahat Maruli Tua Situmeang 1005

Visual Rhetorical Studies Documentary It Might Get Loud

Irwan Tarmawan, Muhammad Fariz Priamanggala 1012

Communication Design Education Oriented Vocational Curriculum Framework

Rini Maulina 1028

In The House of Tom Bombadil: A Traumatic Healing Therapy at Home

Reynaldi Christian Yapto, Juanda 1037

Representation of Women's Beauty in Kosé Sekkisei White UV Emulsion

R. Ramdani, M. Ali..... 1043

Legal Consequences of Unlawful Act in E-Commerce

Hetty Hassanah, Muhammad Margani..... 1049

Youth Political Participation in The Digital Age: Preparing A New Society of Good and Smart Digital Citizens

Prima Roza, Epin Saepudin, Gregorius Prasetyo Adhitama..... 1060

Development Strategy for Micro Small and Medium Enterprises in the Digital Era

RN Nurvana, EP Wijaksana, I Fargani and SA Insani..... 1065

Exhibition Space Management of Chiharu Shiota as Museum MACAN's Becoming a Child-Friendly Museum

Tiara Isfiaty..... 1075

The Quantitative Model of the Business Success Based on Entrepreneurial Characteristics, Motivation And Business Ability

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Abstract. This study aims to analyse the influence of entrepreneurial characteristics, motivation and business capabilities on business success in printing companies. The method used in this research is descriptive and verification with a sample of 63 respondents. The analysis used in this research is multiple linear regression analysis and coefficient of determination analysis with hypothesis testing using the T test and F test using SPSS V22 software. The results obtained by multiple linear regression analysis are as follows: Simultaneously entrepreneurial characteristics, motivation and business capabilities have a significant effect on business success in printing companies.

1. Introduction

Business development at a time like this has great potential in increasing income, maintain sustainability and fulfill life needs In achieving a successful business in the midst of increasing business competition in the field of business and trade, especially for small and medium scale businesses. Therefore, companies are required to carry out various ways to increase competitiveness by realising the company's competitive advantage [1]. Changes in printing companies follow the same technological shifts. This fundamental shift in IT technology demands similar changes in printing. Today's leading print services now integrate cloud technology, mobility, and support standards in the Internet of Things (IoT) [2]. The Business Capacity building concept can be expressed as a plan to develop (or improve) the knowledge, output levels, management, skills, and other capabilities of an organisation through acquisition, incentives, technology, and/or training [3]. Entrepreneurial characteristics are one of the most important factors when people talk about entrepreneurship, because a business can only grow and survive if it has strong entrepreneurial characteristics. An entrepreneur must also have certain characteristics to achieve success and sustainability of his or her business. To undertake development and sustainability, a strong entrepreneurial character is one of the prerequisites [4].

Individual characteristics are personal characteristics that are inherent in an entrepreneur from birth, while psychological characteristics are character traits formed based on life experience, indicating that entrepreneurial characteristics and entrepreneurial competence have an overall positive influence on business performance [5]. Motivational factors are also important in the productive cultivation of the company, motivation is an inherent tendency to seek new developmental challenges and to use personal skills to discover and learn in business. [6]. In running a business, an entrepreneur must have

the motivation to develop his business to be more advanced; this is in line with Mc Clelland's theory of achievement motivation. When the company's ambitions, dreams, expectations, targets are fulfilled, it can contribute to satisfaction. Knowing the motivational factors that drive people to entrepreneurship is important because it can provide valuable information to any government or institution to design suitable programmes and methods to be used in the improvement of entrepreneurship [7].

The determinants of business success as espoused and experienced by entrepreneurs empirically found that both internal and external factors are critical to small business success. They concluded by studying eight business success factors namely as External Environment, Market Accessibility, Entrepreneurial Qualities, Human Resources, and Market Support by Government Pricing, Delivery and Service [8]. Internal factors include characteristics of the business owner, size of the business and years in business, ability to attract outside capital investment, management, financing, planning, experience, and skills to execute each identified project. External or environmental factors are sales tax rates, and infrastructure spending [9]. Today, 3D printing technology is successfully applied in shaping the world and producing most of the products used today, from simple plastics to advanced ceramics and metals. 3D printing technology can print objects layer by layer, by directly depositing materials using computer software, with just a single click [10] It is necessary to determine the success model of printing businesses based on entrepreneurial characteristics, motivation and business capabilities.

The purpose of this study is to determine a qualitative model of business success variables based on entrepreneurial characteristics, motivation and business ability. The method used is descriptive and quantitative using SPSS tool.

2. Method

This research method uses descriptive and verification methods with a quantitative approach, with a total of 63 respondents. The data used comes from a printing company in the city of Bandung with data collection in 2021. The verification method is a method used to test hypotheses using statistics. Based on the type of research, namely descriptive verification research, the research method used is an Explanatory Survey. An explanatory survey is a survey that is used to explain the causal relationship between three variables through hypothesis testing. The survey is conducted by taking a sample from one population and using a questionnaire as a data collection tool.

3. Results and Discussion

Verification Analysis Multiple linear regression

From the results of the multiple linear regression equation in table 1, the interpretation for each variable is obtained as follows :

Table 1. Multiple Linear Regression Equations

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	.765	2.160			
Karakteristik Wirausaha	1.368	.204	.647	.226	4.422
Motivasi	.227	.093	.201	.312	3.205
Kemampuan Usaha	.207	.162	.169	.121	8.243

a. Dependent Variable: Keberhasilan Usaha

So the linear regression equation is obtained $Y = 0.765 + 1.368X_1 + 0.227 X_2 + 0.207X_3$

- a. A constant of 0.765 indicates that when the three independent variables are constant and there is no change, then Business Success is predicted to be worth 0.765 times.

- b. The X1 variable, namely Entrepreneurial Characteristics, has a regression coefficient of 1.368, indicating that when Entrepreneurial Characteristics increases, it is predicted that it will increase Business Success as much as 1.368 times.
- c. Variable X2, namely Motivation, has a regression coefficient of 0.227, indicating that when motivation increases, it is predicted that it will increase business success by 0.227 times.
- d. The X3 variable, namely Business Ability, has a regression coefficient value of 0.207, indicating that when Business Ability increases, it is predicted to increase Business Success as much as 0.207 times.

Multicollinearity Test

From the table 2, it can be seen that all variables have tolerance values above 0.1 and VIF values below 10, so it can be concluded that the regression model in this study does not occur multicollinearity. That is, between the variables of Business Success there is no correlation with the variables of Entrepreneurial Characteristics, Motivation and Business Ability, so it can be stated that the independent variables in this study are independent or not related to each other.

Table 2. Multicollinearity Test Results

		Coefficients ^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Karakteristik Wirausaha	.226	4.422
	Motivasi	.312	3.205
	Kemampuan Usaha	.121	8.243

a. Dependent Variable: Keberhasilan Usaha

Simultaneous Correlation Analysis

It is known that the simultaneous correlation value obtained between Entrepreneurial Characteristics, Motivation and Business Ability in table 3 is 0.936 and is included in the category of high correlation which is in the correlation interval between "0.81-1". The correlation value is positive which indicates that the relationship between the three is unidirectional. The analysis of the data below can be interpreted that the better the entrepreneurial characteristics, motivation and business ability of the printing press company, followed by the increasing business success that will be achieved by business actors in the Printing Service company.

Table 3. Simultaneous Correlation Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.876	.869	2.92109

a. Predictors: (Constant), Kemampuan Usaha, Motivasi, Karakteristik Wirausaha

b. Dependent Variable: Keberhasilan Usaha

Simultaneous Determination Analysis

It is known that the coefficient of determination or (R) in table 4 is 0.936. Furthermore, the calculation of the coefficient of determination (KD) is used to determine the contribution of the entrepreneurial characteristics, motivation and business ability variable to Business Success.

$$KD = (r)^2 \times 100\%$$

$$KD = 0.936 \times 0.936 \times 100\%$$

$$KD = 0.8761 \text{ (87.61\%)}$$

Based on the calculation results above, it can be seen that the coefficient of determination obtained is 87.61%. This shows that the three independent variables consisting of entrepreneurial characteristics, motivation and business ability contribute to business success in business actors at the printing center by 87.61%, so it can be concluded that entrepreneurial characteristics, motivation and business ability have an influence to business success, so that if there is an increase in entrepreneurial characteristics, motivation and business ability, it will be followed by an increase in business success. While the other 12.39% are contributions from other variables studied.

Table 4. Simultaneous Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.876	.869	2.92109

a. Predictors: (Constant), Kemampuan Usaha, Motivasi, Karakteristik Wirausaha

b. Dependent Variable: Keberhasilan Usaha

Simultaneous Hypothesis Test

It is known in table 5 that the Fcount value is 138,400 with p-value (sig.) = 0.000. With = 0.05, $df1 = k-1 = 3-1 = 2$, and $df2 = (n-k-1) = 60-4=59$, then we get $F_{table} = 2.77$. Due to the value of Fcount greater than F_{table} ($138.400 > 2.77$) and a significance value of $0.000 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that simultaneously Entrepreneurial Characteristics, Motivation and Business Ability have a significant effect on Business Success Printing Center company .

Table 5. Simultaneous Statistical Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3542.820	3	1180.940	138.400	.000 ^b
	Residual	503.434	59	8.533		
	Total	4046.254	62			

a. Dependent Variable: Keberhasilan Usaha

b. Predictors: (Constant), Kemampuan Usaha, Motivasi, Karakteristik Wirausaha

If presented in the figure 1, the F-count and F-table values can be seen as follows:

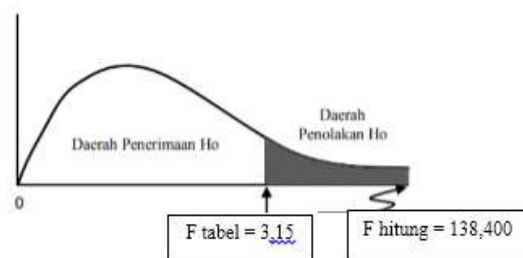


Figure 1. Simultaneous Hypothesis Testing Curves of Entrepreneurial Characteristics, Motivation and Business Ability to Business Success

4. Conclusion

The quantitative model of business success is most influenced by entrepreneurial characteristics of 1.368, motivation of 0.227 and business ability of 0.207. There is an influence of Entrepreneurial Characteristics, Motivation and Business Ability on Business Success simultaneously at Printing Center company. So, the better the motivation provided by the company and the business actors can realise themselves well and the business capability provided by the company, the better the success of the business will be. Figure 2 shows the success model of the printing business.

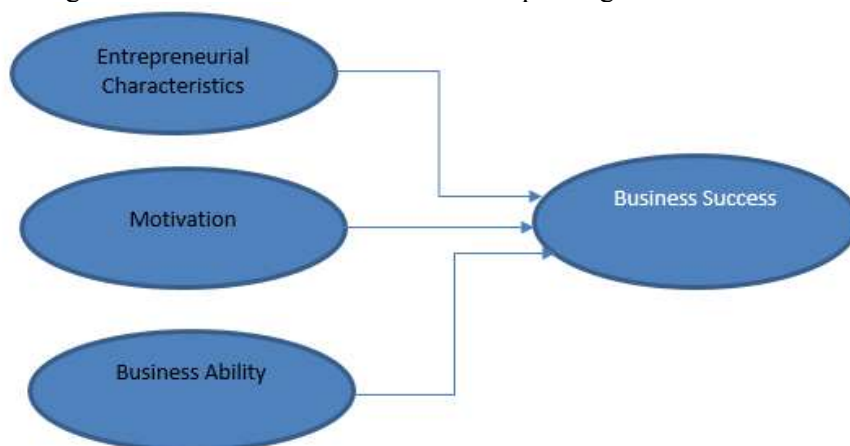


Figure 2. Model Success Business Printing

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