

## LAPORAN PERJALANAN DINAS

7th International Conference on Entrepreneurship (ICOEN) 2020

"SUSTAINABILITY IN DIGITAL ERA USING ENTREPRENEURIAL COMPETITIVE ADVANTAGE"

Thursday, 22nd October 2020/SURABAYA/ INDONESIA



Oleh :

Dr. Drs. Dihin Septyanto, ME

FAKULTAS EKONOMI DAN BISNIS  
PROGRAM STUDI MANAJEMEN  
UNIVERSITAS ESA UNGGUL

2020

## KATA PENGANTAR

Dengan segala puji bagi Allah SWT, alhamdullilah saya dapat menyelesaikan perjalanan dinas secara virtual/ online ke Universitas Ciputra Surabaya pada tanggal 22 Oktober 2020 dalam rangka menghadiri 7th International Conference on Entrepreneurship (ICOEN) 2020 "SUSTAINABILITY IN DIGITAL ERA USING ENTREPRENEURIAL COMPETITIVE ADVANTAGE" sebagai peserta "Oral Presentation". ICOEN ke-7 2020 digelar untuk menjawab dinamika, peluang, dan tantangan dalam menciptakan wirausaha. ICOEN ke-7 ini mengusung tema tahun 2020 yang mengedepankan kewirausahaan terkait dengan perkembangan ekonomi, industri dan bisnis. Tema yang diangkat adalah "Menciptakan Entrepreneur dengan Kemampuan Inovasi Menghasilkan Nilai".

ICOEN ke-7 ini menghadirkan pembicara internasional dari 4 (empat) negara berbeda yang ahli di bidang pendidikan kewirausahaan, industri kecil dan menengah, psikologi kewirausahaan, dan kewirausahaan. Berdasarkan reputasi akademisnya, para ahli tersebut telah menghasilkan publikasi di berbagai jurnal internasional bereputasi.

Selain itu, konferensi ini ditujukan untuk kalangan profesional, wirausaha, akademisi, peneliti, mahasiswa, dan mereka yang tertarik dengan wirausaha. Harapannya, para peserta mendapatkan manfaat yang luas dari wawasan dan pengembangan kewirausahaan, industri, dan bisnis melalui pemaparan dan diskusi keynote speaker. Selain itu, para peserta di-update berbagai isu terkini tentang kewirausahaan melalui diskusi artikel publikasi peserta. Konferensi ini juga dimaksudkan sebagai wadah untuk memperluas jaringan akademisi dan peneliti di antara rekan kerja di luar negeri. Diharapkan sebagai jembatan dalam mempublikasikan penelitian tentang kewirausahaan ke dalam prosiding dan jurnal internasional yang bereputasi. Kami mengucapkan banyak terima kasih kepada pihak Universitas Esa Unggul dan Yayasan Kemala Bangsa dan Biro-Biro terkait atas terlaksananya kegiatan perjalanan dinas ini. Semoga hasil Laporan perjalanan dinas saya ini walaupun kegiatannya dalam bentuk darling dan streaming online dapat berguna dan bermanfaat bagi para pembaca dan yang berkepentingan lainnya.

Terima kasih

Jakarta, Desember 2020

**Dr. Drs. Dihin Septyanto, ME**

## BAB 1

### LATAR BELAKANG PERJALANAN DINAS

Kegiatan Konferensi Internasional ke-7 “*International Conference on Entrepreneurship (ICOEN) 2020*” tentang Keberlanjutan Dalam Era Digital menggunakan Keunggulan Kompetitif Wirausaha, mengundang kalangan profesional, wirausaha, akademisi, peneliti, mahasiswa, dan mereka yang tertarik dengan wirausaha dengan mengirimkan abstrak dan artikelnya. Konferensi ini diadakan di Universitas Ciputra Surabaya pada tanggal 22 Oktober 2020 dengan mengusung tema : “Menciptakan Entrepreneur dengan Kemampuan Inovasi Menghasilkan Nilai”

Konferensi Internasional ke-7 ICOEN 2020 ini dimaksudkan sebagai wadah untuk memperluas jaringan akademisi dan peneliti di antara rekan kerja di luar negeri. Diharapkan juga sebagai jembatan dalam mempublikasikan penelitian tentang kewirausahaan ke dalam prosiding dan jurnal internasional yang bereputasi serta ditujukan untuk meningkatkan pengetahuan dengan tujuan mengembangkan karier para peserta dengan menghadiri konferensi.

Acara-acara utama ICOEN 2020 adalah sebagai berikut:

1. **Diskusi Panel ke 1 tentang Gaining The Competitive Advantage in a Transport Industry**  
Oleh Ir. Iskandar Abubakar, MSc. Former Director General, Transportation Ministry Republic of Indonesia and Chairman of Jakarta Transportation City Council  
Pertama menjelaskan sektor-sektor yang ada di transportasi, Transportasi adalah kunci untuk pengembangan perdagangan dimasa depan.  
Dalam kontek sebagai sumber publik yang terbatas, tantangan dan lingkungan sosial dan lingkungan dimana sektor ini berada sangat sulit untuk diukur, diperbarui, penambahan kapasitasnya, innovasi dan keterikatan sektor pribadi yang akan membutuhkan dukungan yang kuat.
2. **Diskusi panel ke 2 tentang Holding or taking ground in challenging market via Broad versus narrow based marketing strategy-tactics**  
Oleh : Prof. Aron O'Cass - Head of Department Macquarie Macquarie Business School and University Sydney, Australia  
Pengalaman menggunakan teknologi dan revolusi digital selama dekade terakhir telah memberikan tantangan kepada praktik-praktik pemasaran.  
Perubahan-perubahan yang dinamik dan tidak pernah terjadi sebelumnya dapat memberikan kreatifitas dan hal-hal baru.
3. **Diskusi panel ke 3 tentang Perpektif untuk Entrepreneurship**  
Oleh Hamid Bouchikhi Dean of Sol Bridge International School of Business, South Korea  
Dimanapun entrepreneur itu bertanggung jawab atas lingkungan yang negatif seperti adanya pandemi -19 ini dan diharapkan untuk bertindak sebagai warga negara yang bertanggung jawab. Dan yang bisa mengatasi tantangan ini adalah kewirausahaan endogen yang bertanggung jawab atau yang paling tahu adanya pengaruh dari luar, seperti kesadaran, pendanaan dan kemampuan beradaptasi dengan teknologi.

## BAB 2

### PELAKSANAAN KEGIATAN SEMINAR INTERNASIONAL “ICOEN” 2020

#### a. STEERING COMMITTEE :

1. Dr. Christina Whidya Utami, M.M., CLC., CPM (Asia)
2. Damelina B. Tambunan, S.E., MM., Ph.D., CLC., CPM (Asia)
3. Krismi Budi Sienatra, S.E., M.M., CFP®
4. Dr. Timotius Febry Christian, S.T., M.T.
5. Agustiono, S.E., M.Sc.
6. Hendro Susanto, S.E., M.M

#### b. ORGANIZING COMMITTEE :

- Head I : Dr. Tina Melinda, Dra, MM., CPM (Asia)  
Head II : Dr. E. Elia Ardyan, S.E., MBA  
Secretary I : Deandra Vidyanata, S.AB., MM.  
Secretary II : Gladys Greselda Gosal, S.E., MM.  
Treasurer I : Kazia Laturette, S.E., Ak., M.Ak., CA.  
Treasurer II : Felicia Bella Kurniawan, S.E., M.Sc.

#### c. REVIEWER TEAM :

- Prof. Dr. Ch. Whidya Utami, M.M., CLC., CPM.(A)  
Dr. Wirawan Endro Dwi Radiano, S.E., M.ScA, CFP., CMA., QWP., Ak., CA.  
Helena Sidharta, S.E., M.M., Ph.D.  
Dr. E. Elia Ardyan, S.E., MBA.  
Dr. Timotius Febry Christian, S.T., M.T., CSCA.  
Dr. Dra. Tina Melinda, M.M., CPM (Asia)  
Dr David Sukardi Kodrat, M.M., CPM (Asia).  
Dr. Thomas Stefanus Kaihatu, M.M.  
Dr. J.E. Sutanto, M.M.  
Dr. Eric Harianto, S.T., M.M.  
Dr. Ir. Liliana Dewi, M.M., CFP.  
Damelina Basauli Tambunan, S.E., M.M., Ph.D., CLC., CPM (Asia)  
Dr. Natalia Christiani, S.Pd., M.Pd.  
Dr. Christian Herdinata, S.E., M.M., CFP., QWP., AEPP.  
Dr. Tommy Christian Efrata, S.E., M.Sc

#### d. TOPIC :

- Behavioral Theory & Creativity  
Business Ethics  
Business Management & Economics  
Business Psychology  
Corporate Entrepreneurship

Corporate Management and Culture  
Digital Business  
Digital Economy  
Digital Entrepreneurship  
Digital Revolution in Entrepreneurship  
E-Commerce/ Business

Educational Psychology  
Entrepreneurship Education  
Family Business  
Finance and Entrepreneurial Finance  
Government Entrepreneur  
Human Capital Management  
Innovation Management  
Knowledge Management  
Leadership  
Marketing and Entrepreneurial Marketing  
Micro, Small and Medium Enterprise  
Psychology of Entrepreneurship  
Social Entrepreneurship  
Start-up Business

## RUNDOWN ACARA

ICONEN

# SCHEDULE

## TIME FRAME

Full Paper Submission	: October 7th , 2020
Notification of Acceptance	: October 10th,2020
Registration and PaymentDeadline	: October12th,2020
Conference	: October 22nd,2020

7th International Conference on Entrepreneurship (ICOEN) 2020

Thursday, October 22, 2020

07.30 – 08.00

Open Zoom

Charly Hongdiyanto, S.E., M.M., CPS®

Dr. Henry Susanto Pranoto, Bsc.in  
Bible, B.Mus., M.Mus.

Online

08.00 – 08.03

National Anthem of Indonesia

08.03 – 08.06

Hymn of Ciputra University

08.06 – 08.10

Opening Prayer

Damelina Basauli Tambunan, S.E., M.M., Ph.D., CLC, CPM (Asia)

08.10 – 08.15

Opening Performance by PASM

08.15 – 08.25

Welcoming Speech from Conference Chairman

08.25–08.35

Welcoming Speech from Rector of Ciputra University

Ir. Yohannes Somawiharja, M.Sc.

08.35 – 08.40

Welcoming Speech from Dean of Faculty of Management & Business of  
Ciputra University

Prof. Dr. Ch. Whidya Utami, M.M., CLC., CPM.(A)

08.40 – 09.40

Universitas  
Keynote Speech 1

– Ir. Iskandar Abubakar, MSc.  
Dr. Augustinus Nicolaas Hillebrandes Oroh, S.E., MBA.

Online

09.40 – 10.40

Keynote Speech 2

– Professor Aron O'Cass (Macquarie University, Australia)  
10.40 – 11.00

Q&A Session 1

11.00 – 11.50

Keynote Speech 3

– Professor Hamid Bouchikhi (Solbridge, Korea)  
Agustiono, S.E., M.Sc.

11.50 – 12.00

Q&A Session 2

12.00 – 12.30

Lunch Break

ICT Team Assign  
Breakout room

12.30 – 15.30

Parallel Session  
(6 Breakout Rooms )

<b>Breakout Room No.</b>	<b>Time</b>	<b>No. LoA</b>	<b>Presenter</b>	<b>Title</b>	<b>Moderator</b>
1	12.30-12.40	002/UC-ICOEN7/Lo A/I X/2020	Ardana Prakasita Devi and Wirawan ED Radianto	The Role of Work Satisfaction in Organizing Culture, Servant Leadership, Self-leadership, and Compensation of Employee Performance. (Study on CV Inti Computer in Kediri)	Teofilus, S.E., M.M.
	12.40-12.50	003/UC-ICOEN7/Lo A/I X/2020	Afika Putri Anjani and Damelina B. Tambunan	Analysis of Product Variation and Service Quality on Repurchase Intention is Mediated by Customer Satisfaction	
	12.50-13.00	004/UC-ICOEN7/Lo A/I X/2020	Redi Garjito	Feasibility Study of Pagar Sayuran Organik Business	
	13.00-13.10	005/UC-ICOEN7/Lo A/I X/2020	Adrian Suharko and Tina Melinda	Analysis of the Effect of Marketing Communication Mix on the Consumers' Buying Interest of OE Bold at PT. Ongkowidjojo Malang	
	13.10-13.20	006/UC-ICOEN7/Lo A/I X/2020	Ita Lusiana and Eric Harianto	Customer Preferences For Use Of Tutoring Services	
	13.20-13.30	007/UC-ICOEN7/Lo A/I X/2020	Hisyam Hilmy and David Sukardi Kodrat	Customer Preference on Attribute Combination in Wooden Chair Furniture in Skema Furniture	
	13.30-13.40	008/UC-ICOEN7/Lo A/I X/2020	Muchammad Zaenal Arifin Rahmatulloh and Tina Melinda	Analysis on the Effect of Service and Customer Satisfaction on Repurchase Intention, Word of Mouth and Customer Retention on Party Equipment Rental "Suyono" in Surabaya	
	13.40-13.50	009/UC-ICOEN7/Lo A/I X/2020	Steven Humato	Improving Employee's Performance in Companies of Citra Mandiri Mobil	
	13.50-14.00	010/UC-ICOEN7/Lo A/I X/2020	Vidya Pitaloka and Damelina B. Tambunan	An Analysis Of Consumers' Preferred Attributes In COK-KIS Products	
	14.00-14.10	011/UC-ICOEN7/Lo A/I X/2020	Maria Violetta Handoyo and Johanes Gerardus Nirbito	Values as the Basis of Creating Violetta Stationary Startup Business Using Value Proposition Canvas	
	14.10-14.20	012/UC-ICOEN7/Lo A/I X/2020	Irfianti Nur Jannah and David Sukardi Kodrat	Analysis Of Consumer Preference Attributes On Rajini Modest Fashion Products	
	14.20-15.30		Q & A Session		

<b>Breakout Room No.</b>	<b>Time</b>	<b>No. LoA</b>	<b>Presenter</b>	<b>Title</b>	<b>Moderator</b>
	12.30-12.40	013/UC-ICOEN7/Lo A/I X/2020	Sabrina Restu Damayanti and Tina Melinda	Consumer Preference Of Combination Of Outer Attribute Out & Jump Combinations In Purchase Decisions	

2	12.40-12.50	014/UC-ICOEN7/LoA /I X/2020	Teddy Gouwtama and Damelina B. Tambunan	Factors That Form Reseller Purchasing Decision	Agustiono, S.E., M.Sc.
	12.50-13.00	015/UC-ICOEN7/LoA /I X/2020	Rabhi Fathan Muhammad and Tina Melinda	The Influence Of Price, Service Quality And Promotion On Customer Satisfaction At Bu Rajab Resto Pancing And Cottage	
	13.00-13.10	016/UC-ICOEN7/LoA /I X/2020	Abdul Gani and Augustinus Nicolaas Hillebrandes Orah	The Effect of Product Quality, Service Quality, and Price on Customer Satisfaction at Loki Store	
	13.10-13.20	018/UC-ICOEN7/LoA /I X/2020	Bregasthian and Christian Herdinata	The Effect of Perceived Ease of Use, Perceived Usefulness & Perceived Risk on Behavioral Intention with Attitude Toward Using as Intervening Variables Through GoFood Application (Study on Mr. Bre Geprek Chicken and Similar Business in Surabaya & Sidoarjo)	
	13.20-13.30	019/UC-ICOEN7/LoA /I X/2020	Firjaun Faris Fahmi and Damelina B. Tambunan	Management and Business Development of Furniture at Studio Inside Surabaya	
	13.30-13.40	021/UC-ICOEN7/LoA /I X/2020	Priyo Utomo and Timotius F. C. W. Sutrisno	What Influences the Online Purchase Decision of Electrical Equipment Product?	
	13.40-13.50	022/UC-ICOEN7/LoA /I X/2020	Darma Fathurahman Arifin and David Sukardi Kodrat	Influences of Integrated Marketing Communication and Brand Image Towards Buying Intention of Franchise Drink Business in Surabaya	
	13.50-14.00	023/UC-ICOEN7/LoA /I X/2020	Paskalis Dio Bramantyo and Thomas Stefanus Kaihatu	Analysis of Social Identity and Co-Creation Activities on Behavior of Conducted Members of Coffee Enhancement Communities in Kisahkitangopi Café	
	14.00-14.10	024/UC-ICOEN7/LoA /I X/2020	Rachmat Suhendra and Thomas Stefanus Kaihatu	Role Analysis of Transactional Leadership in Influencing Motivation, Employee Engagement, and Intention to Stay	
	14.10-14.20	025/UC-ICOEN7/LoA /I X/2020	Khanza Nur Yandasari and Christina Whidya Utami	Strategic Innovation of The Srikandi Organizer	
	14.20-15.30	Q & A Session			

Breakout Room No.	Time	No. LoA	Presenter	Title	Moderator
	12.30-12.40	026/UC-ICOEN7/LoA /I X/2020	Gladys Greselda Gosal, Timotius F. C. W. Sutrisno and Vincent FilberT	The Relationship between Sensory Marketing, Packaging, and Purchasing Decision (Study at Coffesia's Coffee Product)	
	12.40-12.50	027/UC-ICOEN7/LoA /I X/2020	Aditia Sugiarto Prajitno and Johannes Gerardus Nirbito	Analysis of Factors that Shape Motivation of Driver-Partners to Design an Effective Reward System at PT HSA Surabaya	

3	12.50-13.00	028/UC-ICOEN7/LoA /I X/2020	Ahmad Chanif and Tina Melinda	Application of Authority Delegation to Improve Employee Performance in Family Companies of UD. Sahabat	Helena Sidharta, S.E., M.M., Ph.D.
	13.00-13.10	029/UC-ICOEN7/LoA /I X/2020	Hans Christian Yulianto and Augustinus Nicolaas Hillebrandes Orah	The Effects of Social Value, Value for Money, App Rating, and Enjoyment toward Purchase Intention of Premium Service in Freemium App Spotify	
	13.10-13.20	030/UC-ICOEN7/LoA /I X/2020	Yohanes Mario Vianney Imansach and David Sukardi Kodrat	Effects of Leadership Style, Organizational Culture, and Compensation on Employee Performance at PT. Baliwong Indonesia	
	13.20-13.30	031/UC-ICOEN7/LoA /I X/2020	Nicholas Francois Gunawan and Christian Herdinata	The Effect of Price, Product Quality and Brand Image on the Purchase Interest of Two Good Bakery	
	13.30-13.40	032/UC-ICOEN7/LoA /I X/2020	Mila Rafika, Evi Susanti and Tina Melinda	Consumer Brand Engagement on Brand Loyalty The role Brand Satisfaction as a Mediating Variable	
	13.40-13.50	033/UC-ICOEN7/LoA /I X/2020	Josephine Nyoman and Christina Widya Utami	Analysis of Service Quality and Customers Satisfaction on Re-Patronage Intention of Customers at PT Liga Technic	
	13.50-14.00	034/UC-ICOEN7/LoA /I X/2020	Yoddie Y. I. Babuta and Eric Harianto	Factor Analysis of Costumer Buying Decision on Neeyoo Fashion Retail in Surabaya	
	14.00-14.10	035/UC-ICOEN7/LoA /I X/2020	Gracia M. S. Turra and Tina Melinda	Personal Attitude, Subjective Norm, and Perceived Behavioral Control: Differentiating Factors of Entrepreneurial Intention of Highschool Students Who Are Joining and Not Joining The Entrepreneurship Education in International School	
	14.10-14.20	036/UC-ICOEN7/LoA /I X/2020	Rahmawati Rahmawati, Warsina Warsina, Agus Budiatmanto, Sri Wahyu Agustiningsih and Djoko Karyono	Development of Creative Industry on Wayang Kulit Performance: an Overview of The Successful Factors of Wayang Kulit Performance	
	14.20-15.30	Q & A Session			

Breakout Room No.	Time	No. LoA	Presenter	Title	Moderator
	12.30-12.40	037/UC-ICOEN7/LoA/I X/2020	Arizal Liwafa and Christina Whidya Utami	The Effect of Digital Marketing and Service Quality on Handmadeshoesby Consumer Brand Choice	
	12.40-12.50	038/UC-ICOEN7/LoA/I X/2020	Nur Khabiba Yulanda and Christian Herdinata	Analysis of Attributes that Become the Preference of Consumers Towards Hajj and Umrah Offline Store in Bontang City	

4	12.50-13.00	039/UC-ICOEN7/LoA/I X/2020	Yustika Astary and David Sukardi Kodrat	The Effect of Promotion Mix on Purchase Decision of Kaluna Living Pillows with Brand Awareness as Intervening Variables	Carolina Novi Mustikarini, S.E., M.Sc., LP-NLP
	13.00-13.10	040/UC-ICOEN7/LoA/I X/2020	Eva Trisnawati Chumairoh and Eva Trisnawati Chumairoh	Impact of Leadership, Motivation, and Discipline on Employee's Performance (Study on Employees of PT. Surabaya Marine)	
	13.10-13.20	041/UC-ICOEN7/LoA/I X/2020	Syela Kurniawati and David Sukardi Kodrat	The Effect of Mix Marketing on Consumer Loyalty with Consumer Satisfaction as Intervening Variables in Beautyessence Cosmetic Business	
	13.20-13.30	042/UC-ICOEN7/LoA/I X/2020	Ali Bekti Widodo and Tony Antonio	Conjoint Analysis for Consumer Preference Towards Interest in Buying Plaster Sheets	
	13.30-13.40	043/UC-ICOEN7/LoA/I X/2020	Hannah Vashti and Tony Antonio	The Mediating Influence of Price Promotion and Product Quality on Customer Repurchase Intention through Customers Satisfaction on Snack Products (Studies on Cok-Kis Cookies Product)	
	13.40-13.50	044/UC-ICOEN7/LoA/I X/2020	Samuel Sabatinus	Innovation Strategy Analysis through Blue Ocean Strategy for Wear It	
	13.50-14.00	046/UC-ICOEN7/LoA/I X/2020	Rheza Fernando Wibisono and David Sukardi Kodrat	Service Marketing Mix Strategy Analysis for CV. Ebenhaezer Berkat Langgeng	
	14.00-14.10	047/UC-ICOEN7/LoA/I X/2020	Melisa Christina Nugroho and Christian Herdinata	The Influence of Social Media Instagram on Purchasing Decision through Brand Awareness (Study at Hive & Honey Solo)	
	14.10-14.20	048/UC-ICOEN7/LoA/I X/2020	Mokhammad Reza Rizqi and J. E. Sutanto	The Influence of Marketing Mix against Purchase Decision in UD Utama Karya	
	14.20-15.30	Q & A Session			

Breakout Room No.	Time	No. LoA	Presenter	Title	Moderator
	12.30-12.40	049/UC-ICOEN7/LoA/I X/2020	Rintar Agus Simatupang	Entrepreneurial Intentions: Theory of Planned Behavior Perspectives	
	12.40-12.50	050/UC-ICOEN7/LoA/I X/2020	Ari Kuncara Widagdo, Rahmawati, Sri Murni, Trisnunik Ratih Wulandari and Sri Wahyu Agustiningbih	Corporate Governance, Audit Quality, Family Ownership, and Earnings Management	
	12.50-13.00	051/UC-ICOEN7/LoA/I X/2020	Antoni Gunawan and Tina Melinda	Analysis of Marketing Mix and Purchasing Decision (Study at Kene Kopi Products)	
	13.00-13.10	052/UC-ICOEN7/LoA/I X/2020	Istiatin, Ari Susanti and Elia Ardyan	Electronics service quality: The empirical study of intention towards internet banking adoption	

5	13.10-13.20	053/UC-ICOEN7/LoA/I X/2020	Rodhiah and Nur Hidayah	Competitiveness of Creative Industries in Small Medium Entrepreneur of Handicraft Products
	13.20-13.30	054/UC-ICOEN7/LoA/I X/2020	Hudiarto Sukarman, Febriyani Fitri and Angeline Christiany	Application Model of Small-Scale Hotel Room Rates Prediction in South Jakarta Using Business Analytics
	13.30-13.40	055/UC-ICOEN7/LoA/I X/2020	Stefanus Yufra Menahan Taneo, Sunday Noya, Etsa Astridya Setiyati and Melany	Constraints of Small and Medium Food Industry to take Advantage of Domestic Market Opportunities during the Covid-19 Pandemic
	13.40-13.50	056/UC-ICOEN7/LoA/I X/2020	Mochammad Rozaq and Wirawan ED Radianto	Changes in Tenant Layout in An Effort to Increase Turnover at The Convention Hall Culinary Center (CH-Kuliner) Surabaya
	13.50-14.00	057/UC-ICOEN7/LoA/I X/2020	A Faroby Falatehan, Hariyadi, Yusman Syaukat, Sri Wulan Feridian, and Pipin Dwi Astiti	Readiness of Cooperatives in Digitalizing Smallholder's Palm Oil Plantation
	14.00-14.10	058/UC-ICOEN7/LoA/I X/2020	Ni Luh Putu Agustini Karta, Rani Kusumo Wardani and Jimmy Harry Putu Suarthana	Differentiation and The Five A's Concept In Digital Marketing Of Small and Medium Enterprises During The Pandemic Covid 19 (Study at Cepaka Village, Kediri Tabanan)
	14.10-14.20	059/UC-ICOEN7/LoA/I X/2020	Briandy Putra and Tony Antonio	The Influence of Self-Efficacy with Attitude Mediation of Toward Behavior, Perceived Behavior Control, and Subjective Norms on Active Ciputra University Master's Students Entrepreneurial Intention
	14.20-15.30	Q & A Session		

Breakout Room No.	Time	No. LoA	Presenter	Title	Moderator
6	12.30-12.40	060/UC-ICOEN7/LoA/I X/2020	Dihin Septyanto and Ikhwan Maulid Nugraha	The Influence of Enterprise Risk Management, Leverage, Firm Size And Profitability to Firm Value in Property and Real Estate Companies Listed on The Indonesian Stock Exchange (IDX) During The Years 2016-2018	Wendra Hartono, S.T.,M.PA
	12.40-12.50	061/UC-ICOEN7/LoA/I X/2020	Yanuar Ramadhan and Marindah	Financial Distress Analysis in Indonesian Textile Company	
	12.50-13.00	062/UC-ICOEN7/LoA/I X/2020	Rizki Candra Kusuma and Damelina Basauli Tambunan	The Analysis of Customer Satisfaction Assessments to Determine E-Siap Product Development Strategies	
	13.00-13.10	063/UC-ICOEN7/LoA/I X/2020	Ai Hendrani and Dihin Septyanto	The Effect of Return on Asset, Debt to Equity Ratio, and Company Size on Company Value in Manufacturing Companies in the Food and Beverage Sub-Sector on the IDX for the Period 2014-2018.	
	13.10-13.20	064/UC-ICOEN7/LoA/I X/2020	I Gede Adiputra	The Influence of Financial Literacy, Financial Attitude and Locus of Control on Financial	

			Satisfaction: Evidences From Community in Jakarta
13.20-13.30	065/UC-ICOEN7/LoA/I X/2020	Pratami Harijanti, Tina Melinda and Denpharanto Agung Krisprimandoyo	The Effect Of Leadership, Motivation, And Organizational Culture On The Performance Of Employees Of PT X
13.30-13.40	066/UC-ICOEN7/LoA/I X/2020	Cecep Hidayat, Sambudi Hamali, Windu Octavia Hardhani and Hilario Yogi El'mara	The Effect of Loyalty Programs on Organizational Performance: A Study on A Five Star Hotels in Jakarta
13.40-13.50	068/UC-ICOEN7/LoA/I X/2020	Steven Yonathan Sulaiman	The Affect of Social Media Instagram Towards Customer Retention on Kisah Kita Ngopi Sidoarjo
13.50-14.00	069/UC-ICOEN7/LoA/I X/2020	Bambang Dwi Suseno, Furtasan Ali Yusuf, Syamsul Hidayat and Dewi Surani	Resource Sharing Innovation Model in Addressing the High Unemployment Rate in a Sustainable Way
14.00-14.10	070/UC-ICOEN7/LoA/I X/2020	Rurid Dwi Anggraeny and Imam Baihaqi	Analysis of E-Marketplace Use in East Java's MSMES Using The Technology Acceptance Model (TAM) Approach
14.10-14.20	071/UC-ICOEN7/LoA/I X/2020	Ida Bagus Nyoman Udayana, Indah Juhartini, Ambar Lukitaningsih and Elia Ardyan	Influence of Brand Dimensions on Purchasing Decisions on Consumers of Hamzah Batik Shop in Yogyakarta
14.20-15.30	Q & A Session		

Berdasarkan topik tersebut, abstrak saya yang berjudul :

“The Influence of Enterprise Risk Management, Leverage, Firm Size And Profitability to Firm Value in Property and Real Estate Companies Listed on The Indonesian Stock Exchange (IDX) During The Years 2016-2018,”

**Masuk dalam jadwal sebagai berikut:**

## PARALLEL SESSION

BREAKOUT ROOM 6

**Moderator: Wendra Hartono, S.T.,M.PA**

Time	No. LoA	Presenter	Title
12.30-12.40	060/UC-ICOEN7/ LoA/IX/2020	Dihin Septyanto and Ikhwan Maulid Nugraha	The Influence of Enterprise Risk Management, Leverage, Firm Size And Profitability to Firm Value in Property and Real Estate Companies Listed on The Indonesian Stock Exchange(IDX) During The Years 2016-2018
12.40-12.50	061/UC-ICOEN7/ LoA/IX/2020	Yanuar Ramadhan and Marindah	Financial Distress Analysis in Indonesian Textile Company
12.50-13.00	062/UC-ICOEN7/ LoA/IX/2020	Rizki Candra Kusuma and Damelina Basauli Tambunan	The Analysis of Customer Satisfaction Assessments to Determine E-Siap Product Development Strategies
13.00-13.10	063/UC-ICOEN7/ LoA/IX/2020	Ai Hendrani and Dihin Septyanto	The Effect of Return on Asset, Debt to Equity Ratio, and Company Size on Company Value in Manufacturing Companies in the Food and Beverage Sub-Sector on the IDX for the Period 2014-2018.
13.10-13.20	064/UC-ICOEN7/ LoA/IX/2020	I Gede Adiputra	The Influence of Financial Literacy, Financial Attitude and Locus of Control on Financial Satisfaction: Evidences From Community in Jakarta

### BAB 3

#### HASIL KEGIATAN SEMINAR INTERNASIONAL “ICOEN” 2020

Dalam kegiatan seminar internasional ini selain berkesempatan menghadiri sebagai peserta, saya juga berpartisipasi sebagai presenter dengan judul paper “The Influence of Enterprise Risk Management, Leverage, Firm Size And Profitability to Firm Value in Property and Real Estate Companies Listed on The Indonesian Stock Exchange (IDX) During The Years 2016-2018”.

Kegiatan presentasi masing-masing peserta diberikan kesempatan untuk menyampaikan materinya dalam waktu 15 menit, dimana terdiri dari 8-10 menit presentasi dan 5-7 menit diskusi. Presentasi yang saya lakukan lebih dari 10 menit yaitu sekitar 12 menit, adapun waktu untuk diskusi tidak terlalu lama hanya sekitar 4 menit saja, sehingga total penampilan dalam presentasi sekitar 16 menit, lebih sedikit dari waktu yang disediakan panitia yang hanya maksimal 15 menit.

Peserta tidak terlalu banyak yang membahas sedangkan Moderator dan pembahasan lainnya yang banyak memberikan masukan dan diskusi tentang penelitian yang saya lakukan. Mereka meminta saya menjelaskan temuan-temuan penting dari penelitian yang saya lakukan, sedangkan saran dan masukan yang diberikan terkait pendalaman atas pembahasan hasil penelitian serta tindak lanjut temuan penelitian untuk pihak-pihak yang berkepentingan.

Lampiran 1 : sertifikat Sebagai Presenter



## CERTIFICATE

This is to certify that

**Dihin Septyanto**

with paper entitled

**The Influence of Enterprise Risk Management, Leverage, Firm Size and Profitability to Firm Value in Property and Real Estate Companies Listed on The Indonesian Stock Exchange (IDX) During The Years 2016-2018**

has participated as a **Presenter**

in The 7<sup>th</sup> International Conference on Entrepreneurship (ICOEN) 2020  
"Sustainable Entrepreneurial Competitive Advantage in Digital Era"  
on October 22<sup>nd</sup>, 2020 at Universitas Ciputra, Surabaya, Indonesia.

  
**Dr. Tina Melinda, M.M.**  
Conference Chair of The 7<sup>th</sup> ICOEN 2020

  
**Ir. Johannes Somawihaja, M.Sc.**  
Rector of Universitas Ciputra



### Lampiran 3 : Abstract

7th International Conference on Entrepreneurship (ICOEN) 2020

## THE INFLUENCE OF ENTERPRISE RISK MANAGEMENT, LEVERAGE, FIRM SIZE AND PROFITABILITY TO FIRM VALUE IN PROPERTY AND REAL ESTATE COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE (IDX) DURING THE YEARS 2016-2018

Dihin Septyanto<sup>1\*</sup>, Ikhwan Maulid Nugraha<sup>2</sup>

<sup>1,2</sup> Management Studies Program, Economic & Business Faculty, University of Esa Unggul, Jakarta, Indonesia

\*Corresponding author : [dihin.septyanto@esaunggul.ac.id](mailto:dihin.septyanto@esaunggul.ac.id)

#### *Abstract*

The objective of this study is to analyze the effects of Enterprise Risk Management disclosure, leverage, firm size and profitability to firm value which is proxied by Tobin's Q. High corporate value can reflect the shareholders wealth. This study uses the Indonesian Capital Market Directory (ICMD). The samples number are 32 companies, with nonprobability sampling methods, particularly purposive sampling technique. This study uses quantitative approach with descriptive analysis methods and panel data regression to test hypotheses using Eviews 10 application.

The results of this study indicate that Enterprise Risk Management disclosure has a positive and significant influence on firm value with a significance, leverage and profitability variable also have a positive significant influence on firm value, while firm size has negative influence on firm value.

The implication of this research is that where ERM has a positive influence on firm value, it is good for companies to increase ERM disclosure, because the company will be considered to have managed its risks well. Debt policy variables that are proxied by DER and profitability proxied by ROA have a positive effect on firm value. That is, the higher the value of the Debt to Equity Ratio (DER) followed by an increase in the percentage of Return On Assets (ROA), it will increase firm value. However, the company's size variable which is proxied by Ln Total Assets has a negative effect on the value of the company, which indicates that investors dislike the assets of the company that are too high that is not offset by high profits as well.

**Keywords :** Enterprise Risk Management, Leverage, Firm Size, Profitability, Firm Value

#### Lampiran 4 : Screenshot kegiatan

