

OCMAR 2020



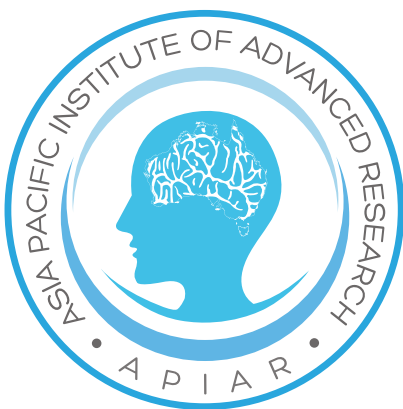
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ABSTRACTS



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BUSINESS

ABSTRACTS

AN INTEGRATIVE ANALYSIS OF AVIATION RISK MANAGEMENT PERFORMANCE PROFILE TO LEVERAGE DATA-DRIVEN SAFETY MANAGEMENT FOR BUSINESS COMPETITIVE ADVANTAGE

Muhammad Ihsan Salim^a and Dermawan Wibisono^b

^{ab}Institut Teknologi Bandung, Indonesia.

Corresponding Email: muhammadihsansalim@gmail.com

Abstract

The downturn in the oil and gas industry is also adversely affecting the air charter services market. Despite of the most air operators following with the low-cost strategy, the industry still put a high value on the performance of Safety Management System (SMS). However, the misleading information from invalid safety data analysis may cause a poor managerial decision, discredit the SMS process and lower the company business competitive advantage. The study is aimed to find a method of safety data analysis which can provide a reliable basis for communicating the risk management results to stakeholders. An integrative approach is developed to transform large amounts of safety data collected from the SMS activities into useful information that supports effective decision making. ARMS Methodology of Event Risk Classification and Flight Safety Foundation BARS bow tie schematic diagram are combined to create the Risk Management Performance Profile model. The case study was performed using the Travira Air SMS implementation data in the period of 1 January 2019 until 20 April 2020. Quantitative risk indexes as the result can be used as a reference for understanding how the accidents occurs and monitor the effectiveness of preventive barriers or recovery measures. The model can be implemented by Safety Managers who interested in correctly identify the safety hotspots and find solution based on informed data and sufficient analysis.

Keywords: Data-Driven, Risk Assessment, Safety Management System, Competitive Advantage, Aviation.

THE EFFECT OF ONLINE COMMUNITIES AND ONLINE ADVERTISEMENT TOWARDS THE PURCHASE INTENTION OF HEALTHCARE PRODUCT: CASE STUDY OF GEA MEDICAL

Meishelle Andriani Young^a and Ira Fachira^b

^{ab}Institut Teknologi Bandung, Indonesia.

Corresponding Email: meishelle_andriani@sbm-itb.ac.id

Abstract

Social media has become an inseparable part of consumption as it allows direct interactions, not only between consumers but also between business and consumers. As one of the highest social media users in the world, a deep understanding of Indonesian consumers in this context will help businesses to expand their market. On the other hand, healthcare is one of the growing industries.

This study is determined to find how online community and online advertisement affect consumers' intention to purchase healthcare goods. This study examines GEA Medical as a case as it rolls in the B2B market and tries to seize an opportunity in B2C. Handling a health care supply business in Indonesia, GEA Medical currently only uses Instagram to conduct its online advertising to attract its B2C consumer. A survey was conducted with 400 respondents that fulfilled the criteria, was analyzed to investigate these factors. The proposed model was then analyzed using Descriptive Analysis and Multilinear Regression Analysis.

Finding shows that both online community and online advertisement positively affects purchase intention, with online advertisement being a higher significant contribution. It also indicates that the hedonic factor from online advertisement and interpersonal trust factor from the online community is the top priority factors that need to be highlighted by companies overall.

Furthermore, this study would encourage GEA Medical to produce truthful Instagram promotion content and with no exaggeration with the suitable online community as the medium.

Keywords: Online Community, Online Advertisement, Purchase Intention, Consumer Behaviour, Healthcare Business, Social Media.

MANAGING EFFECTIVENESS IN CUSTOMER COMPLAINT HANDLING (COMPANY BANKING IN INDONESIA)

Rezi Muhamad Taufik Permana
Universitas Islam Bandung, Indonesia.
Corresponding Email: rezi.muhamad@gmail.com

Abstract

The quality of service provided by each Bank becomes a differentiator and becomes a consideration for customers to be loyal to the Bank. With increasing competition in the service and manufacturing sectors, the strategic focus has shifted to determining retention strategies for customers. The speed of handling complaints is measured by SLA (Services Level Agreement), where each bank is required to settle customer complaints in a maximum of 20 working days. For this reason, the company has a great responsibility to be able to handle customer complaints following the established SLA (Services Level Agreement). Risk of reputation and even financial risk can arise if customer complaints are not handled quickly and accurately. The research method uses PDCA (plan, do check, action) to know how the business process can be a continuous improvement. This research will show what the effect of complaint handling is too late with the root causes method. To give feedback from the problem, this research uses decision-making tools as Analytic Hierarchy Process.

Keywords: Customer Complaint Handling, Services Level Agreement, Decision Making, Analytic Hierarchy Process.

STOCK VALUATION IN THE MIDDLE OF PANDEMIC UNCERTAINTY – PT JAMU DAN FARMASI SIDO MUNCUL

Mas Zuchrizal Rasyidian Winata^a

^aInstitut Teknologi Bandung, Bandung, Indonesia.

Corresponding Email: mas.zuchrizal@sbm-itb.ac.id

Abstract

Against the vast challenges of Indonesia's development amidst the COVID-19 pandemic, Indonesia stock market tumbled well below 4200 in March; the lowest in the past five years. Nevertheless, PT Jamu dan Farmasi Sido Muncul managed to capture an increased net income of 10% compared to its previous quarter. Still, Sido Muncul's stock valuation managed to drop to 940 rupiah per share. The purpose for the present research is to examine the value driver of the stock price and determine the projected valuation of PT Jamu dan Farmasi Sido Muncul by using financial ratio analysis, absolute, and relative valuation method. Based on the conducted research, PT Jamu dan Farmasi Sido Muncul does not have any short-term debt, and its gross profit margin is at 55%. Using discounted cash flow, PT Jamu dan Farmasi Sido Muncul's market price are projected at 1642 rupiah per share, or about 75% above its lowest price on March 2020. Price-to-earnings method also projected the company's share price at 1521 rupiah per share, an increase of 61% to its lowest price. The analysis suggests that the decrease of the stock value of PT Jamu dan Farmasi Sido Muncul is caused by the market sentiment and does not reflect the fundamental aspect of the company.

Keywords: Discounted Cash Flow, Stock Valuation, Stock Market, Financial Ratios, Indonesia.

AN EXAMINATION IN INDONESIA IPO MARKET TO SUPPORT INVESTMENT DECISION BY UTILIZING LIMITED DATA AVAILABLE

Jesslyn Grimonía^a

^a Institute Technology Bandung, Indonesia.

Corresponding Email: jesslyn.grimonía@sbm-itb.ac.id

Abstract

This research will give supporting knowledge to support investment decision for an investor that has interest in the IPO market. The data will be gathered from all the company that conducted the IPO in Indonesia Stock Exchange (“IDX”) from 2014-2018 and the sample will be determined by the purposive sampling method. There will be two main discussions in this research, which are under-pricing and liquidity changes. Under-pricing as the main empirical phenomenon in IPO market can maximize the investor initial return. The liquidity changes can give an insight to the investor that wants to hold the stocks in some period of time. As we know that the higher uncertainty happen in the IPO market, since there are only limited available information. The uncertainty factor from the data that can be accessed, represented by 16 independent variables, will be divided into three groups company characteristics, offering characteristics, and prospectus disclosure. The company characteristics, includes age of the company, size of the company, financial conditions (financial strength, PER, PBV, ROA, and ROE), corporate governance (board size, board independence, ownership concentration, and institutional ownership), and the type of industry. The offering characteristics include gross proceeds from the IPO, underwriter reputation, and auditor reputation. The prospectus disclosure includes uses of the funds. It will be tested by the multiple linear regression to find the association of each variable through the under-pricing and liquidity changes. This research found that size of the company has a positive significant impact through the under-pricing. The age of the company, board size, board independence, gross proceeds, and auditor reputation have a significant negative impact through the under-pricing for the liquidity changes the size of the company, PBV, and ROA have positive significant impact. The age of the company, gross proceeds, and auditor reputation have a negative significant impact. Moreover, from the liquidity changes and the brief condition of the price changes, there are still active trading in the market, it cannot give certainty about the increase in prices. Thus, author recommends the investor who express interest to invest in this market to maximize the initial return, then

observe the stocks' performance since there will be more available reliable information in the future, after that the investor can make their investment decision based on their observation.

Keywords: Initial Public Offering, Uncertainty, Investment Decision.



EDUCATION

ABSTRACTS

UNIVERSITY HEALTH SCIENCE EDUCATION DURING THE SEVERE ACUTE RESPIRATORY SYNDROME CORONAVIRUS2 OUTBREAK

Kanae Watanabe

Kanagawa University, Yokohama, Japan.

Corresponding Email: ft101963cq@kanagawa-u.ac.jp

Abstract

The start of a new university semester was delayed due to the spread of severe acute respiratory syndrome Coronavirus 2 (COVID-19). Additionally, all lectures are being delivered remotely, as students are not allowed to visit campus until the end of the semester. Freshmen students, in particular, feel considerable anxiety about both their studies and health. In Japan, students study health science from preschool to elementary and secondary education. Therefore, this study aimed to identify any contribution of education on students' ability to cope with an emergency, such as the spread of COVID-19. If no contribution was found, we wanted to understand the reasons and what type of education should be provided at university level. To this end, we administered a questionnaire to freshmen during the outbreak of COVID-19, and almost all students reported an insufficient study of infections before secondary education. Prior to COVID-19, students wanted to study longevity and nutrition. However, during the outbreak, students were concerned with COVID-19, as they could not recollect having studied infections until secondary education. Moreover, inconsistent information from the World Health Organization, governments, and the media has added to students' confusion. Our findings suggest that education at university should provide accurate information to students and promote their health literacy skills.

Keywords: Anxiety, COVID-19, Health Science Education, University Students.

GAMIFICATION DESIGN FOR CORPORATE LEARNING MANAGEMENT SYSTEM USING ADDIE MODEL

Junialdi Dwijaputra^a, Ira Fachira^b and Cahyo Andrianto^c

^{abc}Institut Teknologi Bandung, Indonesia.

Corresponding Email: junialdi-dwijaputra@sbm-itb.ac.id

Abstract

A learning management system (LMS) is a software application that is used for administrating, documenting, tracking, reporting, and delivering educational courses, training programs, or learning and development programs. PT Berau Coal has a learning management system that has the name Sintesis+. Sintesis+ has a value proposition that can be learning everywhere and anywhere with the target of the user is the supervisor who works in the mining area. There are several problems regarding the learning of management systems at the organization. One of the problems is engagement. Based on the success story of engagement, there is a gamification approach that helps users learning in the other way—creating instructional design gamification, a researcher using the ADDIE Model, which is the generic process traditionally used by instructional designers and training developers. There are five steps to design the gamification feature at the learning management system; there are Analysis, Design, Development, Implementation, and Evaluation. In the analysis section, a player at the organization must be defined; most of the users have explored persona accounted for 37%. Then, the design section will use octalysis strategy dashboard will create design gamification with business metrics, players, feedback mechanics, desired action, and incentive. The development section will discuss the suitable moodle plugin which can fit with the users. There are two plugin ranking block and H5P interactive learning. Then, an implementation plan will discuss the gamification recommendation and action plan for each recommendation based on the explorer's persona. Then, evaluation based on a business metric that is considering engagement, time, ROI, and performance will be defined to ensure the success of the design.

Keywords: Learning Management System, ADDIE Model, Gamification, Training.

HEARING THE VOICES OF STUDENTS: A PHENOMENOLOGICAL STUDY OF SECULARISM IN THE INDIAN CONTEXT

Dr. Shefali Pandya and Miss Farrah Kerawalla

University of Mumbai, India.

Corresponding Email: srpandya14@gmail.com

Abstract

Discrimination exists in overt or covert forms on account of religious identities of people all over the world since some people feel that their religion is superior to others. On the other hand, there are people and ideologies who believe that religion is like opium. The concept of secularism first came about in the mid-seventeenth Century concepts of Enlightenment which were enshrined first in the Constitution of France following the French Revolution. Concepts such as secularism in a pluralist country like India takes its own understanding. Hence, the researcher decided to undertake a phenomenological study of understanding the concept of secularism in terms of responses of students of higher education. The participants included in the study were 36 in number and covered diverse classes, subjects and faculties from under-graduate and post-graduate levels. The study revealed three major categories of secularism as comprehended by students in the Indian context, namely, (a) Respect for all Religions, (b) Equality, Tolerance and Absence of Discrimination and (c) Freedom. The study concluded that in order to sustain the spirit of secularism in India, it is imperative to pay attention to textbooks, other aspects of curricula, developing and implementing programmes aimed at enhancing secularism in students as well as the polity.

Keywords: Secularism, Respect for all Religions, Equality, Tolerance, Absence of Discrimination, Freedom.

THE USE OF MOVIES IN PEDAGOGICAL APPROACH TO ENHANCE STUDENTS' SPEECH

Bakti Abdillah Putra

Sampoerna University, Indonesia.

Corresponding Email: bakti.putra@sampoernauniversity.ac.id

Abstract

This study was conducted to examine the role of media, specifically movie, in helping students to enhance their communication ability besides studying in the classroom. The issues are aimed to the common factors that lower their communication ability, such as confidence, the lack of vocabulary or information, and the lack of fluency in the spoken language. The old-school learning method is also one of the background problems here. In approaching the issues, the theory of Encoding and Decoding by Stuart Hall was applied in observing students how they accept the content from media. Semiotic approach was also employed to interpret some scenes or the lesson brought by the movies. Data were collected through interview, observation, two-times movie screening, and assessment which were analysed qualitatively. This research concludes that movie can be a useful medium to enhance students' ability in communication if it is supported by additional activities and resources, such as courses and literature. Further development like research and experiment needs to be augmented as well so that movie can function and impact optimally for its users or students.

Keywords: Communication, Movie, Qualitative, Assessment, Method.

EXPLORATION OF SELF-REGULATION THROUGH ONLINE LEARNING

Meenakshi Ingole

University of Delhi, India

Corresponding Email: Meenakshi.ingole21@gmail.com

Abstract

The purpose of this explorative research study was to better understand self-regulation in personal online learning modes. The study was situated within the context of the field of learning design and technologies, and more specifically in online learning at COVID-19 pandemic. The conceptual framework comprised of theories of online learning, meta-cognition, and self-regulation. The aim of this interpretive inquiry was to explore the question of how might self-regulation takes help in personal online learning? Fifteen master level students participated in three phases of data collecting that included written lived experience descriptions, think-aloud observations, and in-depth interviews. A post-intentional methodology that included a whole-parts-whole process, a postreflexive journal, and a post-intentional data analysis technique of chasing lines of flight was used to analyze and interpret the data, as well as interrogate the tentative manifestations. The findings included self-regulation and online learning complement to each other and surpass excellence in knowledge construction.

Keywords: Self-regulation, Meta-cognition and Online Learning.



SOCIAL SCIENCES ABSTRACTS

THE CORRELATION BETWEEN JOB CRAFTING AND WORK ENGAGEMENT IN MANUFACTURING COMPANIES IN INDONESIA

Donafeby Widyani

Institut Teknologi Bandung, Indonesia.

Corresponding Email: Donafebw@gmail.com

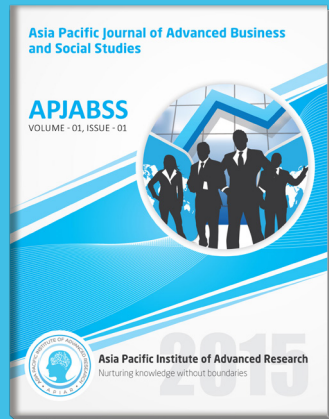
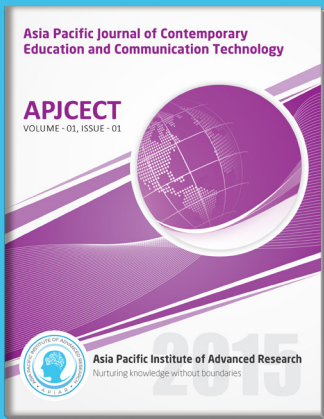
Abstract

This study examined the relationship between job crafting and work engagement with manufacturing employees in Indonesia. Participants were 187 employees working in two manufacturing company in Indonesia. Job crafting were assessed using Job Crafting Scale (JCS) by Tims, Bakker and Derks (2012) and work engagement were assessed using Utrech Work Engagement Scale -9 (UWES-9) by Schaufeli, Bakker, and Salanova (2006). Results indicate that there is a relationship between job crafting and work engagement with employees in the manufacturing industry with r correlation (r) .40. Furthermore, job crafting dimension increases structural job resource and social job resources. Additionally, there have been increasing challenges in job demands which were positively associated with work engagement. Decreasing hindering job demands had no significance relationship with work engagement.

Keywords: Job Crafting, Work Engagement, Manufacturing Industry.

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Suite 1A Level 2
802 Pacific Highway
Gordon NSW 2072
Australia

PHONE: (+61) 0420 963 175
FAX : (+61) 02 9844 5445
EMAIL : info@apiar.org.au
apiar.org.au