
2019 IPN CONFERENCES BANDUNG, INDONESIA

BANDUNG, INDONESIA
08-10 MARCH 2019



Welcome to IPN Conferences 2019

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences 2019 in Bandung, Indonesia. On behalf of **IPN Education Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Bandung, Indonesia.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences **ICEMIE 2019, ICABE 2019 and ICAEP 2019** more than 45 submitted papers have been received and 22 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,
Thank you.**

Yours Sincerely,



Datin MZ Zainab
Director – Conference Management IPN Education Group
Chairman, IPN Conferences 2019 Bandung, Indonesia

Message from IPN Honorary Advisor

On behalf the IPN Education Group, it is my privilege to welcome you to the IPN Conferences Bandung, Indonesia 2019 IPN is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor IPN Education Group
IPN Conferences 2019 Bandung, Indonesia

About IPN Education Group

The IPN Education Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. IPN Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. IPN supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



www.ipneducationgroup.org
www.ipnconference.org

ANNOUNCEMENT

All accepted papers will be published in:

- Active Scopus Indexed Journal
- Active ERA Indexed Journal
- International Journal of Mechanical and Production Engineering Research and Development (IJMPERD) (EISSN: 2249-8001/ISSN: 2249-6890)
- Journal Of Mechanics Of Continua And Mathematical Sciences EISSN: 0973-8975, ISSN: 2454-7190
- Science International Journal (SI) ISSN: 1013-5316
- Advances in Environmental Biology (ISSN 1995-0756)
- Journal of Applied Science Research (JASR) (Google Scolar,Ulrich Periodicals, Ebsco Host, DOAJ) ISSN: 1819-544X.
- Journal of Industrial Engineering Research (JIER) (ISSN:2077-4559)
- Journal of Engineering and Science Research (JESR) (eISSN : 2289-7127)
- Advanced Journal of Technical and Vocational Education (AJTVE) (eISSN : 2550-2174)
- International Journal of Business and Globalisation (IJBG)M (EISSN: 1753-3635/ISSN: 1753-3627)
- Revista Publicando (ISSN: 1390-9304)
- International Journal of Asian Social Science EISSN: 2224-4441 ISSN: 2226-5139
- Research Journal of Social Sciences (RJSS) (ISSN:1815-9125)
- International Journal of Administration and Governance (IJAG)(ISSN 2077-4486)
- International Journal of Business and Management (IJBM)(eISSN : 2590-3721)
- Journal of Social Science and Humanities (JSSH) (ISSN : 2600 - 9056)
- Chemical Engineering Transactions (CET) (ISSN: 2283-9216)

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.



KEYNOTE SPEAKER:



Mohd Mahadzir bin Mohammad @ Mahmood, PhD
Universiti Teknologi MARA, Pulau Pinang, Malaysia

Biography: Dr. Mohd Mahadzir is currently a Senior Lecturer in School of Mechanical Engineering at the Universiti Teknologi MARA (UiTM), Pulau Pinang branch, Malaysia where he has been a faculty member since 2001. He was the Deputy Rector for Academic Affairs of the UiTM Pulau Pinang from 2014 to 2017 and a Head of the School of Mechanical Engineering UiTM Pulau Pinang from 2013 to 2014. Dr. Mohd Mahadzir earned his first degree in 1999 in Aeronautical engineering at University Technology Malaysia. He has completed his M.Sc. and Ph.D. at Universiti Sains Malaysia in 2003 and 2012. His M.Sc. was in Internal Combustion Engine major in diesel engine and his Ph.D. was in Renewable Energy (Biomass, CO₂ Absorption- Sequestration). His research interests lie in the area of biomass renewable energy, CO₂ absorption, and internal combustion engine. He has published 39 articles of which in book, journal and proceeding paper. He is also a member of Automotive Research and Testing Center (ARTEC) and Board of Engineers Malaysia (BEM). Details of him can be access in <https://penang.uitm.edu.my/main/index.php/muat-turun-fkm?id=514>

Rice Husk Gasifier Experiment as Biofuel Source in UiTM Pulau Pinang

Abstract: Rice husk gasification developed as a process that converts organic rice husk into a producer gas. The main cause used rice husk gasification is to reduce dependency on fossil fuel, reduce pollution and move into green technology. Downdraft gasifier is a reactor that can produce lower tar concentration in the producer gas. In this paper, the investigation of the behaviour of rice husk in the gasifier is done in UiTM Pulau Pinang. Flammability time rice husks are also being investigated for use in helping the actual situation in the industry. Four objectives are reviewed in the success of this project. There are to modify the laboratory scale gasifier from the previous project, where it is adapted to the rice husk gasification system, to measure the amount of moisture removed from the rice husk, to measure the gas temperature out of the gasifier that determines the quantity of tar and to measure the complete burning of rice husk in a gasifier by taking the time performing of the experiments. The methodologies start with redesign the gasifier system performed using Solid Work software. Then, a drying experiment of rice husk followed by an experimental gasification in the downdraft gasifer. The output gasifier temperatures gas was determined using thermocouple. Other than that the gasification burning time was determined by using stopwatch and weighing scale with complete fabricated gasifier. The results obtained shows the new design with fabrication, different moisture weight of rice husk which is 10g, the average exits temperature of producer gas which is 203.93°C and the average time of completes burning of gasifier is 61 minutes. The downdraft gasifier experiments also show that the rice husk is capable of being burned in a certain amount. This shows that rice husk can be used to help generate free energy in UiTM Pulau Pinang and also to the industry.

LIST OF THE CONFERENCE COMMITTEE

IPN Conferences 2019 Bandung, Indonesia, Honorary Advisor

Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

IPN Conferences 2019 Bandung, Indonesia, Chairman

Datin MZ Zainab

IPN Conferences 2019 Bandung, Indonesia, Academic Committee

Conference Chair

Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

Reviewers/Technical Committee

- Prof. Dr. Balasundram Maniam, SAM Houston State University, USA
- Prof. Dr. Azman Jalar, Universiti Kebangsaan Malaysia, MALAYSIA
- Prof. Dr. Abdul Talib Bon, Universiti Tun Hussein Onn, MALAYSIA
- Prof. Dr. Cesar Demayo, MSU-ILIGAN, PHILIPPINES
- Prof. Dr. Makhmud Kharun, RUDN University, RUSSIA
- Prof. Dr. Kei Eguchi, Fukuoka Institute of Technology, JAPAN
- Dr. Hany ElMesiry, Jianguo University, CHINA
- Assoc. Prof. Dr. Nor 'Adha Abdul Hamid, Kolej Universiti Islam Antarabangsa Selangor, MALAYSIA
- Prof. Dr. Wan Rosli Wan Ishak, Universiti Sains Malaysia, MALAYSIA
- Assoc. Dr. Mohar Kassim, Universiti Pertahanan Nasional Malaysia, MALAYSIA
- Asst. Prof. Dr. Surapol Naowarat, Suratthani Rajabhat University, THAILAND
- Assoc. Prof. Dr. Cheng Fan Fah, Universiti Putra Malaysia, MALAYSIA
- Dr. Syaiful Baharee Jaafar, Poli Tunku Sultanah Bahiyah, MALAYSIA
- Dr Saiful Farik Mat Yatin , Universiti Teknologi MARA, MALAYSIA
- Dr. Nurulwahidah Fauzi, Universiti Sains Islam Malaysia, MALAYSIA
- Dr. Mohd Hafiz Bin Zawawi, Universiti Tenaga Nasional, MALAYSIA
- Dr. Ong Meng Chuan, Universiti Malaysia Terengganu, MALAYSIA
- Dr. Mohd. Tahir Ismail, Universiti Sains Malaysia, MALAYSIA
- Dr. Dmitry D. Koroteev, RUDN University, RUSSIA
- Dr. Hjh. Maimunah Mohd Shah, Universiti Teknologi MARA, MALAYSIA
- Dr. Hasber Salim, Universiti Sains Malaysia, MALAYSIA
- Assoc. Prof. Jackie D. Urrutia, Polytechnic University of the Philippines, PHILIPPINES
- Assoc. Prof. Dr. Faieza Abd Aziz, Universiti Putra Malaysia, MALAYSIA
- Dr Krishna Veni Veloo, Universiti Malaysia Kelantan, MALAYSIA
- Dr. Punyapon Tepraprasit, Sripatum University, THAILAND

IPN Conferences 2019 Bandung, Indonesia, Organising Committee

Nurul Faezah Mohd Talib
Noraswana Abd Aziz

Nor Nabihah Mohd Sharani
Zatul An'nas Mahsa

INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt

Representative / Pass Card with lanyard

Printed Program

Lunch Coupon

Participation Certificate (collected from Session Chair after the session)

Conference Bag



**IPN Conferences 2019 Bandung, Indonesia
Conference Program**

March 08, 2019	Venue: Lobby	1000 - 1200	Registration	
March 09, 2019	Venue: Sinom Room	0830 – 0845	Opening Remarks	Opening Remarks
		0845 – 1000	Plenary Speech 1	Keynote Speaker
		1000 – 1030	Group Photo and Coffee Break	
	Venue: Sinom Room	1030 – 1230	Session 1	
	Venue:	1230 – 1400	Lunch	
	Venue: Sinom Room	1400 – 1600	Session 2	
		1600 – 1630	Coffee Break	
March 10, 2019	Lobby hotel	0800 - 1200	Networking	

Session 1
 Time: 1030 – 1230
 Venue: Sinom Room
 Session Chair: **Dr. Erne Kassim**



No	Paper ID	Presenter
1	013-bdo	Social Enterprise: Personality Traits, Prosocial Behaviour and Creation of Social Value Erne Kassim <i>Universiti Teknologi MARA, Malaysia</i>
2	015-bdo	Factors that Influence Safety Performance in Indonesia: Case Study in Semarang City Construction Industry Tjhing Roy Audwin Widjaja, Vinson Sherwindo Indarto , Respati Wulandari <i>Bina Nusantara University Jakarta, Indonesia</i>
3	009-bdo	The Comparative Analysis of Profitability Visa and Mastercard Companies After Implementation of GPN as Provider of Credit Cards in Indonesia Rismaladewi , Budi R. Kartawinata, Imanuddin Hasbi and Candra Wijayangka <i>Universitas Telkom, Bandung, Indonesia.</i>
4	010-bdo	The Effect of Trust and Satisfaction on Customer Loyalty in Online Shop: Case of C2C E-Commerce in Indonesia Emi Rahayu, Fakhri Auzan , Hendrianto Wijaya, Willy Gunadi <i>Bina Nusantara University Jakarta, Indonesia</i>
5	014-bdo	The Mediating Effect of Sexual Harassment on Brand Popularity: The Case of Grab in Indonesia Gusni Kriswin , Isabella Theresia, Artha Sejati Ananda <i>Bina Nusantara University Jakarta, Indonesia</i>
6	016-bdo	Analyzing Work Satisfaction of Employees at Production Department: Case Study of Indonesian State Military Equipment Manufacturer Mahendra Fakhri, Mahir Pradana , Syarifuddin Syarifuddin, Haeruddin Hafid, Nurfalinda Permata Mustika, <i>Telkom University, Indonesia</i>
7	011-bdo	CEO and Audit Committee Competencies towards Enhancing Financial Disclosure Transparency: Evidence from Malaysian Government Linked Companies Nur Shuhada Ya'acob* , Muhammad Iqmal A Manap, Bakhtiar Al-Razi, Masdiah Abdul Hamid <i>Universiti Tenaga Nasional Muadzam Shah, Malaysia</i>
8	019-bdo	Roleplay "Conflict of Interest and Common Good": Business Ethic Teaching Method for Future Leader Permata Ayu Widiasari <i>University of Surabaya (UBAYA) Surabaya, Indonesia</i>

Session 2
 Time: 1400-1600
 Venue: Sinom Room
 Session Chair: **Dr. Amzar Azizan**



No	Paper ID	Presenter
1	001-bdo	Experimental Study to Investigate the Effect of Whole-body Vibration Using Steering Entropy as a Function of Drowsiness Amzar Azizan, Fadhilah Mohd Sakri <i>Universiti Kuala Lumpur, Malaysia</i>
2	002-bdo	Investigation on Combustion Characteristics of Malaysian Domestic Wastewater Sludge Suhaimi Hassan, Michael Lo Yin Kai, M.Faizairi and Kee Kok Eng <i>University of Technology PETRONAS (UTP), Malaysia</i>
3	003-bdo	Rice Husk Gasifier Experiment as Biofuel Source in UiTM Pulau Pinang M.M. Mahadzir, M.D. Zikri and N.I. Ismail <i>Universiti Teknologi MARA Pulau Pinang, Malaysia.</i>
4	017-bdo	Comparison of Vehicle Detection Using Haar-like Feature, LBP and HOG Technique for Feature Extraction in Cascade Classifier Rosa Andrie Asmara, Muh Bambang Purwanto, Cahya Rahmad, Desy Derius M., and Isa Mahfudi <i>State Polytechnic of Malang, Indonesia.</i>
5	018-bdo	Processing Discrete Cosine Transform using Coordinate Rotation Digital Computer CoProcessor on Field Programmable Gate Array Muhammad Nasir Ibrahim, Mariani Idroas, Chen Kean Tack <i>Universiti Teknologi Malaysia, Malaysia</i>
6	007-bdo	Experimental Set-up for Corrosion Study of Nitriding Surface Heat Treatment on MgAZ91D Magnesium Alloy M. Faizairi M. Nor, Suhaimi Hassan, M. Azman Zakariya, Faizal A. Fadzil, M. A. Aiman Azmi, M., Zulkifli Mohd Rosli, Jariah Mohammad Juoi <i>Universiti Teknologi Petronas, Malaysia</i>
7	021-bdo	Do Nurses Engaged with their Work? Exploring the Impact of Psychological Capital Noraini Othman, Zahiruddin Ghazali, Francis Chuah <i>Universiti Utara Malaysia, Malaysia</i>

Conference Venue



ibis Bandung Pasteur

Address: Jl. Dr. Djunjunan No.22, Sukabungah, Sukajadi, Kota
Bandung, Jawa Barat 40162, Indonesia

Phone: +62 22 82602020

Conference Secretariat Contact:

IPN Education Group

62, Suasana Damai,

Bandar Darulaman,

06000 Jitra, Kedah

Phone No. : +6018-2189487 (call/sms/whatsapp)

Tel: +604-9170140

Programme website:

www.ipneducationgroup.org

www.ipnconference.org

Contact Person:

+6018-2189487 (IPN Education Group)

+6013-4234705 (Nurul Faezah Mohd Talib)

Note



List of Abstract

No	Paper	Abstract
1	001-bdo	<p>Experimental Study to Investigate the Effect of Whole-body Vibration Using Steering Entropy as a Function of Drowsiness</p> <p>Amzar Azizan, Fadhilah Mohd Sakri</p> <p><i>Universiti Kuala Lumpur, Malaysia</i></p> <p>Abstract: Although there are many researches available on the characterization of the effects of whole-body vibration on seated occupants' comfort, however, drowsiness induced by vibration has received less attention to date. There are also less validated measurement methods available to quantify whole body vibration-induced drowsiness in vehicle occupants. Here, twenty male volunteers were recruited for this experiment. Experiment procedures comprised of two 10-minutes simulated driving sessions under no-vibration conditions and under vibration that were randomly organized. Gaussian random vibration, with 1-15 Hz frequency bandwidth at 0.2 ms² r.m.s. for 30-minutes was used. As mentioned in the previous section, the selection of vibration amplitude of 0.2 ms² r.m.s is to ensure that the amplitude level is away from the discomfort acceleration value, which is 0.315 ms² r.m.s. During the driving session, volunteers were required to obey the speed limit of 100 kph and maintain a steady position in the left-hand lane. A deviation in steering angle was recorded and analyzed. Significant evidence of driving impairment following 30-minutes of exposure to vibration was found in all volunteers ($p < 0.01$) that was also linked to drowsiness. faced by tax authorities in improving the tax compliance level.</p>
2	002-bdo	<p>Investigation on Combustion Characteristics of Malaysian Domestic Wastewater Sludge</p> <p>Suhaimi Hassan*¹, Michael Lo Yin Kai², M.Faizairi³ and Kee Kok Eng⁴</p> <p><i>^{1,2,3,4}Department of Mechanical Engineering, University of Technology PETRONAS (UTP), Perak, Malaysia</i></p> <p><i>*Corresponding author: Suhaimi Hassan, Department of Mechanical Engineering, University of Technology PETRONAS, 32610 Seri Iskandar, Perak, Malaysia.</i></p> <p>Abstract: Domestic wastewater sludge (DWS) is a great source of</p>

		<p>biomass energy as it is abundant and contain high organic materials to be converted to fuel. This research is aimed to study the combustion characteristics of dried Malaysian DWS through proximate analysis, ultimate analysis and bomb calorimetry, and thermal behaviour of DWS through combustion by thermogravimetric analysis (TGA) at different heating rates of 10 K/min, 20 K/min and 30 K/min under constant flowrate of oxygen (20 mL/min) from room temperature to 850 °C. This research will evaluate potential of Malaysian DWS as biomass fuel by comparing its characteristic with other DWS and selected biomass. DWS sourced from UTP Sewage Treatment Plant is used for the study. From proximate analysis, the physical characteristic of UTP DWS has moisture content of 10.61 wt%, volatile matter of 39.84 wt%, fixed carbon of 18.61 wt% and ash content of 30.94 wt%. From ultimate analysis, the chemical characteristic of UTP DWS has carbon of 36.06 wt%, hydrogen of 5.28 wt%, nitrogen of 10.48 wt% and sulphur of 5.04 wt%. UTP DWS has calorific value of 13 MJ/kg. The characteristics of UTP DWS are comparable with other DWS except for nitrogen and sulphur content. The thermal profiles are presented in thermogravimetric (TG) curve and derivative thermogravimetric (dTG) curve, the curves depicted 3 stages of combustion process where combustion is most reactive in combustion of fixed carbon. The combustion reactivity is highest at heating rates of 30 K/min. The ignition temperature of UTP DWS is at 230°C and burnout temperature at 600°C. The burning time decreased significantly when heating rates increased.</p>
3	003-bdo	<p>Rice Husk Gasifier Experiment as Biofuel Source in UiTM Pulau Pinang</p> <p>M.M. Mahadzir*^{1,2}, M.D. Zikri¹ and N.I. Ismail²</p> <p>¹ Faculty of Mechanical Engineering, Universiti Teknologi MARA Pulau Pinang, Jalan Permatang Pauh, 13500 Bukit Mertajam, Pulau Pinang, Malaysia. ² Automotive Research and Testing Center (ARTeC), Universiti Teknologi MARA Pulau Pinang, Jalan Permatang Pauh, 13500 Bukit Mertajam, Pulau Pinang, Malaysia.</p> <p>Abstract: Rice husk gasification developed as process that converts organic rice husk into a producer gas. The achievement is to reduce dependency on fossil fuel, reduce pollution and move into green technology. Downdraft gasifier is a reactor that can produce lower tar concentration in the producer gas. There are important objectives had been investigated which are to modify on laboratory scaled downdraft gasifier from the previous project, where suitable with the rice husk gasification system, to measure the exit temperatures in gasifier which it determine tar quantity at the output, to measure the amount of moisture removed from the rice husk where it determine the quantity of moisture in rice husk and, to measure the complete burning of rice husk in a gasifier by taking the time performing the experiments. All the objectives are to be obtaining the output which can be used as a biofuel sources. The method to achieve the objectives, firstly redesign performed using SolidWork software. Next, the temperature</p>

		<p>determined using thermocouple. Then, next objective which the rice husk drying analysis determined by drying rice husk and scale it with weighing scale. And lastly, burning was determined by using stopwatch and weighing scale with complete fabricated gasifier. The results shows the fabrication of the modification, average exits temperature of producer gas which around 203.93°C, different moisture weight of rice husk which around 10grams and, average time of completes burning of gasifier is 61 minutes and ability to capture producer gas's flammability. This work concluded by achieves the objectives based on the results and may increase in understanding of the works related.</p>
<p>4</p>	<p>007-bdo</p>	<p>Experimental Set-up for Corrosion Study of Nitriding Surface Heat Treatment on MgAZ91D Magnesium Alloy</p> <p>M. Faizairi M. Nor*¹, Suhaimi Hassan², M. Azman Zakariya³, Faizal A. Fadzil⁴, M. A. Aiman Azmi³ M., Zulkifli Mohd Rosli², Jariah Mohammad Juoi³</p> <p><i>^{1, 2} Department of Mechanical Engineering, ³ Department of Electrical Engineering, ⁴ Department of Information Technology, Universiti Teknologi Petronas</i></p> <p><i>*Corresponding author: M Faizairi M Nor, Department of Mechanical Engineering, Universiti Teknologi Petronas, Seri Iskandar 32610, Perak, Malaysia, Tel:603-3687009, E-mail: mfaizairi_mnor@utp.edu.my</i></p> <p><i>^{2,3} Faculty of Manufacturing, Universiti Teknologi Melaka, Air Keroh Melaka.</i></p> <p>Abstract: MgAZ91D is an alloy which have high general strength, low density and high formability. Therefore, magnesium alloy, MgAZ91D is widely being used especially in the aerospace, automotive and telecommunication industries. The main disadvantage of MgAZ91D is its low resistance towards corrosion attack. Therefore, this research objective is on improving the corrosion resistant of magnesium alloy, MgAZ91D. Nitriding process surface heat treatment on the MgAZ91D substrate by subjecting the metal alloy with 95% nitrogen and 5% hydrogen gas environment in a heating chamber. The variables are time of exposure and temperature of the surface heat treatments. The nitrated samples will undergo immersion corrosion test to analyse the corrosion resistant of the specimens. Further analysis on the microstructure formation, case depth and corrosion resistance correlation based on the test matrix. The experimental-setup will determine the correct procedure and conclude the impact of surface heat treatment towards the corrosion resistant of MgAZ91D and improvement of the alloy.</p>
<p>5</p>	<p>009-bdo</p>	<p>The Comparative Analysis of Profitability Visa and Mastercard Companies After Implementation of GPN as Provider of Credit Cards in Indonesia</p> <p>Rismaladewi¹, Budi R. Kartawinata², Imanuddin Hasbi³ and Candra Wijayangka⁴</p> <p><i>^{1,2,3,4}Faculty of Communication and Business, Universitas Telkom, Bandung, Indonesia.</i></p>

		<p>Abstract: Debit cards are electronic payment cards issued by banks. This card can be used instead of cash payments. In addition to making payments, debit cards are also used for instant cash withdrawals because of their function as ATM cards to withdraw cash. This study aims to compare the benefits of Visa and Mastercard companies after implementing GPN using the profitability ratio Net Profit Margin (NPM), Return on Investment (ROI) and Return on Equity (ROE). This study uses a quantitative approach using data from the company's financial statements in 2016 until 2018. The results of this study indicate that there is no significant difference in the value of NPM, ROI and ROE Visa while the ROE value of Mastercard has increased which indicates an increase in performance management in generating profits for the company</p>
6	010-bdo	<p>The Effect of Trust and Satisfaction on Customer Loyalty in Online Shop: Case of C2C E-Commerce in Indonesia</p> <p>Emi Rahayu, Fakhri Auzan , Hendrianto Wijaya, Willy Gunadi</p> <p><i>Business Management Program, Management Dept. BINUS Business School Master Program, Bina Nusantara University Jakarta, Indonesia</i></p> <p>Abstract: The purpose of this study is to identify user interface quality, information quality, perceived security, perceived privacy, and online customer review as a factor affecting customer trust and customer satisfaction in online business, especially in C2C e-commerce platform in Indonesia. This study also analyzes the effect of customer trust and customer satisfaction as key factors influencing customer loyalty. A quantitative approach has been employed. The data collection using online questionnaire in 206 respondents and measurement using Likert scale. For the purpose of data analysis, Partial Square Structural Equation Modeling (PLS-SEM) has been adopted. This study found that user interface quality and information quality have positive effect on customer trust and customer satisfaction. This study also found that customer satisfaction influencing customer loyalty significantly in Shopee. This study suggests that Shopee as an e-commerce in Indonesia must focus on their customer trust and customer satisfaction strategies by increasing the quality of user interface quality and information quality to maintain the loyalty of their customers.</p>
7	011-bdo	<p>CEO and Audit Committee Competencies towards Enhancing Financial Disclosure Transparency: Evidence from Malaysian Government Linked Companies</p> <p>Nur Shuhada Ya'acob*, Muhammad Iqmal A Manap, Bakhtiar Al-Razi, Masdiah Abdul Hamid</p> <p><i>College of Business Management and Accounting Universiti Tenaga Nasional Muadzam Shah, Pahang, Malaysia</i></p> <p>Abstract: The purpose of this study has been to empirically investigate the extent of financial disclosure transparency disclosed in the annual</p>

		<p>reports of listed GLCs in Malaysia for the year 2012 until 2017, and whether an association exists between several competencies characteristics namely experience, advanced academic qualification, training and multiple directorships towards the level of financial disclosure transparency. This study also controlled for the variables suggested in prior research as significant contributors to financial disclosure transparency. These control variables included are firm performance, firm financial leverage and firm size. The hypotheses are tested using a sample of GLCs listed on the Bursa Malaysia and involved in GLC Transformation Program (GLCT). The final 10 listed GLCs were analysed. The Ordinary Least Squares (OLS) is employed to examine the relationship between CEO and audit committee competencies with financial disclosure transparency. The findings that the CEO and audit committee accounting financial experts and finance experts have significant impact on financial disclosure transparency. Findings of this study are of interests to Malaysian government, board of directors, policy makers and investors as they provide a useful basis for assessing and enhancing corporate disclosure transparency.</p>
8	013-bdo	<p>Social Enterprise: Personality Traits, Prosocial Behaviour and Creation of Social Value</p> <p>Erne Kassim</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p> <p>Abstract: Social enterprises (SE) aim at improving social issues. The root for its success is the willingness to help those in needs. The SE objectives which place a less emphasise on an absolute profit orientation have become a challenge for some. Therefore, in understanding SE, the main purpose of the paper is to seek what drives people as a community and potential social entrepreneurs to engage in prosocial behaviour. Building from the big five personality traits and the positivism research approach, a survey was conducted. The results of structural model provide the evidences of agreeableness, consciousness and extraversion as significant determinants to prosocial behaviour. Understanding the psychological and emotional characteristics of potential social entrepreneurs is important as humans are the main actor that determines the SE success for the creation of social value.</p>
9	014-bdo	<p>The Mediating Effect of Sexual Harassment on Brand Popularity: The Case of Grab in Indonesia</p> <p>Gusni Kriswin , Isabella Theresia, Artha Sejati Ananda</p> <p><i>Business Management Program Management Department Bina Nusantara University Jakarta, Indonesia 11480</i></p> <p>Abstract: Concerning a number of sexual harassment cases involving Grab drivers towards consumers, it becomes a question of how important these cases can affect the popularity of the Grab brand in Indonesia. The purpose of this research is to investigate consumer behaviour towards sexual harassment cases against the popularity of</p>

		<p>Grab brand. A total of 309 respondents from Grab users in Indonesia were obtained through the online survey platform. The results stated that consumer engagement with Grab had a positive impact on the popularity of the Grab brand. Meanwhile, the results of the mediation of "Acceptance of Sexual Harassment" showed that it did not have an impact on the popularity of Grab. This research will help the Grab to analyse factors that may affect Grab's popularity in Indonesia and help the managerial of Grab's company in dealing with issues of sexual harassment incidents.</p>
10	015-bdo	<p>Factors that Influence Safety Performance in Indonesia: Case Study in Semarang City Construction Industry</p> <p>Tjhing Roy Audwin Widjaja, Vinson Sherwindo Indarto, Respati Wulandari</p> <p><i>Business Management Program, Management Dept. BINUS Business School Master Program Bina Nusantara University Jakarta, Indonesia</i></p> <p>Abstract: The expanded concern on safety in the Indonesian construction industry lately require continuous research on strategies to enhance safety performance in this area. Nonetheless, the factors behind the poor safety performance in the Indonesian construction industry have been explored to a constrained degree, therefore we add number of variables to be tested in this study. The current study expects to explore more factors that influence safety performance in the Indonesian construction industry. A field survey was attempted. Participants were chosen through purposive sampling techniques, including foreman, carpenters, and other construction experts. The study gives components to comprehend what makes high frequency of accidents in big and standardized construction company. More deep data analysis techniques could be employed in further studies.</p>
11	016-bdo	<p>Analyzing Work Satisfaction of Employees at Production Department: Case Study of Indonesian State Military Equipment Manufacturer</p> <p>Mahendra Fakhri¹, Mahir Pradana², Syarifuddin Syarifuddin³, Haeruddin Hafid⁴ Nurfalinda Permata Mustika⁵,</p> <p>¹<i>Faculty of Communication and Business Telkom University, Indonesia</i> mahendrafakhri@telkomuniversity.ac.id</p> <p>²<i>Faculty of Communication and Business Telkom University, Indonesia</i> mahirpradana@telkomuniversity.ac.id</p> <p>³<i>Faculty of Communication and Business Telkom University, Indonesia</i> syarifuddin@telkomuniversity.ac.id</p> <p>⁴<i>STIE Muhammadiyah Mamuju, Indonesia</i> haeruddinhafid19@yahoo.co.id</p> <p>⁵<i>Faculty of Communication and Business Telkom University, Indonesia</i> nurfalindapm@gmail.com</p> <p>Abstract: This research was conducted to determine the job satisfaction of employees at PT Pindad (Persero) Bandung. The research is used the importance performance analysis method. The purpose of this research</p>

		<p>is to knowing and analyzing how perceptions and expectations of employees about job satisfaction are important and need to be improved in job satisfaction at PT Pindad. The method used in this research is quantitative with descriptive type. The analysis technique used is importance performance analysis (IPA) summarized from 95 respondents. Based on the results of the study, the perception of employee job satisfaction at PT Pindad (Persero) Bandung is still below expectations, shown in the lowest perception indicator, namely salary size with a score of 49.47% and fair regulatory and policy indicators with a score of 56, 21%. Other results from this study indicate that employees have high expectations for the company. This is indicated by the total score of expectations of 87.34% which means very important.</p>
<p>12</p>	<p>017-bdo</p>	<p>Comparison of Vehicle Detection Using Haar-like Feature, LBP and HOG Technique for Feature Extraction in Cascade Classifier</p> <p>Rosa Andrie Asmara¹, Muh Bambang Purwanto², Cahya Rahmad³, Desy Derius M⁴. and Isa Mahfudi⁵</p> <p>^{1,5}<i>Electrical Engineering Departement, State Polytechnic of Malang. Jl. Soekarno-Hatta No. 9, Malang 65141, Indonesia.</i> ^{2,3}<i>Information Technology Departement, State Polytechnic of Malang. Jl. Soekarno-Hatta No. 9, Malang 65141, Indonesia.</i> ⁴<i>Military Telecommunications Departement, Army Polytechnic. Pendem, Junrejo, Batu City, East Java 65324, Indonesia.</i> ¹<i>rosa.andrie@polinema.ac.id, ²muh_bambang@polinema.ac.id, ³cahya.rahmad@polinema.ac.id, ⁴desyderius07@gmail.com and ⁵isa_mahfudi@polinema.ac.id</i></p> <p>Abstract: Transportation continues to increase every year. Recorded in 2018, the number of vehicles registered in Indonesia is more than 111 million. Problems such as traffic congestion and traffic accidents need to be resolved. One of the solutions implements intelligent transportation systems (ITS). ITS plays a very important role in the suitability of the traffic conditions of the vehicle. Many researchers apply the Haar-like feature, Histogram of Oriented Gradients (HOG) and Local Binary Pattern (LBP) to detect objects and vehicles. This paper describes the comparison of the applicability of the Haar-like Feature, the LBP Feature and the HOG Feature on vehicle detection. The results of the comparison of the three features are Haar-like features for vehicle detection system proves better than of using HOG features and LBP feature for vehicle detection. Its detection rate is higher than HOG and LBP where it detected 40 vehicles from the total of 42 vehicles rather by HOG and LBP with only 36 and 35 vehicles detected. In the execution process, the haar-like detection feature is faster at execution time of 14.56 s rather by HOG and LBP with the execution time only 21.36 s and 19.41 s. Haar-like features faster by 46.7% times more than HOG feature detector and Haar-like features faster 33.3% times more than LBP. Haar-like feature based detector system is the best technique for vehicle detection using cascade classifier</p>
<p>13</p>	<p>018-bdo</p>	<p>Processing Discrete Cosine Transform using Coordinate Rotation Digital Computer CoProcessor on Field Programmable Gate Array</p>

		<p>Muhammad Nasir Ibrahim¹, Mariani Idroas², Chen Kean Tack³</p> <p><i>¹School of Electrical Engineering Faculty of Engineering, Universiti Teknologi Malaysia Johor Bahru, Johor, Malaysia mdnasir@utm.my</i></p> <p><i>²School of Energy Engineering Faculty of Engineering, Universiti Teknologi Malaysia Johor Bahru, Johor, Malaysia r-maria@utm.my</i></p> <p><i>³School of Electrical Engineering Faculty of Engineering, Universiti Teknologi Malaysia Johor Bahru, Johor, Malaysia ktchen2@live.utm.my</i></p> <p>Abstract: With the rapid growth of digital signal processing (DSP) applications, there is a high demand for efficient implementation of complex arithmetic operations. In last five decades, a Coordinate Rotation Digital Computer (CORDIC) algorithm has been widely adopted to formulate and implement a variety of DSP algorithms for reconfigurable computing. In this paper, a CORDIC coprocessor was implemented on Field Programmable Gate Array (FPGA), to accelerate the performance of several arithmetic computations such as multiplication and division, as well as 11 elementary transcendental functions. As CORDIC algorithm suffers from limitations for its convergence domain and speed, the unified argument reduction algorithm and the hybrid angle method were adopted. The coprocessor was integrated into NIOS II soft processor to develop a NIOS II-based embedded System-on-Chip (SoC), designed on Altera DE0 board running at 50MHz of clock frequency. The experimental results showed the performance improvement of approximately 553 times was achieved while executing one dimensional Discrete Cosine Transform (DCT) algorithm using the developed coprocessor.</p>
<p>14</p>	<p>019-bdo</p>	<p>Roleplay “Conflict of Interest and Common Good”: Business Ethic Teaching Method for Future Leader</p> <p>Permata Ayu Widyasari</p> <p><i>Faculty of Business and Economics, University of Surabaya (UBAYA) Surabaya, Indonesia Permataayu@staff.ubaya.ac.id</i></p> <p>Abstract: In business ethics course, concept of decision making in ethical dilemma is one of essential chapter. However, teaching those concepts using only discourse could be tough. Role play games could be one of the teaching methods. During the role-play, the student will be given a business ethical dilemma case and role card to each student. The role card, consist of Yes, No, Netral. The students, as players, must act and argument accordingly with the given role card. The players must convince the rest players to follow its choice that is ethical to do so. After debating, the players must decide the common good by voting. The player who success to convince the audience / player with to follow his idea which aligned with common good will be get rewarded, vice versa, the player who failed to persuade the audience / player to follow his idea will be punished. The roleplay is able to give the experience to the</p>

		student to feel the conflict between self-interest and common good, and the tradeoff & consequence on each decision. Eventually, it will give wisdom as a future business leader.
15	021-bdo	<p>Do Nurses Engaged with their Work? Exploring the Impact of Psychological Capital</p> <p>Noraini Othman¹, Zahiruddin Ghazali², Francis Chuah²</p> <p><i>¹ School of Business Management, College of Business, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah Darulaman, Malaysia</i></p> <p><i>² Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah Darulaman, Malaysia</i></p> <p>Abstract: This study aimed to investigate the effect of four psychological capital dimensions (self-efficacy, optimism, hope, and resilience) on work engagement among staff nurses working in two public hospitals in West Malaysia. Of the 400 questionnaires distributed, a number of 366 questionnaires were returned, yielding a response rate of 91.5%. Statistical analysis using Partial Least Squares Path Modeling (PLS-PM) revealed that all psychological capital dimensions except for hope have positive effects on nurses' work engagement. Finally, finding implications, limitations, suggestions for future research and conclusion are proffered.</p>