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The Effect of Leadership, Competence, Compensation on Work Motivation and its Implication on Private Lecturer's Performance in Palembang

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Abstract:

The purpose of this study is to figure out the performance of the private lecturers in Palembang South Sumatera by the factor of leadership, competence, and compensation on work motivation and its implication on lecturer performance.

This study uses confirmatory research method with 250 lecturers as respondents. Structural Equation Modeling (SEM) is used in analyzing data. The result shows that exogenous variable significantly affects endogenous variable both partially and simultaneously. The simultaneous test performed on leadership, competence, and compensation variable positively and significantly affect the lecturer's performance. Next, leadership, competence, compensation, and motivation also variable positively and significantly affect the lecturer's performance.

Another finding shows that partially compensation doesn't affect the lecturer performance. It is figured out from each exogenous variable studied that the improvement of the lecturer performance on research dimension and followed by work motivation on power need dimension is necessary to improve the performance of private lecturers in South Sumatera. This study concludes that leadership, competence, compensation, and motivation are very necessary for improving performance by noticing the work motivation factor as the intervening variable.

Keywords: Leadership, Competence, Compensation, Motivation and Lecturer performance;

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1. Introduction

Higher Education as one of the globally competitive platforms in transforming science, is supported by various parties in order to be realized. The support is necessary as an effort in improving the performance of a higher education in teaching, research and community service. Performance (Masa'deh, Shannak, Maqableh, & Tarhini, 2017) and the quality of higher education nowadays is easily seen through various media. The effort to improve performance, both structural and

lecturer's performance, needs to be enhanced so that the quality of higher education increases. The ability to improve performance of higher education, lecturers need leaders involved, where nowadays is usually being used a behavioral approach (Taruno, 2011), besides behavioral approach motivation and compensation are also needed in improving lecturer performance (Singh, Negin, Otim, Orach, & Cumming, 2015) (Sumantri & Whardani, 2017) which is adequate.

Lecturer are as one of the resources that are expected to generate qualified students according to the standard. The standard of graduate's quality refers to PP No. 19 2005 about National Standard of Education, on article 2, stated that the organization of each educational unit should refer to eight quality standards of education, which are: content, process, competence of graduate, teacher and educational staff, facilities and infrastructure, standard of management, financing, and educational assessment standard. The grade and quality of human resources are very determined by the result of education and training which take place now and that's why, the bigger capability of a higher education in managing available resources, the bigger that higher education's sustainability.

Next in article 28 stated that "teacher must have academic qualification and competence as learning agent, healthy physically and spiritually, and has the ability to realize the purpose of national education". The article above indicates that in improving the quality of education, we need a standard that should be followed so that the quality of graduates will correspond with the national standard.

National standard was in line with the effort of improving lecturer performance (Nadarajah, Kadiresan, Kumar, Nurul Nissa Ahmad Kamil, & Yusliza Mohd. Yusoff, 2012; Cucu & Udin, 2015; Dirwan, 2015) we needed support in resources such as leader, academic senate, and academic executive. Lecturer in teaching, doing research and service to community needed management in the effort of enhancing graduate quality. Dirwan (2015) in the context of human resources management stated that the assessment of performance could be made as the basis for achieving the success purpose of lecturer performance.

Aside from enhancing the competence of lecturer, compensation should also be noticed. Low competence (Dikti, 2015) and compensation (Singh et al., 2015) will cause motivation (Maryadi, 2012) low and disturbed and lecturer performance wouldn't be achieved (Lotunani, Idrus, Afnan, & Setiawan, 2014). Porter and Lawyer's model notice that someone will do his/her job well if they know that he/she gets the reward from what he/she is doing. Working performance is determined by someone perception of their ability to carry out his/her assignment. Therefore, the performance should be seen from two sides. They are intrinsic motivation (the feeling to succeed and self-actualization) and extrinsic motivation (working condition and status). Many Porter and Lawyer's models have been developed by many researches.

Starting from the phenomenon above, this study aims to investigate leadership, competences, and the compensation on motivation and its implication on lecturer performance with two purposes. The first one is to test the effect of leadership, competence, and compensation on work motivation as the intervening variable. The second one is to investigate the effect of motivation on the performance of private higher education lecturer.

2. Literature Review

Leadership:

Leadership can be broadly defined as the relationship between an individual and a group built around common interest wherein the group behaves in a directed manner or determined by the leader. The leader thus becomes the interpreter of the interests and objectives of the group, as the group, in turn, recognizes and accepts the interpreter as its spokesperson (Aquino, 1985; John & Taylor, 2017; Gerhart, 1995). The employee compensation plays such a key role because it is at the heart of the employment relationship, being of critical importance to both employees and employers. Employees typically depend on wages, salaries, and so forth to provide a large share of their income and on benefits to provide income and health security.

Besides the opinion above, leadership is according to (Italiani, 2013) that what is done by a leader (Rusydi, 2017). The role of leadership in an organization be a key, because leadership is a source of strength, inspiration, an activator and strategic decision making. That is the reason why, without a good leadership, the organization will not run normally. Luthans (2002), Roeleejanto, Brasit, Payangan, & Pahlevi, (2015), for instance, argued that the characteristics of the leader of the twentieth century are those creating innovation, concern on originality, being able to develop, it focuses on people, is inspiring trust, long-term perspective, asks what and why, eyes on the horizon, has authenticity, is against the status quo, is responsible, and do the right thing. In addition, every leader has a different style of leadership. Leadership behavior usually has two tendencies, the relation between subordinate and initiation structure or is result oriented. The leadership tendency illustrates the existence of a close relation between a leader and a subordinate. The tendency of a leader gives limitation between the roles of leader and subordinate in achieving the purpose. That's why in his activity, the leader can illustrate how the leadership style is orientated on work or lecturer and the subordinate.

Compensation:

Armstrong (2005) Odunlami & Matthew (2014) stated that compensation management is an integral part of the human resource management approach to productivity improvement in the organization. According to Juliningrum & Ahmad Sudiro (2013) compensation is formulated as an adequate feedback to the employee for their contribution to the organization. According to Dessler (1998) Idris, Hamzah, Sudirman, & Hamid (2017) there is a direct payment in the form of salaries, wages, incentives, commissions, and bonuses, and there is also an indirect

payment in the form of financial benefits such as insurance and vacation money. According to Gerhart, (1995) employee compensation plays such a key role because it is at the heart of the employment relationship, being of critical importance to both employees and employers. Employees typically depend on wages, salaries, and so forth to provide a large share of their income and on benefits to provide income and health security. So, the compensation activity is a feedback given by one party to another for a performed work. Compensation is a right obtained by the individual because they have voluntarily sacrificed time, energy and mind to perform the mandate of the organization. Compensation becomes one of the dominant factors in encouraging someone to improve performance (Zain, Tri, & Dina, 2017a).

Competence:

Robbins (2015) competence is the individual capacity to perform various tasks in a job. Meanwhile, according to Aziz, Akhtar & Rauf (2014) competence is defined as the ability to fruitfully meet multifaceted demands in a particular context through the mobilization of psychosocial prerequisites. Therefore, competence can be defined as an ability owned by someone in performing a job or task based on knowledge, skills and work attitude needed for that particular job. Overall ability is essentially established by two sets of factors, intellectual and physical. Intellectual ability is an ability needed to perform a mental-thinking activity, reasoning and problem-solving. Meanwhile, physical ability is an ability to perform the intellectual ability. Besides the opinions above, according to Sedarmayanti (2007) competence is a basic characteristic of someone which directly influences or can predict a very well performance. Spencers in Edi (2014) defined that competence is a characteristic which underlies someone and related to the effectivity of individual performance in his/her job. Based on the definition, competence is a part of the deep inherent personality of someone and a behavior which can be predicted in various situations and jobs. According to Robbins (2015) there are three (3) main factors in measuring the work abilities, which are: intellectual ability, which is the ability needed to perform the mental-thinking activity, reasoning and problem-solving.

According to PP 19/2005, lecturer competence consists of: pedagogic, professional, personality, and social competence. Pedagogic competence is lecturer's ability to design, perform, test, assess learning processes and utilize the findings of the study for the interest of teaching. Professional competence is the mastery of subject matter broadly and profoundly, designing, performing and doing research and community service. Personality competence is an empathy, being just to others, positive perspective and purpose oriented. Social competence is an ability to appreciate others' opinion and establish harmonious atmosphere and the involvement ability of society.

Motivation:

Motivation means moving or stirring (Robert & Kinicki, 2014). Therefore, motivation means a condition to stir or become a cause of someone doing an action/activity, which takes place consciously, also as a power of resources which

drives and controls the human behavior. Motivation is an effort which can give encouragement to someone to take the desired action, and a reason as the driving force of someone to act because the behavior of someone tends to orient on purpose and encourage by the interest to achieve the particular purpose.

According to Luthans (2011) Sumantri & Whardani, (2017), motivation is a basic psychological process. Motivation is the willingness of the individuals, in doing the high effort to achieve the purpose of the organization. Motivation, as a condition which drives human to the direction of a purpose. People usually act for a reason: to achieve the purpose. That's why motivation can be defined as an encouragement which is regulated by purpose and seldom appears in emptiness. Motivation is a complex problem in the organization, because the needs and interests of each of the organization members are different ones to another. It's different because every member of an organization is biologically and psychologically unique and develops a different learning process.

The success of an organization nowadays is very dependent on its employees. No job, whatever form and design it has, and regardless of how big the payment is, can encourage the interest of employee and prospective employee, without motivation. Motivation is the driving force to work and be outstanding, and what becomes the basis so that employee wants to do the task.

Performance:

Performance is the result of work in quality and quantity which is achieved by human resource in performing the task according to the given responsibility. Performance is an accomplishment or achievement of work, which is achieved by the employee based on the standard and measurement of assessment which has already set. The concept of performance explained by experts, (Robbin 2015 in Nur'ani, 2011) is explained that "*employee performance is the interaction of ability, motivation, and opportunity*". Performance is the function required from a person, the performance is an act, an expression, or what is shown through the skill of a real person (Idris et al., 2017).

There are (3) aspects on work activity which influence the activity of a performance (Smith 1976 in Maryadi, 2012) which are; (a) behavior (b) result and (c) organizational effectivity. Behavior refers to the activity in achieving the purpose, effectivity is stepped in consideration, organizational work result emphasizes on the aspect of the working process. Performance is an illustration of the success of the organization, then it can be clearer by measuring the characteristic of an employee.

3. Methodology

The method used in this study is an explanatory research method. The reason of using an explanatory research method in this study is to empirically prove and explain leadership, competence, and compensation on motivation and performance.

Independent variables in this study are leadership, lecturer competence and compensation, meanwhile independent variables are work motivation and lecturer performance. This study uses nonprobability sampling with total population of 10 universities with a sample of 205 persons. The distribution of this study is done proportionally on 10 universities in Palembang. In this study, the survey is performed to obtain primary data and secondary data. Survey data is cross-section. The management of data uses Structural Equation Model (EM) Lisrel analysis method as the analysis tool to test. The hypotheses established in this study to figure out: Is there any effect of leadership, competence and compensation both partially and simultaneously on work motivation and Is there any effect of leadership, competence, compensation, and motivation both partially and simultaneously on lecturer performance?

4. Result and Discussion

The result of Structural Equation Modeling (SEM):

Competence Variable consists of 4 dimensions as the observed variable. Leadership Variable consists of 3 dimensions as observed variable, Compensation Variable consists of 6 dimensions as the observed variable, Motivation Variable consists of 3 dimensions as the observed variable. Motivation and Performance variable consist of 3 dimension as observed variable. Structural Equation Modeling (SEM) model which is used is an approach model with First Order. The findings of data management for Structural Equation Modeling (SEM) model are illustrated in Figure 1 and 2 as follows:

Figure 1. Structural Model (Standardized Model)

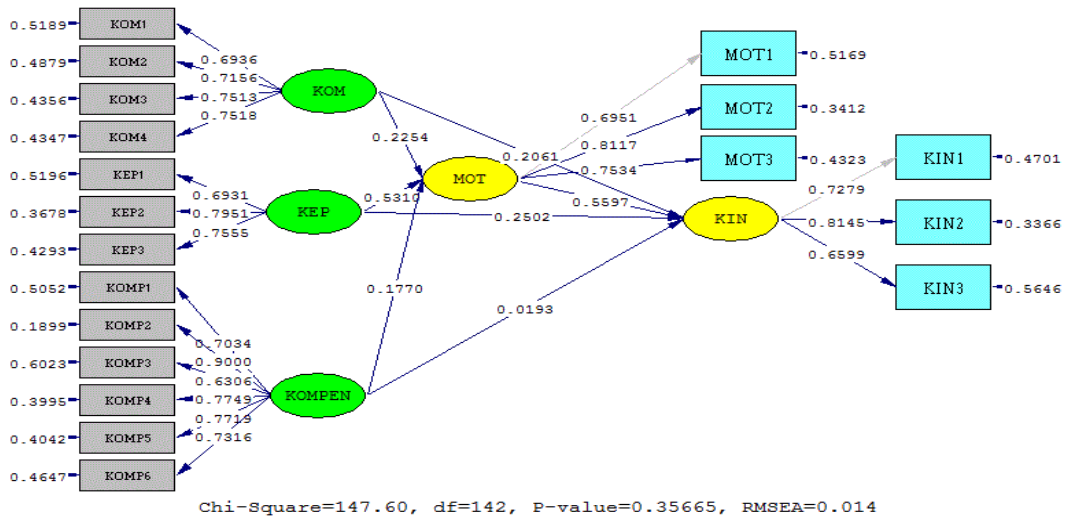
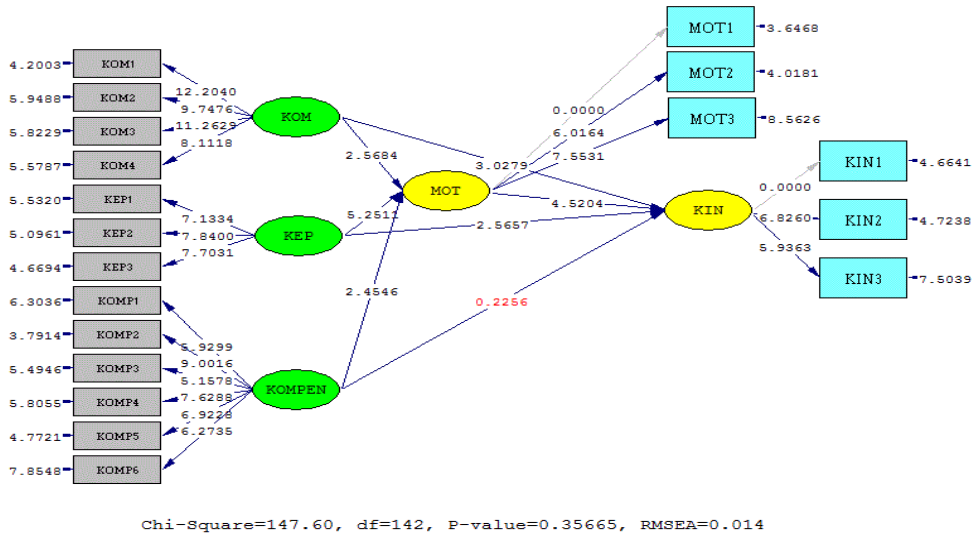


Figure 2. Structural Model (t-value Model)



The Effect of Competence, Leadership, and Compensation on Motivation:

From the result of calculation for hypotheses of competence, leadership, and compensation on motivation, it is obtained structural equation hypothesized as follows:

$$MOT = 0.2254 * KOM + 0.5310 * KEP + 0.1770 * KOMPEN,$$

2.5684 5.2511 2.4546

Error var.= 0.4850 , R² = 0.5150

Based on the obtained result of calculation, it can be seen that the effect coefficient of Competence (ξ1) on Motivation (η1) is 0.2254 with the value of t-count for statistics test is 2.5684, effect coefficient of leadership (ξ2) on Motivation (η1) is 0,5310 with the value of t-count for statistics test is 5.2511 and the effect coefficient of Compensation (ξ3) on Motivation (η1) is 0,1770 with the value of t-count for statistics test is 2.4546. The effect results of Competence, Leadership and Compensation on Motivation (Total Determination / R2) is obtained 0,5150 or 51,50%.

Based on the result of calculation, the value of t-count for Competence is 2.5684. The statistics value of t test obtained stays in the area of rejection H0 which is t-count is bigger than t-critics = 1.96. (t-count = 2.5684 > 1.96) then it can be concluded to reject H0. From the calculation result, the direct effect of Competence on Motivation is 5,08%. Thus, it is figured out that Competence gives direct effect if there is no another noticeable variable 5.08% on Motivation.

Meanwhile, the Effect of Competence on Motivation because of the relation with Leadership is 2.45%. Then it is known that the effect of Competence on Motivation because of the relation with Compensation is 1.24%. Total Effect of Competence on Motivation is 8.78%. It can be concluded that the result of statistics test shows that Competence gives effect on Motivation. This result which states that competence gives effect on motivation is in line with previous studies performed by Simatupang, (2014) Nur'aini, (2011) and Atikah & Saud (2015).

The result of leadership is 5.2511. The statistics value of t test obtained stays in the area of rejection H_0 which is t-count is bigger than t-critics = 1.96. (t-count = 5.2511 > 1.96) then it can be concluded to reject H_0 . Thus, it can be concluded that the statistics test shows that Leadership gives effect on Motivation. The direct effect of Competence on Motivation first partially is 28.20%. Then, the Effect of Leadership on Motivation because of the relation with Competence is 2.45%. The effect of Leadership on Motivation because of the relation with Compensation is 3.85%. So, the total effect of Leadership on Motivation is 34.50%. The result which states that leadership gives positive and significant effect on motivation is in line with previous studies performed by Muizu, (2014), Taruno, (2011), Atikah & Saud, (2015)

Based on the result of calculation, the value of t-count for Compensation is 2.4546. The statistics value of t test obtained stays in the area of rejection H_0 which is t-count is bigger than t-critics = 1.96. (t-count = 2.4546 > 1.96) then it can be concluded to reject H_0 . Thus, it can be concluded that the statistics test shows that Compensation gives effect on Motivation.

The direct effect of Compensation on Motivation first partially is 3.13%. It is figured out that Compensation gives direct effect if there is no another noticeable variable 3.13% on Motivation. Then, the Effect of Compensation on Motivation because of the relation with Competence 1.24%. The effect of Compensation on Motivation because of the relation with Leadership is 3.85%. So, the total effect of Leadership on Motivation is 8.22 %. The result which states that compensation gives positive and significant effect on motivation is in line with previous studies performed by Zain et al., (2017a), Zulkifli, (2016) and Idris et al., (2017).

The Effect of Competence, leadership on Lecturer Performance:

Based on the calculation result, the value of t-count for Competence is 3.0279. The statistics value of t test obtained stays in the area of rejection H_0 where t-count is bigger than t-critics = 1.96 (t-count = 3.0279 > 1.96) then it can be concluded to reject H_0 . Thus, it can be concluded that the statistics test result shows that Competence gives direct effect on Lecturer Performance. The direct effect of Competence on Lecturer Performance on Lecturer Performance is $(0.2061 \times 0.2061 \times 100\%) = 4.25\%$. So, Competence gives direct effect 4.25% on Lecturer Performance. The result of this study which stated that competence gives

positive and significant effect on lecturer performance is in line with previous studies performed by Nur'aini, (2011), Maryadi, (2012) and Basriani, (2016).

Leadership is hypothesized to influence the performance of lecturer. Based on the obtained result of calculation, the value of t-count for Leadership is 2.5657. The statistics value of t test obtained stays in the area of rejection H₀ which is t-count is bigger than t-critics = 1.96. (t-count = 2.5657 > 1.96) then it can be decided to reject H₀.

Thus, it can be concluded that the result of the statistic test shows that Leadership gives direct effect on Lecturer Performance. The direct effect of Leadership on Lecturer Performance is 6.26%. The result of this test which states that leadership gives direct effect on lecturer's performance is in line with the findings of Apriani, (2009), Dhermawan, Sudibya, Wayan Mudiarta Utama, (2012) and Muizu, (2014).

The Effect of Compensation, Motivation on Lecturer Performance:

Compensation is hypothesized to influence the performance of lecturer. Based on the obtained result of calculation, the value of t-count for Compensation is 0.2256. The statistics value of t-test obtained stays in the area of acceptance H₀ which is t-count is smaller than t-critics = 1.96 (t-count = 0.2256 < 1.96) then it can be decided to accept H₀. Thus, it can be concluded that the result of statistics test shows that Compensation doesn't give significant and direct effect on Lecturer Performance. The direct effect of Compensation on Lecturer Performance is $(0.0193 \times 0.0193 \times 100\%) = 0.04\%$.

Motivation is hypothesized to influence Lecturer Performance. From the calculation of effect model hypothesized obtained using Software Lisrel 8.8, it is obtained that the value of t-count for motivation is 4.5204. The statistics value of the obtained t-test stays in the area of rejection H₀ where t-count is bigger than t-critics = 1.96 (t-count = 4.5204 > 1.96 then it can be decided to reject H₀. Therefore, it can be concluded that Motivation gives effect on Performance where the direct effect of Motivation on Performance is 31.33%.

The result of this test which states that compensation doesn't give direct effect on lecturer performance is in line with the findings performed by Nur'aini (2011) that compensation doesn't give contribution on performance and the result of motivation of this test is in line with the research of Nur'aini, (2011).

The Effect of Competence, Leadership, and Compensation through Motivation on Lecturer Performance:

From the calculation result for the effect of Competence, Leadership, and Compensation through Motivation on Lecturer Performance, a structural equation is obtained which is hypothesized as follows:

$$\text{KIN} = 0.5597 * \text{MOT} + 0.2061 * \text{KOM} + 0.2502 * \text{KEP} + 0.01927 * \text{KOMPEN},$$

4.5204	3.0279	2.5657	0.2256
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Error var.= 0.2718, R² = 0.7282

Based on the result of calculation obtained, it can be seen that effect coefficient of Competence (ξ_1) on Lecturer Performance (η_2) is 0.2061 with the value of t-count for statistics test of 3.0279, effect coefficient of Leadership (ξ_2) on Lecturer Performance (η_2) is 0.2502 with the value of t-count for statistics test is 2.5657, effect coefficient of Compensation (ξ_3) on Lecturer Performance (η_2) is 0.0193 with the value of t-count for statistics test is 0.2256, and effect coefficient of Motivation (η_1) on Lecturer Performance (η_2) is 0.5597 with the value of t-count for statistics test is 4.5204. The result of the effect of Competence, Leadership, Compensation and Motivation on Lecturer Performance (Total determination coefficient/R²) is 0.7282 or 72.82%. It can be concluded that Competence, Leadership, and Compensation through Motivation simultaneously give effect on Lecturer Performance. The result of this test were also figured out by previous researchers Periansya, (2016), Riyadi, (2016), and Zain, Tri, & Dina, (2017b).

5. Conclusion

This study figures out that Leadership of Private Higher Education in Palembang is proven to give positive and significant effect on Work motivation. The most dominant dimension of leadership in this variable is self-esteem. Meanwhile, the competence of the private higher education lecturer in Palembang is proven to give positive and significant effect on work motivation where the most dominant dimension of competence is personality. Compensation for lecturer is also proven to give positive and significant effect on work motivation with incentive as the most dominant dimension.

The result of this study also figures out that direct compensation to the performance of lecturer doesn't give effect on the lecturer's performance, but Leadership is dominant built by the dimension of self-esteem, competence is dominant built by dimension of personality, compensation is dominant built by dimension of incentive, and work motivation is dominant built by power motivation are proven both partially and simultaneously give positive and significant effect on lecturer performance. That's why, to improve the lecturer performance we need to enhance research and lecturer motivation on the dimension of lecturer strength.

Based on the conclusion of the test, it is shown that the managerial implication of this study is that the performance of private higher education lecturer, dominantly is influenced by Leadership, competence, and compensation when they are combined with work motivation. It gives the implication that the improvement and enhancement of the lecturer's performance in private higher education in Palembang will be more successful if Leadership, competence, compensation is performed well

when work motivation element is involved. It is proven that work motivation can give more strength by mediating three variables to give effect on lecturer performance. The improvement of lecturer performance effect can be improved by noticing leadership, competence, compensation, and work motivation so it truly gives positive effect on lecturer performance particularly the improvement on research and community service.

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Structural and Financial Deficiencies in the ASEAN EC :

STRATEGIES MOVING FORWARD

CONFERENCE MANUAL

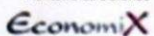
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The Effect Of Online Customer Perceived Justice On Post Recovery Satisfaction, The Role Of Customer Assertiveness

Kussusanti

Student of Faculty of Economics and Business, Universitas Indonesia.

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Abstract: In the service recovery process, companies are needed to provide reasonable, timely and clear information to the customer. Unfortunately, this comes with limitations that usually is caused by the used online communication channels, that makes the effort to build relationships with online customers becomes more and more difficult. There has not been much research that includes informational justice as a dimension of justice theory, in order to explain service recovery on online transactions. This study will begin on exploring online customer perceptions of interactional and informational justice, then looking at its effect on post recovery satisfaction, that will be moderated by customer assertiveness. Structural Equation Modeling (SEM) will be used as the quantitative research methods. This research is expected to contribute to marketing science, especially on service recovery and justice theory in online transactions. In order to generate post recovery satisfaction, practical contributions are given in terms of a good service recovery strategy.

Keywords: interactional justice, informational justice, post recovery satisfaction, customer assertiveness.

Examine brand orientation on brand commitment factor with moderation Organization Change Readiness toward positive Internal Brand Equity at B2B Companies

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Abstract: Competition in B2B is very tight in today business. B2B Companies are required to adopt the right brand strategy by maximizing their resources to ensure financial viability and business activities. Now days marketing practitioners are required to contribute on revenue from to all marketing activities to the company, in effort of building a company brand. Brand is an intangible asset that can provide financial and nonfinancial benefits to the company through the results of brand equity performance. In the midst of the current market competition and the necessity to build a brand, however this effort cannot be separated from the role of organization in the company. This study discusses the influence of brand and moderate effects of organizational readiness in the face of change that gives effect to brand equity in B2B companies. Analysis of this research using SEM (Structural Equation Modelling) with unit analysis is brand corporate at B2B company. In the end the research proves the influence of brand orientation on brand equity internally and externally.

Keywords: Brand Management, Brand Orientation, Brand Commitment, Organization Change Readiness

The Influence of Social Networks and Debt Literacy Towards Credit Card Overspending

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Abstract: The focus of this study is to examine the effect of social networks environment and debt literacy towards credit card overspending, and also weighing the effect of situational influence or we simply said in this thesis as experiential norms. The author suspects that having positive perception towards norms that are related with credit card overspending behaviours could positively affect individuals on overspending, by also emphasizing the effect of experiential norms as moderator effect. The author also suspects that having low debt literacy could increase credit card overspending. The authors use a multiple regression to analyse these hypotheses. It turns out that only one hypothesis is proven. Positive perception toward credit-related norms makes individual more overspend when using credit card. Debt literacy effect towards credit card overspending is also not significant. So, does the experiential norm as moderator effect, found to be not significant.

Keywords: debt literacy, overspending behaviour, social network, experiential norm

The Effect of Customer Value Anticipation Toward Customer Satisfaction and Customer Loyalty in High-Contact Service Industry

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Abstract: The concept of customer value anticipation (CVA) is very important especially for a company. The CVA concept help company to understand the change in customer value and develop product that suit to customer value changing. By being able to present product that suit to what customer want and need, company can increase the satisfaction and loyalty from customer. The purpose of this research is to analyse the impact of CVA concept to customer satisfaction and loyalty from customer perception. This research found that only customer value anticipation-capability has positive impact to both customer satisfaction and loyalty.

Keywords: customer value anticipation, customer satisfaction, customer loyalty

The Impact Of User Interactions In Social Media On Brand Awareness And Purchase Intention

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Abstract: The objective of this study is to determine the effect of user interactions in social media on brand awareness and purchase intention. This study involves Instagram account of NYX Cosmetics (@nyxcosmetics). Using SPSS 20 software for pre-test and Smart PLS 2 & 3 for main test using Partial Least Square Path Modelling (PLS-PM) technique processed this research. The results show that annoyance has a positive effect on brand page commitment. Then, brand page commitment has a positive effect on brand awareness, but annoyance has no effect on brand awareness. Brand page commitment and brand awareness have positive effects on word of mouth, and annoyance has no effect on word of mouth. Brand page commitment, annoyance, brand awareness, and word of mouth have positive effects on purchase intention.

Keywords: Brand awareness, purchase intention, social media, word of mouth, annoyance

An Analysis of Consumer's Attitude Effect To Credibility Endorser, Brand, And Purchase Intention Related To Celebrity Endorsement

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Abstract: To achieve product differentiation, companies spend millions of dollars annually in signing celebrities to endorse their brands' endorsement contracts, as source effects that play an important role in persuasive communications. Based on source credibility theory and product differentiation theory, this study examines the causal relationship between endorser credibility, brand attitude, brand credibility and purchase intention of companies that adopt a celebrity endorsement strategy. The research data is run by PLS-SEM. The results indicate that positive relationships exist between all the hypothesized constructs. Therefore, in addition to having a favourable celebrity to endorse a customer-oriented advertisement, the credibility of the celebrity is as important in enhancing brand attitude, brand credibility and purchase intention.

Keywords: Celebrity endorsement, Source credibility, Product differentiation, Brand, Purchase Intention

The Role of Perceived Organizational Support, Job Satisfaction, and Work Engagement in Post Graduate Lecturers Performance

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Abstract: Job performance has become an important issue in any organization. An employee, who is able to perform well, will be able to promote productivity inside the organization. That is why performance evaluation becomes a paramount in organization to make sure that all employees attain the set goals. The purpose of this research is to analyze the effect of perceived organizational support, job satisfaction, and work engagement on the job performance of post graduate lecturers at University of Pelita Harapan (UPH) Master of Education Program. The data is collected using questionnaires distributed to 29 lecturers. Using quantitative approach and utilizing SmartPLS 3.2.7 software program, this research is to evaluate the effect of those variables. The result showed that perceived organizational support, job satisfaction, and work engagement had a positive effect on job performance.

Keywords: job performance, perceived organizational support, job satisfaction, work engagement.

Performance Effectiveness Measurement of Village Funding Management Using Fuzzy Inference System (FIS) Method

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Abstract: The complex village problems require special handling, especially in the management of village funding. It is believed that parameters to measure the success of village fund management are needed. This research seeks to produce a method of measuring the effectiveness of village funding management. Fuzzy inference system (FIS) is an artificial intelligence model developed to quantify qualitative data obtained from expert opinion into mathematical equations. From this research, the effectiveness measurement model using FIS can be applied as one method of measuring the effectiveness of village fund which is user friendly.

Keywords: village funds, effectiveness, Fuzzy, user friendly

The Influence of Incentives and Discipline Against Motivation and Its Implication on Work Productivity (Case of Indonesia)

Mohammad Halilintar

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Abstract: Based on the results of statistical tests, it can be seen clearly that partially (individual) all independent variables affect the dependent variable either directly or indirectly. Incentives directly affect productivity, discipline directly affects productivity. Incentives directly influence motivation, discipline directly affects motivation. Motivation directly affects productivity. Incentives indirectly affect productivity through motivation, discipline indirectly affect productivity through motivation.

Keywords: Incentive, Discipline, Motivation, Work Productivity.

The Direct and Indirect Influence of Leadership, Motivation, Job Satisfaction Against Employees Performance (Case of Indonesia)

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Abstract: The results showed that leadership has a positive and significant effect directly to job satisfaction, while motivation has a positive and significant effect directly on job satisfaction. Leadership positively and directly affects employee's performance, motivation has a positive and significant effect directly to employee's performance. Job satisfaction has a positive and significant effect directly on employee's performance, leadership has a positive and significant effect indirectly on employee's performance through job satisfaction. Motivational leadership has an indirect positive and significant impact on employee's performance through job satisfaction.

Keywords: Leadership, Motivation, Job Satisfaction, Employees Performance.

The Influence of Competence, Communication, and Work Motivation, on Tutor Performance

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Abstract: The aims of this research were to determine the influence of competence, communication, and work motivation, on tutor performance at Universitas Terbuka In Bangka Belitung Archipelago Province. The method of research is the survey on 230 people from 544-person population is taken by proportionality random sampling and questionnaire as the instrument of research. Finding significantly that: 1). Competence and communication brings positively direct effect on work motivation, 2). competence, work motivation, and communication bring positively direct effect on performance.

Keywords: Competence, Communication, Work Motivation, and Performance

The Impact Of Auditor Competence And Independence Towards Auditor Professionalism And The Implication To Audit Quality In Ministry Of Agriculture Inspectorate Republic Indonesia

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Lecturer of STIE PBM

Abstract: This research aimed to analyse and explain (1) the direct impact of auditor competence and independence towards auditor professionalism. (2) The direct and indirect impact of auditor competence and independence to audit quality. (3) The direct impact of auditor professionalism to audit quality. The research method is explorative method by conducting a survey in Inspectorate General Ministry of Agriculture. The research tool is Structural Equation Modelling (SEM) by using Software Smart-PLS. The sample of this research is 99 respondents. The outcome of this research showing that auditor professionalism directly and significantly affected by auditor competence variable equal to 27.7% and auditor independence equal to 64.2%. Audit quality directly and significantly affected by auditor's competence variable equal to 42.8% and auditor independence equal to 36.4%. The auditor professionalism directly affects audit quality insignificantly. It equals to 12.7%. In spite of theoretical implication, the auditor professionalism can directly affect audit quality.

Keywords: Auditor Competence, Auditor Independence, Auditor Professionalism, Audit Quality.

The Effect of Leadership, Competence and Compensation on Work Motivation and Its Implication on Lecturer Performance

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Abstract: The purpose of this study was to figure out the performance of private lecturers in Palembang South Sumatera by the factor of leadership, competence, and compensation on work motivation and its implication on lecturer performance. This study used confirmatory research method with 250 lecturers as respondent. Structural Equation Modeling (SEM) listrel was used in analyzing data. The result found that exogenous variable significantly affected endogenous variable both partially and simultaneously. The simultaneous test performed on leadership, competence, and compensation variable gave positive and significant effect on lecturer performance. Next, leadership, competence, compensation and motivation also gave positive and significant effect on lecturer performance. Another finding showed that partially compensation didn't affect the lecturer performance. It was figured out from each exogenous variable studied that the improvement of lecturer performance on research dimension and followed by work motivation on power need dimension was necessary to improve the performance of private lecturer in South Sumatera. This study concluded that leadership, competence, compensation and motivation were very necessary in improving performance by noticing the work motivation factor as intervening variable.

Keywords: Leadership, Competence, Compensation, Motivation and Lecturer performance.

Sustainability Of Sharia Microfinance Institutions Through Financial And Social Efficiency

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Abstract: This research analyzes depth, breadth, scope, length, worth of outreach to do sustainability with financial and social efficiency. Secondary data was taken from the Baitul Maal wat Tamwil (BMT), which provides lending to Micro, Small and Medium Enterprises. The research method is quantitative descriptive and verification. Data analysis technique is a Partial Least Square with the 5% significance. Calculation of efficiency of data envelopment analysis and the measurement of change in total factor productivity with Malmquist index.

Keywords: depth, breadth, scope, length, worth, sustainability

Effect of Information Technology of Expert System on Potato Productivity

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Bagus Kukuh Udiarto

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Abstract: Information technology has been a role in increasing agricultural production by the end of the decade. Experimental research on the adoption of information technology was a system expert of pest and disease diagnostic base on Android tried on potato farmers in three locations of potato production centers in Indonesia. Research using RCBD observed potato productivity before treatment and after treatment. The results of the study were information technology of expert system increased potato productivity though not significant. The level of education of farmers as one obstacle to the adoption of information technology.

Keywords: information technology, expert system, potato productivity

Determinant of Food Crop Agribusiness and Horticultural Crops Agribusiness in Indonesia

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Sunar

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Abstract: Problems in the development of agriculture in Indonesia, especially in Java are the area of agricultural land continues to decline, the welfare of farmers is still low, the capital of household enterprises are limited to their own capital, and do not have access to financial institutions. In addition, low-quality human resources, technology, and marketing accessibility of agricultural products are also low.

This study aims to examine and compare the high influence of agricultural land, business capital, technology, product marketing and human resources to agri-food crops with horticultural agribusiness as well as its determinant factors.

Research with the explanatory method that explains the causal relationship between several factors related to agribusiness in West Java region. Cross-sectional data of farm households from 17 districts in West Java Province. The research model was formulated as Cobb-Douglas model and analysis using linear regression through Ordinary Least Square (OLS) method.

The results of research are agricultural land, business capital, product marketing technology and human resources have the positive effect on crop agribusiness and horticulture agribusiness. As a finding, this research succeeded to show the determinant factors of agribusiness of food crops and horticulture. In food crop agribusiness is more dominated by business capital and marketing compared with technology, agricultural land, and human resources. While in horticultural crop agribusiness more dominated by product marketing and business capital compared with technology, agricultural land, and human resources. The strengthening of marketing and financial institutions is expected to increase the agribusiness of food crops and horticulture.

Keywords: agricultural land, business capital, product marketing, technology, human resources, crop agribusiness, horticulture agribusiness

Determinants Influencing the Intention to Use Mobile Expert System for Diagnosis of Pests and Diseases Patatos

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Abstract: This research aims to examine and analyze technology acceptance model which consist of perceived ease of use, perceived usefulness, perceived enjoyment impact on intention to use Mobile

Expert System for Diagnosis of Pests and Diseases Potato's. The research population is farmers who are using Mobile Expert System for Diagnosis of Pests and Diseases Patatos. Research sample are 275 farmers who are using Expert System for Diagnosis of Pests and Diseases Patatos once a week at least. Sample determination considers purposive sampling while research data analysis using IBM SPSS Statistic 19. The results of the research indicate perceived ease of use has positive and significant effect on intention to use, perceived usefulness has positive and significant effect on intention to use, and perceived enjoyment has positive and significant effect on intention to use.

Keywords: Expert System, perceived ease of use, perceived usefulness, perceived enjoyment, intention to use

The Impact of FDI on Economic Growth with Considering Financial Sector Development, Trade Openness, and Human Capital in ASEAN-5

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Abstract: The objective of this paper is to examine foreign direct investment (FDI) impact on ASEAN-5 economic growth with considering its interaction with domestic pre-conditions such as financial sector development, trade openness, and human capital. These three factors are exercised in this paper with a purpose to show which factor is the most important precondition for FDI to have a positive impact on economic growth. A panel dataset for ASEAN-5-member countries over 1980 – 2012 is employed and it is estimated by using Pooled, Fixed Effect, and Seemingly Unrelated Regression approaches. This paper empirically found that the interaction between FDI and domestic absorption capacity has a positive impact on the economic growth. Moreover, only two out of three preconditions have a positive contribution on the impact of FDI on economic growth: human capital and trade openness.

Keywords: FDI, Financial Development, Trade Openness, Human Capital, Economic Growth

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