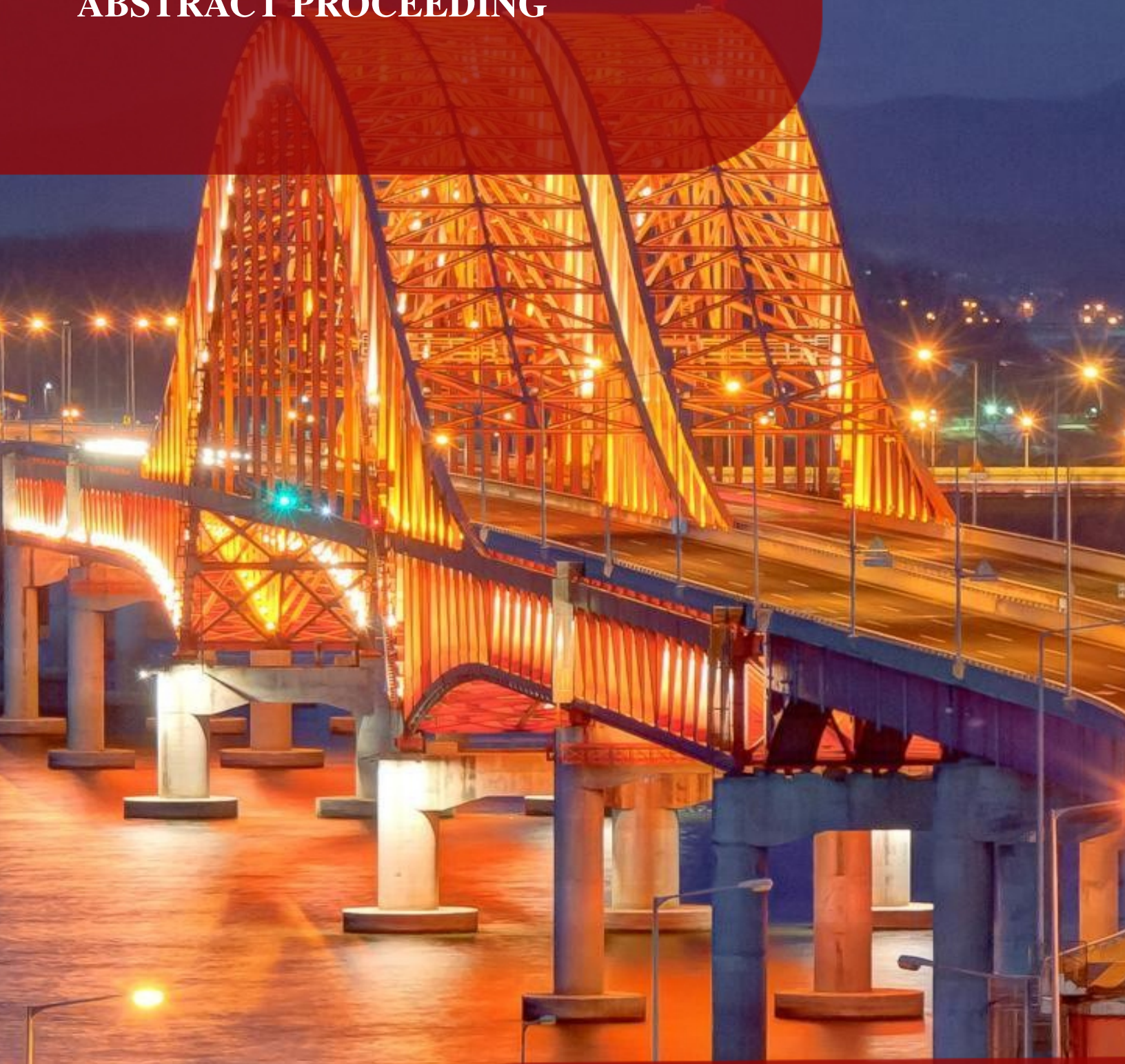


CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Ibis Style Myeongdong Hotel,
Seoul, South Korea
Date: December 02-03, 2017**

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Book of Abstracts Proceedings

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CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary



CONFERENCE CHAIR MESSAGE

Dr. Vincent w Ho

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent w Ho

Conference Chair

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CONFERENCE SCHEDULE

ANISSH-ANICEAS-2017

Venue: Ibis style myeongdong hotel Seoul, South Korea

Time: Registration & Kit Distribution (09:00 am- 09:30 am)

Day: Saturday

Date: December 02, 2017

Venue: Room 1

09:30 am - 09:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00 am - 10:30 am)



DAY 01 (December 02, 2017)

First Presentation Session (10:30 am - 12:30 pm)

Venue: Room 1

Session Chair: Dr. Vincent Ho

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
Nurfauziah, Dra. MM	Analysis of Bond Rating and Its Influencing Factors	S-127-108
Aidha Trisanty	Role Play Learning Model to Improve the Competence of Customer Service for the Student of Finance and Banking Vocational School	S-127-109
Mellisa Fitri Andriyani Muzakir	Weekend Effect Analysis on Daily Stock Return LQ45 in Indonesian Stock Exchange Period 2013-2015	S-127-117
Sita Dewi Kusumaningrum	Managing and Improving Service Quality in Higher Vocational Education in Indonesia	S-127-119
Rr. Siti Muslikhah	The Influence of Brand Trust and Service Quality on Customer Preferences of Online Transportation Services Users	S-127-120
Anas Hidayat	Investigation of Customer Satisfaction and Loyalty toward Local Fast Food Restaurant in Indonesia	S-127-122
Track B: Engineering, Technology & Applied Sciences		
Shang Chih Lin	Construction of Machine Tool Health Condition Monitoring System by Vibration Trajectory Method	S-127-104
Mr. Min Sung Kwon	Properties of Etching SiO ₂ using Inductively Coupled Plasma with Faraday Cage	SBECI-127-CEAS101

Lunch Break (12:30 pm - 01:30 pm)



DAY 01 (December 02, 2017)

Second Presentation Session (01:30 pm - 03:30 pm)

Venue: Room 1

Session Chair: Dr. Vincent Ho

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
Hamdan Bin Aziz	The Malaysian Parliamentary Debate and the Change of Malaysian Standard Time, 1981-1982	S-127-103
Hussain Mohammed A Alobaid	The Tourism-Led Economic Growth Hypothesis and the Nexus between International Tourism Revenue and Economic Growth in Saudi Arabia	S-127-112
Zaheer Abbas	Energy - Growth Nexus: Evidence from Developed and Developing Countries	S-127-113
Yi Ju Yang	Influences of Enterprise Content and Infrastructure on Product Value	SUS-1127-104
Nor Fahimah Mohd Razif	Excessive Speculation from Shariah Perspective and Its Regulation on House Prices: A Malaysia Experience	SBTM-127-ANI102
Prof. Wei-Bin Zhang	Economic Cycles and Urban Growth with Land Value and Land Rent	SBTM-127-ANI110
Mrs. Jooshim Kim	The Social Isolation of Asian International College Students in America: an Investigation and Proposal for a Social Intervention Program	SBTM-127-ANI124
Assist. Prof. Doc. Zheng Yuan Nan	Relation Among Flow and happiness for Older Adult Leisure Sports Participants in the Background of One Belt and One Road Leisure Satisfaction as Mediated Variable	SBTM-127-ANI129
Assoc. Prof. Doc. LEE-YUN PAN	Exploring the Correlation of Value Co-creation and Customer Loyalty: The Moderating Effect of Routine Behavior	SBTM-127-ANI128

Tea & Ending Note (03:30 pm - 03:45 pm)



Participants Registered As Listener/ Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

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Conference Day 02 (December 03, 2017)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES



Bond Rating Analysis and Its Influencing Factors

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Keywords: Bond Rating, Company Size, Company Growth, Liquidity, Profitability, Leverage, Bond Maturity

This research is conducted to analyse the determination of bond rating and factors influences the companys bond rating listed in Indonesia Stock Exchange. Factors used in this research are company size, company growth, liquidity, profitability, leverage, and bond maturity. Research samples are fourteen companies listed in Indonesia Stock Exchange period 2011-2015. Data used in this research are in the form of an annual report for each company and secondary data collected from Indonesian Capital Market Directory (ICMD) obtained through the Indonesia Stock Exchange. The hypothesis was tested using multiple linear regression. The hypothesis testing indicates that size and growth of the company have significant positive effect on bond rating, whereas leverage and bond maturity have negative effect on bond rating. However, liquidity and profitability have no effect on bond rating.

Role Play Learning Model to Improve the Competence of Customer Service for the Students of Finance and Banking Vocational School

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Keywords: Role Playing, Vocational, Sharia Banking, Competency, Customer Service

The development of sharia banking in Indonesia has become future career opportunities for vocational students of sharia banking to work in the industry. However, the implementation of ASEAN Economic Community has also been the challenge for the graduates to win the competition for employment. Thus, a good learning strategy should be implemented to make the graduates ready to work and have competitive advantage. This research will discuss about role-play learning model for students to improve their competence on customer service as one of working units in the finance and banking industry. This research is a descriptive research that will collect data through observation by considering the performance criteria of the students during the practicum of customer service competence based on the Indonesian National Work Competence Standard.

Weekend Effect Analysis on Daily Stock Return LQ45 in Indonesian Stock Exchange Period 2013-2015

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Universitas Islam Indonesia, Indonesia
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Keywords:Return, Weekend Effect, LQ45

This study has the title: "Weekend Effect Analysis on Daily Stock Return LQ45 in the Indonesian Stock Exchange Period 2013-2015". This study was conducted to determine the difference between Monday and Friday returns for daily stocks recorded successively in the LQ45 index period 2013-2015. The hypotheses of this study is (1) H1: Monday has the lowest stock returns compared to all the other trading days and (2) H2: Friday's stock returns are higher than all other trading days. The period of this study is February 2013 to July 2015 with a total of 25 companies. The data used is the closing price on daily stock. The hypothesis used regression analysis with two equations for the constant of Monday and the constant of Friday by t test compared with t table. The results shows that the Monday constant trading day value was negative at -0.004 with a significance value of 0.000 $<$ 0.05, so it can be concluded that Monday-trading day had a significant effect on stock returns. Friday got the constant trading day value of -0.476 with a significance value of 0.634 $>$ 0.05, so it can be concluded that the Friday-trading day had no significant effect on stock returns. The highest value was on Wednesday.

Managing and Improving Service Quality in a Higher Vocational Education in Indonesia

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Keywords: Service Quality, Higher Vocational Education, Indonesia

The Government of Indonesia has put more attention on the development of higher vocational education in Indonesia. This is due to the goal of more empowering higher vocational education in Indonesia so that it can provide graduates who are ready to work and meet the needs of industry as well as community. Based on that, higher vocational education should be able to provide education services for their students as needed. Higher vocational education should also be able to manage and improve its service quality. This paper aims at presenting the perception of students on service quality of a higher vocational program in Indonesia and the efforts should be conducted by the program to manage and improve its service quality based on government regulation and lesson learnt from similar vocational program. Previous research on the evaluation of service quality in the case study using qualitative as well as quantitative approach is presented as the basis to explore the efforts should be conducted by the program in managing and improving service quality in a higher vocational education in Indonesia.

The Influence of Brand Trust and Service Quality on Customer Preferences of Online Transportation Services Users

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Keywords: Brand Trust, Service Quality, Customer Preference, Online Transportation

The innovation in emerging digital market presents new challenges for some business in Indonesia. Business in online transportation is one of such innovation that brings solutions in transportation problems. Citizen prefers the transportation that brings good service, therefore many online transportation arise in Indonesia such as Uber, Gojek, and Grab. The purpose of this study is to analyze the influence of brand trust, service quality on customer preference. Data processing was performed using Analisis of Moment Structures (AMOS). The study was conducted in Yogyakarta area which only Gojek transportation online dominated in online transportation. The analysis data used Structural Equation Modelling (SEM) analysis. The results showed only service quality significantly influence the customer preference of Gojek.

Investigation of Customer Satisfaction and Loyalty Toward Local Fast Food Restaurant in Indonesia

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Keywords: Perceived Service Quality, Perceived Product Quality, Perceived Price Fairness, Customer Satisfaction, Customer Loyalty, Local Fast Food Restaurant

This paper aimed to analyze the influence of customers satisfaction on customers loyalty toward local fast food restaurant in Indonesian. There were variables involved as consideration such as perceived service quality, perceived product quality, and perceived price fairness. Samples of this study were customer of local fast food restaurant in Yogyakarta. Data was collected by using convenience sampling technique that analyzed 200 respondents. The method used questionnaires and processed by using Structural Equation Modelling- AMOS. The results of this study indicated that, there is a significant influence between the perceived service quality and customer satisfaction. Second, there was significant influence between perceived service quality and customer loyalty. Third, there was significant influence between perceived product quality and customer satisfaction. Fourth, there was significant influence between perceived product quality and customer loyalty. Fifth, there was significant influence between perceived price fairness and customer satisfaction. Then, there was significant influence between perceived price fairness and customer loyalty. In addition, there was significant influence between customer satisfaction and customer loyalty. However, perceived price fairness apparently mostly influence for Indonesian consumers on being loyal toward local fast food restaurant.

Role Play Learning Model to Improve the Competence of Customer Service for the Students of Finance and Banking Vocational School

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Keywords: Mahathir, Malaysian Standard Time, Greenwich Mean Time (GMT), Sabah, Sarawak, Peninsular Malaysia, House of Commons, House of Lords, Integration

This paper attempts to identify the reasons why (former) Prime Minister of Malaysia, (Tun) Mahathir Mohamed proposed to change the Malaysian Standard Time on the 8 hours ahead based on Greenwich Mean Time (GMT) and coordinated with official times for (East Malaysia) Sabah and Sarawak effective January 1, 1982. Previously, Peninsular Malaysia was 7 hours ahead while Sabah and Sarawak has been using 8 hours ahead of GMT. Using analytical textual method, this paper formulated the content of the House of Commons hansard texts on 21 December 1981 and the House of Lords convened on 18 December 1981. The findings revealed that the hour time difference between the Peninsular and Sabah and Sarawak affected of working hours especially in early and ending of time. The approval of the Malaysian Standard Time Act successfully standardized the official communication time between the Peninsula with Sabah and Sarawak as well as establishing integration between the two regions. Time of Sabah and Sarawak was chosen as the Standard Malaysia time as it was found to be most appropriate in terms of daylight savings as well as minimal disruption to the comfort of the people.

The Tourism-Led Economic Growth Hypothesis and The Nexus between International Tourism Revenue and Economic Growth in Saudi Arabia

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Keywords: Tourism-Led Economic Growth, Economic Growth, Granger Causality, Saudi Arabia

International tourism is one of the main services in the economy. Positive contributions from tourism are attributed to its provision of hard currency, creation of employment opportunities and accumulation of physical capital. This paper investigates the relationship between International Tourism Revenue (ITR) and Gross Domestic Product (GDP) in Saudi Arabia, and tests for tourism-led economic growth (TLEG) by using time series Granger Causality analysis. It confirms that international tourism has a positive and statistically significant impact on the economic growth in Saudi Arabia, thus confirming the theoretical assumptions of the TLEG hypothesis and the findings of existing empirical studies. We find enough evidence that supports this hypothesis and the results indicate that it is consistent with the TLEG hypothesis of the positive relationship that exists between international tourism revenue (LITR) and real LR GDP. The findings show that elasticity of LITR is 0.56, which identifies a 1% increase in international tourism revenue will lead to economic growth increase in the range 0.56% in the short term.

Energy - Growth Nexus: Evidence from Developed and Developing Countries

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Keywords: Energy Consumption, Economic Growth, Panel Data, Mean Group, Pooled Mean Group, Developing, Developed Countries

The paper intends to seek Energy-Growth relationship for which 78 countries as a sample have been selected for the years (1980-2014). These countries have been classified into two groups- developing and developed countries. Mean group and pooled mean group estimation techniques (Panel ARDL Model) have been applied to discover the aforementioned relationship keeping in view the time period (short and long run). The empirical evidence attained through the models (Panel ARDL) has certified the liaison between the variables. The results discovered the significant effect of energy use on economic growth in both categories of the countries. The implication of the study is that the increased energy use is the strong determinant of economic growth in the countries. However, to what extent energy consumption has brought effects on economic growth varies across the groups. Moreover, per - capita energy consumption in developed countries has higher contribution than that of the developing countries in economic growth. This paper is likely to add substantial contribution to the energy literature and specifically helps the policy makers in chalking out the policies to manage the energy related issues particularly in developing countries.

Construction of Machine Tool Health Condition Monitoring System by Vibration Trajectory Method

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Keywords: Machine Tool, Vibration Signal, Statistical Methods, Axial Trajectory, Condition Monitoring System

The aim of this study is to construct a mechanism with self-testing health status through data analysis techniques, which makes the performance of machine tools more intelligent. Firstly, the operation information is retrieved by the three-axis acceleration sensor, and the axial vibration signal is further converted to the plane of the axial trajectory, and the feature model is defined by the statistical method as the important criterion of state monitoring. The results of the actual data analysis show that the proposed method can effectively monitor the health of the machine tool in order to avoid the economic losses caused by machine failure and casualties.



Excessive Speculation from Shariah Perspective and Its Regulation on House Prices: A Malaysia Experience

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Keywords: Excessive Speculation, Property, Islamic Finance, Housing Price

Speculation is ordinarily understood as a mean to purchase a good for a later resale, rather than for use. In other words, speculation is an act of selling a good, temporarily, with the intention of gaining profit from later re-purchase due to the price changes. Speculators play a very important role in the marketplace in term of adding liquidity and stabilizing the price fluctuation. However, speculators who partake in excessive speculation can resulted to destabilizing effect on the financial system. Excessive speculation that leads to zero-sum outcomes are prohibited in Islamic perspectives on finance and condemned in conventional finance. Other than trades in derivatives, commodities, bonds, equities or currencies, speculator is also looking forward to making profit in potential real estate namely in residential housing sector rather than commercial, industrial or agricultural. It is undeniable that speculation has its macroeconomic importance as its contributes in smoothening a stagnant property market. However, speculation also creates an artificial market price trends that leads to the benchmarking of housing price. In fact, although housing is a key driver of business cycle but excessive speculation in property market were also the causes of financial crisis in 2008. Therefore, this article explores on how Government of Malaysia initiates to curb the excessive speculation by introducing a better policy of banking credit system/mortgage/housing loan, housing tax and provision of affordable housing for low and middle-income class.

Economic Cycles and Urban Growth with Land Value and Land Rent

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Keywords: Periodic Shocks, Business Cycles, Economic Growth, National Utility, Land Rent, Land Value, Residential Location

The purpose of this study is to examine existence of business fluctuations in an urban growth model of endogenous wealth and land value with residential distribution over a linear city by Zhang (2017). Zhang synthesized the Solow growth model and the Alonso model. This paper generalizes Zhangs model by allowing all the time-independent parameters to be time-dependent. It examines the relationship between growth, urban structure and land value with different time-dependent exogenous shocks. We simulate the model to demonstrate existence of equilibrium points, motion of the dynamic system, and oscillations due to different exogenous shocks.

Weekend Effect Analysis on Daily Stock Return LQ45 in Indonesian Stock Exchange Period 2013-2015

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Keywords: Social Isolation, Asian International College, Students, Social Intervention Program

While the influx of Asian international students coming to America for higher education continues to grow interminably, the problem of social isolation of this population remains quite concerning (Digestive statistics, 1999; Lee & Rice, 2007; Wu, Garza, & Guzman, 2015; Zhao et al., 2005). Given that this phenomenon is currently an on-going social issue, there is still significant work to be done in order to fully understand and accurately analyze this problem, not to mention obviating possible adverse health-related effects experienced by the ostracized. This paper investigates the three potential causes of the social isolation of Asian international college students: social stigmatization, conflicting cultural identity, and the entrenchment of social identity. An intervention program is introduced consequently, which bases its strategies upon the aforementioned theories. The program aims to tackle the issues of the negative impacts parted by the stigmatization of the racially minor Asian international student groups, to minimize the gap between the cultural construals that different racial group members possess, and to alter the students focus on their social identities from an ethnic group-oriented one to a racially diverse, intervention group-oriented one. Such intervention program is expected to not only help the Asian international students adjust more quickly and effectively to American college environments, but also to positively affect and transform the entire student population to become a more understanding and an actually racially diverse group of people.

Relation among Flow and happiness for Older Adult Leisure Sports Participants in the Background of One Belt and One Road Leisure Satisfaction as Mediated Variable

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Keywords:One Belt and One RoadFlow, leisure Satisfaction, Happiness, Mediator variable

This study aims to investigate the relations between flow, leisure satisfaction and happiness in terms of senior citizens participation in leisure sports, as well as whether leisure satisfaction plays the mediated role in between. Meanwhile, arguments have been provided for improving quality of life and arousing enthusiasm towards leisure sports for the elderly. Questionnaires have been conducted to survey participants aging over 60 while correlation analysis, hierarchical multiple regression analysis and Sobel test have been applied to analyze the data. According to the results, for elderly participants, flow has significant impact on happiness; flow has significant impact on leisure satisfaction; leisure satisfaction has significant impact on happiness; leisure satisfaction performs as the intermediary between flow and happiness; indicating the key role of leisure satisfaction as a mediated variable.



Exploring the Correlation of Value Co-creation and Customer Loyalty: The Moderating Effect of Routine Behavior

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Keywords: Value Co-creation Behavior, Customer Loyalty, Routine Behavior

As there are more and more people take care of their health, they try to workout and exercise according to professional instructors advices. Therefore the fitness gyms have been popular. And it also means the intense competitive and the necessity to deliver marketing strategy to maintain customer loyalty. Since workouts may require more coaching and interactions, if the practitioners adopt customer value co-creation behaviors, can they increase customer loyalty toward fitness gyms? On the other hand, customers' routine workout behavior may influence customers' perceived necessary of interactions and involvement, and it may in turn negative influence the correlation of value co-creation behavior and customer loyalty. Accordingly, routine workout behavior was employed as the moderating variable in this study. In this study, we collected 450 questionnaires to investigate the relationships among value co-creation behavior, routine behavior and customer loyalty. The results indicate that respondents attitude and subjective norm toward value co-creation have positive effects on value co-creation behavior; value co-creation behavior has a positive effect on customer loyalty. Respondents routine workout has a negative moderating effect on value co-creation behavior and customer loyalty.

TRACK B
ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES



Properties of Etching SiO₂ using Inductively Coupled Plasma with Faraday Cage

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Keywords: Properties of Etching SiO₂, Inductively Coupled Plasma, Faraday Cage

In general, the etching using ICP is etched perpendicular to the surface. Generally, the etching using ICP used in the semiconductor manufacturing process etches the surface perpendicular to the surface. However, with faraday cage, it is possible to perform an Angled etching and a different etching rate and etching profile than when using a cage. Change the gas flow rate, ICP and CCP power and observe the results.



Influences of Enterprise Content and Infrastructure on Product Value

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Keywords:Contents, Intellectual Capital, Knowledge, Value Chain

The research results of this study clearly show a positive relationship between the infrastructure and content of enterprises. The two 2-3-6 value chain sub-systems can be categorized according to six factors based on added-value in the industry. The six categorized factors in the value chain are defined by experiment, experience, and knowledge in terms of the content of intellectual capital, and by finance, human resources, and facility in terms of the infrastructure of intellectual capital. The results of our quantitative analysis indicate that content variables significantly influence the production value of an enterprise in terms of patent permissions, research reports and research papers. The results of our qualitative analysis indicate that the semiconductor industry should establish an intellectual capital strategy for how to link work knowledge (i.e. experiments), product knowledge (i.e. experience) and intellectual property (i.e. knowledge) using tangible assets including financial costs, human resources and facility costs.

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