

ETSBS-2017

**International Conference on
Evolving Trends in Social Sciences
and Business Studies**

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Bali, Indonesia

March 24-25, 2017



Akademika Nusa Internasional
Association of Social Sciences and Humanities

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association for Social Sciences & Humanities

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Book of Abstracts Proceedings

**International Conference on Evolving Trends in
Social Sciences and Business Studies (ETSBS)**

Bali,Indonesia
March 24-25, 2017

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Proceedings of the International Conference on International Conference on Evolving Trends in Social Sciences and Business Studies (ETSBS)

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***6th International Conference on Evolving Trends
in Social Sciences and Business Studies (ETSBS)***

**Venue: Horison Sunset Road JI Sunset Road No.150 Legian, Bali
80361-Indonesia**

Conference Theme: Platform to the Researchers and Practitioners
from both Academia as Well as Industry to Meet the Challenges of
Cutting-Edge Development.

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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

CONFERENCE CHAIR MESSAGE

Dr. Sukri Palutturi

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” 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 and applied 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. Sukri Palutturi

Conference Chair

Email: conference.chair@anissh.com

CONFERENCE SECHDULE

ANISSH-2017

**Venue: Horison Sunset Road JI Sunset Road No.150 Legian, Bali
80361-Indonesia**

Time: Registration & Kit Distribution (8:30 - 9:30 am)

Day: Monday

Date: March 24, 2017

Venue: Room 1

09:30 am - 9:40 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 Monday (March 24, 2017)

First Presentation Session (10:30 am - 11:15 am)

Venue: Room 1

Session Chair: Dr Sukri Plauttri

Track A: Social and Community Studies

Presenter Name	Manuscript Title	Paper ID
Rahmat Hidayat	An Investigation of Implementation Samsung Promotion on Media (Youtube, Twitter and Facebook) for Purchasing Decision	ETSBS-037-ANI110
Harrie Lutfie	The Contribution of Word of Mouth and Below the Line Strategy for Purchasing Decision	ETSBS-037-ANI111

Lunch Break: (11.15 to 12:15pm)

Ending Note (12:15 to 01:15 pm)



*6th International Conference on Evolving Trends
in Social Sciences and Business Studies
(ETSBS) Bali, Indonesia*

TRACK A

SOCIAL AND COMMUNITY STUDIES

An Investigation of Implementation Samsung Promotion on Media (Youtube, Twitter and Facebook) for Purchasing Decision

*¹Rahmat Hidayat, ²Harrie Lutfie

³Leni

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Keywords: Promotion, Samsung, facebook, Youtube, Twitter,

This paper presents the comparative delivery of promotion through the media currently in well known and its increasing every year like media youtube, twitter and facebook. There is many company should thinking hardly because of they should choosing the right media to delivered their information about promotion, so that the customer who seen thats advertising on the media will automatically choosing and buying our product. This research object is PT Samsung who actively create ads in the three media and respondents we used is customers who have seen an advertising Samsung in the three media. This research method is descriptive quantitative. Total respondents 100 people and spread all over the city of Bandung. The analysis technique used is regression and confirmatory factor analysis with software lisrel. The Result we find that variable youtube and facebook has significant influence, but twitter didnt significant influence for purchasing decision decisions. As simultaneously, independent variables have an influence of 25.3% on purchasing decisions

The Contribution of Word of Mouth and Below the Line Strategy for Purchasing Decision

^{1*} Harrie Lutfie Telkom University,Indonesia
Corresponding Email: harrie.lutfie@gmail.com

Keywords: Variables,Customers, Purchasing

This study presents the contribution of word of mouth (WOM) was done by the customer and the strategies below the line (BTL) does by the company towards have increased used of transportation service Uber, which is became one of the solutions for efficiency and avoid traffic jam that often occurs in Bandung city. This research object is Uber taxi and respondents in this study are people who become customers uber Bandung. Total respondents 100 people scattered in the area of Bandung. This research method is descriptive quantitative, for measurements to know contribution of each independent variable on the dependent variable (purchasing decision) is using multiple linear regression analysis techniques. We used SPSS Software version 23. The results showed between WOM and BTL is even thought all variables dependent equally have a significant influence on purchasing decisions, but with partial test BTL more better than WOM. The contribution of WOM and BTL for purchasing decision is about 57.7%.

UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

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Our Vision

Our vision is to establish sustainable research and academic hub for future generations.

**Bali, Indonesia
(ETSBS-MARCH-2017)**

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