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## Table of Contents

### Articles

<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMON IDIOSYNCRATIC VOLATILITY IN INDONESIA</td>
<td>Pratiwi Noviayanti, Zaafri Husodo</td>
</tr>
<tr>
<td>COMPARISON OF USER EXPERIENCE ON GO-JEK AND GRAB MOBILE APPS (A STUDY ON PT. GO-JEK AND PT. GRAB INDONESIA CONSUMERS IN DKI JAKARTA)</td>
<td>Maulydia Maharani, Arianis Chan, Pratami Wulan Tresna</td>
</tr>
<tr>
<td>&quot;WHAT'S WRONG WITH A PHENOMENON UNDERPRICING?&quot;</td>
<td>Astrid Maharani</td>
</tr>
<tr>
<td>MANAGEMENT OWNERSHIP AND STOCK PRICE INFORMATIVENESS IN INDONESIA STOCK MARKET</td>
<td>Indra Ambarita, Cynthia Utama</td>
</tr>
<tr>
<td>THE EFFECT OF MUDHARABAH AND MUSYARAKAH ON THE PROFITABILITY OF ISLAMIC BANKS</td>
<td>Jaurino Jaurino, Renny Wulandari</td>
</tr>
<tr>
<td>FOREIGN HOLDING COMPOSITION AND EXCHANGE RATES IN INDONESIA</td>
<td>Datu Beru, Irwan Adi Ekaputa</td>
</tr>
<tr>
<td>E-PROCUREMENT IMPLEMENTATION AND BUDGET ABSORPTION IN INDONESIAN LOCAL GOVERNMENT</td>
<td>Puji Nurhayati, Djaminah Djaminah, Masyita As Sahara</td>
</tr>
<tr>
<td>ORGANIZATIONAL LEARNING AS INTERVENCING VARIABLE ON ASSOCIATION OF IT COMPETENCE TO PERFORMANCE OF PUBLIC SECTOR ENTITIES: AN EMPIRICAL STUDY AT SIMDA OF BOGOR LOCAL GOVERNMENT</td>
<td>Marsdenia Marsdenia</td>
</tr>
<tr>
<td>RESPONSIBILITY DESIGN MODEL &amp; FINANCIAL DISCLOSURE BASED ON WEB-ICT WITH INDEX FULL DISCLOSURE METHOD FOR GOOD GOVERNANCE GOVERNMENT IN INDONESIA REGENCY AND CITY (EMPIRICAL STUDY ON ENTIRE LOCAL GOVERNMENT REGENCY AND CITY IN INDONESIA)</td>
<td>Bambang Jatmiko, Nano Prawoto, Rini Juni Astuti, Kholifah Fil Ardhi</td>
</tr>
<tr>
<td>THE MODERATING EFFECT OF ECONOMIC GROWTH ABILITY OF FINANCIAL FACTORS ON THE IMPLEMENTATION OF E-GOVERNMENT</td>
<td>Putro Budi Saksono, Asaprima Putra Karunia, Harry Leo Niko Sinaga, Azab Ayub Momot</td>
</tr>
<tr>
<td>INVESTIGATING COMPETITIVE ADVANTAGE OF PT SIANTAR TOP, TBK: CASE STUDY USING FUNCTIONAL BUSINESS ANALYSIS</td>
<td>Florentina Blandina Parapaga, Yuni Annisa Dewi, Popy Rufaidah</td>
</tr>
<tr>
<td>BUSINESS PERFORMANCE ANALYSIS OF PT MAS MURNI INDONESIA, TBK: CASE STUDY USING FUNCTIONAL BUSINESS ANALYSIS</td>
<td>Muhammad Refki Novera, Ekky Hasbi Zulkarnain, Popy Rufaidah</td>
</tr>
<tr>
<td>THE IMPACT OF STRATEGIC PLANNING IMPLEMENTATION ON NON-PROFIT ORGANIZATION'S PERFORMANCE EFFECTIVENESS</td>
<td>Siti Khusnel Rifani, Tengku Ezni Balqiah</td>
</tr>
<tr>
<td>THE INFLUENCES OF ENTREPRENEURIAL ORIENTATION AND ALLIANCE LEARNING PROCESS ON STRATEGIC ALLIANCE PERFORMANCE OF INDONESIA CONSTRUCTION COMPANIES</td>
<td>Retno Handayani, Ratih Dyah Kusumastuti</td>
</tr>
<tr>
<td>THE EFFECT OF INNOVATION TO ORGANIZATION PERFORMANCE AT CULINARY INDUSTRY ON BRAGA DISTRICT</td>
<td>Laura Lahindah, Ady Widya Mitra</td>
</tr>
<tr>
<td>STRATEGIC ADVANTAGES OF PT WILLMAR CAHAYA INDONESIA, TBK: CASE STUDY USING SWOT ANALYSIS</td>
<td>Fajar Rezeki Ananda Lubis, Ida Bagus Alit Ksama Putera, Popy Rufaidah</td>
</tr>
</tbody>
</table>
IMPROVEMENT ON DELIVERY SERVICE IN DROPSHIPPER COMPANY: CASE OF AQUARIST FARM
Brian Lee, Mursyid Hasan Basri

THE INFLUENCE OF BUDGETARY COMMITMENT ON MANAGERIAL PERFORMANCE: PARTICIPATIVE BUDGETING AS AN INTERVENING VARIABLE
Budi Hartono Kusuma

FACTORIZING EMPLOYEE ENGAGEMENT OF FULL TIME LECTURERS
Yohana F. Cahya Palupi Meilani

MOTIVES FOR ENGAGING CORPORATE SOCIAL RESPONSIBILITY PROGRAM
Gresyelida Lavinia Widjaja, Yie Ke Feliana

THE INFLUENCE OF LEADERSHIP STYLE AND ORGANIZATIONAL CULTURE IN THE IMPLEMENTATION OF RISK MANAGEMENT
Asty Khairi Inayah, Tengku Ezni Balqiah

PUBLIC GOVERNANCE AND CORPORATE ETHICS: A CROSS NATIONAL ANALYSIS
Sofik Handoyo

SIMAKU®-SEKOLAH: THE IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS AND ACCOUNTING FOR SCHOOL SOFTWARE USING WEB-BASED APPLICATIONS TO ACHIEVE GOOD SCHOOL GOVERNANCE
Suryo Pratolo, Misbahulanwar Misbahulanwar, Bambang Jatmiko

THE ROLES OF GOOGLE GIFT CARD AND GOOGLE WALLET IN ACCOUNTING AND BUSINESS
Ilyas Fachhrurazi, Wierdina Carmel Prasetyo, Aemilius Dyarma Satria

THE ROLE OF XBRL USE TO THE QUALITY OF ELECTRONIC FINANCIAL STATEMENTS AND COMPANIES RISK
Teja Jatmika

ANALYZE TO THE ROLE EXTENSIBLE BUSINESS REPORTING LANGUAGE (XBRL) TO IMPROVE THE ACCURACY OF TAX REPORT
Patrick Naomi Maysias Simanjuntak

MEANING OF SENTIMENT ANALYSIS FOR COMPANIES
Menno van Zaanen, Lydia Mutiara Dewi

COMPETITIVE ANALYSIS MODEL IN GARMENTS INDUSTRY: CASE STUDY OF PT. PAN BROTHERS, TBK
Ginanjar Kurnia, Popy Rufaidah, Syaifuddin Syaifuddin

INDUCTIVE REASONING IN MARKETING RESEARCH TO RESPOND THE FUTURE MARKET CHALLENGES
Andhi Sukma, Harriman Saragih

MARKETING STRATEGY ANALYSIS TO INCREASE THE GROWTH OF OLAMITA RESTO
Fadhil Fahmi

PREMIUM FRESH PRODUCE MARKETING SUCCESS FACTORS THROUGH PRODUCT QUALITY DIMENSIONS AS CUSTOMER DRIVING FORCES: A CASE STUDY OF FRUIT SPECIALTY STORE PRODUCT DISPLAY OPTIMIZATION IN BANDUNG
Hesty Nurul Utami, Agriani Hermita Sadeli

SHARIA MARKETING ANALYSIS IN NOOR HOTEL BANDUNG
Arianis Chan, Ratih Purbasari, Pratami Wulan Tresna

AUDITOR SWITCHING'S FACTORS: THE ANALYSIS ON AUDIT DELAY, CLIENT SIZE, AND AUDIT COMMITTEE CHANGES
Meryka Kasih, Evita Puspitasari

DO COMPANY'S ATTRIBUTES AND AUDIT RELATED FACTORS AFFECT TIMELINESS OF FINANCIAL REPORTING?
Alvin Hary Septiyan, Evita Puspitasari

EARNINGS BENCHMARKS AND TIMELINESS OF AUDIT REPORTS: CORPORATE GOVERNANCE MECHANISM AS MODERATING VARIABLE
Antonius Herusetya

THE IMPACT OF WORK-FAMILY CONFLICT TOWARD JOB PERFORMANCE – THE CASE OF EXTERNAL AUDITOR
Maria Kharisma Bulu Geroda, Evita Puspitasari

**OIL PRICE AND BANKRUPTCY PROBABILITY OF OIL AND GAS COMPANIES (STUDIES IN 3 ASIA-PACIFIC COUNTRIES)**
Dini Rosdini, Rahardi Gita Nautika

**PREDICTING GREEN PURCHASE INTENTION OF GENERATION Y: AN EMPIRICAL STUDY IN INDONESIA**
Shella F. Eles, Sabrina O. Sihombing

**SOCIAL AND ENVIRONMENTAL ACCOUNTING AND RELEVANCE VALUE: AN ANALYSIS IN LATIN AMERICA**
Sandra Pastor, Valeria Perez

**THE READINESS OF INTEGRATED REPORTING (IR) IMPLEMENTATION ON COMPANIES PUBLISHING SUSTAINABILITY REPORT IN 2015**
Patriani Wahyu Dewanti, Tegar Galang Anantha, Cahita Widiasari

**CREATIVE CITY: ANALYSIS OF BANDUNG CREATIVE CITY INDICATORS**
Mohammad Benny Alexandri
SHARIA MARKETING ANALYSIS IN NOOR HOTEL BANDUNG

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Abstract
Currently sharia industry is showing growth fast enough due to Islam as guidelines of life has implemented on many sectors. This study aims to analyze the sharia marketing implementation of Noor Hotel. Noor Hotel was chosen because the hotel was the largest hotel with sharia concept in Bandung and obtained the positive responses from the guests.
The research was using qualitative method and explorative research approach. The data gathered from the observation, in-depth Interviews to leadership, marketing manager, employee and Noor’s Hotel consumers, and marketing literature study.
The result shows that Noor Hotel has executed the elements of sharia marketing mix. The entire elements was used as tools such as product, price, place, promotion, process, people, physical evidence, promise and patience, has done well to realize the value of Islamic values.
The suggestion is that Noor Hotel can be more promotions in several medias and adds kind of services which develop the potential of sharia hotel in the future. It also holds the sharia principles, so that can be reach the wider markets.
Keywords: Sharia Marketing, Sharia Hotel, Noor Hotel
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