

THE
11th **INTERNATIONAL RESEARCH CONFERENCE**
ON QUALITY, INNOVATION
AND KNOWLEDGE MANAGEMENT



CONFERENCE PROCEEDINGS

19th-21st FEBRUARY 2014

BANDUNG - INDONESIA

"Sustainable Research and Innovation"



FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PADJADJARAN



MONASH University
Business and Economics

INTRODUCTION

Welcome to Bandung

Welcome to the 11th International Research Conference on Quality, Innovation, and Knowledge Management. The conference held on 19-21 February, 2014 in Bandung, the capital of West Java Province, Indonesia and hosted by Department of Management and Business, Faculty of Economics and Business, Universitas Padjadjaran and also Department of Management, Faculty of Business and Economics, Monash University.

Surrounded by fresh mountainous region, Bandung has been the top destination in the region since the colonial era. Known to the world as the host of the 1955 Asian African Conference, and full of cultural heritages including its art-deco architecture, Bandung has been long well known also as the Paris van Java. Your visit will be a memorable one.

This conference bring together leaders from business, government and other sectors, as well as leading academics from around the world, to share knowledge, experiences and research findings. Our theme this year is **"Sustainable research and innovation"** and we have chosen Indonesia as our host for this conference.

According to the Mckinsey report (2012), Indonesia's economy has enormous promise. Already the 16th largest economy in the world, Indonesia has the potential to become the seventh biggest by 2030. In recent years, Indonesia has made enormous strides in their macroeconomic management; inflation has fallen from double digits to single digit. The economy, part of a resurgent Asia, is transforming rapidly. The growth in Indonesia's consuming class is stronger than in any economy of the world except India and China, a signal to international businesses and investors of considerable new opportunities.

The rapid globalisation of markets has enormous implications for businesses in Indonesia and other developing economies in Asia and social development generally. Two key questions to be addressed are: (i) How is business to compete in the global marketplace?, and (ii) How can social structures and social infrastructure be reformed to promote business and societal development?

The arrival of the global economy creates challenges at all levels of society: for business, government, employees and consumers. Various approaches and strategies for improved competitiveness have been promoted over the past two decades; these include: quality management, supply chain management, management of innovation, knowledge management, government deregulation, organisational learning, creativity, and so on, but what do these approaches have to offer us as we move forward? What have we learned from the first decade of globalisation? What can guide us through the coming period? This conference will focus on these questions, looking particularly at case studies and practical applications.

Enjoy!

The Local Organizing Committee

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THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER PERCEIVED VALUE TOWARDS CUSTOMER LOYALTY IN BANK CENTRAL ASIA

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Wombat Room – Session 2 - Marketing

Competition in the banking world today is getting stronger and sharper. Banks are always required for always creative and innovative in response to demands from customers which are getting smarter to choose their needs. PT. Bank Central Asia, Tbk Branch Asia - Africa Bandung, (further in this research will be called "BCA"), within the last 3 years has always had debtors who ran to other banks, however after followed with a personal approach some debtors who ran can be won back again.

This study aims to determine whether the customer perceived value and customer relationship management which are conducted by BCA can affect customer loyalty. Then based on the objectives of the study, this study uses verification approach. The research conducted by distributing questionnaires to the respondents, where the unit of analysis of this research is credit customers of BCA.

Population in this study is the customer loan portfolio of BCA in Bandung city, with the sum of 1100 customers. purposive sampling is used and the calculation formula of Solving obtained 110 people customers who have been applying a loan for a variety of business and other needs for more than 5 years are being sampled in this study. The statistical analysis use path analysis and SPSS 21 program. The result shows that the customer perceived value and customer relationship management has a positive and significant effect on customer loyalty simultaneously. Then through the coefficient of determination test shows that simultaneously customer perceived value and customer relationship management are contributes for the influence on customer loyalty by 72 % , while the remaining 28 % is the influence of other variables that were not examined in this research.

Keywords: *Customer Relationship Management, Customer Perceived Value, Customer's loyalty*

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION TO THE LOYALTY OF DIGITAL MAGAZINE READER (Case Study of MALE Digital Magazine)

Muhammad Dedy, Diana Sari, dan Meydia Hasan

Wombat Room – Session 2 - Marketing

In this modern era, human life can not be separated from media. Mass media has been developed rapidly in order to satisfy the needs of the user from an era to another. Along with rapid development of the internet nowadays, the era of print media are now starting to be displaced by digital media or online. Innovation in the form of transformation from print magazines into digital form / online is an interesting phenomenon. Experiential Marketing provides a unique and new experience to customers. This concept seeks to present a unique experience, a new , positive and memorable to customers. MALE Magazine is the first interactive digital magazine in Indonesia that provides a new and unique experience for readers of the magazine , especially the people of Indonesia. The purpose of this study is to analyze the effect of each variable on experiential marketing , namely sense, feel , think, act and relate to the satisfaction of the reader and see the implications to the loyalty of MALE Magazine readers. Sample will drawn using purposive sampling method from the downloaders then Structural Equation Modeling (SEM) will be employed to analyze the data.

Keywords: Experiential marketing, Sense (five senses), Feel (feeling), Think (way of thinking), Act (habit), Relate (linkage), Customer Loyalty

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