



2014 1ST INTERNATIONAL SYMPOSIUM
ISTMET ON TECHNOLOGY MANAGEMENT
AND EMERGING TECHNOLOGIES
ASTON BRAGA, BANDUNG, INDONESIA | 27 - 29 MAY 2014



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Hamzah Asyrani Bin Sulaiman

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2014 International Symposium on Technology Management and Emerging Technologies (ISTMET)

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ABOUT THE CONFERENCE

Malaysia Technical Scientist Group with Technical Co-Sponsored of IEEE Malaysia Section and Indonesia Section are pleased to announce 2014 International Symposium on Technology Management and Emerging Technologies (ISTMET 2014) which will be held in Aston Braga Hotel & Residence, Bandung, Indonesia, on May, 27 – 29, 2014. This very first meeting of conferences will provide excellent opportunities for researchers, scientists, engineers and vendors working in areas related to Technology Management and Emerging Technologies to present latest research results, and exchange views and experience.

ISTMET

The proceedings of the conferences will be available on IEEE Xplore, and can be reached after the conference.

This conference has been listed at IEEE Conference Search:

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CHAIRMAN'S MESSAGE

Welcome to ISTMET 2014

It is a very great pleasure for me to welcome you on behalf of the Conference Committee, to this very first International Symposium on Technology Management and Emerging Technologies (ISTMET 2014) during the period 27-29 May 2014. This first conference is held at Aston Braga Hotel & Residence in Bandung, Indonesia. Istmet 2014 organising committee has worked very effectively this time to ensure that we have excellent speakers who will cover the theme of the conference from different perspectives. This is to ensure that we capture the interests of all conference participants irrespective from which organisation or business sector they come from.

This year 208 papers were received. Out of this, 119 were rejected, representing a 57% rejection rate. The total number of authors involved was 439, with the papers coming from Malaysia (72%), Asia and the Pacific (98.9%), Europe, Canada and US (1.1%). The reviewing committee consisted of 737 reviewers from more than 50 countries.

To begin the conference, we are thrilled to have Professor Peng Shi, an excellent researcher in the University of Adelaide, Australia, as our first keynote speaker. It will continue with our second keynote speaker with Assoc. Prof. Ir. Dr. Sharul Kamal Abdul Rahim from University Teknologi Malaysia to share knowledge of latest technology and finding in Smart Antenna on Communication System.

Beyond all this, the Conference Committee expresses its gratitude towards the authors who have submitted well-written meaningful papers which are the very means which have attracted you to the Conference. Their willingness to openly describe their achievements, share experiences and confront their concepts is greatly appreciated.

The theme of the conference is encouragement of Technology Management and Emerging Technologies related research work towards improvement in the human life quality. The conference offers a platform to local and foreign researchers, academicians, engineers, executives, bankers, and end-users of research to formulate new research collaborations through candid discussions during paper presentation and discussion. The conference also offers an opportunity to strengthen existing collaborations for gaining tangible research outputs in short time frame.

As the international's tourism state, Indonesia offers visitors a wide range of attractions. Aston Braga Hotel & Residence, Bandung is a four stars hotel property, located in the central city of Bandung and adjacent to the shopping arcade of Braga City Walk. An average 20 minutes from Airport, 5 minutes from Train Station, 20 minutes from Rumah Mode Factory Outlet, Cihampelas and Dago Shopping distance, will ensure you that we are in a strategic location.

I wish you a happy conference and a pleasant stay in Bandung.

ISTMET 2014 Chairman

PROGRAM SCHEDULE

Time	Room 1	Room 2	Room 3
Tuesday, May 27			
08:15 AM	REG: <i>Registration (8:15 am - 4:00 pm)</i>		
08:40 AM	WM: <i>Welcome Address</i>		
09:00 AM	KEY1: <i>Keynote 1 - Professor Peng Shi</i>		
09:50 AM	KEY2: <i>Keynote 2 - Assoc. Prof. Ir. Dr. Sharul Kamal Bin Abdul Rahim</i>		
10:35 AM	MB: <i>Morning Break</i>		
11:00 AM	ET1: <i>Emerging Technology 1</i>	ET2: <i>Emerging Technology 2</i>	TM1: <i>Technology Management 1</i>
01:00 PM	LB: <i>Lunch Break 2</i>		
02:00 PM	ET3: <i>Emerging Technology 3</i>	TM2: <i>Technology Management 2</i>	TM3: <i>Technology Management 3</i>
05:40 PM	EB: <i>Event Break</i>		
Wednesday, May 28			
08:30 AM	ET4: <i>Emerging Technology 4</i>	TM4: <i>Technology Management 4</i>	TM5: <i>Technology Management 5</i>
10:45 AM	MB: <i>Morning Break</i>		
11:15 AM	ET4: <i>Emerging Technology 5</i>	ET4: <i>Emerging Technology 6</i>	

KEYNOTE SPEAKERS

Analysis and Design on Dynamical Systems with Hybrid Structure

Peng Shi

Abstract - A large class of dynamical systems has variable structures subject to deterministic or random changes, which may result from the abrupt phenomena such as component and interconnection failures, parameters shifting, tracking, and the time required to measure some of the variables at different stages. Systems with this character may be modelled as hybrid ones, that is, to the continuous state variable, a discrete variable called the mode, or operating form, is appended. The mode describes the changes or random jumps of the system parameters and the occurrence of discontinuities. On the other hand, in order to control the behaviour of a system, we should capture the system's salient features in a mathematical model. Indeed, any model of practical systems almost always contains some type of uncertainty. So the modelling and design should take into account the uncertainty inherent to a model of the system in order to maintain stability and performance specifications in the presence of these uncertainties.

In this talk, the nature of hybrid dynamical systems will be explored, and some design techniques for such systems with uncertainties will be presented.



Peng Shi

*School of Electrical and Electronic Engineering
The University of Adelaide, Australia*

Peng Shi received the Bachelor degree in Mathematics from Harbin Institute of Technology, China; the Master degree in Systems Engineering from Harbin Engineering University, China; the PhD degree in Electrical Engineering from the University of Newcastle, Australia; and the PhD degree in Mathematics from the University of South Australia. He was awarded the degree of Doctor of Science by the University of South Wales, UK.

Dr Shi was a lecturer at the University of South Australia; a senior scientist in the Defence Science and Technology Organisation, Australia; a professor in the University of South Wales, UK. He is now a Professor at the University of Adelaide, and Victoria University, Australia. Dr Shi's research interests include system and control theory, computational intelligence, and operational research. He has published 9 monographs and over 500 papers in international journals. Dr Shi is a Highly Cited Researcher evaluated by ISI Thomson Reuters.

Dr Shi is a Fellow of the Institution of Engineering and Technology; and a Fellow of the Institute of Mathematics and its Applications. He has been an associate editor or editorial board member for a number of scientific journals, including Automatica; IEEE Transactions on Automatic Control; IEEE Transactions on Systems, Man and Cybernetics-Part B (on Cybernetics now); IEEE Transactions on Fuzzy Systems; IEEE Transactions on Circuits and Systems-I; IEEE Access; Information Sciences; Signal Processing; J. of the Franklin Institute; Int. J. of Systems Science; Nonlinear Analysis: Real World Applications; and Circuits Systems and Signal Processing. In addition, Dr Shi has been a General Chair, Workshop Chair, Session Chair, member of Advisory/Program/Organising Committee for numerous International Conferences.

Dr Shi is now the Chair of Control, Aerospace and Electronic Systems Chapter, IEEE South Australia Section; and a College of Expert Member, Australian Research Council. He received the Vice-Chancellor's Citation Award of Research and Training from Victoria University in 2010; and the Most Cited Paper Award from Signal Processing in 2009.

Presentation Title: 5G Cellular Networks: Vision and Antenna Realization

Assoc. Prof. Ir. Dr. Sharul Kamal Bin Abdul Rahim

Abstract - This talk outlines some key features of future 5G cellular communications, and the antenna solutions required to meet the underlying objectives. Global consumer trends reveal an increasing demand for huge bandwidths and data speeds. 5G communications is envisaged to provide the required capacity to accommodate the enormous data traffic arising from the multimedia-rich content. Smart antenna systems are presented as a desirable approach to enhance capacity by increasing system robustness to interference and noise. This performance goal is achieved by optimally steering array antenna beams towards directions of interest and away from interference sources. Various beam-forming techniques will be discussed, with a focus on current Butler Matrix research.



Assoc. Prof. Ir. Dr. Sharul Kamal Bin Abdul Rahim

*Wireless Communication Centre (WCC), Faculty of Electrical Engineering, Universiti Teknologi
Malaysia
81310 UTM Skudai Johor, Malaysia*

Assoc. Prof. Ir. Dr. Sharul Kamal Abdul Rahim obtained his first degree from University of Tennessee, USA majoring in Electrical Engineering, graduating in 1996, MSc in Engineering (Communication Engineering) from Universiti Teknologi Malaysia (UTM) in 2001 and PhD in Wireless Communication System from University of Birmingham, UK in 2007. Currently, Dr. Sharul is a senior lecturer at Wireless Communication Centre, Faculty of Electrical Engineering, UTM Skudai. His research interests include antenna design, RF and microwave systems, reconfigurable antenna, beamforming network, smart antenna system and antenna for energy power transfer. He is also a senior member of IEEE Malaysia Section, Member of Institute of Engineer Malaysia (MIEM), Member of the Institute of Electronics, Information and Communication Engineers (IEICE) and Eta Kappa Nu Chapter (International Electrical Engineering Honour Society, University of Tennessee). He has published a number of technical papers including journals, book chapters, and conferences as well as supervising a number of PhD, Master and Undergraduate students.

TUESDAY,

MAY 27, 2014

9:00 AM - 9:45 AM

KEY1: Keynote Speaker 1

Chair: Hamzah Asyrani Bin Sulaiman (Universiti Teknikal Malaysia Melaka, Malaysia)

9:50 AM - 10:35 AM

KEY2: Keynote Speaker 2

Chair: Hamzah Asyrani Bin Sulaiman (Universiti Teknikal Malaysia Melaka, Malaysia)

10:35 AM - 11:00 AM

TEA: Tea Break

PARALLEL SESSION

11:00 AM - 1:00 PM

ET1: Emerging Technology 1 (ROOM 1)

ET2: Emerging Technology 2 (ROOM 2)

TM1: Technology Management 1 (ROOM 3)

2:00 PM – 5.00 PM

ET1: Emerging Technology 3 (ROOM 1)

TM2: Technology Management 2 (ROOM 2)

TM3: Technology Management 3 (ROOM 3)

ET1: Emerging Technology 1

Chairs: Najwa Mohd Faudzi (Universiti Teknologi Mara, Malaysia), Masramdhani Saputra (Bandung Institute of Technology, Indonesia)

11:00 Triple Band Off-Centre-Fed Microstrip Antenna on LTCC Technology

Hadi Jumaat (Universiti Teknologi MARA, Malaysia); Mohd Tarmizi Ali (Universiti Teknologi Mara, Malaysia); Rosidah Alias (TM Research & Development Sdn Bhd, Malaysia); Suhaila Subahir (Universiti Teknologi MARA, Malaysia); Nur Hidayah Mohd Sukaimi (Universiti Teknologi MARA, Malaysia); Najwa Mohd Faudzi (Universiti Teknologi Mara, Malaysia)

11:15 Optimizing Sales Using Mobile Sales Ticketing Application

Henkie Ongowarsito (Bina Nusantara University, Indonesia)

11:30 Feature Points Repeatability on Facial Deformation

Zulfikri Paidi (Universiti Teknologi MARA, Malaysia)

11:45 A Control Method for Single-Phase Bidirectional Converters

Masramdhani Saputra (Bandung Institute of Technology, Indonesia); Yos Prabowo (Bandung Institute of Technology, Indonesia); Pekik Argo Dahono (Institute Technology Bandung, Indonesia)

12:00 Comparison of Conventional Circular Split Ring and Circular Split Ring with Triangular Tip Edge to Increase Electrical Field Response

Muhammad Ezanuddin Abdul Aziz (Universiti Malaysia Perlis (UniMAP), Malaysia); Abdul Hafiihz Ismail (UniMAP, Malaysia); Shahrul Yaakob (University Malaysia Perlis, Malaysia); Emi Izhazam Azmi (UniMAP, Malaysia)

12:15 A 2.45 GHz Wearable Antenna Using Conductive Graphene and Polymer Substrate

Muhammad Muhsin Mansor (Universiti Teknologi Malaysia, Malaysia); Sharul Kamal A. Rahim (Universiti Teknologi Malaysia, Malaysia); Uda Hashim (Universiti Malaysia Perlis, Malaysia)

12:30 Metal Mountable UHF-RFID Tag Antenna with Meander Feed Line and Double T-Match

Najwa Mohd Faudzi (Universiti Teknologi Mara, Malaysia); Mohd Tarmizi Ali (Universiti Teknologi Mara, Malaysia); Ismarani Ismail (University Technology MARA & UiTM, Malaysia); Hadi Jumaat (Universiti Teknologi MARA, Malaysia); Nur Hidayah Mohd Sukaimi (Universiti Teknologi MARA, Malaysia)

12:45 Electronic Voting for the People of Mount Merapi, Really?

Manik Hapsara (Universitas Islam Indonesia & SPBU Adisucipto, Indonesia)

ET2: Emerging Technology 2

Chairs: Mohd Nor Azmi Ab. Patar (Universiti Teknologi MARA, Malaysia), Fatimah Nur Mohd Redzwan (Universiti Teknologi Mara, Malaysia)

11:00 Wireless Real Time Design for Artificial Sphincter Control for Urinary Incontinence

Maneesha Ramesh (Amrita University, India); Dhanesh Raj (Amrita VishwaVidyapeetham, India); Sanjeevan Kalavampura V (Amrita Institute of Medical Sciences, India); Dilraj Nadarajan (Amrita Vishwa Vidyapeetham, India)

11:15 Development of a Resilient Wireless Sensor Network for Real-Time Outdoor Applications

Maneesha Ramesh (Amrita University, India); Parvathy Rajan (AMRITA Vishwa Vidyapeetham, India); Divya Pullarkatt (Amrita Vishwa Vidyapeetham, India)

11:30 An In-Body Wireless Communication System for Targeted Drug Delivery: Design and Simulation

Maneesha Ramesh (Amrita University, India); Keerthi Mohan (Amrita Vishwa Vidyapeetham, India); Dilraj Nadarajan (Amrita Vishwa Vidyapeetham, India)

11:45 Dual-band Planar Inverted F Antenna with Parasitic Element for LTE and WiMAX Mobile Communication

Fatimah Nur Mohd Redzwan (Universiti Teknologi Mara, Malaysia); Mohd Tarmizi Ali (Universiti Teknologi Mara, Malaysia); Mohd Nor Md Tan (University Technology Mara, Malaysia); Nurfarahin Miswadi (Universiti Teknologi Mara, Malaysia)

12:00 Design of Broadband Tri-Polarized Antenna for Wireless MIMO Systems

Misida Senon (Universiti Teknikal Malaysia Melaka, Malaysia); Kamarul Ariffin Abd Rashid (Universiti Teknikal Malaysia Melaka & Politeknik Seberang Perai, Malaysia); Muhammad Majdi Saad (UTeM, Malaysia); Mohamad Zoinol Abidin Abd Aziz (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Tarmizy Ahmad (Mohamad Tarmizy Ahmad, Malaysia); J Sam Hamidon (Universiti Teknikal Malaysia Melaka, Malaysia)

12:15 A Review on Circular Polarization Antenna for Wireless MIMO Application

Kamarul Ariffin Abd Rashid (Universiti Teknikal Malaysia Melaka & Politeknik Seberang Perai, Malaysia); Mohamad Zoinol Abidin Abd Aziz (Universiti Teknikal Malaysia Melaka, Malaysia); Muhammad Majdi Saad (UTeM, Malaysia); Misida Senon (Universiti Teknikal Malaysia Melaka, Malaysia); J Sam Hamidon (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Tarmizy Ahmad (Mohamad Tarmizy Ahmad, Malaysia)

12:30 Band-Reject Ultra-wideband Antenna for WLAN and DSRC Environments

Nurul Nadia (Wireless Communication Centre, Universiti Teknologi Malaysia, Malaysia); Sharul Kamal A. Rahim (Universiti Teknologi Malaysia, Malaysia); Akaa Eteng (Universiti Teknologi Malaysia, Malaysia)

12:45 System Integration and Control of Dynamic Ankle Foot Orthosis for Lower Limb Rehabilitation

Mohd Nor Azmi Ab. Patar (Universiti Teknologi MARA, Malaysia); Jamaluddin Mahmud (Universiti Teknologi MARA, Malaysia); Anwar P. P. Abdul Majeed (Universiti Malaysia Pahang, Malaysia); Mohd Azraai Razman (Universiti Malaysia Pahang, Malaysia)

1:00 Electrical Conductivity Characteristics of Tin-doped Zinc Oxide Thin Film Deposited Using Sol-Gel Immersion Method

Siti Shafura A Karim (Universiti Teknologi MARA, Malaysia); Mohamad Rusop (Universiti Teknologi MARA - UiTM & NANO-SciTech Centre / NANO-ElecTronic Centre, Malaysia); Uzer Mohd Noor (University Technology MARA, Malaysia); Uzer Mohd Noor (Universiti Teknologi MARA, Malaysia)

TM1: Technology Management 1

Chairs: Rudy Aryanto (Bina Nusantara University & Bina Nusantara, Indonesia), Che Maznah Mat Isa (Universiti Teknologi MARA, Malaysia)

11:00 Comparison of Optimal Calculation of Inventories

Rudy Aryanto (Bina Nusantara University & Bina Nusantara, Indonesia)

11:15 The Difference in Eco-tourist Preferences to Marine Tourism Destination Base on Biocentrism Segments

Rudy Aryanto (Bina Nusantara University & Bina Nusantara, Indonesia)

11:30 Development of Prototype System for Monitoring and Computing Greenhouse Gases with Unmanned Aerial Vehicle (UAV) Deployment

Othman Sidek (Universiti Sains Malaysia, Engineering Campus, Malaysia); Ummi Nurulhaiza Za'bah Za'bah (Universiti Sains Malaysia, Malaysia); Hadi Jafar (Universiti Sains Malaysia & Engineering Campus, Malaysia); Munajat Abdul Hadi (Universiti Sains Malaysia, Malaysia)

11:45 An Integrated Document Management System for Managing Self Programme Accreditation Using Scrum Approach

Safura Adeela Sukiman (Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA, Malaysia); Rashidah Mokhtar (Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA, Malaysia); Nur Huda Jaafar (Universiti Teknologi Mara, Malaysia); Nor Fadilah Tahar (Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA, Malaysia); Nor Abu Bakar (Universiti Teknologi MARA, Malaysia); Azizah Aris (Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA, Malaysia)

12:00 Understanding Factors on the Customer Intention Behavior Through Facebook Commerce: a Conceptual Model

Seyedeh Marjan Mahdavi Anari (University Technology Malaysia, Malaysia); Roliana Ibrahim (Universiti Teknologi Malaysia, Malaysia); Aryati Bakri (Universiti Teknologi Malaysia, Malaysia)

12:15 Towards a Unified PKI Framework

Dan Chan (The University of Hong Kong, Hong Kong); Hui (The University of Hong Kong, Hong Kong)

12:30 Plagiarism: A Review of Why Malaysian Students Commit the Academic Dishonour

Chee-Ming Chan (Centre for Graduate Studies & Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia); Alina Shamsuddin (Universiti Tun Hussien Onn Malaysia, Malaysia); Ahmad Shakri Mat Seman (University Tun Hussien Onn, Malaysia)

12:45 Using PLS-SEM Technique to Model Malaysian Construction Firms' Entry Timing Decisions in International Market Expansion

Che Maznah Mat Isa (Universiti Teknologi MARA, Malaysia); Hamidah Mohd Saman (Universiti Teknologi MARA, Malaysia); Siti Rashidah Mohd Nasir (Universiti Teknologi MARA, Malaysia); Aini Jaapar (Universiti Teknologi MARA, Malaysia); Christopher Preece (Universiti Teknologi Malaysia, Malaysia)

ET3: Emerging Technology 3

Chairs: Dayana Farzeeha Ali (Universiti Teknologi Malaysia, Malaysia), Eka Rakhman Priandana (Institut Teknologi Bandung & BPPT, Indonesia)

2:00 Dielectric Barrier Discharge Plasma Reactor Analysis as Ozone Generator

Muhammad Nur (Diponegoro University, Indonesia)

2:15 Force Assisted of Hand and Finger Device for Rehabilitation

Mohd Nor Azmi Ab. Patar (Universiti Teknologi MARA, Malaysia); Takashi Komeda (Shibaura Institute of Technology, Japan); Jamaluddin Mahmud (Universiti Teknologi MARA, Malaysia)

2:30 Visualization Skills Among Universiti Teknologi Malaysia Student

Dayana Farzeeha Ali (Universiti Teknologi Malaysia, Malaysia); Mahani Mokhtar (Universiti Teknologi Malaysia, Malaysia)

2:45 Analysis and Design of Variable Double-Band Hysteresis Current Controller for Single-Phase Full-Bridge Bidirectional Converters

Eka Rakhman Priandana (Institut Teknologi Bandung & BPPT, Indonesia); Masramdhani Saputra (Bandung Institute of Technology, Indonesia); Yos Prabowo (Bandung Institute of Technology, Indonesia); Pekik Argo Dahono (Institute Technology Bandung, Indonesia)

3:00 Detecting Major Disease in Public Hospital Using Ensemble Techniques

Mgs. Afriyan Firdaus (University of Sriwijaya, Indonesia); Rin Nadia (University of Sriwijaya, Indonesia); Bayu Adhi Tama (University of Sriwijaya, Indonesia)

3:15 Evaluation of Canny and Sobel Operator for Logo Edge Detection

Suhaili Beeran Kutty (Universiti Teknologi MARA, Malaysia); Puteri Nor Ashikin Megat Yunus (Universiti Teknologi Mara, Malaysia); Shuria Saaidin (Universiti Teknologi MARA, Malaysia); Suhana Abu Hassan (Universiti Teknologi MARA, Malaysia)

3:30 Applicability of Machine Learning Techniques in Predicting Customer's Defection

Niken Prasasti (Tokyo University of Science, Japan); Hayato Ohwada (Tokyo University of Science, Japan)

3:45 SQL Injection Detection and Prevention System with Raspberry Pi Honeypot Cluster for Trapping Attacker

Hudan Studiawan (Institut Teknologi Sepuluh Nopember, Indonesia); Baskoro Pratomo (Institut Teknologi Sepuluh Nopember, Indonesia)

4:00 Development of Ozone Technology Fish Storage Systems for Improving Quality Fish Production

Muhammad Nur (Diponegoro University, Indonesia)

4:15 Growth of Aligned ZnO Nanorod on Undoped and Tin-Doped ZnO Thin Films and Their Application in Dye-Sensitized Solar Cell

Saurdi Ishak (Universiti Teknologi Mara, Malaysia); Mohamad Rusop (Universiti Teknologi MARA - UiTM & NANO-SciTech Centre / NANO-ElecTronic Centre, Malaysia); Mohamad Hafiz Mamat (Universiti Teknologi MARA, Malaysia)

4:30 Boron Doped Amorphous Carbon on N-Type Silicon with Low Negative Bias by Using Palm Oil Precursor

Ishak Annuar (Universiti Teknologi Mara, Malaysia); Mohamad Rusop (Universiti Teknologi MARA - UiTM & NANO-SciTech Centre / NANO-ElecTronic Centre, Malaysia); Mohd Firdaus Malek (Universiti Teknologi MARA, Malaysia)

4:45 Structural and Electrical Properties of Nanostructured TiO₂ Thin Film At Low Molarity

Irma Hidayanti Binti Halim Affendi (Universiti Teknologi MARA, Malaysia); Puteri Sarah Mohamad Saad (Universiti Teknologi MARA, Malaysia); Najwa Ezira Ahmed Azhar (Universiti Teknologi MARA, Malaysia); Mohamad Rusop (Universiti Teknologi MARA - UiTM & NANO-SciTech Centre / NANO-ElecTronic Centre, Malaysia)

5:00 Electrical and Structural Properties of Nanotetrapod Zinc Oxide Thin Films Prepared with Different Deposition Temperature

Najwa Ezira Ahmed Azhar (Universiti Teknologi MARA, Malaysia); Shafinaz Sobihana Shariffudin (Universiti Teknologi Mara, Malaysia); Irma Hidayanti Binti Halim Affendi (Universiti Teknologi MARA, Malaysia); Mohamad Rusop (Universiti Teknologi MARA - UiTM & NANO-SciTech Centre / NANO-ElecTronic Centre, Malaysia)

TM2: Technology Management 2

Chairs: Nor Aziati Abdul Hamid (Universiti Tun Hussein Onn Malaysia, Malaysia), Puspita Kencana Sari (Telkom University, Indonesia)

2:00 A Review of Technological Capability and Performance Relationship in Manufacturing Companies

Nurazwa Ahmad (Universiti Utara Malaysia & School of Technology Management and Logistics, Malaysia); Siti Norezam Othman (Universiti Utara Malaysia, Malaysia); Halim Mad Lazim (Universiti Utara Malaysia, Malaysia)

2:15 A Systematic Literature Review on the Success Factor of Innovation Commercialization Performance

Norhadilah Abdul Hamid (Universiti Putra Malaysia, Malaysia)

2:30 Knowledge Transfer of University-Industry Partnership in Malaysian Technical University: Preliminary Findings

Nor Aziati Abdul Hamid (Universiti Tun Hussein Onn Malaysia, Malaysia); Nor Hazana Abdullah (Universiti Tun Hussien Onn Malaysia, Malaysia); Tee Yee Ping (Department of Production & Operation, Malaysia)

2:45 Agent Parameters for Building Consultant Teamwork in the Agent-Based Simulation Model Development

Roliana Ibrahim (Universiti Teknologi Malaysia, Malaysia); Khairul Anwar Mohamed Khaidzir (Universiti Teknologi Malaysia, Malaysia); Zaharaddeen Kado Salihu (Faculty of Computing, Malaysia)

3:00 Information Security Awareness Measurement with Confirmatory Factor Analysis

Puspita Kencana Sari (Telkom University, Indonesia); Candiwan Candiwan (Telkom University, Indonesia); Nurvita Trianasari (Telkom University, Indonesia)

3:15 Dynamic Supply Chain Practices in Malaysia: A Case Study in Oil and Gas Company

Shatina Saad (University Technology MARA, Malaysia); Zulkifli M. Udin (Universiti Utara Malaysia, Malaysia); Norlena Hasnan (College of Business, UUM, Malaysia)

3:30 Measuring Service Quality in Hotel X Bandung

Adrian Prayudha (University of Padjadjaran, Indonesia); Budi Harsanto (University of Padjadjaran, Indonesia)

3:45 A Conceptual Floating Alternative to Land Reclamation for Application in Congested Island States and Coastal Cities of Malaysia

Hsiu Eik Lee (Universiti Teknologi PETRONAS, Malaysia); Mohd Shahir Liew (Universiti Teknologi PETRONAS, Malaysia)

4:00 Green IT for Competitive Advantage: Internal Management Perspective

Rabiah Abdul Rahim (Universiti Tenaga Nasional, Malaysia); Azizah Azizah Bt Abdul Rahman (Universiti Teknologi Malaysia, Malaysia)

4:15 Smart Le Tour Checkpoint Using RFID

Mohamad Misran (Universiti Teknikal Malaysia Melaka, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Mohamad Faizal Baharom (University Technical Malaysia Melaka, Malaysia); Azahari Salleh (Universiti teknikal malaysia melaka, Malaysia); Azhan Ab Rahman (Universiti Teknikal Malaysia Melaka, Malaysia); Mai Mariam Mohamed Aminuddin (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Muzafar Ismail (University Teknikal Malaysia Melaka, Malaysia)

4:30 Design and Development of RFID Based Elevator

Mohamad Misran (Universiti Teknikal Malaysia Melaka, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Mohamad Zoinol Abidin Bin Abd Aziz (Universiti Teknikal Malaysia Melaka & Hang Tuah Jaya, Malaysia); Izadora Mustaffa (Universiti Teknikal Malaysia Melaka, Malaysia); Rosman Abd Rahim (Universiti Teknikal Malaysia Melaka, Malaysia); Muhammad Noorazlan Shah Zainudin (Universiti Teknikal Malaysia Melaka, Malaysia)

4:45 Biometric Attendance

Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Misran (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Mohd Muzafar Ismail (University Technical Malaysia Melaka, Malaysia); Azahari Salleh (Universiti teknikal malaysia melaka, Malaysia); Norbayah Yusop (Utem, Malaysia)

TM3: Technology Management 3

Chairs: Yusnan Badruzzaman (Polytechnic State of Semarang, Indonesia), Razali Haron (International Islamic University Malaysia, Malaysia)

2:00 The Evaluation of National Quality Infrastructure System in Indonesia

Arfan Bakhtiar (Technical University of Berlin-Germany & Diponegoro University-Indonesia, Germany)

2:15 Waste-to-Energy: Solution for Municipal Solid Waste Challenges- Global Perspective

Omar K. M. Ouda (Prince Mohamed Bin Fahd University & Saudi Arabia, Canada); Syed Ahmed Raza Naqvi (Prince Mohammad Bin Fahd University, Saudi Arabia)

2:30 Implementation of ISO50001 Energy Management System

Fadzilah Mohamad (Universiti Tun Hussein Onn Malaysia, Malaysia); Nor Hazana Abdullah (Universiti Tun Hussien Onn Malaysia, Malaysia); Musli Mohamad (Universiti Tun Hussein Onn Malaysia, Malaysia); Nor Kamariah Kamaruddin (Universiti Tun Hussein Onn Malaysia, Malaysia)

2:45 Technology Management in Lean Manufacturing Implementation: A Case Study

Norani Nordin (Universiti Utara Malaysia, Malaysia)

3:00 Roadmap Energy in Special Region of Yogyakarta to Empower Renewable Energy Source

Yusnan Badruzzaman (POLITEKNIK NEGERI SEMARANG, Indonesia)

3:15 An IPD Framework for Sustainable Design in UUM Campus Development

Faizatul Akmar Abdul Nifa (Universiti Utara Malaysia, Malaysia); Mohd Nasrun Mohd Nawi (Universiti Utara Malaysia, Malaysia); Syukran Abdul Rahim (Universiti Utara Malaysia, Malaysia)

3:30 Incorporating Instructional Design and Adult Learning Theory in the e-Content Development of an Interactive Multimedia Course

Azlan Abdul Aziz (Universiti Teknologi MARA, Malaysia); Mohamad Ibrahim (Universiti Pendidikan Sultan Idris, Malaysia); Mohd Nor Hajar Hasrol Jono (Universiti Teknologi MARA, Malaysia); Nor Azilah Asarani (Universiti Teknologi Mara, Malaysia)

3:45 The Existence of Target Capital Structure on Indonesian Firms. A Dynamic Approach

Razali Haron (International Islamic University Malaysia, Malaysia)

4:00 Performance Analysis of Orthogonal - Diamond Search Algorithm for Motion Estimation

Abd Majid Darsono (Universiti Teknikal Malaysia Melaka, Malaysia)

4:15 Nonlinear Filter Design with Integrator for a Class of Polynomial Discrete-time Systems

Shakir Saat (Universiti Teknikal Malaysia Melaka, Malaysia); Su Noorazma (UTeM, Malaysia)

4:30 Analysis and Design of Wireless Power Transfer: A Capacitive Based Method

Khairul Kamarudin Hasan (Universiti Teknikal Malaysia Melaka, Malaysia); Shakir Saat (Universiti Teknikal Malaysia Melaka, Malaysia)

4:45 Ontology Development of Metacognitive Support System for Novice Programmer (MSSNP)

Siti Nurulain Mohd Rum (University of Malaya & Faculty of Computer Science and Information Technology, Malaysia); Maizatul Akmar Ismail (University of Malaya, Malaysia)

WEDNESDAY,

MAY 28, 2014

PARALLEL SESSION

8:30 AM - 10:30 AM

ET4: Emerging Technology 4 (ROOM 1)

TM4: Technology Management 4 (ROOM 2)

TM5: Technology Management 5 (ROOM 3)

10:45 AM - 11:15 AM

TEA: Tea Break

11.15 AM – 1.15 PM

ET5: Emerging Technology 5 (ROOM 1)

ET6: Emerging Technology 6 (ROOM 2)

ET4: Emerging Technology 4

Chairs: Maizatul Akmar Ismail (University of Malaya, Malaysia), Howard Wang (The University of Auckland, New Zealand)

8:30 WRF Model Input for Improved Radar Rainfall Estimates Using Kalman Filter

Wardah Tahir (Universiti Teknologi MARA, Malaysia); Sharifah Nurul Huda Syed Yahya (Universiti Teknologi MARA, Malaysia); Hamzah Aroff (Universiti Malaya, Malaysia); Suzana Ramli (University of Teknologi MARA, Malaysia); Wan Maisarah Wan Ibadullah (Jabatan Meteorologi Malaysia, Malaysia)

8:45 Performance Study in Energy Efficiency on Variable Speed Drive, VSD Design for Serting High Lift Pumping Station

Mohamad Faizal Baharom (University Technical Malaysia Melaka, Malaysia); Siti Azura Ahmad Tarusan (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Misran (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Hafiz Jali (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Na'im Mohd Nasir (Universiti Teknikal Malaysia, Melaka, Malaysia); Zul Hasrizal Bohari (Universiti Teknikal Malaysia Melaka, Malaysia)

9:00 Testing Standards Assessment for Silicone Rubber

Nurul Azmi (UiTM Shah Alam, Malaysia); Siti Noor Azizzati Mohd Noor (Universiti Teknologi MARA, Malaysia); Mohd Nor Azmi Ab. Patar (Universiti Teknologi MARA, Malaysia); Jamaluddin Mahmud (Universiti Teknologi MARA, Malaysia)

9:15 Video Target Tracking Based on Fusion State Estimation

Howard Wang (University of Auckland, New Zealand); Sing Kiong Nguang (University of Auckland, New Zealand)

9:30 A Review on Compact Slot Antenna for Wireless MIMO Communication System

Muhammad Majdi Saad (UTeM, Malaysia); Kamarul Ariffin Abd Rashid (Universiti Teknikal Malaysia Melaka & Politeknik Seberang Perai, Malaysia); Misida Senon (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Zoinol Abidin Abd Aziz (Universiti Teknikal Malaysia Melaka, Malaysia)

9:45 Navigation in Image-based Virtual Reality as the Factor to Elicit Spatial Presence Experience

Nadia Diyana Mohd Muhaiyuddin (Universiti Teknologi Petronas, Malaysia); Dayang Rohaya Awang Rambli (Universiti Teknologi PETRONAS, Malaysia)

10:00 A Low Cost Approach of Multisensor Device for Global Warming Studies

Othman Sidek (Universiti Sains Malaysia, Engineering Campus, Malaysia); Hadi Jafar (Universiti Sains Malaysia & Engineering Campus, Malaysia); Ummi Nurulhaiza Za'bah Za'bah (Universiti Sains Malaysia, Malaysia); Munajat Abdul Hadi (Universiti Sains Malaysia, Malaysia)

TM4: Technology Management 4

Chairs: Jurry Hatammimi (Faculty of Economics and Business, Telkom University, Indonesia), Farrah Diana Saiful Bahry (Universiti Teknologi MARA, Malaysia)

8:30 Fun Beliefs in Digital Games From the Perspective of Human Nature: A Systematic Review

Mat Jusoh Normal (Universiti Teknologi Malaysia, Malaysia)

8:45 A Comparative Study of Student's Attitudes Among IT and Non-IT Students in Information Technology Education

Sunisa Sathapornvajana (King Mongkut's University of Technology Thonburi, Thailand); Bunthit Watanapa (King Mongkut's University of Technology Thonburi, Thailand); Ekapong Jungcharoensukying (King Mongkut's University of Technology Thonburi, Thailand)

9:00 Selection the Way to Start Business Based on Social Media Features

Jurry Hatammimi (Faculty of Economics and Business, Telkom University, Indonesia); Osa Omar Sharif (Faculty of Economics and Business, Telkom University, Indonesia)

9:15 A Method for Simplifying the Submission of an Online Request for an E-Government Service

Gia Nghia Vo (La Trobe University, Australia); Richard Lai (La Trobe University, Australia)

9:30 Utility Consumption Among Malaysian Electricity Users in Government Building

Rohaizat Baharun (Universiti Teknologi Malaysia, Malaysia)

9:45 Valuing Local Manufacturing Technology: A Technology Acquirer's Perspective

Azmawani Abd Rahman (Universiti Putra Malaysia & Halal Product Research Institute, Malaysia); Chuen Chiat Loke (Tan Chong Motors Assemblies Sdn Bhd, Malaysia)

10:00 A Proposed Model of the Relationship Between Corporate Social Responsibility and Firm Performance

Sayedeh Parastoo Saeidi (Universiti Teknologi Malaysia, Malaysia); Saudah Sofian (Universiti Teknologi Malaysia, Malaysia)

10:15 Preferred Information Quality Factors as A Web Content Quality Measures on Malaysian Government Websites: A Conceptual Paper

Farrah Diana Saiful Bahry (Universiti Teknologi MARA, Malaysia)

TM5: Technology Management 5

Chairs: [Lim Sanny \(Bina Nusantara University, Indonesia\)](#), [Alina Shamsuddin \(Universiti Tun Hussien Onn Malaysia, Malaysia\)](#)

8:30 The Link Between High Tech Export Intensity and Telecommunications Infrastructure

Jason Alinsunurin (De La Salle University, Philippines)

8:45 Strategic Decision Making Process and Companies Performance: Perception of Indonesian Executives

Oni Bibin Bintoro (SBM Institut Teknologi Bandung (SBM ITB), Indonesia)

9:00 Strategy Tools Usage in Indonesia: A Survey of Indonesia Managers

Oni Bibin Bintoro (SBM Institut Teknologi Bandung (SBM ITB), Indonesia)

9:15 Optimal Portfolio in Discrete-Time Under HARA Utility Function

Nora Rizal (Institut Teknologi Bandung & Telkom University Bandung, Indonesia)

9:30 Managing Transactional and Relational Quality in Indonesia: The Franchisees' Perspective

Lim Sanny (Bina Nusantara University, Indonesia)

9:45 Determining Customers' Perception on Green Hotel Using Attitudes Toward Green Behaviour (ATGB) Model

Alina Shamsuddin (Universiti Tun Hussien Onn Malaysia, Malaysia); Nor Hazana Abdullah (Universiti Tun Hussien Onn Malaysia, Malaysia); Eta Wahab (Universiti Tun Hussein Onn Malaysia, Malaysia)

10:00 Components of Tax Compliance Costs for the Malaysian Corporate Taxpayers

Noor Sapiei (University of Malaya, Malaysia); Kamisah Ismail (University of Malaya, Malaysia)

10:15 Wireless Gesture Recognition System Using MEMS Accelerometer

Othman Sidek (Universiti Sains Malaysia, Engineering Campus, Malaysia); Munajat Abdul Hadi (Universiti Sains Malaysia, Malaysia)

10:30 Sources of Corporate Income Tax Compliance Costs: The Case of Malaysian Self-Assessment System

Noor Sapiei (University of Malaya, Malaysia); Mazni Abdullah (University of Malaya, Malaysia)

ET5: Emerging Technology 5

Chair: Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia)

11:15 The Effect of Different Levels of Continuous Tones Vibrant on Focus Ability in Teenagers

Mai Mariam Mohamed Aminuddin (Universiti Teknikal Malaysia Melaka, Malaysia); Izadora Mustaffa (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Ridza Ramlee (Universiti Teknikal Malaysia Melaka & UTem, Malaysia); Muhammad Noorazlan Shah Zainudin (Universiti Teknikal Malaysia Melaka, Malaysia)

11:30 The Correlation Between Salinity and Electric Voltage

Mai Mariam Mohamed Aminuddin (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Misran (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Muzafar Ismail (University Technical Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia)

11:45 Characterization of Silicon Avalanche Photodiode in Term of Breakdown Voltage and Leakage Current

Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Siti Nabilah Taib (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Nor Husain (Universiti Teknikal Malaysia Melaka, Malaysia); Zul Atfyi Fauzan Mohammed Napiyah (Universiti Teknikal Malaysia Melaka, Malaysia); Teh Suriati Mohd Arshad (Universiti Teknikal Malaysia Melaka, Malaysia); Nur Yashidar Mohd Yasin (Universiti Teknikal Malaysia Melaka, Malaysia)

12:00 Bending Optical Waveguide Investigation for Electromagnetic Field Radiation and Propagation Application

Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Mohd Muzafar Ismail (University Tecnical Malaysia Melaka, Malaysia); Zahriladha Zakaria (FKEKK, Universiti Teknikal Malaysia Melaka, Malaysia); Muhammad Noorazlan Shah Zainudin (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Misran (Universiti Tenikal Malaysia Melaka, Malaysia); Ridza Ramlee (Universiti Teknikal Malaysia Melaka & UTem, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Mai Mariam Mohamed Aminuddin (Universiti Teknikal Malaysia Melaka, Malaysia); Rosman Abd Rahim (Universiti Teknikal Malaysia Melaka, Malaysia)

12:15 0.35 Um AMS Silicon MOSFET for Continous-Wave (CW) Sub-THz Detection in Room Temperature

Ian Harrison (University of Nottingham, United Kingdom); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia)

12:30 Feed Lines Effects on UWB Double Sided Circular Disc Bow Tie Antenna

Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Sara Afifah Abu Bakar (Politeknik Seberang Perai, Pulau Pinang, Malaysia); Mohamad Zoinol Abidin Bin Abd Aziz (Universiti Teknikal Malaysia Melaka & Hang Tuah Jaya, Malaysia); Mohan Sinnappa (Universiti Teknikal Malaysia Melaka, Malaysia); Mahfuzah Shukor (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Muzafar Ismail (University Tecnical Malaysia Melaka, Malaysia); Mohamad Misran (Universiti Tenikal Malaysia Melaka, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia)

12:45 An Analysis of Vital Sign Using Microwave Doppler Technique

Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Nadia Baharuddin (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Muzafar Ismail (University Tecnical Malaysia Melaka, Malaysia); Mohamad Misran (Universiti Tenikal Malaysia Melaka, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Ridza Ramlee (Universiti Teknikal Malaysia Melaka & UTem, Malaysia); Mai Mariam Mohamed Aminuddin (Universiti Teknikal Malaysia Melaka, Malaysia); Izadora Mustaffa (Universiti Teknikal Malaysia Melaka, Malaysia); Muhammad Noorazlan Shah Zainudin (Universiti Teknikal Malaysia Melaka, Malaysia); Rosman Abd Rahim (Universiti Teknikal Malaysia Melaka, Malaysia); Siti Aisyah Anas (Universiti Teknikal Malaysia Melaka, Malaysia)

1:00 Characteristic Impedance Modelling of Circular Loop and Square Loop Frequency Selective Surface (FSS) on Hybrid Material

Mahfuzah Shukor (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Zoinol Abidin Bin Abd Aziz (Universiti Teknikal Malaysia Melaka & Hang Tuah Jaya, Malaysia); Badrul Hisham Ahmad (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Kadim Haji Suaidi (Telecommunication Engineering, Malaysia); Fauzi Mohd Johar (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Mohd Fareq Abd Malek (Universiti Malaysia Perlis, Malaysia)

ET6: Emerging Technology 6

Chair: Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia)

11:15 Assembler Design for a Low-end Reconfigurable RISC Processor

Sani Irwan Md Salim (Universiti Teknikal Malaysia Melaka, Malaysia); Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia); Muhammad Noorazlan Shah Zainudin (Universiti Teknikal Malaysia Melaka, Malaysia); Rahimah Jamaluddin (Universiti Teknikal Malaysia Melaka, Malaysia); Lizawati Salahuddin (Universiti Teknikal Malaysia Melaka, Malaysia)

11:30 Computing Penetration Depth of Collision Detection Between Primitives

Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia); Abdullah Bade (Universiti Malaysia Sabah, Malaysia); Mohd Harun Abdullah (Universiti Malaysia Sabah, Malaysia); Muhammad Noorazlan Shah Zainudin (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Abd Majid Darsono (Universiti Teknikal Malaysia Melaka, Malaysia)

11:45 Closest Features Determination Between Range Point of Contact

Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia); Abdullah Bade (Universiti Malaysia Sabah, Malaysia); Mohd Harun Abdullah (Universiti Malaysia Sabah, Malaysia); Mohamad Misran (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia); Abd Majid Darsono (Universiti Teknikal Malaysia Melaka, Malaysia)

12:00 Vector-Based Technique for Distance Computation in Narrow Phase Collision Detection

Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia); Abdullah Bade (Universiti Malaysia Sabah, Malaysia); Mohd Harun Abdullah (Universiti Malaysia Sabah, Malaysia); Shakir Saat (Universiti Teknikal Malaysia Melaka, Malaysia); Abd Majid Darsono (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia)

12:15 Methodology of Performing Narrow Phase Collision Detection

Hamzah Asyrani Sulaiman (Universiti Teknikal Malaysia Melaka & Fakulti Teknologi Maklumat dan Komunikasi, Malaysia); Abdullah Bade (Universiti Malaysia Sabah, Malaysia); Mohd Harun Abdullah (Universiti Malaysia Sabah, Malaysia); Mohd Muzafar Ismail (University Technical Malaysia Melaka, Malaysia); Maizatul Alice Meor Said (Universiti Teknikal Malaysia Melaka, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia)

12:30 The Experimental Analysis of Class E Converter Circuit for Inductive Power Transfer Applications

Norezmi Jamal (Universiti Teknikal Malaysia Melaka, Malaysia); Shakir Saat (Universiti Teknikal Malaysia Melaka, Malaysia); Yusmarnita Yusop (UTEM, Malaysia)

12:45 Dual Band Monopole Antenna for Wireless Communication System

Mohamad Hafize Ramli (Universiti Teknikal Malaysia Melaka, Malaysia); Mohamad Zoinol Abidin Bin Abd Aziz (Universiti Teknikal Malaysia Melaka & Hang Tuah Jaya, Malaysia); Mohd Azlishah Othman (Universiti Teknikal Malaysia Melaka & Microwave Research Group, Malaysia)

Measuring Service Quality In Hotel X Bandung

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Abstract—Stars Hotel occupancy rate room in West Java are continue to grow especially in Bandung, capital of West Java Province. Hotel X as one of leading 5 star hotels in Bandung always strive to improves its service to satisfy customers. However, monthly occupancy rate data from July 2012 to April 2013 still not reach the company target which is 70%. This indicates that there is an issue to be solved. Purpose of this research is to measure the current quality condition before eventually finding the cause and solution. The method used in this research is servqual. This study is expected to help the Hotel X to provide an overview to hotel X what quality of service aspects that require attention to be improved to win the competition in the hospitality industry in Bandung.

Keywords: quality; hotel; hospitality; servqual

I. INTRODUCTION

Nowadays we can see the number of hotel development in various cities in Indonesia. This is due to the increasing market demand to the need for a comfortable hotel. Perhaps, hotel function for most people is less important, but for those who have a solid business activity that requires them to go from one city to another for business it is of course very important, because they need a comfortable resting place before returning to run its business. In addition, growing tourism industries in various cities in Indonesia are also important in the hospitality industry. The tourists, both domestic and international require a hotel for a place to rest. At the present time, the hotel not only serves as a place to rest, but also can serve as a meeting place, conference venue, wedding or other event.

The more the hospitality industry, which means that competition between hotels, will be intense. The hotel owners have to think hard to attract customers to stay at their hotel. Various ways to attract customers is done, such as advertising, promotion or offer a discount to consumers. One other way that is used is to provide the best service for consumers. Basically, the purpose of the service industry is giving satisfaction to the consumer. Therefore, provide an excellent service and maintaining good relationships between service providers and consumers will give a positive picture in the eyes of consumers. Poor quality of service will result in a reduced number of customers or even losing customers because consumers will choose another provider who has better service quality.

Hotel X as one of leading 5 star hotels in Bandung always improves its service quality to satisfy consumers. It could not be separated from the presence of star-rated hotels are

increasingly enliven the competition in the hospitality industry. The emergence of other hotels makes Hotel X must continue to improve to retain their customers do not flee to competitors. Such circumstances would certainly have an impact on the world of hospitality in the city of Bandung

If it is well developed then the competition will have a positive impact on the economy of the city of Bandung. The hospitality industry is very important to remember the needs of the hotel for tourists and businessmen who are doing business in the city is very high. This will lead to greater growth in the construction of hotels in the city of Bandung. In addition, people will feel the impact of such competition.

TABLE I. OCCUPANCY LEVEL JULY 2012 - APRIL 2013

Periods	Number of Room Sold	Actual Capacity	Occupancy Rate	Company Target Occupancy Rate
Jul 2012	9.266	13.080	70.84%	70.00%
Aug 2012	5.679	13.516	42.01%	
Sept 2012	8.952	13.080	68.44%	
Oct 2012	9.046	13.516	66.93%	
Nov 2012	9.062	13.080	69.28%	
Dec 2012	6.837	13.516	51.97%	
Jan 2013	6.588	13.454	48.97%	
Feb 2013	7.275	12.152	59.87%	
Mar 2013	8.540	13.454	63.48%	
Apr 2013	8.500	13.020	65.28%	

Source: Company Data

From the data at table 1, it can be seen that the monthly occupancy rate reached more than 50 percent. Although in certain months occupancy rate below 50 percent and some period is below than average star hotel occupancy rate. But the occupancy rates still not reach the company target. Hotel is service industry, if the service quality is not improved; it is not likely the customer will look for another hotel which provides service quality better. This of course will affect the profit and the image of the Hotel X.