

# INCOGITE 2024 PROGRAM

Wednesday, 19 June 2024

Time	Location	Time	Activities	Remark
07.00 – 07.30			Zoom Preparation & Onsite Preparation	
07.30 - 08.00			Sign in & registration process	
<b>Plenary Session I: Opening</b>				
08:00 – 08:02	Main Meeting Room 1	2'	Opening by MC	
08:02 – 08:05		3'	National Anthem: Indonesia Raya	Onsite & Online Participant
08:05 - 08:08		3'	Praying	
08.08 - 08:13		5'	Welcoming Balinese Traditional Dance	IPBI Students
08:13 – 08:18		5'	Opening Speech INCOGITE 2024 Chairman: <b>Dr. Yosman Bustaman, M.Buss.</b>	Onsite
08:18 - 08:23		5'	Welcoming Address by the SGU Rector: <b>Dr.Dipl-Ing. Samuel P. Kusumocahyo</b>	Online
08:23 - 08:28		5'	Welcoming Address by the IPBI Rector: <b>Dr. I Made Sudjana, S.E., MM., CHT, CHA,</b>	Onsite. Co-Host Incogite 2024
08:28 - 08:43		15'	<b>Keynote Speech:</b> <b>Dr. Denok Lestari, M.Hum.</b> Associate Professor, IPBI Bali, Indonesia	Topics: Communicate Your Personal Brand, Create your own trend
08:43 – 08:45		2'	<b>TRANSITION - ZOOM TESTING</b>	
<b>Plenary Session II: Guest Speakers Sessions</b>				
08:45 – 09:15	Main Meeting Room 1	30'	<b>Guest Speaker:</b> <b>Prof. Cihan Cobanoglu</b> <b>(University of South Florida)</b>	Live Online
09:15 – 09:30	Main Meeting Room 1	15'	<b>Press Conference</b>	IPBI & SGU
09.30 – 09:45	Main Meeting Room 1	15'	<b>Briefing on Parallel Session</b> <b>COFFEE BREAK</b>	MC briefly announce on the parallel session
<b>Parallel Session 1: Paper Presentation</b>				
09:45 - 12.00	Meeting Room 1 - 5	2h 15min	Presentations paper in 5 meeting rooms	HYBRID

12:00 - 13:00	Restaurant Kekak	1h 00min	<b>LUNCH &amp; BREAK (ISOMA)</b>	Preparation for Parallel Session 2
<b>Parallel Session 2: Paper Presentation</b>				
13:00 - 14:30	Meeting Room 1 - 5	1h 30min	Presentations paper in 5 meeting rooms	HYBRID
<b>Plenary Session III: Guest Speakers Sessions</b>				
14:30 - 15:00	Meeting Room 1 (Main Room)	30'	<b>Guest Speaker: Dr. Wade Azmy (Western Sydney University, National University of Singapore)</b>	Live Online
15:00 - 15:30		30'	<b>Guest Speaker: Prof. Tashiro Akiko, Ph.D. (Hokkaido University, Japan)</b>	Live Online
15:30 - 16:00		30'	<b>COFFEE BREAK</b>	
<b>Parallel Session 3:</b>				
<b>Plenary Session IV: Closing</b>				
16:00 - 16:05	Meeting Room 1 (Main Room)	5'	Introduction to sponsorship (Video Loop)	MC:
16:05 - 16:15		10'	Announcement for Best paper, Best presenter.	
16:15 - 16:20		5'	Closing Remarks	
16:20 - 16:25		5'	Photo Session	
16:25 - 16:30		5'	End of Conference	
<b>SCHEDULE OF EVENT *Time schedule will follow in WITA (+1hrs from WIB)</b>				

**INCOGITE ROOM 1****Venue : IPBI Campus***Date: 19 June 2024****Finance, Accounting, & Investment*****TIME****VENUE****MODERATOR : Dr. Yosman Bustaman, M.Buss. (SGU)**

9:45

10:00

**FAI-1**Patricia Kiarra Adelaide Lim and  
Antonius SiahaanThe Influence Of Digital Financial Literacy And The Use  
Of Financial Technology Towards Financial Satisfaction  
Through Financial Behaviour.

10:00

10:15

**FAI-2**Keegan Mevlevi, Nurdayadi  
Nurdayadi and Alfiandri AlfiandriTo Analyze & Review Implementation Of Newly  
Introduced Accounting Principle: Psak 73

10:15

10:30

**FAI-3**

Esther Dangosu

Organizational Learning, Knowledge Management,  
Dynamic Ca-pability, Innovation Capability, Industry 4.0  
Implementation and Firm Performance

10:30

10:45

**FAI-4**Intan Nurul Awwaliyah, Roni  
Widodo, Marmono Singgih, Arnis  
Budi Susanto and Ema Desia  
PrajitiasariFinancial Metrics for Distress Prediction in Indonesia's  
Property and Real Estate Sector

10:45

11:00

**FAI-5**Rhenaldi Johaness Rokiyanto and  
Antonius SiahaanAnalysis Of The Basel Iii Liquidity And Minimum Capital  
Requirements Towards Banks' Performance: Evidence  
From Commercial Banks In Indonesia

11:00

11:15

**FAI-6**Yudhistira Jati Satriya. Yosman  
BustamanAnalysis Of Dividend Policy, Corporate Governance,  
Macroeconomic And Firm Value: Evidence From  
Indonesian Public Company

11:15

11:30

**FAI-7**

Haris Dwi Laksono

The Influence Of Macro Economic Factors On The Stock  
Returns Of Energy Sector In Indonesia Stock Exchange**Meeting  
Room 1****Finance,  
Accounting, &  
Investment**

11:30	11:45			<b>FAI-8</b>	Hendra, Yosman Bustaman	Analysis Of Capital Buffer And Revenue Diversification On Banking Stability In Indonesia
11:45	12:00			<b>FAI-9</b>	Robert Ezekiel Lee, Yosman Bustaman	Analysis Of Corporate Governance, Market Concentration, And Diversification On Financial Stability In The Indonesian Banking Sector
<b>12:00 - 13:00</b>		<b>BREAK (ISOMA)</b>				
<b>MODERATOR : Margaretha T. P. Lingga, M.M (SGU)</b>						
13:00	13:15	<b>Meeting Room 1</b>	<b>Finance, Accounting, &amp; Investment</b>	<b>FAI-13</b>	Prameswari Jovita Astuti Putri, V. Viverita	The Effect of Income Diversification and Moderating Role of Health Crisis on the Performance and Financing Risk of Islamic Banks in MENA and SEA Region
13:15	13:30			<b>FAI-14</b>	Adhytya Bagus Rizkianto, Intan Nurul Awwaliyah, Arnis Budi Susanto, Isti Fadah, Hadi Paramu	The Stock Market Reaction Of Energy Sector To The Regulations Approval And The Carbon Exchange Publishing In Indonesia
13:30	13:45			<b>FAI-15</b>	Jason Jo Suhadi, Sumini Salem	Analysis Of The Implementation Of Digital Accounting For Internal Auditor
13:45	14:00			<b>FAI-16</b>	Aldrich Aryadi, Margaretha T.P. Lingga	Personal Traits And Motivation Impact On Collectibles As An Alternative Investment: A Case Study Of Trading Card Game Community In Greater Jakarta
14:00	14:15			<b>FAI-17</b>	Aisyah Jiwo Amanah, Margaretha Tiur Pasuria Lingga	Impact Of Covid-19 On The Financial Condition In The Indonesian Life Insurance Industry
14:15	14:30					
<b>14:30 - 15:30</b>		<b>MAIN ROOM 1</b>		<b>GUEST SPEAKER SESSION &amp; COFFEE BREAK</b>		
<b>MAIN MEETING ROOM</b>						

INCOGITE ROOM 2						
Venue : IPBI Campus						
Date: 19 June 2024						
IT & Operation						
TIME		VENUE		MODERATOR : Dipl.-Ing. Panji Mukadis, S.Kom.,MM. (SGU)		
09:45	10:00	<b>Meeting Room 2</b>	<b>IT &amp; Operation</b>	<b>IT-1</b>	Joseph Andreas, Brainard Thomson, James Purnama and Maulahikmah Galinium	Enhancing Security and Land Protection Departement at PT.XYZ Through a Digitalized Reporting System
10:00	10:15			<b>IT-2</b>	Alvin Parama Putra Soejoedi, James Purnama, Maulahikmah Galinium	Oristingray: A Web Application to Help Check Authenticity ofStingray Leathercraft
10:15	10:30			<b>IT-3</b>	Ni Luh Putu Diva Arya Putri,Alva Erwin, I Eng Kho	Analysis and Design Geographic Information System (GIS)Based Platform For Property Marketplace
MODERATOR : Dr. Intan Nurul Awwaliyah, S.E., Msc (Univ.Jember)						
10:45	11:00	<b>Meeting Room 2</b>	<b>MARKETING &amp; TOURISM</b>	<b>MT-10</b>	Arginsa Ginting	Analysis Of Factors Affecting Customer Buying Decision Of Excavator For Replanting Purpose In The Plantation Sector InCentral Kalimantan
11:00	11:15			<b>MT-11</b>	I Wayan Kiki Sanjaya, Gede Yoga Kharisma Pradana, MadeSudjana, Made Arya Astina, I Ketut Muliadisa	The Involvement of the Animo Timpag People in theDevelopment of Tourism Villages in Bali

11:15	11:30			<b>MT-12</b>	Ngurah Candradika Viari and Anthon Stevanus Tondo	Healthy Drink Marketing And Consumer Decisions: A Study Of Re.Juve
11:30	11:45		<b>Finance, Accounting, &amp; Investment</b>	<b>FAI-10</b>	Daffaa Dewa Al-Ghiffari, V. Viverita	The Influence of Banking Regulation and Board Remuneration on Cost Efficiency of Indonesian Banks
11:45	12:00			<b>FAI-11</b>	Nur Hania Amilla, V. Viverita	The Effect of Financial Soundness on Bank Financial Performance during Covid-19 Pandemic: The role of Bank Size
<b>12:00 - 13:00</b>				<b>BREAK (ISOMA)</b>		
<b>MODERATOR : Dr. Intan Nurul Awwaliyah, S.E., Msc (Univ.Jember)</b>						
13:00	13:15	<b>Meeting Room 2</b>		<b>FAI-12</b>	Achmad Jaka Santos Adiwijaya, Jimmy M Rifai Gani	Legal Aspects of Economics in the Implementation of Professional Worker Remuneration in the Digital Age
13:15	13:30		<b>Strategic Management &amp; Human Resource (Parallel Session)</b>	<b>SMH-15</b>	Muhammad Andryowo Wibowo, Mira Maulida	The Role of Digital Leadership, Digital Capability, and Organizational Capability toward Digital Transformation Competencies and Competitive Advantage
13:30	13:45			<b>SMH-16</b>	Rizky Satriawan, Nurdayadi, RR Ratih Dyah Kusumastuti	The Effect of Economic Value, Social Value, And Environmental Value on Customer Loyalty: The Mediating Role of Brand Image in Indonesian Heavy Equipment Distributor Company
13:45	14:00			<b>SMH-17</b>	Anugrah Victa Putra, Nila Krisnawati Hidayat, Firdaus Basbeth	Analysis Of Heavy Equipment Sales & Service Improvement Strategy Implementation PT. United Tractors (UT) Padang Branch Towards Coal Mining Sector in West Sumatera
14:00	14:15			<b>SMH-18</b>	Dika Lirisanti & Zaāfri Ananto Husodo	Dynamic Risk Spillover Between Carbon Market and Electricity Market : Evidence From China
14:15	14:30					
<b>14:30 - 15:30</b>		<b>MAIN ROOM 1</b>		<b>GUEST SPEAKER SESSION &amp; COFFEE BREAK</b>		
<b>BACK TO MAIN ROOM</b>						

**INCOGITE ROOM 3****Venue : IPBI Campus***Date: 19 June 2024****Marketing & Tourism*****TIME****VENUE****MODERATOR : Dr. Munawaroh Zainal (SGU)**

TIME		VENUE	MODERATOR : Dr. Munawaroh Zainal (SGU)			
9:45	10:00	<b>Meeting Room 3</b>	<b>MARKETING &amp; TOURISM</b>	<b>MT-1</b>	Aurora Dinda Pramono and Mochammad Riyadh Rizky Adam	Can We Help Young Adult Men from Depressive Disorder with Social Marketing Mix?
10:00	10:15			<b>MT-2</b>	Arvin Enditya Putra	The Effect of Digital Marketing Implementation Towards Muslim Fashion Brand Awareness and brande image on Covid 19 Pandemic.
10:15	10:30			<b>MT-3</b>	Andrea Chandra and Mochammad Riyadh Rizky Adam	The Impact of Corporate-Brand Credibility, Corporate-Brand Origin, and Self-Image Congruence on Purchase Intention: PT Mustika Ratu Tbk.
10:30	10:45			<b>MT-4</b>	Danang Sutowijoyo and Nurdayadi Nurdayadi	Effectivity Of Farmer'S Digital Capability And Perception Of Brand Equity In The Relationship Between Perception Of E-Marketing Mix And Farmer'S Satisfaction To Agrochemical Industry In Indonesia
10:45	11:00			<b>MT-5</b>	Marcel Devara and Rano Abryanto	The Influence Of Standard Operational Procedure And Employee Development Toward Product Quality At Hotel "X"
11:00	11:15			<b>MT-6</b>	Kezia Elsty, Wiwik Nirmala Sari	Traditional Cake and Beverage Museum: Potential of Indonesian Traditional Cake and Beverage as a Preserving and Promoting Indonesian Culture
11:15	11:30			<b>MT-7</b>	Ringkar Situmorang, Septi Fahmi Choirisa, Yoanita Alexandra	Does Gen-Z have an intention to work in the hotel industry? Empirical study from Indonesia

11:30	11:45			MT-8	Lala Palupi Santyaputri	Exploring Indonesian Traditional Dance Through Indonesian Movie: A Perspective for Tourism Promotion
11:45	12:00			MT-9	Erica Oenica, Mira Maulida	The Impact of Brand Authenticity towards Indonesian Millennials' Brand Loyalty through Perceived Value, Brand Love, and Brand Trust in Skincare Industry
<b>12:00 - 13:00</b>		<b>BREAK (ISOMA)</b>				
				<b>MODERATOR: I Putu Edy Suardiyana Putra, S.Kom., M.Kom., Ph.D (IPBI)</b>		
13:00	13:15	<b>Meeting Room 3</b>	<b>MARKETING &amp; TOURISM</b>	MT-13	Yoanita Alexandra, Septi Fahmi Choirisa, Purnamaningsih	Hospitality Higher Education: Insights from Indonesian Hotel Managers
13:15	13:30			MT-14	Kayla Jocelyn Charis, Rano Abryanto	The Impact of Product Knowledge and Product Awareness Towards Coffee Bean Quality. A Case Study In Morning Glory Coffee
13:30	13:45			MT-15	Patricia Ariesta Hilman and Nila Krisnawati Hidayat	The Impact of Visual Communication Design on Customer Retention Through Customer Experience in The Hotel Industry
13:45	14:00			MT-16	Jonathan Haka and Panji Nandiasa Ananda Mukadis	Examining the factors of observational learning from Genshin Impact players' peers and player intrinsic reinforcement toward microtransaction purchasing behavior
14:00	14:15			MT-17	Sarojini Imran, Riza Firmansyah, Ati Hermawati, Laili Fitria Noor	Exploring the Potential of Social Enterprise-Based Development for Rural Tourism Destinations: A Strategic Approach in Desa Cibubuan, Sumedang
14:15	14:30			MT-18	Rocky Stefanus Kumonong, Anthon Stevanus Tondo	Analyzing The Impact of Perceived Playfulness and Price On Brand Loyalty In Football Game Product: A Case Study Of EA Sports FC Mobile Indonesia
<b>14:30 - 15:30</b>		<b>MAIN ROOM 1</b>		<b>GUEST SPEAKER SESSION &amp; COFFEE BREAK</b>		
<b>BACK TO MAIN ROOM</b>						

INCOGITE ROOM 4						
Venue : IPBI Campus						
Date: 19 June 2024						
<b>STRATEGIC MANAGEMENT &amp; HUMAN RESOURCE</b>						
TIME		VENUE		MODERATOR : Dr. Soebowo Musa (SGU)		
9:45	10:00	<b>Meeting Room 4</b>	<b>Strategic Management &amp; Human Resource</b>	SMH-1	Vicky Matondang and Fiter Abadi	The Effect of Transformational Leadership, Job Satisfaction & Organizational Commitment on raining Effectiveness Toward Project Performance
10:00	10:15			SMH-2	Lila Margareth and Nurdayadi Nurdayadi	The Role of Perceived Organizational Support, Work Motivation and Organizational Learning Towards Employee Performance
10:15	10:30			SMH-3	Solideo Saripah Patara, Fiter Abadi	The Impact of Emotional Intellegence, Salesperson Skills and Training Effectiveness Toward Salesperson Performance In Mining Heavy Equipment Companies.
10:30	10:45			SMH-4	Henry Georgy, Fiter Abadi	The Influence of Hedonic, Perceived Similarity, Impulsive Consumption, Online Trust On Attitude Towards Buying Interest in Live Shopping Online
10:45	11:00			SMH-5	Shiva Rachma Permatasary	The Effect of People Agility, Organization Agility Support, Agility Process and Working Experience To Enhance Perceived Successfulness Of Agile Execution on Digital Transformation. (Case Study: Astra Group Heavy Equipment Minning, Construction & Energy)

11:00	11:15	Meeting Room 4	Strategic Management & Human Resource	SMH-6	Agustinus Jati Pradana, Nila Krisnawati Hidayat, Firdaus Basbeth	Analysis Of The Effect Of Leadership Style And Organizational Culture On Employee Performance With Job Satisfaction As An Intervening Variable In Companies Providing Labor Services In The Heavy Equipment Sector
11:15	11:30			SMH-7	Muhammad Tanwirrot Tanziz	The Role of Psychological Ownership and Organizational Justice Regarding Knowledge Sharing Behavior With Perception of Organizational Support as Moderation Role.(Case Study in United Tractors Group).
11:30	11:45			SMH-8	Erda Wiharta Destyasa, Yosman Bustaman	The Effect of Intellectual Capital (IC), Good Corporate Governance (GCG) And Environmental, Social, And Corporate Governance (ESG) To Firm Value in Public Company in Indonesia
11:45	12:00			SMH-9	Irham Zuhri Lubis	The relationship of Organizational Decision-Making Process, Perceived Organizational Support, Jon Satisfaction, Work Motivation And Employee Performance
12:00 - 13:00		BREAK (ISOMA)				
MODERATOR: Dr. Nila Krisnawati Hidayat (SGU)						
13:00	13:15	Meeting Room 4	Strategic Management & Human Resource	SMH-10	Fadly Adismar, Soebowo Musa	The Roles Of Product Innovation, Product Attributes, Digital, Platform Capabilities and Customer Engagement Towards Customer Loyalty In The Video Game Industry.
13:15	13:30			SMH-11	Delvira Anindya Prawira, Munawaroh Zainal	The Impact Of Customer Based Brand Equity And Health Motivation Towards Purchase Decision : A Case Study Of Lemonilo
13:30	13:45			SMH-12	Erminati Pancaningrum, Novita Mardiani, Septiar Dilia Andriyani	How Can Home Industry Survive After The Pandemic?
13:45	14:00			SMH-13	Sung Suk Kim, Golrida Karyawati, Juniarty, Cynthia, Sylvia	Empowerment of Young Entrepreneurs Through Informal Education In Cikoleang Bogor

14:00	14:15			<b>SMH-14</b>	Widyanova Suryaningsih	The Roles Of Brand Equity Towards Firm Competitive Advantage. Case Study: Chemical Commodity Industry.
14:15	14:30					
<b>14:30 - 15:30</b>		<b>MAIN ROOM 1</b>		<b>GUEST SPEAKER SESSION &amp; COFFEE BREAK</b>		
<b>BACK TO MAIN ROOM</b>						

		<b>INCOGITE ROOM 5</b>				
		<b>Venue : IPBI Campus</b>				
		<i>Date: 19 June 2024</i>				
		<b>COMMUNICATION IN BUSINESS</b>				
<b>TIME</b>		<b>VENUE</b>	<b>MODERATOR: Dr. Putu Devi Rosalina, S.S., M.Par. (IPBI)</b>			
9:45	10:00	<b>Meeting Room 5</b>	<b>Communication in Business</b>	<b>COM-1</b>	Ni Luh Devi Kusuma Wati, Djohan Gunawan Hasan, Winarno	Development of Online Cooperative Model: A Case Study of Wadah Titian Harapan Consumer Cooperative
10:00	10:15			<b>COM-2</b>	Hermon Sumule, Rafif Syafa Yaristyan, Aswin Rahardianto, Anita Maharani	Predicting the Potential Effect of Artificial Intelligence's Passenger Application Service to Words of Mouth Mediated by Passenger Satisfaction
10:15	10:30			<b>COM-3</b>	Moody Wahonga and LeRoy Tim Ruhupatty	Enabler of Knowledge-Sharing Behavior : A Conceptual Model
10:30	10:45			<b>COM-4</b>	Nila hidayat, rizky adam, ilham akbar, gilang ramadan	Effective Communication Strategies for Enhancing Brand Reputation: Insight from an Indonesian University with Global Orientation
10:45	11:00			<b>COM-5</b>	Muninggar Sri Saraswati & Namira Fathya Murti	The Economy of Public Interest Journalism
11:00	11:15			<b>COM-6</b>	Ida Ayu Gede Anindya Oka, Panji Nandiasa Ananda Mukadis, Munawaroh Zainal	The Influence Of Photo Quality For Purchase Decision Mediated By Social Media Engagement: A Case Study For Café Visit Review Content On Tiktok In Bali
11:15	11:30			<b>COM-7</b>	Loina Lalolo Krina Perangin-angin, Rutmalem Atania Tarigan	Managing Fact-Checking Organizations to Combat Hoaxes in Soutcheast Asia
11:30	11:45		<b>Strategic Management &amp;</b>	<b>SMH-19</b>	Cindy Sutanto	The Effect Of Customer Satisfaction, Switching Barriers Mediated By Customer Loyalty To Customer Retention In ISP Industry

11:45	12:00		<b>Human Resource (Parallel Session)</b>	<b>SMH-20</b>	Ali Imron, Fiter Abadi	The Influencing of Occupational Stress, Effort-Reward Imbalance, Work-Family Conflict On Job Burnout Among Coal Miner Companies In Indonesia.
<b>12:00 - 13:00</b>		<b>BREAK (ISOMA)</b>				
		<b>MODERATOR : Dr. Putu Devi Rosalina, S.S., M.Par. (IPBI)</b>				
13:00	13:15	<b>Meeting Room 5</b>	<b>Strategic Management &amp; Human Resource (Parallel Session)</b>	<b>SMH-21</b>	Michael Boy Alice, Dr Mira Maulida	The Impact Of Green Entrepreneurship To Knowledge Acquisition, Product Innovation, And Supply Chain Towards Green Competitive Advantages
13:15	13:30			<b>SMH-22</b>	Panji Nandiasa Ananda Mukadis, Mustika Sufiati Purwanegara, Atik Aprianingsih	The Role of Intergenerational Influence to Indonesian Movie Ticket Purchase Among Indonesian Gen Z: A Conceptual Framework
13:30	13:45			<b>SMH-23</b>	Andrew Richmond Thezo, Mochammad Riyadh Rizky Adam, Munawaroh Zainal	Unlocking Market Opportunities: Analyzing Generation Z's Intention to Use Riliv for Overcoming Mental Health Issues Caused by Parent-Child Relations Problems through Theory of Planned Behavior (TPB) And Technology Acceptance Model (TAM)
13:45	14:00			<b>SMH-24</b>	Rama Ariffian, Munawaroh	Influence of modern retail, digital marketing and technological infrastructure toward traditional retail industries in Indonesia
14:00	14:15			<b>SMH-25</b>	Vaness Christopher Santoso and Antonius Siahaan	Impact Of Social Media Marketing Campaigns And Preview Analysis On Ticket Purchasing Decision: The Mediating Role Of E-Wom Towards Indonesian Movie Industry
14:15	14:30					
<b>14:30 - 15:30</b>		<b>MAIN ROOM 1</b>		<b>GUEST SPEAKER SESSION &amp; COFFEE BREAK</b>		
<b>BACK TO MAIN ROOM</b>						