

ICOBBI

THE 3rd INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS

Surabaya, 6 - 7th March 2021

THEME : " *Unlocking New Marketing Strategies on ASEAN
After Covid-19 Pandemic* "

COLLABORATION WITH

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Universitas 17 Agustus 1945 Surabaya
Sekolah Tinggi Ilmu Ekonomi 66 Kendari
Institut Bisnis dan Keuangan Nitro Makassar

PUBLISHED BY :

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jl. Nginden Semolo 34th - 36th Surabaya
Phone : 0822-4784-5434
Website : pascasarjana.perbanas.ac.id





THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

Proceeding Book of
The 3rd International Conference on Business and Banking Innovations
(ICOBBI) 2021
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

Steering Committee

Dr. Drs. Emanuel Kristijadi, M.M.
Dr. Basuki Rachmat, S.E., M.M.

Organizing Committee

Manager	: Prof. Dr. Dra. Tatik Suryani, Psi., M.M.
Vice Manager	: Dr. Ronny, S.Kom., M.Kom., M.H.
Secretary and Treasury	: Dewi Aliffanti, S.E. Tanza Dona Pratiwi, S.E.
Publication and Proceeding	: Dio Eka Prayitno, S.Sos.
Technology Supporting	: Hariadi Yutanto, S.Kom., M.Kom. Risky Andriawan, S.T. Anton Ghozali.,S.Kom
Supporting	: Pitriani Inggar Wilujeng



THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

Reviewers :

1. Prof. Jessa Frida T Festijo (Lyceum of the Philippines University)
2. Prof. Krisda Tanchaisak, Ph.D (Ramkhamhaeng University Thailand)
3. Prof. Dr. Dra. Tatik Suryani, Psi., M.M (STIE Perbanas Surabaya, Indonesia)
4. Dr. Soni Harsono, M.Si (STIE Perbanas Surabaya, Indonesia)
5. Prof. Abdul Mongid, Ph.D. (STIE Perbanas Surabaya, Indonesia)
6. Dr. Lutfi, M.Fin. (STIE Perbanas Surabaya, Indonesia)
7. Burhanudin, Ph.D. (STIE Perbanas Surabaya, Indonesia)
8. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
9. Dr. Yudi Sutarso, M.Si (STIE Perbanas Surabaya, Indonesia)
10. Dr. Ronny., S.Kom., M.Kom (STIE Perbanas Surabaya, Indonesia)
11. Dr. Muazaroh, SE., MT (STIE Perbanas Surabaya, Indonesia)

Editor and Layout :

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.
4. Dio Eka Prayitno, S.Sos.

Published 6th & 7th March 2020

Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya, East Java 60118
Telpon 082247845434
Website : <http://pascasarjana.perbanas.ac.id/>
Indexed by google scholar

ISBN : 978-623-92358-3-3

The originality of the paper is the author's responsibility



FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 3rd International Conference on Business and Banking Innovations (ICOBBI) with the topic "*Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic*". This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 3rd International Conference on Business and Banking Innovations was held on 6th – 7th March 2021 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with three Higher Education Institutions in Indonesia and two Universities from Asia countries. Keynote speakers in this conference were: Prof. Jessa Frida T Festijo (Lyceum of the Philippines University), Prof. Krisda Tanchaisak, Ph.D (Ramkhamhaeng University Thailand) and Burhanudin, Ph.D (Head of Undergraduate Program In Management of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.



Tabel of Content

Cover i
 Committee ii
 Reviewers iii
 Foreword iv
 Table of Content v

Business and Marketing

Evaluation of Business Strategy Implementation and its Impact to Consumer Purchase Decision) 1 - 5
 Prima Roza Paluta; Yudo Anggoro

Analysis of Factors Affecting Scholar' Disinterest in Entrepreneurship6-11
 Erma Yuliaty; Siti Mundari; Sri Hadijono; Adiati Trihastuti

Analysis Influence Between Customer Preceive Value On Customer Engagement Through Mediation Affective Commitment And Trust At Aston Inn Batu Hotel Customers In New Normal Era12-23
 Abi Darin Widodo; Tjahjani Prawitowati

The Influence of Customer Relationshio Management (CRM), Customer Behaviour, and Service Quality on Customer Satisfaction at the HK Medical Center Clinic Makassar24-29
 Dhita Pratiwi Ar; Akhmad Muhammadin; Karta Negara Salam; Andi Makkulawu Panyiwi Kessi; Rezvanny Maricar

The Influence Of Cultural, Social, Personal And Psychological Factors On Customer's Decision Of Choosing Bank Insurance30-40
 Novita Rosanti

Analysis of User Satisfaction with Fintech Applications: FintekSyariah Use EUCS Method40-50
 Fadliyani Nawir; Syahrial Maulana; A. We Tenri Fatimah Singkeruang

The Influence Of Celebrity Endorsement On The Trust And Decisions Of The People Buying In Online Shop Through Social Media In Makassar.)51- 55
 Rosnaini Daga

Analysis Of Costumer Satisfaction Index (CSI) On Marketing Mix From A Management Perspective To Determine The Level Of Customer Satisfaction (Case Study At PT. Global Technindo Utama)56 - 66
 Muhammad Heykal; Soni Harsono



THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS
 "Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

The Role of Co-creation and Co-creation Experience on Brand Loyalty	67 - 77
One Arto Wiro Suprayogo; Yudi Sutarso	
The Effect of Social Media Usage, Brand Awareness, and e-Wom Activites on SMEs Customer Satisfaction in East Java	78 - 87
Gede Ariyoga Setya Utama; Tatik Suryani	
Analysis of Product Diversification Strategies in Effort to Increase Total Revenue (Case Study at PT. Kebon Agung Surabaya)	88 - 91
Tofan Andrew Irawan; Basuki Rachmat	
The Influence of Self-Efficacy on Customer Intentions to Use BRImo BRI Application by Mediating The Perceived Usefulness, Easy of Use and Risk at BRI Bank in Surabaya.....	92 - 99
Krista Pancasari; Soni Harsono	
Banking and Syar'i Banking	
The Effect of Bank Liquidity, Asset Quality, Profitability and Bank Size on Capital Adequacy in Government Banks.....	100 - 103
Widia Rani Agustiningih; Muazaroh	
Exploring Digital Banking in the Philippines: An Aid for Financial Inclusion.....	104 - 113
Michelle Lei S. Victorino	
The Effect of Internal and External Factors of Non Performing Loan (NPL) at Foreign Exchange Commercial Banks (Go Public) in Indonesia from 2016 – 2020.....	114 - 121
Ajeng Tiara Dewi; Suhartono	
The Effect of Operational Efficiency on Profitability in Banking Sector Registered in BEI 2015-2020	122 - 127
Intan Dwi Mentari; Suhartono	
The Effect Of Market Share In The Third Party Fund, Fund Distribution, And Placement With Other Banks On The Profitability Of Banks In Timor Leste	128 - 143
Leonardo Bele Bau Amaral	



Analysis of Corporate Social Responsibility at PT. Bank Rakyat Indonesia Tbk144 - 152
 Ummy Kalsum

Factors Affecting Health Score Bank In Private Commercial Bank National Foreign
 Exchange153 - 167
 Windra Eka Mawarni; Abdul Mongid

Accounting and Financial Management

Strengthening Competitiveness of MSMEs in the New Normal Era: Strategies in Accounting
 Perspective168 - 171
 Abdul Rahman; Lina Ria Marokana Pasaribu

Real Options Valuation of Coal Mining Project Using Binomial Lattice Model172 - 181
 Setiady Ikhsani; Yunieta Nainggolan

The Effect Of The Covid-19 Pandemic On Financial Performance In The Indonesian
 Banking Sector182 - 187
 Arfiana Dewi; Elliv Hidayatul Lailiyah; Rita Nataliawati; Mokhtar Sayyid

Analysis of Financial Ratio and Macroeconomic Variables to Predicting Financial Distress A Study
 on Extractive Companies Registered in BEI.....188 - 191
 Talita Yuni Elrawati; Emanuel Kristijadi

Effects of Inflation and Economic Growth on the Profitability of Regional Development Banks
 (BPD) in Indonesia Listed on the Indonesia Stock Exchange.192 - 197
 A. We Tenri Fatimah Singkeruang; Fadliyani Nawir; Nuraeni Saeni

The Impact of Financial and Non-Financial Compensation on Employee Motivation: Case Study
 Panin Bank in Makassar City198 - 204
 Ceskakusumadewi Baharuddin; Ramlah; Alda Kurniasari

Human Resources

The Influence Of Work Ability Dan Self Confidence On Employee Performance On Cosmetic
 Companies In Surabaya Indonesia205 - 212
 Siti Mujanah

Millennial Generation Level of Trust Toward OJK.....213 - 216
 Distiani Fitria Kusuma



Human Resource Allocation Management System for A Multi-Office Architecture Firm...217 - 221
 Giovanni Riandy Tyashadi; Yuliani Dwi Lestari

The Effect of Critical Thinking And Spiritual Inteligent on Employee Performance With Career Development as Intervening Variables on Manufacture Industries222 - 226
 Sumiati

The Effect of Organizational Culture, Work Environment, Work Dicipline and Work Loyalty on Employee Performance at PT. Bank Central Asia Surabaya227 - 232
 Mufidatul Laili; Lutfi

The Effect Of Work Stress, Work Motivation, Work Environment And Job Satisfaction On Employee Performance PT Bank Central Asia, Tbk Surabaya233 - 237
 Merryza Yulinda Putri; Suhartono

The Effect of Workload and Emotional Intelligence on Nurse Performance: In the Perspective of Human Relationship Theory238 - 243
 Amiartuti Kusmaningtyas; Pipit Erfiana

The Effect of Servant Leadership and Kaizen Work Culture on Quality of Work Life, Job Satisfaction and Performance of Hospital Employees in Lamongan Regency.....244 - 249
 Umar Yeni Suyatno, Ida Aju Brahmasari; Ida Ayu Brahma Ratih

Analysis Of The Influence Of Leadership And Motivation On Employee Performance At Pt. Bank Mandiri Kcp Surabaya Sungkono250 - 254
 Diyah Fitriani; Abdul Mongid

Operating Management

Decision-Making Model in Selecting Strategy for Food Supply in Livestock Business using Analytical Hierarchy Process (AHP). A Case Study of WD Putra Farm.....255 - 258
 Ayu Agustine Hernowo ;Yuliani Dwi Lestari

Determination of Alternative Retail Layout Using Market Basket Analysis A Case Study of Maga Swalayan259 - 263
 Desi Nur Hana Kurnia; Yuliani Dwi Lestari



THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

Operating Management

Performance of Pertamina-Indonesia among Oil and Gas Companies in the Fortune Global 500 of Southeast Asia. Can She Take the Lead?.....264 - 273
Krisna; Subiakto Sukarno

Multi Criteria Decision Making Analysis of Supply Chain Alternatives for Coal Mining Concession at Central Kalimantan Case Study: PT Hamparan Mulya274 - 284
Franklyn Berris Panjaitan; Yos Sunitiyoso

Urban Development Management Strategy In Providing Housing And Habitable Sattlement Areas In Kendari City.....285 - 295
Indira Yuana



ANALYSIS OF THE INFLUENCE OF LEADERSHIP AND MOTIVATION ON EMPLOYEE PERFORMANCE AT PT. BANK MANDIRI KCP SURABAYA SUNGKONO

Diyah Fitriana¹, Abdul Mongid²

¹STIE Perbanas Surabaya

²STIE Perbanas Surabaya

Email : 2019610848@students.perbanas.ac.id

ABSTRACT

This study aims to determine and analyze the influence of leadership and motivation on employee performance at PT. Bank Mandiri (Persero) Tbk Surabaya branch Sungkono. This type of research is associative research. The type of data used is primary data. Data obtained from documents obtained from PT. Bank Mandiri (Persero) Tbk Surabaya Sungkono Branch. The population in this study were all employees who work at PT Bank Mandiri Surabaya Sungkono branch as many as 31 people. The sample obtained amounted to 31 people using the saturated sample method. The analysis technique of this research uses descriptive analysis techniques and multiple linear regression. The results obtained from this study are leadership and motivation simultaneously have a significant effect on the performance of employees of PT. Bank Mandiri Surabaya branch Sungkono. Partially, leadership and motivation have a positive and significant effect on employee performance.

Keywords : Leadership, motivation on employee performance, employee performance.



1. INTRODUCTION

Every company that is founded has the hope that in the future there will be rapid development in the business scope of the company and wants to create high performance in their field of work. Therefore, the existence of a company in any form, both on a large and small scale, is inseparable from human resources. Human Resources in the company have a very important role and function for the achievement of company goals, human resources include all people in the organization who are involved in the company's operational activities starting from the lowest level position to the top level position (Top Management).

Human resources are one of the important assets for the company, they are the main driving force in every activity that the company carries out for the survival of the company in the future. The targets that have been achieved by employees are work achievements or work results both in quality and quantity achieved by an employee per period of time in carrying out tasks in accordance with the responsibilities assigned to him. Every organization or organization in implementing a program that is directed is always empowered in order to achieve company goals. One way is to improve employee performance.

Performance is basically something that employees do or don't do so that they affect how much they contribute to the agency or organization including the quality production results presented. A performance improvement strategy is a company way to improve employee performance so that company goals can be achieved. In order for the performance improvement strategy to be successful, the company needs to know the performance targets. An employee is said to have high performance, if the specified workload is achieved and if the realization of the work results is higher than that set by the company.

These demands that are not able to be controlled by each employee will cause tension in the employee and if they cannot be resolved, the employee will experience a decrease in work morale in producing at the company. The influence of the leader is needed so that the idea of a work policy or program that is made can be accepted, in addition to motivating employees to support and implement the decisions made. Leaders can not only tell their subordinates what (what) to do, but also direct them how (how) to carry out the leader's orders, thus the efforts made by the leader are how he is able to influence his subordinates in his work unit.

The survival of the company also depends on the work motivation of the employees. Motivation

itself is related to the direction of individual behavior regarding the behavior that someone chooses if there are several alternatives, the strength of one's behavior after selecting alternatives, and the determination of these behaviors. This is in accordance with the statement of Robbins (1998) in Mamik (2010: 88) that work motivation is an impetus that makes someone act or behave in certain ways with the possibility of fulfilling personal goals or needs at work. According to Gibson (1996) in Ermayanti (2001: 3) and Sujak (1990) in Ermayanti (2001: 3), argues that understanding motivation, both in employees and those from the environment, will be able to help improve performance.

2. LITERATURE REVIEW

1. Vera Parlinda, M. Wahyudin (2009) Research related to leadership, motivation, training, and work environment on employee performance at the Air Minun Regional Company, Surakarta. The results of the analysis show that the variables of leadership and motivation according to the previous data analysis are not significant so that they do not affect the performance of the employees of the Surakarta Drinking Water Company. But the F-count value is 29,809. This means that together the factors of leadership, motivation, training and work environment influence the performance of the employees of the Surakarta Water Supply Company.

2. Ida Ayu Brahmasari and Agus Suprayetno (2008) Research entitled The Effect of Work Motivation, Leadership and Organizational Culture on Employee Job Satisfaction and Its Impact on Case Studies at PT. Pei Hai International Wiratama Indonesia). The results of the analysis show that the work motivation variable has a positive but insignificant influence on company performance. And the leadership variable has a positive and significant effect on company performance.

3. Imam Fauzi (2011) Research entitled The Influence of Leadership and Motivation on Employee Performance at SKT Brak BL 53 PT. Holy Djarum. The results showed that there was a positive, significant influence on leadership and motivation on employee performance either partially or simultaneously.

1. Shadare Oluseyi. A (Department of Industrial Relations and Personnel Management) and Hammed, T. Ayo (Department of Guidance and Counseling) examined the effect of Work Motivation, Leadership Effectiveness and Time Management on Employee Performance in Several Industries in Ibadan,

Oyo State, Nigeria stated that There is a positive and significant correlation between the independent variables on employee performance, but the one that has the greatest influence on employee performance is leadership. Their research is published in the European Journal of Economics, Finance and Administrative Sciences, ISSN 1450-2275 Issue 16 (2009).

Based on the image framework above, the hypothesis of this study is as follows:

- H₁ :Leadership affects employee performance at Bank Mandiri KCP Surabaya Sungkono
- H₂ :Motivation affects employee performance at Bank Mandiri KCP Surabaya Sungkono
- H₃ : Leadership and motivation affect employee performance at Bank Mandiri KCP Surabaya Sungkono

3. MATERIAL AND METHOD

In accordance with its type, this research is included in the quantitative type because in its implementation this research uses data sources consisting of numbers or numbers then also accompanied by an explanation with or through the use of tables, then through the use of graphs and charts and also the use of images with the intention of providing research explanations. so that it is easier to understand and clearer (Arikunto, 2010).

The data used in this study include primary data. The definition of primary data (Sugiyono, 2017) is data that is directly taken from direct observation with the aim of a problem can be solved through research research with questionnaire data. The primary data in this study were obtained through statement items from the questionnaire which were later distributed to the respondents who had been prepared based on the research variables related to this study and facilitated the observation process for researchers.

Methods of Data Collection Appropriate data collection is very important in research, because data determines the merits of a study. Data collection is an effort to obtain information and facts that are truly accountable.

In conducting research based on writing using the method of documentation. In this documentation method, researchers look for data on the number of employees, employee attendance data in 2020, facilities, and so on related to this research. This method is used to collect information or data by studying the documents of PT. Bank Mandiri KCP Surabaya Sungkono which includes the names and number of employees, job descriptions and authorities,

and so on that are needed within the PT. Bank Mandiri KCP Surabaya Sungkono.

Test of Instrument Validity and Reliability The good or bad of a study depends on whether or not a data is true. Because the data is a description of the variables studied and serves as a means of proving the hypothesis.

Validity Validity is a measure that shows the levels of validity or validity of an instrument. A valid or valid instrument has high validity. Conversely, an instrument that is less valid means it has low validity (Suharsimi, 2006: 168) In testing the level of validity of an instrument, it can be done in two ways, namely: factor analysis and item analysis. In this study using item analysis, namely the total score of items is seen as an X value and the total score is seen as a Y value (Suharsimi, 2006: 176). Testing the validity of using SPSS 16 program. The results of the calculation of r count were then consulted with the r table with a significant level of 0.05. If $r_{\text{arithmic}} > r_{\text{table}}$ then the instrument item can be said to be valid, but if $r_{\text{arithmic}} < r_{\text{table}}$ then it is said that the instrument is not valid.

Reliability Reliability refers to an understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is quite good (Suharsimi, 2006:178). The instrument is said to be reliable if someone's answer to the question is consistent or stable from time to time and a variable is said to be reliable if it gives Cronbach's Alpha value > 0.60 (Ghozali, 2006:45).

Analytical Techniques In this sub-chapter will explain the analysis used in research in accordance with the formulation of the existing problem. In this research, the technical analysis used is SPSS version 16.

Reference

- [1] Aprilia Christy Mawei, Olivia Nelwan, Yantje Uhing., 2014. Kepemimpinan, Penempatan Kerja dan Kompensasi Pengaruhnya Terhadap Kepuasan Kerja Pada PT. Bank BNI (Persero), Tbk. KCU Manado, Jurnal EMBA Vol.2 No.2 Juni 2014, Hal. 944-954, Fakultas Ekonomi Dan Bisnis, Jurusan Manajemen Universitas Sam Ratulangi, Manado.
- [2] Dessler, G. (2006). Human resource management, human resource management (10th Edition). Paramita Rahayu Translation, Jakarta.
- [3] Ghozali, I. (2005). Application of multivariate analysis with SPSS program.

- [4] Gibson, I. & Donnely (2006). Organization. Jakarta, PT. Erland.
- [5] Gibson, J.L., John, M.I. & James, H.D. (1996). Organization behavior-structure-process (7th Edition). Boston, Erwin Homewood.
- [6] Handoko, H. (1996). Personnel and human resource management. Yogyakarta, BPFE.
- [7] Hariandja, M.T.E. (2002). Human resource management. Jakarta: Grasindo.
- [8] Ivancevich, J.M. (2007). Human resources management. New York: McGraw Hill.
- [9] Ivancevich, J.M., Robert, K. & Mitchael, T.M. (2008). Organizational behavior and management. New York: McGraw Hill.
- [10] Kreitner, R. & Kinicki, A. (2009). Organizational behavior, key concepts, skills and best practice. New York, McGraw Hill.