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Economics Beyond Borders :
Transforming Society in The Global Framework

THE GRADUATE SCHOOL OF TADULAKO UNIVERSITY

PREFACE

Alhamdulillah, we praise and thank Allah SWT who has given guidance in the preparation of the international seminar proceeding so it can be released as planned. The proceeding is the result of the international seminar, which was held by The Graduate Program of Tadulako University on 5 December 2016 with the theme: Economics Beyond Borders: Transforming Society in the Global Framework'.

The seminar serves as a channel to exchange ideas, knowledge, experiences, and best practices in the field of economics and its links with gender, entrepreneurship, politics, labor force, trade, industry, health, and other fields that intersect with human development in general. In other words, articles in this proceeding elaborate and analyze issues of economics from multiple perspectives. They determine aspects and dimensions that can potentially be developed to improve the lives of people from various background and situations.

Hopefully the publication of this proceeding can give benefit and be used in the development of science and research activities. Appreciation goes to friends and colleagues who have contributed and helped in the preparation of this proceeding. Thank you!

Palu, January 2017
Chair,

Harnida W. Adda, S.E., M.A., Ph.D.

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THE AGRICULTURE, MARKET GOVERNANCE, AND POVERTY LINE: A PHENOMENOLOGICAL STUDY

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ABSTRACT

This study aims to interpret the understanding of farmers on natural resources and the poverty line in Sigi Regency. This understanding is necessary since Sigi Regency has great natural resources, especially in agriculture, but the poverty rate in Sigi has been increasing during the last five years. This research is conducted using qualitative method by using a phenomenological approach. The study says that the meaning of poverty in Sigi for the farmers is framed due to the occurrence of an adverse market governance. Farmers are more likely to borrow capital from the farm middlemen than the Bank. The middlemen also requires the farmers to sell their harvests to them. The role of cooperatives and village-owned enterprises should be enhanced in the region. Village-owned enterprises that can actually help the farmers should not be caught in the spiral of poverty.

Keywords: *Agriculture, poverty, market governance.*

INTRODUCTION

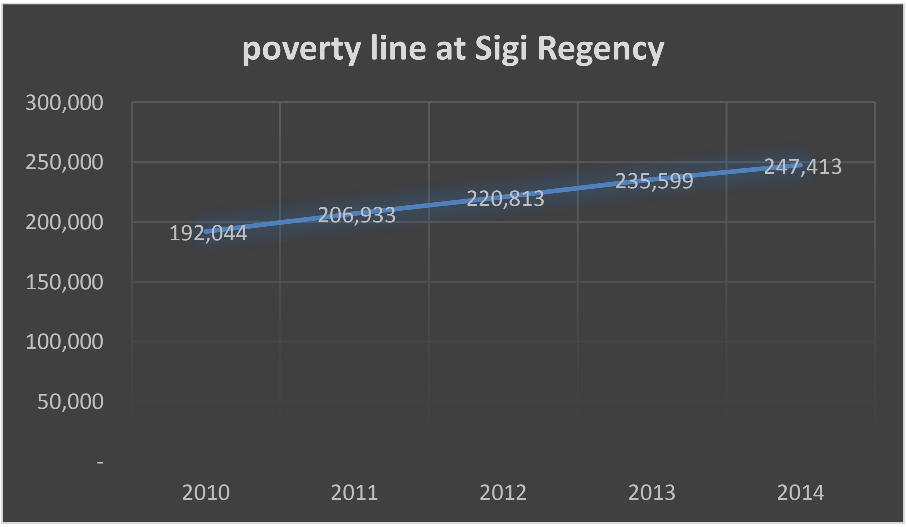
The rapid development of global economy has given a warning for all market participants to continually position themselves to remain in existence and survive in the vortex of the mainstream world. Vortex of the world economy has created economic instability in countries that are developing, such as Indonesia that has experienced economic instability that led to inflation in the country. Inflation not only touched the economy in urban areas but also in villages; this causes a very significant decline in the economy. Improvement in rural economy is believed to have positive impacts on a country's economy in general.

Economic inequality exists between urban and rural communities. The level of economic development in urban areas is much better than in the rural. Therefore, the Government has been focusing their attention in improving the economy through policies regarding the urgency of the market village, village-owned enterprises (BUMDes), and also Village Fund Allocation, which reached up to 1 billion. These policies are aimed to increase villages' independency that in the long term is expected to improve the level of the economy.

Through these programs, some villages have shown some progress and there are some that shown a stagnant level of economy, even tends to decline. As a result, the welfare of the rural population tends to decrease and such village is classified poor. The focus of the solution, which will be formulated in relevant policies, needs to be based on the fundamental problems faced by the community.

According to the study conducted by Sudaryanto and Rusastra (2006) intertemporal dimension of poverty has changed based on the non-economic aspects of the poor. There are at least nine dimensions of poverty that need to be considered, namely: 1) inability to meet basic needs (food, clothing, and housing), 2) the accessibility of the economy is low on other basic needs (health, education, good sanitation, clean water, and transportation), 3) the lack of ability to perform the accumulation of capital, 4) vulnerable to shocks of external factors that are individual or mass, 5) low quality of human resources and the control of natural resources, 6) exclusion in social activities, 7) inadequate access to job opportunities in a sustainable manner, 8) inability to strive for physical and mental disabilities, and 9) inability and socially disadvantaged.

The data shows that the level of poverty in Sigi District has increased every year. This can be seen in the chart below:



Data Source: Central Bureau of Statistics (2015)

The data shows that the poverty level in Sigi Regency has been inreasing. Sigi District has abundant natural resources. Ideally, this situation contributes to the improvement of level of welfare in Sigi Regency. However, the poverty level in this area is significantly increasing every year.

Palolo District selected as the subject of this research because this area has natural resources with fertile land for agricultural activities. However, initial observation in the area found that the level of social welfare is very low despite of rich natural resources. Machethe (2004) mentions in his article titled Agriculture And Poverty In South Africa: Agriculture Can Reduce Poverty? that the agricultural sector is one sector that can reduce poverty in an area. In many countries, the agricultural sector is a leading sector to reduce unemployment rate in the country. In other words: agricultural sector is the most important sector in the State and important to improve the well-being of the community (1998: 1). with the argument that says that agriculture is important to improve the well-being in an area.

This has been of interest to researchers that should have been with their natural resources properly, it should be accompanied by a good level of welfare for the surrounding communities especially those for farmers. The focus of research is focused on the welfare of farmers' lives are stagnant and even declining. Life is due to the inability of farmers to manage their farms to become more productive. So this is an issue that labor should have been much absorbed in agriculture rather it becomes a problem.

This research is qualitative. By using a qualitative approach, which seeks to obtain information as possible about how the views of each individual, namely the parties involved in the agricultural sector and fully understand the problems that occurred (Creswell, 2007). Qualitative methods are used as the approach in this study because this method is used to understand social reality as a subjective reality, pressure open about social life, particularly about the behavior of traders or buyers even people around the peningkatakan economy of surrounding communities melalul improvement in the economy as well as the existence of the farmers by considering various aspects including local wisdom. Researchers consider the study of psychology as a field of study that involves human dimension where the dimensions are the subjective dimension then the appropriate paradigm is interpretive paradigm. Interpretive paradigm, which in many cases are also referred to as a constructive paradigm emphasizes that research is basically done to understand the reality of the world as it is.

DISCUSSION

In the rural area is a reference to that a good state. Moreover, in a rural environment is an indicator that if the rural economy is good, then almost certainly the economic level of the Urban well. The level of the economy is very closely linked to the level of welfare disebuah region. The phenomenon of field obtained that the welfare of the people in rural areas that the level of welfare in rural areas and includes not prosper.

Based on observations and research results in the field that there are many factors that cause the level of prosperity in the rural decline, including the governance of life of farmers who still do not neatly arranged. Peasant life in the spotlight in this research because the farmer is an asset for the country in terms of food security. If the farmer is not addressed then the companies could experience a crisis in food security. The problems of farmers in rural areas lies in the initial capital invested by farmers to their agricultural activities such as the purchase of seeds, fertilizer purchasing process, until the process of harvesting.

This research was conducted in the District of Palolo mentioned that the phenomenon of the issues farmers are frequent. Problems often occur among farmers often occur. If we can identify the type of farmers in the village are farmers who own land (paddy) for cultivation and there are farmers who rely on the land (paddy) from other people or in other words just borrow the fields of others to work on. Many obstacles or problems concerning farmers problems occur either on the farmers who own land or farmers who have no land. As the information obtained from informants mentioned that"

> "problems that occur most farmers do mostly occurred in the area of rural farmers, if farmers in villages like already entangled with poverty, why do I say that because the farmer if he wants to run their agricultural activities will have trouble in the beginning, especially in terms of capital gains. The farmer had trouble at first is in terms of capital rif. If a farmer wants to carry out agricultural activities, the required capital is used to buy seeds, fertilizer, and harvesting process. So if a farmer wants to farm it, he sometimes borrowed money from other people or commonly called middlemen or collectors"

The results of the interview can be interpreted that the problems causing the stagnant rural welfare dominated by farmers tends to decrease due to the unavailability of capital owned by these farmers to farm, such as for the purchase of seeds, fertilizer, and harvesting process. So that not a few farmers. Data showed that most farmers prefer to raise capital on middlemen or collectors rather than having to Bank. It is stated in the interview as follows:

> “Rif, the farmer difficulty yes kayak was the initial capital to buy seeds, fertilizer, and in the process of harvesting, so usually they are if you want to borrow capital not to the Bank because hard if you want to borrow in the Bank, difficulties persyaratannnya if you want to borrow in the Bank must be assured that pawned, then usually the bank to prove to be surveyed in advance of the first if it really belongs assurance of farmers' or not. Meanwhile, if borrow capital to middlemen or collectors, usually the middlemen or collectors were very understanding of the economic situation of the farmers so that if farmers want to borrow money to middlemen then immediately loaned usually without the need for collateral assets owned by farmers. Only mistake here, the middleman does not ask for collateral assets but they usually ask for harvest later produced by farmers should be given to them in accordance with the selling price of the wholesaler specified, should not the farmer to sell in addition to the middlemen that if sold other than in the wholesaler's then immediately blacklisted by middlemen”

The results of the interview above shows that the mistakes that often occur in agriculture is going on a cycle of poverty. Said to be the cycle of poverty that afflicts the farmers due to the capital used by farmers for farming is the result of borrowing from a wholesaler or collector. Farmers both farmers who own land or who do not own their own land and then use that capital for agricultural activities such as buying seeds, fertilizers and even up to the harvest process. Then the harvest must be sold to collectors or middlemen at a predetermined price by middlemen. Yet on the other hand, farmers will experience the advantages if farmers choose to sell the place that the purchase price is higher than that determined by middlemen or collectors. On the other hand, if farmers do not sell their harvest to middlemen or collectors that it is almost certain that these farmers for the period selainjutnya will not get a loan from middlemen or collectors.

This condition makes the cycle of poverty in a difficult market governance is disconnected, when the cycle of poverty is not lost then this circle will continue through until the next generation. The amount borrowed by farmers from middlemen will be repaid with yields above the selling price of the harvest has been determined by the middlemen. In these conditions, farmers do not have the option to be able to develop their agriculture. So if this condition continues, the level of welfare of farmers can only stagnate or even tend to decrease. Can imagine if disuatu unpredictable conditions that farmers need large sums of money but the farmers do not have savings to cope with the unexpected then it is almost certain that the farmers will borrow or even tend to sell fixed assets owned.

Further according Machethe (2004) that the Agriculture contributes to Poverty Alleviation at rural, urban and national levels in three ways: (a) reducing food prices; (b) employment creation; (c) increasing real wages; and (d) improving farm income. So that the agricultural sector is a sector with huge potential as government measures to reduce poverty. Adanya agricultural sector has many advantages for the State, especially the food crisis and unemployment that is widely available in rural areas. In addition to an increase in agriculture can reduce poverty, especially in an area. When the economic sector in the region has increased the level of economy in urban areas will be affected. The need for the role of government ensure that these conditions do not continue so the level of the economy in a rural area has not decreased, causing the poverty line in Sigi may decline even experiencing zero. Government measures that this situation does not continue is by effecting re-cooperative or village-owned enterprises (BUMDes). The hope is that with BUMDes cooperatives and farmers who want to borrow money for capital to farm could use the capital without having to worry about the crops monopolized by the middlemen.

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion above it can be concluded that a cycle of poverty that occurs because the farmers do not have the capital to be used farming. Finally, the part of farmers to borrow to middlemen because the terms for borrowing money on the part of middlemen tend not difficult compared to when the farmer borrows directly to the Bank. However, the consequences that must be faced by farmers when borrowing on middlemen then all the crops to be sold to collectors or middlemen. If it is not done then the farmers will not receive another loan for the next period. The role of cooperatives and BUMDes should be improved in rural areas. BUMDes existence precisely to help farmers in order not to caught in a spiral of poverty. If the government does not address the problem of market governance in rural areas will almost certainly for the next period the poverty line in Sigi in particular will increase.

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THE DEGREE OF BRAND AWARENESS AS A LEVERAGE LOYALTY OF TARGET MARKET IN THE CEMENT INDUSTRY IN SURABAYA

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ABSTRACT

The amount of business activity is reduced in Indonesia with the condition of the economic slowdown in 2015. Nevertheless, the Government of Indonesia continues to encourage development in the field of infrastructure as a priority in the next decade. This resulted in high consumption of cement on a national and regional scale. The players in the cement industry was not only filled by local brand but has been increasingly enlivened by the arrival of the players that make the brand outside of the competitive landscape becomes increasingly sharp.

Therefore, every cement company continues to increase its brand awareness to shoot the market target that is expected to be quickly recognized, continue to maintain its brand image, and establish good relationships with all distributors, dealers, and retail as the distribution channels of its cement products. Thus this study wanted to analyze how the role of Brand Awareness (Top of Mind Recall, Aided Recall, Spontaneous Recall) to Customer Loyalty (Customer Primary Behavior, Customer Secondary Behavior, Customer Intent to Repurchase) through Brand Image (Product Attributes, Consumer Benefits, Brand Personality), Relationship Quality (Behavioral Interpendence, Personal Commitment, Love and Passion, Nostalgic Connection, Self-Concept Connection, Intimacy, Partner Quality) as an intervening variable.

This study will be conducted by distributing questionnaires to 110 respondents building materials stores that sell the four largest cement brand. Analysis technique used is quantitative analysis techniques with methods of PLS (Partial Least Square) .

Keywords: *Brand awareness, Brand Image, Relationship Quality, Customer Loyalty.*

INTRODUCTION

Infrastructure development has an important role in Indonesia's economic growth. Therefore, the Government allocate the infrastructure budget of Rp 313.5 trillion, or 8.0 percent. The budget is larger than the budget allocation for infrastructure in budget of 2015. This allocation will be used among others for the construction of roads, bridges, ports, and airports pioneer (www.setkab.go.id/14/8/2015). Surabaya, as the second metropolitan city in Indonesia, having a good development in the field of property apartments and housing development increased sharply (property of kompas.com, 16/2 / 2015). In addition, Surabaya also has a fairly large infrastructure projects, such as toll road construction of Surabaya - Mojokerto requiring investment funds worth Rp 3.3 trillion and Krian- Mojokerto toll road which will be operational in 2017 (www.jawapos.com/19/03 / 2015).

Based on the phenomenon of infrastructure growth in Surabaya, It can see that the infrastructure will not be separated from its main commodity, namely cement. Cement itself is a commodity which is very important because it is one of the ingredients that cannot be separated from development. The impact from the growth of construction in Surabaya is increasing cement sales. This is supported by the data of cement sales in Indonesia, where an increase of 7.8% in domestic cement sales in September 2015 than in August 2015 (kemenperin.go.id). Based on data from the Ministry of Industry, cement production capacity in 2015 increased by 82.45 million tons in 2014 compared to only 66.20 million tons.

Infrastructure vigorous development makes it increasingly sharp competition between cement brands in the B2B industry in Surabaya. Indicators of increased competition can be seen from the data of each company's market share of cement. It can see that in West Java and Jakarta, the highest market share is cement ‘Tiga Roda’. Cement plants 'Tiga Roda' is located in West Java, the cement 'Tiga Roda' become the market leader in West Java. Unlike in East Java, the market leader, led by 'Semen Gresik' which has a factory in East Java.

Tabel 1. Top Brand Index (2015 semester 2)

MEREK	Top Brand Index
Tiga Roda	50.9 %
Semen Gresik	21.8 %
Holchim	8.9 %
Semen Padang	7.0 %

Source : (http://www.topbrand-award.com/2015)

Top Brand Index is one way to be able to see whether a product has been sufficiently known to the public or not. In 2015, phase 2, Cement 'Tiga Roda' reached the highest rank in the Top Brand Index, with a score of 50%. The knowledge of the brand will certainly affect consumers' perceptions of products, and will also affect the image of the brand for the target market. High Brand awareness will provide strong reasons for the target market to choose and buy a particular brand of cement than its competitors, and it can set a premium price in the marketplace (Aaker, 1991). High brand awareness in the marketplace will create a positive brand image, to reflect the perception of the brand in the memory of the customers who called the Brand Image (Rio, Vazquez, and Iglesias, 2001). Cement products have a good brand image of course will increase sales of the company. Therefore has a good brand image and in accordance with customer expectations is something that must be pursued by the Company in the cement industry.

However, a good brand image in the marketplace will not last in perpetuity if the company which is the owner of the brand of cement doesn't maintain good relationship with its target market, ranging from level of distributors, agents, retail stores until the end user. It is often forgotten by the players B2B like cement, which leave the quality of the relationship with its target market. As expressed by Butscher (2000),that has a close relationship with the consumer is a key factor of success for a cement company in order to survive in the marketplace with increasingly fierce competition. Philip Kotler and Kevin Keller (2009), said that if the company wants to acquire loyal customers, the company must be able to interact intensively with customers, developing loyalty programs, personalized marketing, and creating institutional relations, because the customer is satisfied does not necessarily they can be loyal to re-buy goods at the company.

Customer loyalty is a part to be achieved by each company that owns the brand. Since if a brand has achieved Customer Loyalty there will be a commitment between the consumer and the brand. Therefore, researchers wanted to see to what extent the level of brand awareness that is needed to be able to influence the perception of the target market, which can create a brand image at the same time capable of improving relationship quality, which in turn will create loyalty in the target market.

Brand Awareness

Brand awareness refers to the strength of the presence of a brand in the minds of consumers. The importance of brand awareness in the consumer decision-making has three main reasons (Keller, 1993). First, it is important that consumers think about a brand when making purchasing decisions in the product category brand. Brand awareness is the first step and prerequisite that consumers reach the next stage. Second, brand awareness can influence decisions about the brand in the purchase consideration, even when there is no other association with the brand. Third, Brand Awareness affects the formation and strength of brand associations that shape the brand image. A necessary condition for the consumer to make an association with a brand is a brand presence in the minds of consumers.

According to Aaker and McLoughlin (2009), brand awareness has stages, namely:

1. Brand recognition

Brand recognition is when consumers can recognize specific brand in other words; "Assisted", which can also be described as a situation where brand names are given from a particular class of products can be displayed. Next, is to identify the brand names that can be recognized and there is recognition of the major brands when consumers are doing their purchases.

2. Brand recall

Brand recall is the consumer recognition of the brand name on the product class. At this stage, the role of the brand is vital to regularly purchased products such as coffee, detergents, and headache medicine, because the brand decisions usually take place prior to the store. Further, in some categories (such as cereal) there are so many alternatives that recognize that this expenditure overwhelmed.

3. Top of Mind

A brand that is at the 'top of mind' is the first brand most remembered and thought of by consumers in a particular product class.

Moreover, according to Anne (1992) there are three factors that can affect brand awareness, namely:

1. Top of mind recall, the first brand that was mentioned spontaneously.
2. Aided recall, the marketing techniques that test the memorability of a brand.
3. Spontaneous recall, the percentage of people who are capable of spontaneously without the

   help of the brand name.

Brand Awareness then would have an effect on the brand image that can increase confidence of the customer to buy the product.

Brand Image

In conjunction with the brand image, there is something necessary and important in shaping brand image, that consumers should know the brand. Keller (1998) stated that the brand image is one of the most important variables in the marketing concept. Brand image is defined by Rio, Vazquez, and Iglezias (2001) as the perception of the brand reflects the association of consumers associated with the brand name, in memory of the consumer. Brand image is also defined by Roberts (2004) as the perceptions and feelings towards a brand.

Hsie, Pan, and Setiono (2004), said that the brand image that succeeds will make it possible for consumers to identify the need for brand satisfaction and to differentiate the brand from competitors. It also increases the likelihood that the consumer will buy the brand. Keller (1993) says there are three measurements of the benefits of the brand image, the functional benefits, emotional benefits, and experiential benefits. Roberts (2004) defines brand image are perceptions and feelings towards a brand. He explained that the brand image has three dimensions in the measurement that will form rational and emotional perception of the mark. The three dimensions are:

Mystery; Mystery is about describing together a story of dreams and symbols. Most brands slipped mystery with too much information. As it all know, there would be nothing left to surprise and delight.

Sensuality; Sensuality provides a direct portal to emotions through 5 (five) senses of sight, sound, smell, touch, and taste to shape our thinking and feeling. Therefore that they will work together to remind us and to take us to another place that improve our emotions better.

Intimacy; Intimacy is the emotional aspect involves consumers' feelings by trying to close with the family brand. The quality of empathy, commitment and passion create an intimate relationship that will remain alive even though the features and benefits have faded.

Relationship Quality

According to Kennedy and Thirkell (1988), customers will be ready to absorb some of the evaluations that might not be profitable before expressing their dissatisfaction. In retail banking, it will show that customers may not be satisfied with the episodes of service but they are still satisfied with the relationship.

According to a book written by David Aaker, entitled ‘Building a Strong Brand’ (1996) there are seven factors that affect Relationship Quality, namely:

1. Behavioral interdependence (Addiction Behavior). Namely the extent to which the actions established partner relations.
2. Personal commitment (Personal Commitment). That commitment among partners.
3. Love and passion. That emotional intensity between partners.
4. Nostalgic connection (connection to reminisce). That memory of good memories in the relationship between partners.
5. Self-concept connection (relationship self-concept). That both parties have a mutual partner of the same joy, the same activity, as well as the same opinion.
6. Intimacy (intimacy). Namely a deep understanding between the two sides of partner.
7. Partner Quality (Quality of partner relationships). Is the evaluation of one of the partners will act against the other partner.

Relationship Quality is very important that the customer can feel comfortable with the seller and make it their own loyal customer with the seller. Thus it can be felt immediately headed to customer loyalty.

Customer Loyalty

Kuusik (2007) say that customer loyalty can be measured from:

1. Customer primary behavior is the behavior of major customers, including recency,
   frequency, and amount of purchase.
2. Customer secondary behavior an additional behavior of customers as reference and spread by word of mouth
3. Customer intent to repurchase is a desire arising from within the customer to buy the product back in the future

Through customer loyalty, the Company will get a huge profit and also will be growing in sales. It is also offset by the correlation effects between one another.
According to Ullah, Raza, and Chander (2016) to measure loyalty, there are four (4) variables that can be used are:

a. Endorsement Willingness: consumer readiness to recommend the products or services to potential customers who gained more.
b. Cognitive exclusiveness: The extent to which the customer thinking that the service received is the only option every time you want to buy products or services.
c. Repurchase Intentions: As a customer plans to maintain a relationship with a particular company and obtain products and services from these companies.
d. Identification: Sense of consumers against companies

Loyalty can be seen as an end point to be achieved by the company. Because it can see when a consumer has loyal, the consumers will become more profitability for the company, or more profitable because it is not sensitive to price. That makes consumer loyalty and more profitable is because of loyal customers will repurchase that which will help sales of the company.

The Relationship of Brand Awareness and Brand Image

Brand Awareness formed would have an effect on the brand image that will make consumers believe that the purchased product has good quality. The main objective in using the company event sponsorship strategy is to increase brand awareness and build brand image (Ukman, 1995). Brand awareness refers to the strength of the brand in the memory, i.e. how easily consumers to remember the brand (Keller, 1993).

Brand image refers to the strong brand associations, favorable and unique in memory (Keller, 2003), which resulted in the perceived quality, overall positive attitude and a positive influence. When the last strong brand in consumer memory, it will be easier to instill brand and build their brand association is strong in memory. Schuiling and Kapferer (2004) showed that awareness was significantly correlated with many valuable image dimensions.

H1: Brand Awareness has a significant effect on the Brand Image

The Relationship of Brand Awareness and Relationship Quality

Brand Awareness also own impact on Relationship Quality that will give him special influence on consumer purchases of the brand. When a brand generates deliberate attempt to consumers (e.g., personalized, preferential treatment), consumers are more likely to be satisfied with the brand (Odekerken-Schroder et al., 2003).

Yoon (2002) found that consumer awareness of the brand is positively associated with satisfaction. Additionally, consumers show a higher satisfaction if they are more familiar with the brand (Ha and Perks, 2005). In addition, it has been demonstrated that the brand image brand influence satisfaction (Esch et al., 2006). Images can be regarded as concrete or abstract visual information (Keller, 2003). Thus, the identification of the brand logo predicts consumer satisfaction. Consistent with He et al. (2012) and He and Li (2011), who found that brand identity is positively associated with satisfaction.

H2: Brand Awareness has a significant effect on Relationship Quality

The Relationship of brand awareness and Customer Loyalty

It is no less important is the Brand Awareness also gives effect to the Customer Loyalty. Of brands have been known to be more loyal consumers also will be the purchased product. Brand awareness can also be members of an effect on Customer Loyalty. This makes the customer more confident to product which is purchased because of the brand of the product has been known in the community. Aaker (1991) noted that brand awareness can affect perception and loyalty. Previous research empirically examines the relationship between brand awareness and brand loyalty (Jung & Sung, 2008).

H3: Brand Awareness has a significant effect on Customer Loyalty.

The Relationship of Brand Image and Customer Loyalty

Hsie, Pan, and Setiono (2004), said that the brand image that succeeds will make it possible for consumers to identify the need for the satisfaction of the brand and to differentiate the brand from competitors, it will also increase the likelihood that the consumer will buy the brand. Brand image according to Wood (2000) is the adjustment of the wants and needs of the target market to facilitate the involvement of customer loyalty in the habit to repurchase the brand. If it is successful, it will affect consumers in the long-term relationship loyalty. Building on these, Ogba and Tan (2009) said in his research that the brand image known to have a positive impact on customer loyalty. Upamannyu, Gulati and Mathur (2014) says in the conclusion of their research that founded brand image has an impact on customer loyalty.

H4: Brand Image has a significant effect on Customer Loyalty.

The Relationship of Relationship Quality and Customer Loyalty

Relationship Quality is the level of relationship between businesses and customers (Crosby et al., 1990). This rate determines how well the organization to meet customer needs. Relationship Quality was proven to increase Costumer Loyalty and influenced by the quality of service. Relationship quality serves as a key driver of customer loyalty, and it was fully or partially mediates the impact of service quality on customer loyalty (Yu and Tung, 2013) either as a multidimensional concept or through individual dimensions.

Apart from studies that treat Relationship Quality as a multi-dimensional concept, various other studies have shown that significantly affect Customer Loyalty (Zhao et al, 2012). Likewise, the trust has been identified as a key driver of customer loyalty (eg, Chiu et al, 2010;. Jambulingam et al, 2011). Thus, the customer loyalty will increase and corporate earnings will also increase with the good relationships between buyers and sellers.

H5: Relationship Quality has a significant effect on Customer Loyalty.

THE RESEARCH METHOD

This research is classified as causal research. A research study examining the causal is a causal relationship between two or more variables. In causal research will explain the effects of changes in the variation of one or more other variables. The population of this research is building materials stores that sell 4 (four) brand cement as a major player on the cement industry in Indonesia, namely: " *Semen Gresik, Tiga Roda, Holchim, and Semen Padang*". The sampling technique in this research is non probability sampling, which is the sampling technique does not provide opportunities or equal opportunity for each element or member of the population to be selected into the sample (Sugiyono, 2011). The technique is to facilitate sampling which has a population of unclassified. The kind of non-probability sampling is *Purposive Sampling* in which researchers assessed to select members of the population that is considered most appropriate to their specific criteria (Simamora, 2004).

Respondents from these samples are building material store / retailer of "*Semen Gresik, Tiga Roda, Holchim, and Semen Padang*" with total number of 110 respondents. This study uses the tool PLS (Partial Least Square), which aims to analyze the model the influence of independent variables on the dependent variable simultaneously, which is usually based approach regression first generation has a usage limit of analysis influence only on one layer only (Gefen, Straub & Boudreau, 2000). Therefore, by using PLS, researcher can look for direct and indirect influence of the independent variables and the dependent variable, such as the model of the influence of Brand Awareness on Customer Loyalty through Brand Image and Relationship Quality.

THE RESEARCH RESULT and DISCUSSIONS

The sample 110 of store owner building materials are divided into the mean age of the respondents age group 41-50 years (60%), followed by those aged > 50 years (33%), and the last is the age group 31- 40 years (7%). It can be explained that the most of the shop owners of the materials building in Surabaya was dominated by middle-aged group.

Test Reliability

Indicator reliability is used to test the consistency of the indicators on the outer models. The Reliability indicator values obtained from the square of each outer loading indicators used.

Tabel 2. *Indicator Reliability*

	INDICATOR	LOADING	INDICATOR REALIBILITY	CONCLUSION
BRAND AWARENESS	X1_01	0.724	0.524	Good
	X1_02	0.717	0.514	Good
	X1_03	0.727	0.528	Good
	X1_04	0.826	0.682	Good
	X1_05	0.826	0.683	Good
	X1_06	0.852	0.726	Very Good
	X1_07	0.714	0.509	Good
	X1_08	0.779	0.606	Good
	X1_09	0.843	0.710	Very Good
BRAND IMAGE	Y1_01	0.753	0.567	Good
	Y1_02	0.704	0.496	Good
	Y1_03	0.813	0.662	Very Good
	Y1_04	0.858	0.736	Very Good
	Y1_05	0.841	0.708	Very Good
	Y1_06	0.841	0.708	Very Good

	INDICATOR	LOADING	INDICATOR REALIBILITY	CONCLUSION
	Y1_07	0.782	0.612	Good
	Y1_08	0.743	0.551	Good
	Y1_09	0.760	0.577	Good
RELATIONSHIP QUALITY	Y2_01	0.819	0.672	Very Good
	Y2_02	0.778	0.605	Good
	Y2_03	0.746	0.556	Very Good
	Y2_04	0.818	0.669	Good
	Y2_05	0.832	0.693	Good
	Y2_06	0.899	0.808	Very Good
	Y2_07	0.827	0.683	Good
	Y2_08	0.819	0.670	Good
	Y2_09	0.836	0.698	Good
	Y2_10	0.792	0.628	Good
	Y2_11	0.857	0.734	Very Good
	Y2_12	0.802	0.643	Good
	Y2_13	0.807	0.651	Good
	Y2_14	0.751	0.564	Good
	Y2_15	0.768	0.590	Good
	Y2_16	0.822	0.676	Good
	Y2_17	0.787	0.620	Good
	Y2_18	0.851	0.724	Very Good
	Y2_19	0.794	0.630	Good
	Y2_20	0.831	0.691	Good
	Y2_21	0.794	0.630	Good

	INDICATOR	LOADING	INDICATOR REALIBILITY	CONCLUSION
CUSTOMER LOYALTY	Z1_01	0.854	0.730	Very Good
	Z1_02	0.862	0.743	Very Good
	Z1_03	0.854	0.730	Very Good
	Z1_04	0.868	0.753	Very Good
	Z1_05	0.841	0.708	Very Good
	Z1_06	0.866	0.750	Very Good
	Z1_07	0.878	0.770	Very Good
	Z1_08	0.837	0.700	Very Good
	Z1_09	0.831	0.691	Good

That the reliability indicator value above 0.70 is included in both categories, 0.40 to 0.70 is considered adequate, and below 0.40 can be said to be not feasible.

Internal Consistency Reliability

In the second phase measurement reliability, internal consistency reliability was measured to gauge how consistent indicator of each existing variable. Bagozzi research results and Yi (1988) suggests the use of Composite Reliability to measure the internal consistency reliability as a substitute Cronbach's Alpha in modern research. Value composite reliability must be more than 0.6 so that a variable can be said to be reliable.

Tabel 3. Composite Reliability Value

VARIABLE	Composite Reliability
BRAND AWARENESS	0.933
BRAND IMAGE	0.937
CUSTOMER LOYALTY	0.976
RELATIONSHIP QUALITY	0.961

Convergent Validity

It checks the value of convergent validity, evaluation Average Variance Extracted (AVE) of each latent variable. AVE value should be greater than the 0.5 to be able to ensure that each variable has a convergent validity parameters are fit for use.

Table 4. Convergent Validity

VARIABLE	AVE
BRAND AWARENESS	**0.609**
BRAND IMAGE	**0.624**
CUSTOMER LOYALTY	**0.659**
RELATIONSHIP QUALITY	**0.731**

Table 5. Discriminant Validity (Cross Loading)

	BRAND AWARENESS	BRAND IMAGE	RELATIONSHIP QUALITY	CUSTOMER LOYALTY
X1_01	**0.724**	0.498	0.491	0.476
X1_02	**0.717**	0.508	0.401	0.447
X1_03	**0.727**	0.406	0.379	0.477
X1_04	**0.826**	0.497	0.494	0.522
X1_05	**0.826**	0.572	0.525	0.574
X1_06	**0.852**	0.517	0.496	0.506
X1_07	**0.714**	0.410	0.441	0.422
X1_08	**0.779**	0.485	0.490	0.560
X1_09	**0.843**	0.589	0.493	0.529
Y1_01	0.539	**0.753**	0.572	0.606
Y1_02	0.242	**0.704**	0.468	0.483
Y1_03	0.444	**0.813**	0.626	0.597
Y1_04	0.594	**0.858**	0.642	0.694
Y1_05	0.618	**0.841**	0.660	0.698
Y1_06	0.622	**0.841**	0.743	0.734
Y1_07	0.461	**0.782**	0.668	0.706
Y1_08	0.413	**0.743**	0.487	0.455
Y1_09	0.499	**0.760**	0.582	0.617
Y2_01	0.460	0.589	**0.819**	0.711
Y2_02	0.441	0.633	**0.778**	0.695
Y2_03	0.474	0.599	**0.746**	0.701
Y2_04	0.529	0.646	**0.818**	0.700
Y2_05	0.498	0.592	**0.832**	0.715
Y2_06	0.502	0.635	**0.899**	0.771
Y2_07	0.512	0.618	**0.827**	0.726

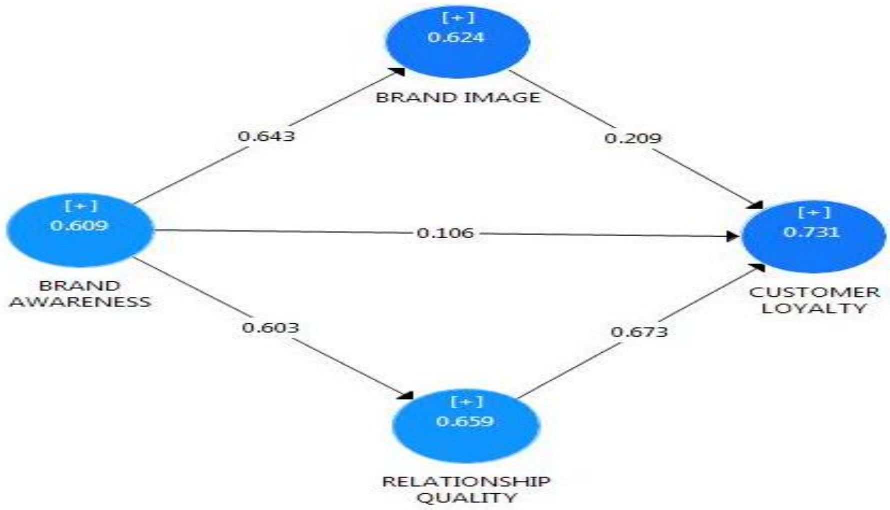
	BRAND AWARENESS	BRAND IMAGE	RELATIONSHIP QUALITY	CUSTOMER LOYALTY
Y2_08	0.468	0.623	**0.819**	0.757
Y2_09	0.510	0.563	**0.836**	0.741
Y2_10	0.446	0.624	**0.792**	0.746
Y2_11	0.593	0.750	**0.857**	0.764
Y2_12	0.432	0.665	**0.802**	0.651
Y2_13	0.470	0.596	**0.807**	0.674
Y2_14	0.447	0.572	**0.751**	0.672
Y2_15	0.526	0.631	**0.768**	0.679
Y2_16	0.462	0.615	**0.822**	0.799
Y2_17	0.507	0.650	**0.787**	0.746
Y2_18	0.455	0.642	**0.851**	0.764
Y2_19	0.495	0.676	**0.794**	0.777
Y2_20	0.528	0.722	**0.831**	0.727
Y2_21	0.494	0.589	**0.794**	0.772
Z1_01	0.529	0.650	0.797	**0.854**
Z1_02	0.515	0.721	0.808	**0.862**
Z1_03	0.481	0.682	0.722	**0.854**
Z1_04	0.543	0.683	0.795	**0.868**
Z1_05	0.667	0.713	0.725	**0.841**
Z1_06	0.615	0.732	0.785	**0.866**
Z1_07	0.538	0.670	0.761	**0.878**
Z1_08	0.550	0.695	0.801	**0.837**
Z1_09	0.527	0.596	0.708	**0.831**

Table 5 shows that all the variables used in this study had decent discriminant validity. Since each variable has been able to pass through the outer loading value of 0.7

Evaluation Path Coefficient and Coefficient of Determination (R2)

Evaluation path coefficient is used to show how strong the effect or influence of independent variables to the dependent variable. While the determination coefficient is used to measure how many endogenous variables influenced by others variables .This Path coefficient analysis has been proved that the Brand Image and Relationship Quality as an intervening variable which strengthens the relationship between the Brand Awareness and Customer Loyalty.

Figure 1. Path Coefficient and Coefficient of Determination



T-statistics and Hypothesis Testing

Value T-statistics obtained from the bootstrapping procedure, where this value is used to draw conclusions on hypothesis testing. Value of T-statistics with significance level of 5% explained that the inner model would be significant if the value of T-statistics greater than 1.96.

Table 6. T-statistics

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BRAND AWARENESS -> BRAND IMAGE	0.643	0.642	0.083	7.696	0.000
BRAND AWARENESS -> CUSTOMER LOYALTY	0.106	0.107	0.057	1.852	0.065
BRAND AWARENESS -> RELATIONSHIP QUALITY	0.603	0.595	0.111	5.410	0.000
BRAND IMAGE -> CUSTOMER LOYALTY	0.209	0.219	0.082	2.544	0.011
RELATIONSHIP QUALITY -> CUSTOMER LOYALTY	0.673	0.659	0.099	6.812	0.000

CONCLUSION and RECOMMENDATION

Brand Awareness itself has a path coefficient value of 0.643. Therefore, the resulting effect of Brand Awareness able to influence the image of cement brands in the minds of its target market. On the path coefficient analysis has been proved that the Brand Image and Relationship Quality as an intervening variable which strengthens the relationship between the Brand Awareness and Customer Loyalty. From the analysis, the value of the largest coefficient path is shown on the influence of Relationship Quality on Customer Loyalty by 0.673. The strongest relationship towards Customer Loyalty was also obtained when Brand Awareness through Brand Image and Relationship Quality influence Customer Loyalty.

On relationship of Brand Awareness to Customer Loyalty, it directly own path coefficient is worth 0.106. The meaning is the relationship of Brand Awareness and Customer Loyalty is weak but has a relationship. In theory, it is the stage of Brand Awareness on Top Of Mind can make a person become loyal. However, the Top of Mind alone is not enough to make someone become loyal. Therefore, if connected directly to the products of cement, not enough for consumers to be loyal from awareness only. It takes the role of Brand Image and Relationship Quality in order to strengthen the relationship between Brand Awareness with Customer Loyalty.

The importance for the cement players like ‘Semen Gresik, Holchim, Tiga Roda, and Semen Padang’ to continue to improve their brand awareness in the marketplace. Although with the Brand Awareness alone is not strong enough to form Customer Loyalty, Brand Awareness but becomes very important when the cement becomes more and more players with a variety of approaches conducted in the target market. Furthermore, a cement company must continue to forge Relationship Quality with a range of distribution channels, starting from the distributors, agents, building materials store, and end users to be able to increase the loyalty of the target market amid increasingly intense competition in the cement industry in Indonesia.

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ANALYSING THE EFFECT OF *CASH POSITION*, *DEBT EQUITY RATIO*, *TIMES INTEREST EARNED*, *PRICE EARNINGS RATIO*, ECONOMIC RENTABILITY, *RETURN ON ASSETS* TOWARD *DIVIDEN PAYOUT RATIO* (STUDY ON AIR TRANSPORT COMPANIES REGISTERED IN BEI)

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ABSTRACT

This research aims at finding the performance of Air Transport Companies based on the approach of ratio of Cash Position, Debt To Equity Ratio, Times Interest Earned, Price earnings Ratio, Economic Rentability and Return On Assets. This research was done at PT. Cardig Aero Service Tbk. (CASS), PT. Garuda Indonesia (Persero) Tbk. (GIAA), PT. Indonesia Transport & Structure Tbk. (IATA) through annual report at BEI (www.idx.co.id) .

The design of this research is parametric method and the population of this research is CASS, GIAA, IATA with purposive sampling technique.

The results of data analysis and data description showed that simultaneously the variables have significant effect on Dividen Payout Ratio. And partially, Times Interest Earned and Return On Assets have significant effect on Dividen Payout Ratio.

Keywords: *Cash Position, Debt To Equity Ratio, Times Interest Erned, Price Earnings Ratio Economic* Rentability, *Return On Assets* and *Dividen Payout Ratio*

INTRODUCTION

Capital Markets aims to support the implementation of national development in order to improve equity, growth, and stability of the national economy towards improving people's welfare. The movement of stock in the field of air transport has the potential to continue to grow. With the state of stocks fluctuate so investors need to know how to detect the risk of loss to be faced with the level of benefits to be obtained. The investment risk is generally influenced by factors that are macro and micro. The macro factors are factors that affect all companies and industries. Macro factors include inflation, interest rate, exchange rate, whereas the microeconomic factors are factors that influence the health of a company that includes capital structure, operating leverage, financial leverage, and liquidity of the company which can be measured by the Current Ratio.

In this study, the researcher examined the transport companies, especially in the field of air transport which are registered in the Indonesia Stock Exchange. The researcher used these objects for air transport companies that are in business sectors that have a strategic and relevant business. Based on data obtained from the Indonesian Stock Exchange (www.idx.co.id) there are three listed companies which were included in the air transport company, that is : CASS, GIAA and IATA.

FORMULATION OF PROBLEM

Based on the background described above, It can be formulated as follows:

1) How is the partial effect of variables consisting of cash position (X1), debt equity ratio (X2), times interest earned (X3), the price earnings ratio (X4), economic profitability (X5), return on assets (X6) to dividend payout ratio (Y) air transport company listed on the Stock Exchange?
2) How is the simultaneous effect of variables consisting of cash position (X1), debt equity ratio (X2), times interest earned (X3), the price earnings ratio (X4), economic profitability (X5), return on assets (X6) to dividend payout ratio (Y) of air transport company listed on the Stock Exchange?
3) From the independent variable cash position (X1), debt equity ratio (X2), times interest earned (X3), the price earnings ratio (X4), economic profitability (X5), return on assets (X6) which variables have dominant influence on dividend payout ratio (Y) air transport companies listed on the Stock Exchange?

RESEARCH OBJECTIVES

Based on the formulation of the problem, it can be arranged objectives of this study are:

1) To determine the partial effect of variables consisting of cash position (X1), debt equity ratio (X2), times interest earned (X3), the price earnings ratio (X4), economic profitability (X5), return on assets (X6) toward the dividend payout ratio (Y) air transport company listed on the Stock Exchange.
2) To determine the simultaneous effect of of variables consisting of cash position (X1), debt equity ratio (X2), times interest earned (X3), the price earnings ratio (X4),

economic profitability (X5), return on assets (X6) toward the dividend payout ratio (Y) air transport companies listed on the Stock Exchange.

3) To determine which variable from the cash position (X1), debt equity ratio (X2), times interest earned (X3), the price earnings ratio (X4), economic profitability (X5), return on assets (X6), has the most dominant influence on dividend payout ratio (Y) in the air transport companies listed on the Stock Exchange.

RESEARCH METHODS

1. Subjects and Objects of the Research

The subjects of this study is registered airlines in Indonesia Stock Exchange, among others CASS, GIAA, IATA with the data downloaded from the official website of Indonesia Stock Exchange (BEI) that is www.idx.co.id. While this research object is the company's financial reports in the period of 2011-2014.

2. Population and Sampling Procedures of the Research

The population in this study is the air transport companies listed on the Stock Exchange in 2011-2014. The sample in this study were selected by the method of total sampling.

3. Types and Sources of Data

a. Type of data

The quantitative data in this research is financial statements and a summary of the performance of air transport companies listed on the Stock Exchange in 2011-2014.

b. Source of data.

In this study the data are obtained from the IDX website. Secondary data used in this research is financial statement data and company profile of air transport companies listed on the Stock Exchange in 2011-2014.

4. Data Collection Procedures

The data collection procedures, among others, are as follows:

1) Study of literature.

This data collection method is used that is by reading and studying the literature dictates from the book or from websites that are relevant to obtain a theoretical overview of the variables that affect the dividend payout ratio.

2) Documentation.

Documentation in the form of data collection complete financial statements concerning the value of shares from the second source, a report into the sample during the study period.

5. Operational Definition of Variables

5.1. Dependent Variables.

1) Dividend payout ratio

Dividend payout ratio menunjukakkan ratio level dividend distribution per share perusahaan. Dividen payout ratio can be formulated as follows:

$$DPR = \frac{\text{Dividend Per Share}}{\text{Earnings Per Share}} \times 100\%$$

5.2. Independent Variables.

1) Cash position

Cash position is also the end of the year with a cash ratio of earnings after tax. Cash position can be formulated with:

$$\text{Cash Position} = \frac{\text{Cash Balance End}}{\text{Net Profit After Tax}}$$

2) Debt to equity ratio

This ratio describes the ratio of debt and equity in the financing of companies and demonstrate the ability of the company's own capital to meet all its obligations. Formulation of the debt to equity ratio is as follows:

$$\text{Debt to equity ratio} = \frac{\text{Total Debt}}{\text{Capital (Equity)}}$$

3) Times interest earned

Time interest earned is the ratio between net income before interest and tax with interest.

Time Interest Earned can be calculated by the formula:

$$\text{Times interest earned} = \frac{\text{Earnings Before Interest and Taxes}}{\text{Interest Expense}}$$

4) Price earning ratio

Earning Per Share (EPS), the net profit obtained by the company divided by the weighted average shares issued and fully paid in the current year. Thus PER can be formulated as follows:

$$\boxed{PER = \frac{MPS}{EPS}} \quad \text{or} \quad \boxed{PER = \frac{(1 - RR)}{(i - g)}}$$

5). Economic Profitability

Economic profitability is the ability to generate profits from the overall capital either foreign capital or equity capital used to produce profit tersebut.Return on Investment is a ratio used to compare the results of operations derived from the company's operations (net operating income) with a total investment .Indikator- an indicator of the return on investment is as follows:

(1) Profit after tax

(2) Total assets

Thus the measurements of these variables using a ratio scale. To measure the ROI used formulations

$$ROI = \frac{\text{Profit After Tax}}{\text{Total assets}} \times 100\%$$

6) Return on assets

ROA is a profitability ratio, ie the ratio that indicates how effectively the company is operating so as to produce a profit / loss for the company.

$$\text{Return on assets} = \frac{\text{Nett income after tax}}{\text{total assets}}$$

6. Data Analysis Method

Data analysis methods used in the study to be interpreted and easy to understand are:

1. Descriptive Analysis.

The use of descriptive analysis is intended to describe Cash Position, Debt to Equity Ratio, Times interes Earned, Price Earnings Ratio, Economic Profitability and Return On Assets related to dividend payout ratio which are compared externally, which involves a company that is compared with the average condition of all objects.

2. Multiple Regression Analysis

Multiple regression analysis is used in this study to determine the effect of Cash Position, Debt to Equity Ratio, Times interes Earned, Price Earnings Ratio, Profitability Economic and Return On Assets toward the dividend payout ratio in air transport companies that go public in BEI period of 2011 and 2014.

Multiple regression equation formulation itself is as follows:

$$Y = a + b1x1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + e$$

Where:

Y : Dividend Payout Ratio
a : Numbers Constants
b1 - b6 : Coefficients Variables
X1 : Cash Position
X2 : Debt to Equity Ratio
X3 : Times interes Earned
X4 : Price Earnings Ratio
X5 : Economic Profitability
X6 : Return On Assets
e : Standard errorr

1) t-Test or Partial Test

T- tests was used to test the effect of independent variables partially on the dependent variable, namely the influence of each independent variable consisting of Cash Position, Debt to Equity Ratio, Times interes Earned, Price Earnings Ratio, Profitability Economic and Return On Assets toward the dividend payout ratio which is the dependent variable. Decision making partial hypothesis testing as follows:

(A) If the probability> 0.05 then H0 is accepted.

(B) If the probability <0.05 then H0 is rejected.

2) Test F or Simultaneous Test

F-test was used to test the effect of independent variables together with dependent variable of a regression equation using statistical hypothesis. Decision-making as follows:

Ha: Variables are non namely Cash Position (X1), Debt to Equity Ratio (X2), Times Interest Earned (X3), Price Earnings Ratio (X4), Profitability Economics (X5) and Return On Assets (X6) has significant influence together against the dependent variable is the Dividend Payout Ratio (Y).

Test f this could be explained by using analysis of variance (analysis of variance = Annova). F Test procedure to test the regression coefficient (β1 and β2) are as follows:

a. Creating a null hypothesis (H0) and the alternative hypothesis (Ha).

H0 $\beta1 = \beta2 = \beta3 = \beta4 = \beta5 = \beta6 = 0$, stating that all the parameters in the model is equal to zero, it means that there is no significant influence of independent variables on the dependent variable

Ha $\beta1 \neq \beta2 \neq \beta3 \neq \beta4 \neq \beta5 \neq \beta6 \neq 0$, states that not all parameters simultaneously equal to zero, it means that there is a significant influence of independent variables on the dependent variable simultaneously

b. Calculating the value of F and F Ftable value of the distribution based on the magnitude of α and the degree of freedom (df) which is determined by the numerator (k-1) and df for dominator (n-k). In this study used a confidence level of 5% and the value of F is obtained by dividing the value of Regression Mean Square Residual Mean Square in the table Annova output from SPSS.

c. The decision whether Ho is accepted or rejected as follows:

If the value of F count> F table, then H0 is rejected means jointly independent variables affect the dependent variable. Conversely, if the value of F <F table then H0 is accepted, which means together all the independent variables did not affect the dependent variable.

3) Coefficient of Determination The coefficient of determination (R2) of the results of multiple regression showed how much the dependent variable can be explained by the independent variables (Santoso 2004: 167).

RESULTS AND DISCUSSION

1. Company profile

This study used a sample of companies in accordance with the criteria that have been determined using purposive sampling method, the obtained sample of three (3) companies of the three (3) the number of firms in the population. List of Companies selected into the sample are as follows:

Table 1 List of Population Research

No	Nama perusahaan	Kode
1	*PT. Cardig Aero Services Tbk*	*CASS*
2	*PT. Garuda Indonesia (Persero) Tbk*	*GIAA*
3	*PT. Indonesia Transport & Infrastructure Tbk*	*IATA*

Source: Data Processed, 2016

2. Descriptive analysis

Here are the results of the analysis of financial ratios consisting of: Cash Position (CP), Debt to Equity Ratio (DER), Times Interest Erned (TIE), Price Earnings Ratio (PER), Profitability Economy (RE), (ROA) (DPR).

Table 2 Variable Ratio Value Of Listed Companies

KODE	TAHUN	CP (x)	DER (x)	TIE (x)	PER (x)	RE (%)	ROA (%)	DPR (%)
CASS	2011	5.49	1.21	17.32	5.69	0.20	20.56	0.00
	2012	5.31	1.26	16.82	8.07	0.24	23.83	15.84
	2013	5.28	1.24	12.43	15.60	0.27	27.28	39.74
	2014	5.64	1.22	14.91	26.18	0.25	24.85	39.71
GIAA	2011	45.96	1.39	7.23	12.52	0.03	4.49	0.00
	2012	31.33	1.26	11.10	10.63	0.04	4.40	0.00
	2013	331.78	1.64	3.90	83.58	0.00	0.38	0.00
	2014	-10.57	2.38	-7.80	-4.02	-0.12	-12.00	0.00
IATA	2011	-0.63	1.90	-1.28	-3.12	-0.60	-5.69	0.00
	2012	-8.20	3.20	-0.90	-12.44	-0.04	-4.49	0.00
	2013	-11.86	3.77	-0.13	-12.63	-0.02	-2.20	0.00
	2014	-10.55	0.89	-1.40	-23.71	-0.02	-1.76	0.00

Source: Data processed in 2016

Table 3. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CP	12	-11.86	331.78	32.4150	95.87512
DER	12	.89	3.77	1.7800	.89370
TIE	12	-7.80	17.32	6.0167	8.42757
PER	12	-23.71	83.58	8.8625	27.37188
RE	12	-.60	.27	.0192	.23508
ROA	12	-12.00	27.28	6.6375	13.71053
DPR	12	.00	39.74	7.9408	15.52235
Valid N (listwise)	12				

Source: SPSS output in 2016

3.Multiple Linear Regression Analysis

To determine the effect of variable rasiodari CP, DER, TIE, PER, RE and ROA against DPR used multiple linear regression analysis, the results are as follows:

Based on the results table linear regression calculation, it can be arranged multiple linear regression equation as follows:

Y = 11.346 to 0.171 X1 - X2 0.617 - 2.340 X3 X4 + 2.578 + 0.659 + 1.720 X5 X6

The purpose of the regression coefficients above can be explained as follows:

a) Constant (a)

The Value of a = 11,346 shows the part of variable DPR which is not affected by variables CP, DER, TIE, PER, RE and ROA.

b) The regression coefficient CP

b1 = -0.171 reflecting increased CP variables that can lead the decrease of DPR or in other words increase in CP by one unit will cause a decrease in the DPR of -0.171 units, by assuming another variabels in a constant state.

c) The regression coefficient DER

b2 = -0.617 reflecting increased DER variables that can lead the decrease of DPR or in other words increase in CP by one unit will cause a decrease in the DPR of -0.617 units, by assuming another variabels in a constant state.

d) The regression coefficient TIE

b3 = -2.340 reflecting increased TIE variables that can lead the decrease of DPR or in other words increase in CP by one unit will cause a decrease in the DPR of -2.340 units, by assuming another variabels in a constant state.

e) The regression coefficient PER

b4 = 0.659 PER reflecting increased variable that can lead the increase or in other words increase in PER of one unit will cause a rise in the DPR of 0.659 units, by assuming another variabels in a constant state.

f) The regression coefficient RE

b5 = 2,578 reflecting increased variable that can lead the increase or in other words increase in PER of one unit will cause a rise in the DPR of 2,578 units, by assuming another variabels in a constant state.

g) The regression coefficient ROA

b6 = 1.720 ROA reflecting increased variable that can lead the increase or in other words increase in PER of one unit will cause a rise in the DPR of 1,720 units, by assuming another variabels in a constant state.

4. Hypothesis testing

Testing each hypothesis based on the results of the regression analysis can be explained as follows:

1) Effect of simultaneous CP ratio, DER, TIE, PER, RE and ROA toward DPR

To test whether CP ratio, DER, TIE, PER, RE and ROA simultaneously influence on the DPR, then the test equipment used is the F test. F test calculation results in regression output can be seen in the table below:

Table 4. Test Results F

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2452.482	6	408.747	10.327	.011[a]
	Residual	197.893	5	39.579		
	Total	2650.375	11			

a. Predictors: (Constant), ROA, CP, DER, RE, TIE, PER

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2452.482	6	408.747	10.327	.011[a]
	Residual	197.893	5	39.579		
	Total	2650.375	11			

b. Dependent Variable: DPR

Source: SPSS output Regression Analysis, the data is processed in 2016

Based on calculations using SPSS acquired F-value= 10.3275> F-tabel = 4.95 with significance 0.011 <0.05, so Ho is rejected and Ha is accepted. Thus it can be explained that the ratio of CP, DER, TIE, PER, RE and ROA simultaneously have significant effect on DPR.

2) The effect of partial CP ratio, DER, TIE, PER, RE and ROA on DPR

To determine whether partial earnings ratio has a significant effect on stock gains, the test equipment used is the t test. as follows :

a) The effect of CP against DPR

Based on calculations by using multiple linear regression analysis of the obtained t value of -2.327 with signfikansi CP 0.067 (P> 5%), so Ho is accepted and Ha is rejected. So, CP has no significant effect on the Parliament.

b) Effect of DER against DPR

Based on calculations by using multiple linear regression analysis of the obtained t value of -0.227 with signfikansi DER 0.830 (P> 5%), so Ho is accepted and Ha is rejected. So has no significant effect on DPR.

c) The effect of TIE against DPR

Based on calculations by using multiple linear regression analysis of the obtained t- value of -3.716 with significance of TIE = 0.014 (P <5%), so Ho is rejected and Ha is accepted. So TIE has significant effect on DPR.

d) Effect of PER on DPR

Based on calculations by using multiple linear regression analysis of the obtained t value signfikansi PER of -2.547 to 0.051 (P> 5%), so Ho accepted and Ha is rejected, so statistically, PER has no significant effect on DPR.

e) Effect of RE on DPR

Based on calculations by using multiple linear regression analysis of the obtained RE t- value of 0.192 with 0.855 signficance (P> 5%), so Ho is accepted and Ha is rejected. So RE has not significant influence on DPR.

f) The effect of ROA on DPR

Based on calculations by using multiple linear regression analysis of the obtained t value of ROA amounted to 3.539 by 0.017 significance (P <5%), so Ho is rejected and Ha is accepted. This means that ROA has statistically significant effect on DPR.

5. Testing the coefficient of determination (R2)

Partial determination test calculation results in regression output can be seen in the table below:

Table 5 Coefficient of Determination R2 Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.962[a]	.925	.836	6.29116	1.550

a. Predictors: (Constant), ROA, CP, DER, RE, TIE, PER
b. Dependent Variable: DPR
Source: SPSS output in 2016

SPSS calculation results in the table above can be explained that the value (Adjusted R Square) 0,836. This indicates that the influence of CP, DER, TIE, PER, ROA , and RE is on DPR is 83.6% and the remaining 17.4% is influenced by other variables not investigated.

6. DISCUSSION OF RESULTS

1) The effect of the ratio of Cash Position of the Dividend Payout Ratio

Based on the research results, Cash Position has a regression coefficient of -0.171 with a significance value of 0.067 (sig.> 0.05). This indicates that the CP had no significant effect partially. Thus the hypothesis that CP has significant effect partially is unacceptable.

2) The effect of the ratio of Debt to Equity Ratio of Dividend Payout Ratio

Based on the research results, Debt Equity Ratio has a regression coefficient of -0.617 with a significance value of 0.830 (sig.> 0.05). This indicates that the DER has no significant effect partially. Thus the hypothesis that DER has significant effect partially is unacceptable.

3) Effect of Times Interest Earned ratio of the Dividend Payout Ratio

Based on this research, the Times Interest Earned had a regression coefficient of -2.340 with a significance value of 0.014 (sig. < 0.05). This suggests that TIE has significant effect partially. Thus the hypothesis that TIE has significant effect partially is acceptable.

4) The effect of the ratio Price Earnings Ratio of Dividend Payout Ratio

Based on the research results, the Price Earnings Ratio has a regression coefficient of 0.659 with a significance value of 0.051 (sig.> 0.05). This indicates that the PER has no significant effect partially. Thus the hypothesis that PER has significant effect partially is unacceptable.

5) Effect of Economuc Profitability Ratios on Dividend Payout Ratio

Based on the research results, Profitability Economics has a regression coefficient of 2.578 with a significance value of 0.855 (sig.> 0.05). This shows that RE has no significant effect partially. Thus the hypothesis that RE significant effect partially is unacceptable.

6) Effect of Return on Assets ratio to the Dividend Payout Ratio

Based on the research results, Return On ssets has a regression coefficient of 1.720 with a significance value of 0.017 (sig. < 0.05). This indicates that the ROE significantly effect partially. Thus the hypothesis that ROEhas significant effect partially is acceptable.

7) Simultaneous Effect of variables CP, DER, TIE, PER, RE and ROA on Dividend Payout Ratio

Based on the results of research on F-test can be known Significance is 0.011 and F-value is 10.327. Because Sig.F (0.011) <0.05 or F-value (10.327) > F table (4.95). This indicates that all independent variables affect the Dividend Payout Ratio simultaneously.

Based on the description above, it can be known that the Times Interest Earned become the most dominant variables of the test results by using SPSS, R-partial result (unstandardized Coefficients) Times Interest Earned variable of -2.340 with a significance level of 0.014 least, it means of the variables of Cash Position, Debt Equity Ratio, Times Interest Earned, Price Earnings Ratio, Economic Profitability and Return on Assets of the Dividend Payout Ratio can be concluded that the Times Interest Earned have the most dominant variable.

6. CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded that Simultaneously, Cash Position, Debt to Equity Ratio, Times Interest Earned, Price Earnings Ratio, Economic Profitability and Return On Assets have significant influence on Dividend Payout Ratio on the air transport companies listed on the Stock Exchange partial 2011-2014. Partially, only the Times Interest Earned and Return on Assets that significantly influence Dividend Payout Ratio in air transport companies listed on the Stock Exchange in 2011-2014. While Cash Position, Debt to Equity Ratio, Price Earnings Ratio and Economic Profitability has not significant effect.

The results of the partial R-most is the Times Interest Earned variables of -2.340 with a significance level of 0.014 least, that means of the variable on Cash Position, Debt Equity Ratio, Times Interest Earned, Price Earnings Ratio, Economic Profitability and Return On Assets to dividend Payout Ratio can be concluded that the Times Interest Earned variable most dominant.

7. SUGGESTION

1. For companies

Companies must determine the size ratio of the amount of the loan, the amount of debt and equity capital that the company's capital structure achieve optimum bias. Namely by taking into account factors such as Position Cash, Debt to Equity Ratio, Times Interest Earned, Price Earnings Ratio, Economic Profitability and Return On Assets.

2. For investors

This study is expected to be a material consideration for investors in determining and deciding the investment that will be done, because every investor wants better prospects for the company in the future.

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EFFECT OF QUALITY PRODUCTS, IMAGE PRODUCTS AND MARKETING COMMUNICATIONS ON PURCHASE DECISION TEA PRODUCT SARIWANGI (Case Study Housewife In Parigi City)

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ABSTRACT

Faigah A. Badjamal Effect of Product Quality, Product Image and Communication Marketing Decision Against Product Purchase Sariwangi Tea (Case Study Housewife In Parigi City).

This study aimed to examine the influence of the 1) Analyze the effect of product quality, product image and marketing personal communication on product purchasing decisions Sariwangi tea 2) Know and analyze the effect on purchasing decisions of product quality tea products Sariwangi 3) Know and analyze the influence of product image on product purchasing decisions tea Sariwangi 4) Know and analyze the effect on purchasing decisions komunkasi marketing tea products Sariwangi .Because the population is too many, the authors conduct sampling using Tehnik Taro Yamane, as many as 89 person Processing data using program statiscal product and service solution (SPSS 17.0), The test used in this study is to test the classical assumption (normality, heteroscedasticity, autocorrelation and multicolinearity) and hypothesis test (t test, F test and test of determination The test results demonstrate the value of the coefficient of determination adjusted R2 is at 0.63,7%. Thus the magnitude of the influence exerted by the variable quality of the product, the product image and marketing komunikas the purchasing decision amounted to 63.7%. While the remaining 63.3% is influenced by other factors not examined in this study. Based on the partial test results showed that variable after statistical test by using multiple linear regression analysis, the results showed, 1). Product quality, product image and marketing communications simultaneously influence the purchasing decisions of products Sariwangi tea. 2). Quality partial effect on product purchasing decisions Sariwangi tea. 3). Citra partial effect on purchasing decisions Products Sariwangi tea. 4). Marketing communications partial effect on purchasing decisions Products Sariwangi tea.

Background

In the era of globalization is characterized by advances in technology and in addition many competing companies that have sprung up to offer the kind of quality product at a competitive price. Therefore, companies need to be more professional in managing business units

Intense competition forced the company is difficult to increase the number of customers. In existing markets, too many products with various advantages and added value offered by competitors, making it difficult for companies to snatch market share from competitors. On the other hand, to enter new markets requires considerable cost. This shows that the costs required to acquire new customers six times greater than the cost to retain customers. (Hasan; 2008; 78).

The tea industry in Indonesia is currently facing a shared problem, among others, the occurrence *overproduction* national and world and in the community Another level of tea consumption is still relatively low. Therefore, should the effort to transform comparative advantage (*comparativeadvantages*) into a competitive advantage (*competitiveadvantages)* to develop upstream subsystem agribusiness in synergy with the development of downstream agribusiness subsystem and build a network of domestic and international marketing, which is driven by the power of innovation (*innovationdriven*) (Tampubolo; 2002; 20). Indonesia has a strong tea culture with 3 The main flavor, taste jasmine centralized Jawa Tengah and Jawa Timur, Vanilla flavor is concentrated in Sumatera and the last taste of tea Black centralized Jawa Barat and Jawa Timur as well as islands outside Jawa. Sariwangi an archetype leading tea brand that exclusively operates in the segment teabag. Sariwangi a local brand which was introduced in 1973 in a format teabag a new modern way to drink tea other tea powder.

Communications investments Unilever has given Sariwangi teabag brand identity as Indonesia with aspirational and premium image. Sariwangi has managed to rejuvenate the market tea leaves Indonesia degraded. Teabag segment has increased market share in the last 4 years, especially because of very aggressive impulse conversion performed by Sariwangi of tea packs to teabag. A number of activities carried out to increase the use Sariwangi to increase consumption through time with tea, recipes, tea and health campaigns, and other activities.

Tea is the world's favorite soft drink after water. Tea is a drink that contains caffeine that is made by brewing the leaves, leaf buds, or dried leaf stalks of plants *Camellia sinensis* with hot water.Tea culture is already very common in Indonesia. Teabag Sariwangi produced by PT Unilever Indonesia, also no less in making improvements to product and marketing strategies in order to survive in the current era of competition. This is the brand that first introduced the concept teabag in Indonesia and known to the public as a beverage that promote unity by gathering family and create a harmonious communication. This can be seen in advertising teabag Sariwangi are always mentioned together. Various variants of tea flavors are created, variants of ginger, lemon, honey, milk, and green tea to *Golden Black, Golden Jasmine, Golden Vanilla, Golden Apple, Golden Orange dan Golden Green.* In addition, one of the strategies undertaken in a series of campaigns Sariwangi Sariwangi Let's Talk is a program Sariwangi Car homecoming *(http://www.unilever.com).*

The quality of the product indicates the size of the length hold the product, it could trust the product, product accuracy, easy to operate and maintain as well as other attributes assessed. In terms of spectator marketing, quality is measured in the perception of the quality of the product. Judging from the quality of tea products Sariwangi produced, it turns out there is the advantage of procuring the products at a certain quality. The high quality followed by loading a relatively affordable price among the community.

Besides the image / image that is how a brand products affect people's products. Sariwangi tea products under the brand should be able to build a positive brand image can be achieved with a strong marketing program for the product, which is unique and possess advantages in the punch, which distinguishes it from other products.

Based on the description of the importance of product quality, image and marketing communications then it is examined on Sariwangi tea products, given that more and more kinds of variety of brands and flavors of tea, so we need to decisions in purchasing Sariwangi brand tea products. Essentially a marketing problem is not only geared to satisfy customers but also intended to influence the purchasing decisions of consumers, so that consumers have a purchasing decision momentsthat matter in the company's activities. Hence the purchase decision is a fundamental point in the search process and evaluation of several alternatives available in order to assign real purchasing of a product.

Based on the description of the background that has been presented, the authors chose the title of this thesis as follows: Effect of Product Quality, Product Image and Marketing Communications Product Purchase Decision Against Tea Sariwangi (Case Study Housewife in City Parigi).

Formulation of the problem

Seeing the background issues that have been described above, the authors formulate the problem as follows:

1. What is the quality of the product, the product image and marketing communications simultaneously berpengaruhsignifikan on product purchasing decisions tea Sariwangi?
2. Is the product quality significantly influence purchasing decisions Tea Sariwangi?
3. Is the product image significantly influence purchasing decisions Sariwangi tea?
4. Is pemasaranberpengaruh Communications significantly influence purchasing decisions Sariwangi tea?

Research purposes

The research objective to be achieved in this paper is:

1. Know and analyze the effect of product quality, product image and product purchasing decisions marketing on communications tea Sariwangi
2. The quality of the product on product purchasing decisions Sariwangi tea.
3. The image of the product on product purchasing decisions Sariwangi tea.
4. Marketing communication influence on purchase decisions Sariwangi tea products.

Types of research

This research is classified in this type explanatories research, ie research with the main characteristics describing or explaining a relationship between one variable with another variable, namely in this case the independent variables with the dependent variable. Research the company for answers to a phenomenon of a problem in the proposed, or can be said that an explanatory research is to describe the influence between variables in the hypothesized, namely factors of product quality, product image and marketing communications on product purchasing decisions Tea Sariwangi on a case study Housewife In Parigi City.

Population and sample

According to (Sugiyono; 2002: 56) The sample is partially and the number and characteristics possessed by this population. Based on population numbers as set out above, which amount is relatively large, the authors conducted a simplification to draw a sample using a technique Taro Yamane. Referring to the above opinion, the researcher presented a number of samples and tea Sariwangi user population in the city Parigi using Taro Yamane technique are as follows:

$$n = \frac{N}{N(e)\ 2+1}$$

n = Sample Size
N = Population size
e = Percent leeway inaccuracy due to errors

Sampling can be tolerated or desirable. With Errors Limit: 1%, 2%, 3%, 4%, 5% and 10%

$$n = \frac{N}{N(e)\ 2+1}$$

$$n = \frac{831}{831(10\%)\ 2+1}$$

$$n = \frac{831}{831(0{,}01) + 1}$$

$$n = \frac{831}{8{,}31+1}$$

$$n = \frac{831}{9{,}31}$$

n = 89,2 people = 89 respondents

Thus, from as many as 831 population, taken as many as 89 respondents. The sampling technique used was accidental sampling. According Riduwan (2004: 62) that "Sampling accidental and is a technique penerikan samples by a factor of spontaneity, meaning anyone who accidentally meet with investigators and in accordance with the characteristics (traits) that person may be used as a sample (respondents)". The characteristics of the samples were drawn, namely:

1. Housewife
2. Using Tea Product Sariwangi
3. Based in the City Parigi in this area researchers

4. Willing to be filled in a questionnaire study

The following number of samples taken from each village in Parigi City:

Table 1. The number of samples in each village in the town of Parigi

No	VILLAGES	Number of Samples
1	Maesa	347 : 831 X 89 = 37
2	Bantaya	230 : 831 X 89 = 25
3	Masigi	254 : 831 X 89 = 27
	Amount	**89**

THEORETICAL BASIS

Marketing

Marketing attract great attention both from businesses, institutions or between nations. Various organizations in implementing marketing such as government agencies, religious organizations and others look at marketing as a new way to deal with the general public. Generally, for countries that are developing, learning and trying to improve the way better compete in the marketing world, whether done by research or promotional in an effort to market and distribute goods products.

Philip Kotler and Keller (2008; 5) points out: "Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and assume importance.

Product quality

The quality of the product indicates the size of the length hold the product, it could trust the product, the accuracy (precision) product, easy to operate and maintain as well as other attributes assessed. From a marketing point of view, quality is measured in the size of the buyer's perception about the quality / quality of the product. Most products are provided or held initially began in satudi between four levels of quality, ie low quality, average quality (medium), good quality (high), and the quality is excellent.

Kotller (2002; 310) is product quality features and characteristics of the products or services that affect its ability to meet the desire expressed or implied. Measurements using an indicator variable according to (Kotler, 2010; 316) is: The taste is the taste appeal of the product through the five indra.Fitur products, namely secondary or complementary characteristics of a product. Resilience products, ie how long the product can be used.

Image / image Products

Kotler (2008; 259): "Identity is the variety of ways that directed the company to identify itself or its product positioning".

Building a positive brand image can be achieved with a strong marketing program for the product, which is unique and has advantages were highlighted, which distinguishes it from other products. A good combination of elements that support (as described previously) can create a strong brand image for consumers. The factors supporting the formation of brand image in association with the brand associations (Keller, 2008; 167)

Marketing communications

Marketing communications is a marketing activity that seeks to create awareness or knowledge about the product by various attributes, inform the excess product, creating the image of a product, or create positive attitudes, preferences, and the desire to buy the product in question (Morissan; 2007). Duncan (2005) mentions that are included in the form of integrated marketing communications include advertising, sales promotion, publicity, individual sales, public relations and direct sales, packaging, sponsorship and customer service.

Purchasing Decisions

The decision (decision) means the selection (choice), ie a choice of two or more possible. However, it is hardly a choice between right and wrong, but that it often occurs is the choice between the "almost right" and that "may be wrong". Although the decision used to say the same with the choice, there are important differences between them. The decision is a "real choice" for selection interpreted as selection of destinations including options on how to achieve that goal, whether at the individual level or at the level of the collective. The decision to do with the process of the final state of a process that is more dynamic, labeled the decision making.

Purchase decision can be seen as a decision process because it consists of a series of related activities and not only considered an act wise. According to Salusu (2003; 47) argues that: "Decision making is the process of choosing an alternative way of acting with an efficient method according to the situation. "

RESULTS AND DISCUSSION

Hypothesis Testing

Multiple linear regression is a parametric statistical tools to analyze and explain the function of the relationship between the three or more factors research different names, through observations on some of the results of observation (observation) in various fields of activity. Related to this research statistical analysis tools used multiple linear regression to determine the influence of the independent variable on the dependent variable (Y). in the context of this research is multiple linear regression was used to measure the effect of product quality, product image and marketing communication to the purchasing decision Sariwangi tea. According to the results of multiple linear regression analysis using SPSS acquired research results of 89 respondents to the alleged quality of the product, the product image and marketing communication on product purchasing decisions Sariwangi tea can know the results of the calculation as follows:

Table 2. Multiple Linear Regression Analysis Summary

No	Variable	**Standar Coeficients Beta**	t_{hitung}	**Sig.t**
1	Product quality (X1)	.509	2.804	0.000
2	Product imagery (X2)	.429	1.306	0.003
3	Marketing communications (X3)	.440	1.528	0.001

N = 89
Constanta= 14.209
R = 0.820
R-Square = 0.637
F- Statistik = 2.346

Sig.f= 0.000

Source: Analysis, 2016

Based on the results in the table above, it can be made a multiple linear regression model for this study as follows:

Y= 14.209 + 0.509X1 + 0.429X2 + 0.440X3 + e

The equation above shows, the independent variables were analyzed in the form of a variable quality of the product, the product image and marketing communications to decision pembelianteh Sariwangi City Parigi can be seen as follows:

a. First Hypothesis Testing

Simultaneous test is the quality of the product, the product image and marketing communications simultaneously significantly influence decisions at City purchase tea Sariwangi Parigi namely:

From the equation above can be explained:

1. For a value of 14 209 constanta means pembelianteh Sariwangi decision in their previous Parigi City 14 209 independent variables.
2. For the regression coefficient value of each variable is positive, which means there is a positive relationship between the quality of the product, the product image and marketing communications to the buying decision Sariwangi tea in Parigi City.

a. While the determination of the test (reliability model) shows the value of R-Square = 0637, or 63.7%. This means that 63.7% of the dependent variable is influenced by the quality of the product, the product image and marketing communication, the rest of the dependent variable is influenced by other variables not examined.

   Furthermore, based on table 4.3 of the calculations, the F-count 2,346 on the real level of a = 0.05 or p <0.05. From this value indicates that significant value = 0,000, it can be stated that jointly (synchronously) independent variables have an influence on the dependent variable, so the first hypothesis which states that the quality of the product, the product image and marketing communications simultaneously significantly influence purchase tea decision Sariwangi City Parigi, in other words accept the alternative hypothesis (Hi) and reject the initial hypothesis (Ho).

b. Second to Fourth Hypothesis Testing

Partial test is intended to determine the effect of each independent variable on the dependent variable, as follows:

1. Quality Products

   For variable product quality, results of the calculations show that the value of a regression coefficient of 0.509. This value indicates that the contribution of product quality to the decision pembelianteh Sariwangi City Parigi amounted to 0,509. While a significant level of 0.000. Thus the value of P <0.05 at the 95% confidence level. So it can be stated that the variable quality of the product has a significant influence on the decision purchase tea Sariwangi City Parigi, in other words accept the alternative hypothesis (Hi) and reject the initial hypothesis (Ho).

2. Product Imagery

   For variable product image, the result of the calculation shows that the value of a regression coefficient of 0.429. This value indicates that the contribution of imagery products to the buying decision Sariwangi tea in Parigi City at 0.429. While a significant level of 0.003. Thus the value of P <0.05 at the 95% confidence level. So it can be stated that the product image variables have a significant influence on purchasing decisions Sariwangi tea in Kota Parigi, in other words accept the alternative hypothesis (Hi) and reject the initial hypothesis (Ho).

3. Marketing Communications

   For variable marketing communications, results of the calculations show that the value of a regression coefficient of 0.440. This value indicates that the contribution of marketing communications to the buying decision

Sariwangi tea in Parigi City at 0.440. While a significant level of 0.001. Thus the value of $P < 0.05$ at the 95% confidence level. So it can be stated that the Marketing Communications variables have a significant influence on purchasing decisions Sariwangi tea in Kota Parigi, in other words accept the alternative hypothesis (Hi) and reject the initial hypothesis (Ho).

Test Instrument Research

Test research instruments in the list of questions in the social sciences is an important stage in the process of implementation of the actual research field. By testing instrument that can be acquired at least two benefits is unknown whether the research instruments actually measure what is being measured and how far the instrument can be trusted or relied upon. Benefits of the first known to test the validity (validity) and the second is known to test the reliability (reliability) research instruments.

Validity test

To use the instrument can be used or not, it must be used validitas.Validitas the degree of accuracy of the data actually happened on the object of research with data that can be reported by the investigators. "Thus, valid data is data" is no different "between data reported by the researchers with data that actually happened on the object of research. (Sugiyono; 2007; 145)

Based matrix that has been set and that has proceed with the manufacture of items item questionnaire, it is necessary to do tests on the validity of each questionnaire. Is expected to test the validity of the obtained valid measurement tool and can be used for variable measure product quality, image and marketing kominikasi against the buyer's decision. Kriteriauji is internal correlation coefficient valid only if the coefficient is equal to or greater than 0.3. (Sugiyono; 2007; 115-124) As for the test equipment in use is the product moment correlation. Based on the analysis with SPSS 17.00 which has been done to the variables of product quality (X1), the image of the product (X2), marketing communication (X3) and the buyer's decision (Y) overall statement items in declared valid. Validity testing is done on the variable quality of the product, image, marketing and decision kominikasi buyers Sariwangi tea products in the city parigi. The following items are presented the results of the validity of the instrument:

Table 3. Summary Test Validity

No	Item	Corected Item-Total Correlation	Sig. (2-tailed)	information
1	X1.1	.299	0.005	Valid
2	X1.2	.464	0.000	Valid
3	X1.3	.565	0.000	Valid
4	X1.4	.248	0.020	Valid
5	X1.5	.314	0.003	Valid
6	X1.6	.315	0.003	Valid
7	X2.1	.411	0.000	Valid
8	X2.2	.768	0.000	Valid
9	X2.3	.727	0.000	Valid
10	X2.4	.490	0.000	Valid
11	X2.5	.563	0.000	Valid
12	X2.6	.490	0.000	Valid
13	X2.7	.609	0.000	Valid
14	X3.1	.614	0.003	Valid
15	X3.2	.799	0.004	Valid
16	X3.3	.738	0.004	Valid
17	X3.4	.610	0.003	Valid
18	X3.5	.599	0.000	Valid
19	X3.6	.510	0.000	Valid
20	Y1.1	.231	0.029	Valid
21	Y1.2	.216	0.042	Valid
22	Y1.3	.846	0.000	Valid
23	Y1.4	.451	0.007	Valid
24	Y1.5	.720	0.000	Valid
25	Y1.6	.654	0.000	Valid

Source: Validity Test Results (attached).

Test Reliability

In addition to be valid, an instrument must also be reliable if there are similarities in different times. Reliable instrument is an instrument which, when used several times to measure the same object, will generate the same data (Sugiyono; 2007; 121).

Test reliable in this study are intended to find out consistent research instrument in measuring the same phenomenon. An item or constructs reliable if it provides by using Cronbach test Alpha (α) and help with the calculations in SPSS 17:00 One item or constructs at say reliable if the value of Cronbach Alpha> 0.60.

Here are the results of testing the reliability of the instrument:

Table 4 Reliability Test Results

No	Variable	Alpha Cronbach	Basic Criteria Malhotra	Information
1	Product quality (X1)	.616	0,6	Reliable
2	Product imagery (X2)	.723	0,6	Reliable
3	Marketing communications (X3)	.635	0.6	Reliable
4	Buyer decision (Y)	.801	0.6	Reliable

Source: Reliability Test Results (attached)

The test results showed all of the variables has a Cronbach alpha greater than 0.60, thus all the variables have the instruments are reliable or consistent in the measurement.

Classic assumption test

Analysis model used in this study would theoretically generate value model parameter estimator valid if used classical assumptions. Due to the use of multiple regression analysis assuming the usual method of estimation used ordinary least squares (Ordinal Least Squares - OLS) that have properties BLUE (Best, linear, Unbiased, Estimator).

Normality Data

Normality Test conducted to examine whether in a regression model, the dependent variable, independent variable or both have a normal distribution or not. A good regression model is data distribution normal or near normal, Santoso (2002; 212) .Deteksi normality of the data used by looking at the spread of the data (points) on the diagonal of the scatter diagram (deployment diagram data)

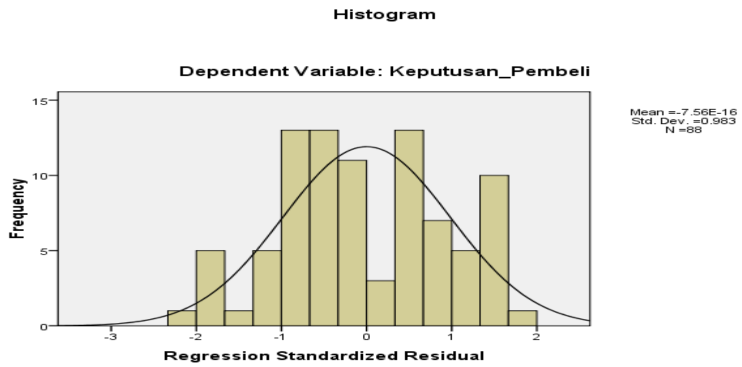

Figure 1

Normality Test Data with Histogram

Basis for a decision that if the data is spread around the diagonal line and follow the line, then the regression model to meet the assumptions of normality. If the data are spread far from the diagonal line, or even not follow the direction of the diagonal line, the regression model did not meet the assumption of normality.

Based on the results of data processing SPSS 17.00 normality test data in this study conducted with the model and the model histogram graph P-P Plot

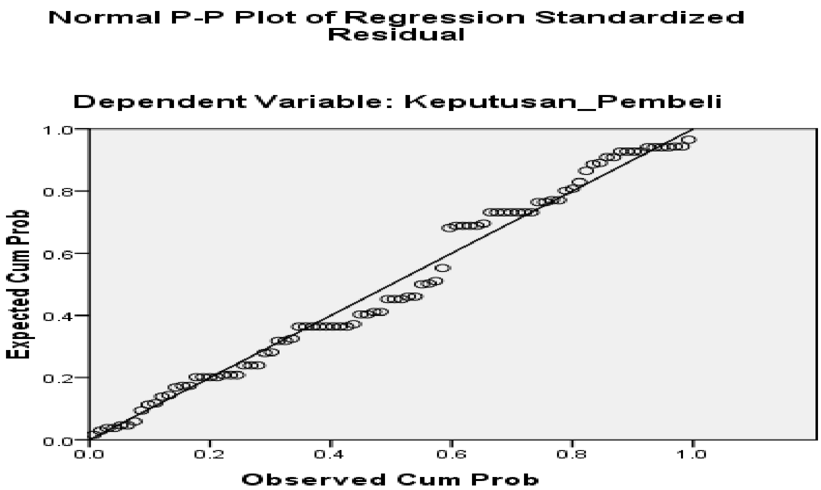

Figure 3.2: Normality Test

Based on the processed data is shown in the picture above, shows that data is spread around the diagonal line and follow the line, then the regression model to meet the assumptions of normality.

Test Heterokedesitas

The test results heteroksidasitas assumptions of the regression model presented in the figure as follows:

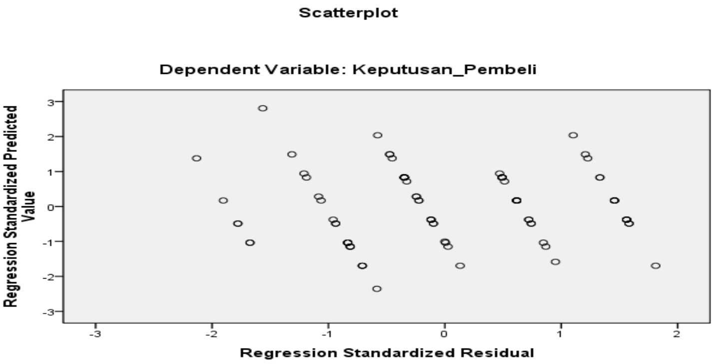

Figure 3: Standardized Regression Prected Value

Based on Figure 3.3 The dots spread randomly, do not form a particular pattern is clear, and spread both above and below the number 0 on the axis Y. This gives the meaning that the regression equation to meet the assumptions heteroskedastisitas.

Test Multicolinearity

One of the assumptions of classical linear regression model is the absence of multicollinearity among independent variables contained in the model or can be said to be a perfect linear relationship between the independent variables that exist in model.Pengertian multikolinieritas is the perfect correlation and the correlation is not perfect but it is relatively highly high on the independent variables in this study.

The presence or absence of multicollinearity between independent variables can be determined by looking at the value of Variance Inflation Factor (VIF) of each variable, where the value of the independent variable VIF has a value around the number 1 and has a tolerance figure close to 1.

Table 5 Test Results Multicollinearity

Model	Variabel	Collinearity Statistics	
		Tolerance	VIF
1	Product quality (X1)	.961	1.041
2	Product imagery (X2)	.958	1.044

3	Marketing communications (X3)	.967	1.034

Source: Based on the Annex, 2016

The above table shows that the partial correlation coefficient between independent variables have a tolerance value close to 1 (one), while for VIF around the numbers 1, thus the regression equation above do not occur multicoloniarity.

Data analysis method

Qualitative analysis

The data analysis technique is descriptive research is practiced through descriptive statistics, the statistics used to analyze data in ways that describe or depict the data that has been collected as it is without intending to generalize the results of the study (Bieber; 2010; 62).

Quantitative analysis

Multiple regression analysis is a tool to predict the value of the effect of two or more independent variables on the dependent variable (to prove the existence of a functional relationship or a causal relationship between two or more independent variables on a dependent variable Y). (Muhidin and Abdurahman; 2007; 198)

Reasons for using multiple linear regression, because the studied variables are variables that the nature of the research have a linear relationship between the hypothesized variables, so that it can be solved by regression. According to Fredy (in Musdalipa; 2008) that the purpose and the regression is to measure the effect of independent variables on the dependent variable. In general, the observed data Y are influenced by independent variables X1, X2, X3, ... Xn, so that the general formula and are the multiple linear regression (Umar; 2008; 126):

$$Y = a+b_1X_1 + b_2X_2+b_3X_3 + +e$$

Where;

Y = the dependent variable (Purchase Decision)

a = constant

X1 = Quality Products

X2 = image (image) Product

X3 = Marketing Communications

e = Error

According Sugiyono (2008; 250) to be able to give an interpretation of a large or small relationship of the correlation coefficients have been calculated can be guided by the provisions as shown in the following table:

Table 6 Against Interpretation Guidelines For Giving Correlation coefficient

INTERVAL COEFFICIENTS	LEVEL RELATIONS
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	moderate
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: Sugiyono (2008; 250)

HYPOTHESIS TESTING

Test F

F test is used to determine the level of significant influence of the independent variables on the dependent variable simultaneously. F test is used to compare p (probability) with a = 5% (Lestari; 2010; 64). The Test Formula F (Sugiyono; 2008; 257) are as follows:

$$F = \frac{R^2/(k-1)}{(1-R^2)/(N-k)}$$

Where; R2 = Correlation Coefficient Ganda
k = number of independent variables
N = Number of Samples

By the rules of decision-making as follows;

1. If Fsig <alpha (0, 05), it is evident that all independent variables (X) simultaneously significantly influence the dependent variable (Y) in other words, accepting the hypothesis (Hi) and reject the initial hypothesis (Ho).
2. If Fsig> alpha (0.05), it is evident that all independent variables (X) no simultaneous effect on the dependent variable (Y) in other words, rejecting the alternative hypothesis (Hi) and received initial hypothesis (Ho).

T test (Partial)

T test (Partial) is used to determine whether each independent variable partial (people) have a significant influence on the dependent variable. As to determine the significance of the effect partially also mengguanakan Santoso Singgih guidelines by comparing the probability coefficient values regesi partial (t sig) with significance level of 0.05 (Santoso; 2001; 203) as follows:

1. If the TSIG < alpha (0.05), the independent variables were observed partially significant effect on the dependent variable, such that H0 rejected and H1 accepted.
2. If the TSIG > alpha (0.05), the independent variables were observed partially not significant effect on the dependent variable, so H1 was rejected H0.

Determination

The ability of the independent variables to explain the dependent variable can be known from the magnitude of the coefficient of determination (R2). Thus, R2 is used to measure the contribution of simultaneous and independent variables on the dependent variable studied. If R2 is getting close to 1 (one), the contribution of independent variables on the dependent variable simultaneously getting bigger. Conversely, if R2 is getting close to 0 (zero), then the independent variable is getting weak influence in explaining the dependent variable (Lestari; 2010; 66)

Test Variables Dominant (Koefisien Standardized Beta)

To see the dominance of the independent variable on the dependent variable can be viewed on the Coefficients Beta (Beta Coefficient) the greatest value, the coefficient is called standardized coefficient. According to Arif in Badriyah (2010) to determine the most dominant variables to influence the value of the dependent variable in a linear regression model, then used the Beta coefficient (Beta Coefficient). The research looked at the dominance of the variable quality of the product, the product image and marketing communications dominant influence on purchase decision.

DISCUSSION

One advantage in this competition mainly is a quality product that can meet the desires of consumers. If not in accordance with specifications of the product will be rejected. Even if the product is still within tolerance limits specified then the product should need to be a record to avoid large errors at a time when that will come. Likewise, consumers in the purchase of a consumer product always hoped that goods bought can satisfy all desires and needs. Therefore, the company should be able to understand consumer desires, enabling companies to create products that match consumer expectations. Good product quality is the consumer expectations to be met by the company, because of good product quality is the key to the development of the company's productivity.

The product quality is an important thing that should be pursued by any company if they want a product that is produced can be competitive in the market. Today, due to the ability of the economy and the level of public education tends to increase, in part public is increasingly critical to consume a product. Consumers always want to get a quality product in accordance with the price paid, although there are some people who argue that, an expensive product is a quality product. If it can be done by the company, then the company will be able to keep satisfying our customers and can increase the number of consumers. In the development of a company, product quality issue will also determine whether or not the rapid development of the company. If the marketing situation is increasingly tight competition, the role of the product quality will be even greater in the development of the company. This is in line with the opinion of Kotler and Armstrong (2008) that the better the quality of the products it will provide an opportunity for consumers to make purchasing decisions.

Brand image (brand image) that is well established will bring a positive impact for the company, which is increasingly convincing consumers to obtain consistent quality when buying a product and will increase the consumer to make a purchase. Brand image (Brand Image) is one important attribute for the company. Giving the right brand to a product, it means adding value to the product. Modern consumers not only consider sebagaisebuah only brand name products, but can sometimes be the identity that will distinguish it from other products designed to meet the same needs, and this will facilitate consumers in making purchasing decisions (Kothler & Keller; 2007; 332). The company should have a good brand to be easily recognizable consumer. This is very important because they too will be able to create the consumer's decision to buy some goods.

Modern marketing is not just oriented in a way to develop a good product, provide an attractive rate, and make it affordable for consumers. But the company also must establish communication with potential customers so as to accommodate the aspirations and desires of customers who intended to meet and satisfy the needs of customers

CONCLUSION

Based on the above analysis a number of conclusions as follows:

1. The quality of the product, the product image and marketing communications simultaneously influence the purchasing decision Sariwangi tea products.
2. The quality of products significantly influence purchasing decisions Sariwangi tea products.
3. Image products significantly influence purchasing decisions Sariwangi tea products.
4. Marketing communication is partially affected a significant influence on purchasing decisions Sariwangi tea products.

Suggestion

Based on the analysis and discussion in this study, it is proposed the following suggestions:

1. For PT. Unilever Tbk can improve again the quality of the product and the product image, the higher purchasing decisions Tea Sariwangi by consumer households in the town of Parigi.

2. Marketing communications can be improved further simplify the content of the message and add a media so the consumer households in the town of Parigi more influenced in buying tea Sariwangi
3. For further research, the variables need to expand the research to get a better assessment.

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THE ROLE OF SALES PROMOTION IN FORM OF IMPULSE BUYING : A CASE STUDY IN ALFMART PURWAKARTA

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ABSTRACT

Research was conducted on Alfamart in Purwakarta. The purpose of this study was to determine the extent of the effect of sales promotion to Consumer Impulse buying Alfamart in Purwakarta.

This research is being done with the method of analysis is multiple linear regression with SPSS for Windows version 20.0. The data analyzed in this study were taking some data through questionnaires, interviews and surveys on consumer Alfamart in Purwakarta with a total sample of 100 respondents.

Hypothesis testing results show that the variables of sales promotion impulse buying influence the test results hypothesis of sales promotion has a positive and significant relationship to impulse buying.

Keywords: *sales promotion and impulse buying*

INTRODUCTION

In Indonesia there are several brands of mini include Circle K, Starmart, Alfamart, Indomaret, Yomart and others, where they competed in the promotion. Competition between minimarket very tight, they continued to fight to exert all the strength, ingenuity and strategy. The competitive world of modern retailing is developing rapidly in the business world one of which is the city of Purwakarta. Easy it is to get permission modern retail establishments, especially minimarket in SATGAS Purwakarta, influence the later development of modern retail business. Alfamart minimarket one owned by PT. Source Alfaria Trijaya (SAT) as a company in the retail industry in the form of mini-enough known by the public and includes a national company engaged in general trading and retail services that provide basic needs and daily necessities. The data amount minimarket outlets in Purwakarta as follows:

Table 1. Modern Retail Outlets Julmah Minimarket in Purwakarta

No.	Modern retail	Gerai	Percent
1.	alfamart	50	61.0%
2.	Indomaret	23	28.0%
3.	Alfamidi	5	6.1%
4.	OMI / Smesco	1	1.2%
5.	Yomart	3	3.7%
Total		**82**	**100.0%**

Source: Department of Industry and Trade Purwakarta, 2014.

Based on Table 1.1 above, indicate that the competition between modern retail company has a number of outlets Minmarket Alfamart most, namely by 50 outlets, compared to other mini or as much as 61.0% of the total minimarket in Purwakarta.

However, the promotion of which is shown in the form of advertising, personal selling and sales promotion by Alfamart not necessarily be able to create a consumer purchases planned optimally, so it needs to be evaluated.

Under the title Is there any impulse buying at the minimarket? **(Case Study on Consumer Alfamart in Purwakarta)** ".

A. Formulation of the problem

Based on the marketing conditions mentioned above, the author conducted research are:

1. How do the *sales promotion* undertaken by Alfamart in Purwakarta.?
2. How does a *sales promotion* to influence the consumers *of impulse buying* Alfamart in Purwakarta?

LITERATURE REVIEW

1. Sales promotion *(sales promotion)*

By Saladin (2007: 136) is a *sales promotion* sales activities are short term and not be repeated and routine, which is shown to encourage stronger accelerate market response targeted as other tools by using different forms. Meanwhile, According to Kotler and Keller (2009: 219):

> Promotional sales are sales activities are short term and not be repeated and is not routine, aimed at encouraging a stronger accelerate market response targeted as other tools by using different forms. Sales promotion *(sales promotion)*, the core material in pemasran campaign, consisting of a collection of incentive tools, mostly short term, designed to stimulate

the purchase of faster or more of the products or services of a particular product by the consumer trade.

a. *Determining Steps In Sales Promotion*

In *sales promotion* needed a step-by-step in conducting *sales promotion. Sales promotion* measures by Saladin (2007: 136), namely:

a) **Determining the *sales promotion* purposes.**

1) For consumers *(consumer promotion)* is to encourage consumers to use more of the product, purchase the product in larger units, try the brand is promoted, and to attract buyers from competing brands to the brand being promoted.
2) For retailers *(trade promotion)* is to persuade retailers to be selling a new product, accumulating more inventory, reminiscent of the purchase while it is not in season, offsetting the sale of its competitors, making retailers to be faithful to the promoted items, and acquire new retailing lines.
3) For salespeople *(sales force promotion)* is to support a product or a new model, and encourages sales in the off-season.

b) Selecting tools *sales promotion.*

In use *sales promotion* tools, we must take into account the type of market, promotional purposes, competitors circumstances, and cost effectiveness for each tool. In broad outline, there are three kinds of *sales promotion* tools, namely:

1) Promotional tools consumers *(consumer promotion tools),* includes a product sample *(sample),* coupons, cash refunds, packaging with price cuts, gifts, specialty advertising items, customer gifts, contests, loyalty rewards, promotions combined.
2) Trade promotion tools *(trade promotion tools),* including discounts, allowances, prices outside of time, and free stuff.
3) Business promotional tools *(business promotion tolls),* consisting of conventions and trade shows, sales contests.

c) **Develop a *sales promotion* program.**

Decisions in developing *sales promotion* programs, namely:

1) The amount of incentive *(the size of the incentive)*, which was to determine the incentives, usually specified minimum.
2) The terms of participation *(conditions for participation)*, which determines the terms of incentives.
3) Promotion time *(duration of promotion)*, which determines a longer period of promotion, it is usually better programmed for the long term.
4) Wahana distribution for sale *(distribution vebicle)*, which was to determine how to do promotion and distribution.
5) Moments of the sale *(the timing of promotion)*, which determine the implementation schedule of promotion and distribution.
6) Total sales promotion budgets *(the total sales promotion budget)*, which determine the amount of necessary promotional budgets.

d) **Do a preliminary test on the program.**

Decisions regarding preliminary test test *sales promotion* can be done by arranging various ranks of promotion, or do certain areas are limited extent.

e) **Implement and control the program.**

In its implementation must take into account the time of preparation and the time of sale. The preparation time is starting since the preparation of the program until the program is launched. While the timing of sales that began when the goods are removed until the goods are in the hands of consumers.

f) **Evaluating the results.**

There are several methods to evaluate the results of *sales promotion*, namely:

1) Comparing sales before, during and after the trial promotions on a variety of things, such as incentive value, duration and media distribution.

2) Trial of a wide variety of things, such as incentive value, duration and media distribution.

Sales promotion includes various types of equipment, coupons, competitions, discounts, gifts and others, all have their uniqueness - each. Everything attract the attention of consumers and provide information that could lead to a purchase. All can accelerate purchases by providing encouragement or contributions that can provide added value for consumers.

2. *Impulse Buying*

Impulse buying is defined as a spontaneous, direct purchase without intention before shopping either to buy a specific product category or to fulfill specific tasks buying (Beatty and Ferrell, 1998). Unplanned purchasing behavior occurs after experiencing the urge to buy and tends spontaneously without much reflection. Rook in Virvilaite, Saladiene and Zvinklyte (2011) states, impulsive buying behavior is based on a sudden stimulus, followed by fun, excitement dandorongan unbearable for purchase. Additionally, Rook and Fisher in Virvilaite, Saladiene and Zvinklyte (2011) explained, impulsive purchases as consumers tend to buy spontaneously, without consideration and quick purchase.

Meanwhile, according to Loudon and Bitta (1993), *"Impulse buying or unplanned purchasing is another consumer purchasing patterns. As the term implies, the purchase that consumers do not specifically planned. "This* means that impulse buying is one kind of consumer behavior, where it is visible from consumer purchases not specifically planned.

As for the types of purchases are not terncana according to Loudon and Bitta (1993) are:

a. *Pure Impulse* (pure Impulsive purchases)

A purchase deviates from normal buying patterns. This type can be expressed as *novelty / escape buying.*

b. *Suggestion Impulse* (impulsive purchases that arise due to suggestion)

In this type of purchase, consumers do not have enough knowledge in advance about new products, consumers see these products for the first time and visualize a need for these objects.

c. *Reminder Impulse* (impulse purchases because of past experience)

Buyers look at these products and be reminded that supplies at home need to be supplemented or have been exhausted.

d. *Planned Impulse* (impulsive purchases that occur when certain sales conditions are given)

Type this purchase after seeing and knowing the conditions of sale. Such as the sale of certain products at a special price, vouchers and others.

According to Rook and Fisher (1995), *impulse buying* has several characteristics, as follows:

a. Spontaneity

This purchase is not expected and motivate consumers to buy now and in response to visual stimulation on the spot sales.

b. Strength, compulsions, and intensity

There may be a motivation for the exclusion of all others and act instantly.

c. Excitement and stimulation

Sudden urge to buy is often accompanied by emotions which he characterized as "exciting", "moving" or "wild".

d. Indifference will result

The rush to buy can be so irresistible that the negative consequences which may be ignored.

A. RESEARCH ACCOMPLISHED

Base or reference in the form of theories or findings with results of previous studies is very necessary and can be used as supporting data. One of the supporting data by researchers needs to be a separate section is previous research that is relevant to the issue under consideration in this study. In this case, the focus of previous studies referenced are *advertising, personal selling* and *sales promotion* to *impulse buying.* Therefore, the researchers conducted a study of some of the measures in the form of research journals over the internet.

Based on the results of research that has been done mostly states that the variable *advertising, personal selling* and *sales promotion* may affect other variables, especially against *impulse buying.* Next create a schematic of the research results in a table compiled based on years of research. To facilitate understanding of this section, can be seen in Table 2.1 below:

Table 2. Research Accomplished

No.	Title	Author	variable	Analysis tools	Research result
1.	Effect of Sales Promotion on *Impulse Buying* at Hypermarket in Bandung	Arifianti (2011)	dependent: *Impulse Buying* Independent: Sales promotions	Simple Linear Regression Analysis	Research result revealed that sales promotion has a significant positive effect on *impulse buying.*
2.	Study of *Impulse Buying* in *Online* Sales	Kharis (2011)	dependent: *Impulse Buying* Independent: Quality Services and Promotions	Multiple Linear Regression Analysis	The results showed that the Quality of Service and Promotion of positive and significant impact on the *impulse buying.*
3.	Influence of Environmental Factors on Purchase Impulsive Shop (Visitor Survey Giant Hypermarket Mall Olympic Garden Malang)	Rahmawan, Kumadji and Kusumawati (2013)	dependent: *Impulse Buying* Independent: Store Planning, Presentation of Goods, Store Design and Visual Communication	Multiple Linear Regression Analysis	From the results penelititan indicates that the variable Identity Retail *(Retail Identity),* variable Design Outdoor Store *(Storefront Design)*, variable Signs *(Signage)*, variable Furniture *(Fixture)* and a variable allocation of space *(Space allocating)* jointly influence the Purchase Impulsive.

No.	Title	Author	variable	Analysis tools	Research result
4.	Effect of Sales Promotion on *Impulse Buying* (Case Study on Lois Jeans Store Kasablanka City January - March 2013)	Gitaning mamba (2013)	dependent: *Impulse Buying* Independent: Sales promotions relating to money and sales promotion are not related to money.	Multiple Linear Regression Analysis	The results showed that the sales promotion relating to money and sales promotion are not pecuniary significant positive effect on *impulse buying.*
5.	Creating *Impulse Buying*	Rahmasari (2010)	dependent: *Impulse Buying* Independent: *store planning, merchandising, visual communication, positive emotions, personal selling skills* and *in-store promotion*	Analysis of *Structural Equation Modeling (SEM)*	The results showed *store planning, merchandising, visual communication,* positive emotions, *personal selling skills* and *in-store promotion* gives significant positive effect on imulse buying.
6.	Analysis of Effect of *Advertising, Personal Selling* and *Sales Promotion* Products to the Decision Purchases in Stores Adek Cell Padang	Putra, Arief Iskandar (2010)	dependent: Buying decision Independent: *Advertising, Personal Selling* and *Sales Promotion.*	Multiple Linear Regression Analysis	The results showed a positive influence between *Advertising, Personal Selling* and *Sales Promotion* of the decision purchases at the store Adek Cell Padang

No.	Title	Author	variable	Analysis tools	Research result
7.	*In-Store Shopping Environment and Impulsive buying*	*Tendai and Crispen (2009*	dependent: *Impulse buying* Independent: *Coupons, vouchers, store displays, advertisement, behavior of shop staff and price*	Multiple Linear Regression Analysis	The results showed that the *Coupons and Vouchers, Store Display, Advertisements, Behaviour of Shop Staff and Price* a positive effect on *Impulse Buying.*

Source: Journals via the Internet.

B. Hypothesis

ith Thus, based on the framework above can be hypothesized as follows:

H1: There is a positive influence between variables *salles promotion* to the consumer *impulse buying* Alfamart in Purwakarta.

RESULTS AND DISCUSSION

A. Overview of Respondents

As described in the previous chapter, that the respondents in this study is that consumers Alfamart in Purwakarta by 100 respondents. The data collected from questionnaires distributed to respondents, the authors will describe or identify the respondent data by age, education, years of service and base salary. This identification is done for mngetahui secra general characteristics of the respondents.

1. Classification of Respondents by Age

From the results of research based on the age of the respondents can be classified in the following table:

Table 3 Age Classification Respondents

		frequency	Percent	valid Percent	Cumulative Percent
valid	Less than 20 Years	26	26.0	26.0	26.0
	21-30 Years	38	38.0	38.0	64.0
	31-40 Years	26	26.0	26.0	90.0
	More than 40 Years	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: The results of primary data processing using SPSS version 20.0 for Windows.

Based on table 4.1 above shows that most respondents age is 21-30 years as many as 38 respondents (38.0%) and the age of the respondents is at least more than 40 years as many as 10 respondents (10.0%).

2. Classification of Respondents by Gender

From the results of research based on sex of respondents can be classified in the following table:

Table 4 Classification of Respondents' Gender

		frequency	Percent	valid Percent	Cumulative Percent
valid	Man	41	41.0	41.0	41.0
	female	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Source: The results of primary data processing using SPSS version 20.0 for Windows.

Based on table 4.2 above shows that most respondents' gender is female as much as 59 respondents (59.0%) and sex of respondents are at least as many men as 41 respondents (41.0%).

3. Classification of Respondents by Job

From the results of research based on the work of respondents can be classified in the following table:

Table 5 Job Classification Respondents

		frequency	Percent	valid Percent	Cumulative Percent
valid	EMPLOYEES Negri / Honoree	3	3.0	3.0	3.0
	STUDENT / STUDENTS	33	33.0	33.0	36.0
	PRIVATE	59	59.0	59.0	95.0
	ENTREPRENEUR	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Source: The results of primary data processing using SPSS version 20.0 for Windows.

Based on table 4.3 above shows that respondents work at most private employees as much as 59 respondents (59.0%) and the age of the respondents were self-employed at least as much as 5 respondents (5.0%).

4. Classification of Respondents by Salary

From the results of research based on income respondents can be classified in the following table:

Table 6 Classification Income Respondents

		frequency	Percent	valid Percent	Cumulative Percent
valid	Less than 1.5 Million	44	44.0	44.0	44.0
	1.5 Million - 5 Million	53	53.0	53.0	97.0
	More than 5 Million	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Source: The results of primary data processing using SPSS version 20.0 for Windows.

Based on table 4.4 above shows that most respondents work income is 1.5 to 5 million were 53 respondents (53.0%) and the age of the respondents whose income is at least 5 million by 3 respondents (3.0%).

B. Data Analysis and Discussion

1. Descriptive Anasisis

a. Sales Promotion

Analysis, *sales promotion* variable descriptions can be made from the results of the questionnaire respondents' statements about *sales promotion.* The results of the analysis of *sales promotion* variable descriptions are as follows:

Table 7 Respondents statement About *Sales Promotion*

No.	Statement	amount			Index	Category
		resp	%	Score		
1.	Alfamat have product samples. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 36 43 8 12 1	 36.0% 43.0% 8.0% 12.0% 1.0%	 180 172 24 24 1	4.01	Good
amount		100	100%	401		

No.	Statement	amount			Index	Category
		resp	%	Score		
2.	Alfamart memberiakan coupons upon purchase of consumers. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 26 46 12 14 2	 26.0% 46.0% 12.0% 14.0% 2.0%	 130 184 36 28 2	3.80	Good
amount		100	100%	380		
3.	Alfamart provide a cash refund on the products it sells. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 7 39 20 28 6	 7.0% 39.0% 20.0% 28.0% 6.0%	 35 156 60 56 6	3.13	Enough
amount		75	100%	313		
4.	Alfamart have packaging products at discounted prices. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 8 47 24 15 6	 8.0% 47.0% 24.0% 15.0% 6.0%	 40 188 72 30 6	3.36	Enough
amount		100	100%	336		
5.	Alfamart giving the gift or gifts for konsumenya. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 2 40 20 29 9	 2.0% 40.0% 20.0% 29.0% 9.0%	 10 160 60 58 9	2.97	Enough
amount		100	100%	297		
6.	Alfamart give discounts to customers. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 18 51 15 14 2	 18.0% 51.0% 15.0% 14.0% 2.0%	 90 204 45 28 2	3.69	Good
amount		100	100%	369		

No.	Statement	amount			Index	Category
		resp	%	Score		
7.	Alfamart give away free stuff on consumers. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 10 41 47 2 0	 10.0% 41.0% 47.0% 2.0% 0.0%	 50 164 141 4 0	3.59	Good
amount		100	100%	359		
8.	Alfamat hold a trade show of products it sells. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 8 29 36 21 6	 8.0% 29.0% 36.0% 21.0% 6.0%	 40 116 108 42 6	3.12	Enough
amount		100	100%	312		
9.	Alfamat hold a draw for consumers. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 4 36 41 15 4	 4.0% 36.0% 41.0% 15.0% 4.0%	 20 144 123 30 4	3.21	Enough
amount		100	100%	321		
Total index					**30.88**	**Good**
Variable Index Value *Sales Promotion* (X 1)					**3.43**	

Source: Results of Primary Data Processing, 2014

From table 4.7 above can be seen that the results of respondents' statements about *sales promotion* has an index value of 3.50. This means showing that consumer gives the perception that the "good" of *sales promotion* given Alfamart on consumers.

On the indicator / item "Alfamat have a sample product" has an index of 4.01, this shows that the consumer gives the perception of "good" against Alfamart *sales promotion* given to consumers, this is indicated by the number of respondents who answered "strongly agree" as many as 36 respondents or 36.0% who answered "agree" as many as 43 respondents, or 43.0%, while that answered "disagree" as many as 12 respondents, or 12.0%, and who answered "strongly disagree" as one respondent or 1.0%.

On the indicator / item "Alfamart memberiakan coupons upon purchase of consumers" has an index of 3.80, this shows that the consumer gives the perception of "good" against Alfamart *sales promotion* given to consumers, this is indicated by the number of respondents who answered "strongly agree" as many as 26 or 26.0% of respondents, who answered "agree" with 46 respondents, or 46.0%, while that answered "disagree" as many as 14 respondents, or 14.0%, and who answered "strongly disagree" as much as 2 respondents or 2, 0%.

On the indicator / item "Alfamart give cash refunds on the products it sells" has an index of 3.13, this shows that consumers give the perception of "enough" to the *sales promotion* Alfamart given to consumers, this is indicated by the number of respondents who answered "strongly agree "as many as 7 or 7.0% of respondents, who answered" agree "as many as 39 respondents, or 39.0%, who answered" doubt "as many as 20 respondents, or 20.0%, and who answered" disagree "as many as 28 respondents or 28, 0% who answered "strongly disagree" as much as 6 respondents or 6.0%.

On the indicator / item "Alfamart have packaging products at discounted prices" has an index of 3.36, this shows that consumers give the perception of "enough" to the *sales promotion* Alfamart given to consumers, this is indicated by the number of respondents who answered "strongly agree" as much 8 or 8.0% of respondents, who answered "agree" as many as 47 respondents, or 47.0%, who answered "doubt" as many as 24 respondents, or 24.0%, and who answered "disagree" as many as 15 respondents, or 15.0% , who answered "strongly disagree" as much as 6 respondents or 6.0%.

On the indicator / item "Alfamart giving the gift or gifts for konsumenya" has an index of 2.97, this shows that consumers give the perception of "enough" to the *sales promotion* Alfamart given to consumers, this is indicated by the number of respondents who answered "strongly agree" as much 2 respondents or 2.0% who answered "agree" as many as 40 respondents, or 40.0%, who answered "doubt" as many as 20 respondents, or 20.0%, and who answered "disagree" as many as 29 respondents, or 29.0% , who answered "strongly disagree" as many as nine respondents or 9.0%.

On the indicator / item "Alfamart give discounts to customers" has an index of 3.69, this shows that the consumer gives the perception of "good" against Alfamart *sales promotion* given to consumers, this is indicated by the number of respondents who answered "strongly agree" as many as 18 respondents or 18.0%, who answered "agree" as many as 51 respondents, or 51.0%, while the answer "doubt" as many as 15 respondents, or 15.0%, who answered "disagree" as many as 14 respondents, or 14.0% and who answered "strongly disagree" as much as 2 respondents or 2.0%

On the indicator / item "Alfamart give away free stuff on consumers" has an index of 3.72, this shows that the consumer gives the perception of "good" against Alfamart *sales promotion* given to consumers, this is indicated by the number of respondents who answered "strongly agree" as many as 10 or 10.0% of respondents, who answered "agree" as many as 41 respondents, or 41.0%, while the answer "doubt" as many as 47 respondents, or 47.0%, who answered "disagree" as much as 2 respondents or 2.0% and who answered "strongly disagree" no.

On the indicator / item "Alfamat hold a trade show of products it sells" has an index of 3.12, this shows that consumers give the perception of "enough" to the *sales promotion* Alfamart given to consumers, this is indicated by the number of respondents who answered "strongly agree" as much 8 or 8.0% of respondents, who answered "agree" as many as 29 respondents, or 29.0%, who answered "doubt" as many as 36 respondents, or 36.0%, and who answered "disagree" as many as 21 respondents, or 21.0% , who answered "strongly disagree" as much as 6 respondents or 6.0%.

On the indicator / item "Alfamat hold a draw for consumers" has an index of 3.21, this shows that consumers give the perception of "enough" to the *sales promotion* Alfamart given to consumers, this is indicated by the number of respondents who answered "strongly agree" as many as four respondents or 4.0%, who answered "agree" as many as 36 respondents, or 36.0%, who answered "doubt" as many as 41 respondents, or 41.0%, and who answered "disagree" as many as 15 respondents, or 15.0%, which answered "strongly disagree" as many as four respondents or 4.0%.

b. Impulse Buying

Analysis, description of variables *impulse buying* can be made from the results of the questionnaire respondents' statements about *impulse buying.* The results of the analysis of *impulse buying* variable descriptions are as follows:

Table 8 Respondents statement About *Impulse Buying*

No.	Statement	amount			Index	Category
		resp	%	Score		
1.	You directly or spontaneity if bought in *Alfamart.* a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 12 58 18 11 1	 12.0% 58.0% 18.0% 11.0% 1.0%	 60 232 54 22 1	3.69	Good
amount		100	100%	369		
2.	You give a direct response when in spot sales of products Alfamart. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 9 69 14 8 0	 9.0% 69,0% 14.0% 8.0% 0.0%	 45 276 42 16 0	3.79	Good
amount		100	100%	379		
3.	You buy the exclusion of all others, or not buy at other stores except in Alfamart. a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 2 18 22 42 16	 2.0% 18.0% 22.0% 42.0% 16.0%	 10 72 66 84 16	2,48	Enough
amount		100	100%	248		
4.	You buy the sudden urge if you buy products in Alfamart a. Strongly agree b. Agree c. Doubt d. Disagree e. Strongly Disagree	 5 33 20 31 11	 5.0% 33.0% 20.0% 31,0% 11.0%	 25 132 60 62 11	2.90	
amount		100	100%	290		
5.	You buy the sudden urge if you buy products in Alfamart a. Strongly agree b. Agree	 5 24	 5.0% 24.0%	 25 96	2,76	Enough

No.	Statement	amount			Index	Category
		resp	%	Score		
	c. Doubt d. Disagree e. Strongly Disagree	24 36 11	24.0% 36.0% 11.0%	72 72 11		
amount		100	100%	276		
Total index					**15.62**	**Enough**
***Impulse Buying* Index Values (Y)**					**3.12**	

Source: Results of Primary Data Processing, 2014

From table 8 above can be seen that the results of respondents' statements about *impulse buying* has an index value of 3.12. This means showing that consumer gives the perception that "enough" to the Alfamart consumer *impulse buying.*

On the indicators / items "you directly or spontaneity if bought in Alfamart" has an index of 3.69, this shows that the consumer gives the perception of "good" against *impulse buying* given Alfamart to consumers, this is indicated by the number of respondents who answered "strongly agree "as many as 12 respondents or 12.0% who answered" agree "as many as 58 respondents, or 58.0%, while that answered" disagree "as many as 11 respondents, or 11.0%, and who answered" strongly disagree "as one respondent or 1.0%.

On the indicators / items "if you give a direct response at the point of sale products Alfamart" has an index of 3.79, this shows that the consumer gives the perception of "good" against *impulse buying* given Alfamart to consumers, this is indicated by the number of respondents who answered "very agree "as many as 9 or 9.0% of respondents, who answered" agree "as many as 69 respondents, or 69.0%, while that answered" disagree "as much as 8 respondents or 8.0%, and who answered" strongly disagree "no.

On the indicator / item "You buy the exclusion of all others, or not buy at other stores except in Alfamart" has an index of 2.48, this shows that consumers give the perception of "enough" to *impulse buying* given Alfamart to consumers, this is indicated by the number of respondents who answered "strongly agree" as much as 2 or 2.0% of respondents, who answered "agree" as many as 18 respondents, or 18.0%, who answered "doubt" as many as 22 respondents, or 22.0%, and the answer "do not agree "as many as 42 respondents, or 42.0%, who answered" strongly disagree "as many as 16 respondents, or 16.0%.

On the indicator / item "with a sudden urge you buy if you buy products in Alfamart" has an index of 2.90, this shows that consumers give the perception of "enough" to *impulse buying* given Alfamart to consumers, this is indicated by the number of respondents who answered "very agree "as much as 5 or 5.0% of respondents, who answered" agree "as many as 33 respondents, or 33.0%, who answered" doubt "as many as 20 respondents, or 20.0%, and who answered" disagree "as many as 31 respondents or 31 , 0%, who answered "strongly disagree" as many as 11 respondents, or 11.0%.

On the indicator / item "irresistible urge to buy so the result may be negative or waste Yag ignored if bought in Alfamart" has an index of 2.76, this shows that consumers give the perception of "enough" to *impulse buying* given Alfamart to consumers, this is indicated with the number of respondents who answered "strongly agree" as much as 5 or 5.0% of respondents, who answered "agree" as many as 24 respondents, or 24.0%, who answered "doubt" as many as 24 respondents, or 24.0%, and the answer "no agree "as many as 36 respondents, or 36.0%, who answered" strongly disagree "as many as 11 respondents, or 11.0%.

2. Multiple Linear Regression Analysis

Testing via multiple linear regression was conducted to analyze *advertising, personal selling* and *sales promotion* to the consumer *impulse buying* Alfamart in Purwakarta. The results of the analysis carried out based on the value of regression results *Coefficients* between *advertising, personal selling* and *sales promotion* to *impulse buying.*

Based on the result of analysis by using SPSS version 20.0 of the obtained results of the regression between *advertising*, *personal selling* and *sales promotion* to the consumer *impulse buying* as follows:

Table 9 Linear Regression Analysis *Sales Promotion* Against *Impulse Buying*

coefficients [a]

Model		unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	9.177	1.798		5.104	, 000
	personal selling	, 209	, 057	, 344	3.629	, 000

a. Dependent Variable: impulse buying

Source: The results of primary data processing using SPSS version 20.0 for Windows.

From the table above 10, regression results obtained can then be made multiple linear regression equation as follows:

Y = 9.771 + 0.209 X + E

From the regression equation above can be interpreted as follows:

1) Constants (α) has a value of 9.771 shows that if there is no variable *advertising, personal selling* and *sales promotion* then the consumer *buying impuse* A lfamart amounted to 9.771
2) *Sales promotion* regression coefficient ($\beta_{3)}$ of 0.209, this shows that the *sales promotion* variables affect consumer *impulse buying* at 0.213. This means that if the variable *sales promotion* increased by 1 percent, the *impulse buyin g* 09 customers increased by 0.2 percent.

3. HYPOTHESIS TESTING

a. Effect of *Sales Promotion* on *Impulse Buying* Partial

From the above table $_t$ value *sales promotion* is greater than t $_{table}$ (3.635> 1,993) and significant value less than 0.05 (0.00 <0.050) mean:

t $_{count}$ <t $_{table}$, then Ho is rejected or accepted Ha

This shows that there is a positive and significant pngaruh between *sales promotion* to *impulse buying* . This means that every increase in *sales promotion* , the *impulse buying* of consumers will rise or vice versa, if there is a decrease in *sales promotion* , the *impulse buying* of consumers will go down.

b. Analysis Coefficient of Determination

The coefficient of determination used to see the capabilities of the independent variable (*advertising, personal selling and sales promotion*) in explaining the dependent variable (*impulse buying*). Where the value of *R Square* is close to one then the independent variable provide almost all the information needed to predict the variation of the dependent variable.

Table 11. Results Coefficient of Determination

Advertising, *Personal Selling* and *Sales Promotion* Against *Impulse Buying*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	DF1	DF2	Sig. F Change
1	, 3 44 a	.118	, 109	2,857	, 1 18	13.173	1	9 8	, 000

Source: The results of primary data processing using SPSS version 20.0 for Windows.

According to the table 11 know the value of R *Square* (R^2) of 0118 , this shows that the *sales promotion* is able to explain the variation of the variable *impulse buying* so that the regression model used "good or fit".

Based on the value of R *Square* also means that the sales promotion can influence *impulse buying* of consumers Alfama rt in Purwakarta 11.8%. While the remaining 88.2 % influenced by other factors beyond the variables that are not described in this study.

By looking at the results above, showing that consumers who shop *impulse buying* in Alfamart, only a small fraction is influenced by *sales promotion* . This is because due to consumers shopping in Alfamart, always shop the way they rencakan for purchase. For this reason, the sales promotion undertaken by the Alfamart was able to make some consumers to make impulse buying.

CONCLUSION

Based on calculations from the multiple linear regression hypothesis testing and discussion of research results can be concluded as follows:

1. Konsumen gives the perception that the "good" of *sales promotion* given Alfamart on consumers.

2. S*ales promotion* effect sig ni fikan against the *impulse buying* of consumers Alfamart in Purwakarta.

B. Suggestion

Based kesimp ulan above regarding the effect of *sales promotion* to the *impulse buying* of consumers Alfamart in Purwakarta, there are some suggestions that need to be addressed as follows:

1. **For Companies Alfamart in Purwakarta.**

   Based on the research results, the variable most dominant influence on *impulse buying* is *sales promotion* so that practical suggestions b erdasarkan outcome variable descriptive statistics *sales promotion* , the indicator with the lowest index is packaged at a discount, a gift to the consumer, trade fairs and raffles. These indicators should be improved in Alfamart Purwakarta making it possible to trigger the desire purchases planned by the previous customer.

2. **For Science.**

   For further research, it is expected to develop this research and involve the relevant variables related to *Sales Promotion* against the decision *impuse buying* , such as aspects of the marketing mix, consumer behavior and other attributes. With the hope of more accurate research results and has the benefit of a much larger, so the company can increase consumer purchasing decisions in subsequent years.

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ANALYS OF EFFICIENCY AND EFECTIVENESS OF ADVERTISEMENT TAX REVENUE AT PALU CITY

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ABSTRACT

This study discussed the problems about 1). The realization of Advertisement Tax Revenue, 2). The efficiency of Advertisement Tax Revenue, and 3). The effectiveness of Advertisement Tax Revenue. The research method is descriptive qualitative and using unit analysis of regional tax and advertisement tax revenue as observation sample. Data collected analyzed descriptively and the result of the research find out the fact that : (1). There is a fluctuatif reliazation of Advertisement Tax revenue at Palu City, and also the contribution of advertensi tax on regional tax during the period of 2004 to 20012. The revenue of advertisement tax source tends to be fluctuatif during the period of 2004 to 2012, (2). The efficiency level of Kota Palu advertisement tax from 2004 to 2012 is very effective. The highest efficiency is in 20012 and the lowest on is in 2009, (3). There is a variation of the effectiveness level of advertisement tax revenue during the period 2004 to 2012 that in 2004 was categorisazed very effective, 2007 was enough effective, 2008 was less effective, 2009 ineffective, 2010 was less effective, and in 2011 to 2012 was very effective. The highest effectiveness of advertisement tax revenue was in 2012 and the lowest one is in 2009.

Keywords: *efficiency, effectiveness, advertisement tax*

INTRODUCTION

Revenue (PAD) is one of the indicators for measuring capacity and financial independence of a region. According to Law No. 33 of 2004 on On Financial Balance between the Central Government and Local Government, revenue is the revenue earned withheld region according to local regulations.

Implementation of the regional autonomy policy is based on Law No. 33 of 2004 on Financial Balance between the Government and Local Government. Financial balance between the Government and the Local Government Finance is a subsystem of the State as a consequence of the division of tasks between the Government and Local Government.Sources of state finances to local governments based on the assignment to local governments to pay attention to the stability and fiscal balance. This has given room to move freely for local governments to implement local authorities.

With regional autonomy is expected to materialize the acceleration of development in the area and equitable outcome, Palu, the capital of Central Sulawesi Province has a potential asset to be able to achieve optimal economic growth if managed wisely. Then it became very important is reliability and the role of development planners and decision makers in the region who will determine the direction and priorities of regional development to achieve development results have aspired.

One source of revenue from domestic potential to be explored and developed intense is the tax sector. In Indonesia, the tax is one of the biggest sources of funding in development financing that comes from society. With decreasing state revenues from oil and gas sector, the increasingly dominant role of the tax which is characterized by increasing from year to year and even become the backbone of state revenue. Taxation since 1984 in accordance with Law No. 6 of 1983 embraced full *Self Assessment System*, which pernungutan this tax requires people's active participation for participate in paying taxes. Act of 1945 yangmenempatkan tax as one embodiment of the obligations of state, stressed that placing the burden to the people, such as taxes and others should be established by law.

In the city of Palu one of the mainstays of regional autonomy is to increase regional revenue as a source of financing for development and governance in the region. During the period of the new order to present the region's ability to finance itself from the original income is still lacking, including the city of Palu, which rely more on sources of financing from the Fund Balance between Central and Local Government. Local tax is local government assets that are used to finance the implementation of local government and regional development.

Advertising Tax according Mardiasmo (1999: 75) is the object, the tool acts or media that according to the shape, arrangement or pattern intended for commercial purposes is used to introduce or praise goods, services or even to draw public attention to a product, service, person or entity held / placed or can be seen, dikaca and or heard from somewhere by the public unless carried out by government

Advertising Tax is a tax imposed on each mounting object, tool or media that acts according to the shape, arrangement or pattern intended for commercial purposes is used to introduce and attract attention. Kota Palu is one of the cities in Indonesia who have income levels above the national average, so the grasp of an invitation through the advertisement to be effective for the entrepreneur or the billboard.

Advertising based on the Tax Collection Act No. 34 of 2000 on Regional Taxes and Levies. The advertisement tax to be paid by the taxpayer's adjusted to the size of the billboard, the type of advertisement.

As a target, the realization and growth trend of advertisement tax in Palu are presented in the following table:

Table 1
Perkembangan Pajak Reklame Kota Palu
Tahun 2004 S.D 2013

No	Year	Target	Realization	%
1	2004	1,150,000,000.00	1,207,420,000.00	104.99
2	2005	1,395,221,000.00	1,419,953,000.00	101.77
3	2006	1,795,221,000.00	1,812,478,000.00	100.96
4	2007	2,704,931,000.00	2,391,685,000.00	88.42
5	2008	2,879,931,000.00	2,200,707,900.00	76.42
6	2009	2,799,931,000.00	1,615,158,000.00	57.69
7	2010	2,274,931,000.00	1,800,002,185.00	79.12
8	2011	1,500,000,000.00	1,508,937,050.00	100.60
9	2012	1,615,000,000.00	1,984,900,400.00	122.90

Source: DPPKAD Palu City, 2013

In general overview of advertisement tax revenue realization from 2008 was Rp 2,200,707,900; then or 76.42% in 2009 decreased by USD 1.615158 billion, - or down only 57.69%.entered in 2010 has increased again by 1.15% or Rp 1,800,002,185, - further in 2011 despite declines in the amount that is equal to Rp. 1508937050, - but increased 100.60% due to exceeding the specified targets and in 2012 again increased by 122.90% or Rp 1,984,900,400.

Thus, it takes one measure efficiency and effectiveness in the implementation of advertisement tax receipts should be carefully calculated by taking into account indicators of economic growth and the purchasing power of the products and services offered by producers.

The main problem discussed in this article that is how realization, efficiency and effectiveness of the advertisement tax receipts in the city of Palu.

The purpose of this study was to determine analyze the extent to which the realization, efficiency and effectiveness of the advertisement tax receipts in the city of Palu.

This research method is descriptive qualitative method, the unit of analysis is the data local tax revenues and advertisement tax Palu period of 2004 s / d in 2012.

To determine the level of efficiency of advertisement tax receipts using the following formula:

$$\text{Efficiency Ratio} \quad = \frac{\text{Advertisement Tax Pick Cost}}{\text{Advertisement Tax Realization}} \text{ x } 100\%$$

To determine the effectiveness of the advertisement tax using the following formula:

$$\text{EffectivenessRatio} = \frac{\text{Advertisement Tax Revenue Realization}}{\text{Advertisement Tax Revenue Target}} \text{x} 100\%$$

THEORETICAL / LITERATURE

1). Efficiency

In accordance with Regulation No. 13 of 2006, the efficiency is the relationship between input and output, efficiency is a measure of whether the use of goods and services purchased and used by the government organizations to achieve organizational goals administration device can achieve certain benefits.

Efficiency is the ratio between the costs incurred to acquire a type of income and realized revenue. Efficiency is the ratio of output to input associated with performance standards / targets set, so efficiency is the best ratio between the output at cost (input).

Counting efficiency is intended to measure the ratio between the cost of the realizable obtained. Efficiency is said to be better when comparing costs with the realization that has achieved the smaller value (Halim, 2007: 74). The level of efficiency of advertisement tax is calculated using the data costs incurred related to the cost of collection of advertisement tax comprises costs Wages Pick up and operational costs, which according to the city government regulation Palu No. 1 of 2011 on Local

Taxes, that wages pick advertisement tax is calculated proportionately by 25 percent of revenue realization advertisement tax. According Devas et al (1989) criteria for measuring the efficiency of tax collection area is as follows:

1) Cost of <20%, means very efficient

2) 20% <Cost <85% means efficient

3) Cost of> 85%, mean inefficient

2). Effectiveness

Effectiveness by Devas, et al (1989) is the result of government activities in order to take care of local finance should be such that the lowest cost and in time as fast as. In other words, the effectiveness of the mean level of achievement of the results of the work program with the targets set, also can be said is *the outcome* antata comparison with the *output.*

Effectiveness is a ratio between actual income with the targets set. In other words, the effectiveness of the mean level of achievement of the results of the work program with the targets set, can be said is the ratio between the output outcome. Outcome is the goal / target set (Halim, 2007: 75).

Based on the Ministry of the Home Affairs No. 690900-327 Year 1994 on Guidelines for Assessment and Financial Performance, Effectiveness Level Standards are set as follows (Medi, 1996 *in* Kurniawan, 2002: 50):

1) The coefficient of effectiveness is worth above 100% means very effective;

2) The coefficient of effectiveness is worth between 90% - 100% means effective

3) The coefficient of effectiveness is worth between 80% - 90%, which is quite effective

4) The coefficient of effectiveness is worth between 60% - 80% means less effective

5) The coefficient of effectiveness valued below 60% means ineffective

3). Advertisement tax

Advertising Tax according to Eugenia Liliawati Muljono, SK CN. (1999: 75) advertising is a thing, a tool action or media that according to the shape, arrangement or pattern intended for commercial purposes is used to introduce or praise goods, services or even to draw public attention to a product, service, person or body held / placed or can be seen, read or heard of a place by the public unless carried out by the government.

Regional Regulation of Palu City No. 1 2011 on local taxes in the city of Palu is about taxes:

a. Hotel tax;
b. Restaurant Tax;
c. Entertainment Tax;
d. Advertisement tax;
e. Street lighting tax;
f. Metallic Minerals Tax and rocks;
g. Parking Tax;
h. Groundwater tax;
i. Taxes Swallow's Nest;
j. Land and Building Tax P erdesaan and Urban; and
k. Bea Acquisition of Land and Buildings.

According to the Regional Regulation No. Palu 1 on Local Taxes (2011: 4) advertisement tax is a tax on the implementation of the billboard. Advertisement tax is a tax on every billboard implementation. and billboards is the object, tool or media that acts according to the shape and characteristics is intended for commercial purposes, used to introduce or praise anything goods, services, or someone or simply to attract public attention to a product. Services, or the person who placed, or seen or read or heard of a public place unless the government.

Implementation of billboards set to be the object of the advertisement tax as stipulated in article 28 paragraph (1) of Palu City Regional Regulation No. 1 on Local Taxes include:

a. **Advertisement board / *billboard* / *Videotron* / *Megatron*** and the like, the advertisement board / billboard is a billboard made of planks, wooden including zinc or other material similar, mounted or hung or made on buildings, walls, walls, fences, trees, poles, and so both glowing and illuminated. While Videotron / Megatron, that billboards using a large monitor screen in the form of billboards or advertising program shines with images and / or text color can change, programmed and functionalized with electric power;
b. **Billboard fabric,** ie billboards organized using cloth materials, including paper, plastic, rubber or other similar material with it;

c. Billboard attached (sticker / poster), the advertisement in the form of loose pages, organized in a way distributed, installed, hung on a body with the provisions of the extent of not more than $200 cm^2$ per sheet;

d. Advertisement leaflets, ie loose sheet-shaped billboards, organized by means of distributed, given or can be requested by the provisions are not to be bonded, laid, installed, or suspended at any other object;

e. Walking billboard, including on the vehicle; ie advertisement placed on vehicles that are maintained using vehicles or carried by the way;

f. Billboards, namely billboard held in the air by using gas, laser, aircraft, or other similar instruments;

g. Floating billboards, billboards are held in the water by using gas, laser, boat / ship, or other similar instruments;

h. Billboards sound, ie billboards organized using spoken words or sounds arising from or by intermediary tools;

i. Billboards film / *slide*, ie billboards organized using clichés such as glass or film, or similar materials, as a tool for projected or transmitted on the screen or other objects in the room;

j. Billboards show, which is organized in a way billboard displays any items with or without sound.

RESULTS AND DISCUSSION

1). Advertising Tax Revenues

Development of advertisement tax receipts and the sources of advertisement tax in Palu obtained from the Department of Revenue, Finance and Asset Management Area (DPPKAD) in Palu in 2004 and 2012 continues to experience growth fluctuated.

Realization of revenue from advertisement tax Palu city is the largest in 2007 due to increased some elements of advertisement tax are: Taxes Megatron / Video and LED, Bando Gate, Billboard / Shop Sign, Thin Plate, Super Deck, Billboards, Fabrics / Banner / Banners / banner, Display shops and vehicles, while for Neon Sign / Neon Box and Signage Board of Business identifier.

The growth rate of Advertisement Tax Palu years 2004-2012 can be seen in Table 2 the following.

Table 2 Realization and Growth of Advertisement Tax

No.	Tahun	Realisasi (Rp)	Pertumbuhan (Rp)	Pertumbuhan (%)
1	2004	1,207,420,000.00	-	-
2	2005	1,419,953,000.00	212,533,000.00	17.60
3	2006	1,812,478,000.00	392,525,000.00	27.64
4	2007	2,391,685,000.00	579,207,000.00	31.96
5	2008	2,200,707,900.00	(190,977,100.00)	-7.99
6	2009	1,615,158,000.00	(585,549,900.00)	-26.61
7	2010	1,800,002,185.00	184,844,185.00	11.44
8	2011	1.508,937,050,00	(291,065,135,00)	-16.17
9	2012	1,984,900,400.00	475,963,350.00	31,54
	Rata-rata	**1,771,249,059.44**	**97,185,050,00**	**8,68**

Sumber: DPPKAD Kota Palu, beberapa terbitan (diolah)

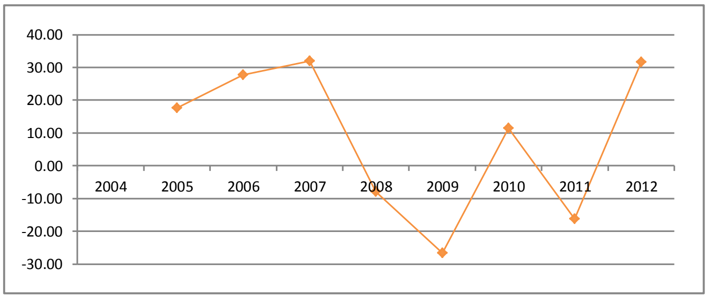

Figure 1: Growth of Advertisement Tax

Table 2 and Figure 1 shows the growth of advertisement tax revenue realization have a pattern that is not the same as growing realization Local Tax. The highest growth Local Tax revenue realization occurred in 2012 amounted to 70.14%, while negative growth was in 2005 amounted to 15.73%. Growth in advertisement tax revenue realization in 2007 was the highest negative growth occurred in 2008, 2009 and 2011. Advertising Tax Receipts showing an upward trend fell from 2004 to 2012 by an average of Rp.1.771.249.059,44, - , Growth in revenue realization advertisement tax years 2004-2012 also has a tendency to go up and down by an average of 8.68%. The highest percentage growth in 2007 amounted to 31.96%, in 2012 amounted to 31.54%, in 2006 amounted to 27.64%, in 2005 amounted to 17.60%, in 2010 amounted to

11.44%, the year 2008 amounted to -7 , 99%, in 2011 was -16.17% and in 2009 amounted to -26.61%.

2). Advertising Tax Revenue Efficiency

Efficiency Ratio The advertisement tax revenue in Palu years 2004-2012 are shown in Table 3 below:

Table 3 Advertising Tax Revenue Efficiency

Year	Cost Pick (Rp)	Realization of Advertisement Tax Revenue (Rp)	Efficiency (%)	Efficiency criteria
2004	322,645,000.00	1,207,420,000.00	26,72	Efficient
2005	382,852,250.00	1,419,953,000.00	26,96	Efficient
2006	505,949,500.00	1,812,478,000.00	27,91	Efficient
2007	651,291,250.00	2,391,685,000.00	27,23	Efficient
2008	614,814,975.00	2,200,707,900.00	27,94	Efficient
2009	484,051,500.00	1,615,158,000.00	29,97	Efficient
2010	527,020,146.25	1,800,002,185.00	29,28	Efficient
2011	457,490,262.50	1,508,937,050.00	30,32	Efficient
2012	582,157,100.00	1,984,900,400.00	29,33	Efficient
Average	**448,280,931.53**	**1,771,249,059.44**	**28,41**	

Source: DPPKAD Palu, several publications (processed)

Table 3 shows that the ratio of advertisement tax collection efficiency in Palu fluctuate / up and down every year. The ratio is highest in the 2011 fiscal year amounted to 30.32% and the lowest occurred in 2007 amounted to 27.23%. Efficiencies In 2004 the ratio of 26.72%, in 2005 amounted to 26.96%, in 2006 amounted to 27.91%, in 2008 amounted to 27.94%, in 2009 amounted to 29.97%, in 2010 amounted to 29.28% and in 2012 amounted to 29.33%. By looking at the efficiency ratio of each year and then compared with the previous year efficiency ratio indicates that the relative collection of advertisement tax in Palu is efficient. With an average efficiency ratio of 28.41% means that to get the advertisement tax of Rp. 100, - the necessary cost of collecting Rp. 28.41,-.

This situation shows that the Palu City Government seeks to increase tax revenue receipts as much as possible and the cost is as lowest as possible, so it can be showed the inefficiency of Palu City Government issued the costs of tax collection.

Overall from 2004 until 2012 advertisement tax receipts included in the criteria of efficient, due to the realization of tax revenue receipts greater than the cost of the collection, the smaller the ratio, the more efficient. This situation shows that the cost efficiency of tax collection in Palu, collection costs are costs that dikeluatkan and paid to the tax collection officers.Greater efficiency if the costs of obtaining as low as possible.

3). Advertising Tax Revenue Effectiveness

Effectiveness ratio advertisement tax revenue Palu City can be seen in Table 4:18 as follows:

Table 4 Advertising Effectiveness Tax Revenue Ratio

Year	Advertising Tax Revenue Target	Realization of Advertisement Tax Revenue	Effectiveness (%)	Effectiveness criteria	Growth (%)
2004	1,150,000,000.00	1,207,420,000.00	104.99	Sangat Efektif	-
2005	1,395,221,000.00	1,419,953,000.00	101.77	Sangat Efektif	-3,07
2006	1,795,221,000.00	1,812,478,000.00	100.96	Sangat Efektif	-0,80
2007	2,704,931,000.00	2,391,685,000.00	88.42	Cukup Efektif	-12,42
2008	2,879,931,000.00	2,200,707,900.00	76.42	Kurang Efektif	-13,58
2009	2,799,931,000.00	1,615,158,000.00	57.69	Tidak Efektif	-24,51
2010	2,274,931,000.00	1,800,002,185.00	79.12	Kurang Efektif	37,16
2011	1,500,000,000.00	1,508,937,050.00	100.60	Sangat Efektif	27,14
2012	1,615,000,000.00	1,984,900,400.00	122.90	Sangat Efektif	22,18
Rata	**2,012,796,222.22**	**1,771,249,059.44**	**92,54**	**Efektif**	

Source: DPPKAD Palu, several publications (processed)

The effectiveness of the advertisement tax revenue in the city of Palu shows in Table 4 vary greatly. Table 4 calculation results show that the effectiveness of the advertisement tax revenue Palu in year period from 2004 to 2012 an average of 92.54%, which means that effective.

Table 4 shows the level of effectiveness by Decree No. 690 900 327 In 2004 the level of effectiveness of the advertisement tax revenue amounted to 104.99% of Palu, it indicates that the advertising tax revenue compared to the target set by the government has reached the destination, where the effectiveness of government activities in accordance Palu already defined goals namely achieving these objectives with the lowest cost and in the soonest possible time. In 2005 decreased to 101.77 and in 2005 the effectiveness of the advertisement tax revenue Palu in very effective criteria and in 2006 fall to 100.96% as well as a very effective berkriteria 2006 and 2011 and in 2012 amounted to 122.90% as well berkriteria very effective. The criteria are very effective means of Palu city government in obtaining the billboard tax revenues have been very good or is already in excess of the stated goals or realization advertisement tax revenue Palu already is in accordance with the planned needs.

In 2007 fell to 88.42% and in 2007 berkriteria effective enough that it can be interpreted that the advertising tax revenue Palu City with goals or targets that have been determined enough to give satisfactory results where the ratio between output and purpose quite appropriate. The effectiveness of the lowest occurred in 2009 amounted to 57.69%. In 2009 berkriteria not effective, it can be interpreted that the achievement of program results with the set targets are not appropriate, the effectiveness of government activity Palu in the care of local financeis not in accordance with the planned program with the aim of local authorities with the lowest cost and in time as soon as possible.

The fall in realization advertisement tax in 2007 because of the high targets set from the previous year where in 2006 the advertisement tax revenue target of Rp. 1,795,221,000,00, - increased to Rp. 2.704,931,000,00, - and is not accompanied by an increase in the collection of the sources of advertisement tax.

Less Effective realization advertisement tax in 2008 amounted to Rp. 2,200,707,900,00, - or 76.42% of the target of Rp. 2,879,931,000.00, - since no maximum voting across sources of advertisement tax unless the advertisement boards Business Identifier, Fabrics / Banner / Banners / Banner and Vehicle.

Acceptance of advertisement tax year 2009 is not effective because of a decrease and not maximum polling sources of advertisement tax, among others Bando Gate, Billboard / Shop Sign, Thin Plate, Super Deck, Neon Sign / Neon Box, Advertising Board Identification Business, Fabrics / Banner / Banners / Banner, Display Stores and Vehicle.

CONCLUSION

1. In the period 2004-2012 realization advertisement tax receipts in Palu City fluctuated, as well as contributing to the Advertising Tax Local Tax also fluctuates annually. Acceptance of the elements of advertisement tax during the period 2004-2012 showed a tendency to fluctuate;
2. The level of efficiency of the advertisement tax revenue Palu 2004-2012 period is very efficient. The the lowest efficiency level occurred in 2012;
3. The effectiveness of the advertisement tax revenue varies in the period 2004 to 2012 which in 2004 meant in a very effective criteria, 2007 was quite effective, less effective in 2008, the year 2009 was not effective, less effective in 2010, and 2011 and 2012 including the criteria are very effective. The effectiveness of advertisement tax revenue the highest in 2012 and the lowest occurred in 2009.

SUGGESTION

1. It is needed to increase tax effort by means of internal and external. Internally is carried out by increasing incentives to foster more active officers in achieving the target. Externally by conducting periodic checks on the billboard installed, socializing advertisement tax on taxpayers and collect taxes owed is more diligently. Extensification can be done by collecting data on a regular basis to capture the object of a new tax;
2. The value of advertisement tax efficiency can be maintained by increasing acceptance of advertisement tax and reducing the costs that are not related to tax collection.

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RECYCLING OF USED CRACKLE BAG IN THE AREA OF BANDUNG BARANANGSIANG

By: Henny Utarsih, Dedi Karmana, and Arfiani Yulianti Fiyul

ABSTRACT

Ipteks Programme For The Community (I_bM) it aims to seek the implementation of Ipteks that can be done by the public at large, who also is an activity productive in the framework of community empowerment and poverty reduction, particularly in the area of Baranangsiang the city of Bandung. IbM's activities this time focuses on the efforts of the cycle rework bag kresek Baranangsiang in the area of the former City of Bandung. This activity is carried out in three phases, namely: preparation phase and consolidation plans, stages of implementation efforts, and Ipteks stages of evaluation, monitoring, and coaching. Target audience is members of the family, particularly mothers household in Baranangsiang Area of Bandung city.

The application of Ipteks in this activity is done by making use of waste household waste form bag Crackle plastic, in order: (1) the existence of mentoring in the formation of a community of SMALL MEDIUM ENTERPRISES Home Industry recycling waste bag plastic Crackle, (2) the existence of training to enhance the ability of mothers household in Baranangsiang Area of Bandung in doing recycling waste bag plastic Crackle into various commercial products, in the form of bags for children and adults, tablecloths, trash, place paper towels, cendramata etc, (3) the presence of entrepreneurial training and marketing are carried out by a team ofresearchers, in order to increase the motivation of the community in the area of Baranangsiang city of Bandung to utilize free time in an attempt to produce a commercial product and marketing opportunities mapping the results of production, in order to get additional family income, and (4) the existence of a coaching or consulting, mentoring, and monitoring for the community of SMALL MEDIUM ENTERPRISES, as well as the involvement of the various parties concerned.

The results of these activities include: (1) the formation of a community of SMALL MEDIUM ENTERPRISES Home Industry recycling waste bag plastic Crackle by mothers household in Baranangsiang Area of Bandung, which is composed of five groups, each group consists of 5-7 people, (2). The existence of production results in the form of commercial products for each group, which on average produces as many as five fruit products in a day, (3). An increase in average family income of Rp. 150.000,- per day per group of craft product sales results of recycling, and (4). The opening of opportunities for the addition of new groups and increased marketing efforts/sales results of the craft community, as well as the existence of the involvement of the various parties concerned.

In the development of production in the future, seen an increasing need for more intensive training to the members of the family, especially by Moms household Baranangsiang in the area of Bandung city. To support increased sales results of the families seen craft is need for direct involvement of the various parties concerned, among other things: academics, a range of local authorities that deal with the

construction of the SMEC, investors in the field of SMALL MEDIUM ENTERPRISES, and other related parties.

Keywords: *Recycling of waste Plastic Bags, Crackle, training, and product development.*

INTRODUCTION

1 Background

Development in Indonesia over the years continue to be encouraged from a variety of fields, such as in the fields of economy, education, politics, social, culture, technology, security, law and so on. Thus, especially in the economic fields need to dig up some potential which is expected to be beneficial to the community in Indonesia.

However, development in the field of economics there is still economic inequality, poverty and unemployment rates are still high, as well as the per capita income is still low. To be able to improve the system of economy in Indonesia, the need to have a good system so that it can be expected that the results are right on target as well as more beneficial to society and can find out what economic policies are already taken Government and how their impact on Indonesia's economy and can contribute to overcoming the economic problem that exists. For that it is necessary at manage it well, from start to pembiayaaan, supervision, and the existence of cooperation between institutions and parties concerned effectively and efficiently. So that the results obtained in accordance with the intended purpose.

2 Socio-Economic Aspects

The problem of population in Indonesia substantially concerned three aspects namely aspects, aspects of quality and quantity aspects of mobility. Current aspects of quantity, Indonesia has a huge population that reached number 237, 641.326 soul, and has an area of 1,919,440, this puts Indonesia as the country with the most world number 4. In the meantime from the aspect of quality, Indonesia has a low population quality, reflected in the human development index of Indonesia.

West Java province with an area of 35,377.76 Km2 of which according to the data of SIAK West Java province has a population of 46,497,175 million. This population spread over 26 City and 625 5,899 villages. The largest population is in

Bogor district as much as 4,966,621 inhabitants (11.03%), while the smallest population is in the town of Banjar, i.e. as much as 192,903 inhabitants (0.43%).

But when viewed from the side of the economy, especially in the field of industrial backwardness still occurs, as delivered Subandi (2007; 77) on the issue of retardation industrialization in Indonesia that "in terms of population, developing countries including Indonesia, the third largest after China and India. But in terms of industrialization of Indonesia can be said to be still starting to crawl. One indicator of the level of industrialization is the contribution of the sector in GDP (Gross Domestic Product) is still relatively small. The size of this industry sector in Indonesia is very missed compared to major countries in Asia. Two other size is the size of the generated value added of industry sectors and value added per capita ".

The Government in carrying out development in the area could not independently, but must together partnerships with the private sector in order to develop faster economic growth. According to Arsyad in Lincolin Subandi(2007; 215) regional economic development is a process by which local governments and its communities to manage resources and establish a partnership between the local governments with the private sector to create new jobs and stimulate the development of economic activities (economic growth in the region).

3 Issues Faced / Priority

An increasing number of residents in West Java which is increasingly growing day poses new problems that need to be addressed. Local authorities have a task that continues in the development. There are areas for construction of fast-growing and there is also the reverse, so that the economic gaps between areas occurs. For owners of large capital can do more extensive development than medium and small entrepreneurs.

The large number of waste or garbage resulting from the disposal of trash or chemicals from factories can cause problems that also need to look for a solution the solution. Waste or waste materials are also a meaningless and worthless, indeed also could be something useful and usable if processed properly. Waste or garbage can also mean something useless and discarded by most people, they think of it as something that is useless and if left too long, it will cause disease. But with garbage processing correctly can make the waste into valuable economically.

In addition to not meratanya economic development, professionalism is also considered hindering development in Indonesia. According to Koentjaraningrat in Solehudin Murpi and Dea Tantya Iskandar (2011; 11-15) stated that the mental and the character of the nation of Indonesia, such as: the attitude that underestimates the time, attitude who likes to break through, the attitude of not believing in yourself, undisciplined attitude and demeanor who likes to sacrifice responsibility, making the latest entrepreneurial growth in Indonesia who only 0.24% of the total population of Indonesia.

According to Bygrave (2004) expressed that self-employment is the creator of wealth through innovation, job growth and economic centre, and the Division of wealth depends on the kerjakeras and risk taking, so self-employment is expected to utilize the existing berbagaikesempatan to start to become entrepreneurial. There are several theories that explain about entrepreneurship. The following are some of them: a) the theory of Schumpeter: the role of entrepreneurs in the development of the Schumpeter convinced that economic development is mainly created by the initiative of the innovative entrepreneur and the *entrepreneur*, i.e. the community that organizes and combines the other production factors to produces the goods needed in society. Schumpeter has the view that the development process of the stagnant development of the inhabitants has no available, no new investment and new unemployment, entrepreneurs will start to play a role. This entrepreneurial group would carry out new investment and other factors used to execute and create a variety of novelty.

The growth in self-employment, there is one thing that makes slowness of entrepreneurial growth, i.e. the paradigm of society prefer to work than to open his own business. Might be considered more prestigious and requires no heavy challenges. Difficult it is changing the paradigm of old in the community about this issue also became an entrepreneur in the development in Indonesia. According To Suparyanto (2012; 25) this paradigm should be modified and straightened out because in fact it is the hero entrepreneur development. According to the Dea and Murpi Tantya Solehudin Iskandar (2011; 28-34) factors restricting a *young entrepreneur* is : the less experience, mistakes in choosing the type of business, capital is limited, do not have adequate expertise, entrepreneurial spirit that is spotty, as well as a lack or absence of good planning.

In order for the entrepreneurship developing in Indonesia already befitting Government, businesses and the community to motivate and monitor its development, having regard to the factors that a barrier or in other words do the construction of micro, small and medium enterprises (UMKM) so that it can grow healthy. In addition to encouraging the establishment of SMALL MEDIUM ENTERPRISES, Governments, businesses, and communities implement coaching and development in the field of marketing, both inside and outside the country, by carrying out research and study of marketing, improve management and marketing techniques, provides the means and support the promotion and testing the market, developing the distribution network and marketing agencies, and market the product results from SMALL MEDIUM ENTERPRISES. Human resources (HR) is also noteworthy with socializing and cultivating of entrepreneurship, enhancing the skills of managerial techniques, establishing and developing institutions, training and consulting as well as SMALL MEDIUM ENTERPRISES provide extension officers and consultants.

In the field of technology, by enhancing capabilities in the field of production technology and quality control, improving the ability in the field of research to develop the design, new technologies and preserving the environment, enhance cooperation and technology transfer, as well as to grow and develop a research and development institution in the field of design and technology for SMALL MEDIUM ENTERPRISES.

4 The Special Problems Of The Partners

The large number of waste and garbage plasti/Crackle former in Bandung, special its area is Baranangsiang which has a population of fairly dense, with such a lot of housewives who are less productive, which still allows it to work by doing a search, but the existence of the limitation fund to open businesses, limited ability (skill), and others. Through this activity it is expected their income can add up and may even suffice the needs of life. The perceived need for it to be built in Ipteks For Peoples (I_bM) so that they become a partner of small business/micro who are more skilled, able to stand on its own, and market the products which he had made.

Coaching is done with micro enterprises in the form of recycled craft bag kresek former Baranangsiang area community in order that the Bandung city can add to his income and its economy growing stage/become a prospective entrepreneur under the patronage of the Foundation Al-Kalam that already existed in advance so so business partners of mutual benefit.

Crackle bag recycling former can be manufactured into a commercial product in the form of bags, trash can, where tissue and others. How to make it judged easier to do while filling free time mothers in Baranangsiang area of Bandung city, which also has access to a lot more in its marketing.

The purpose of the implementation of the activities of the Ipteks For Masyarat (I_bM) in the Baranangsiang area of Bandung was to support the Government in increasing the number of entrepreneurs in Indonesia.

The purpose of the implementation of the activities I_bM is to improve community life by providing stage training craft recycled bag kresek former.

Special purpose activities I_bM a recycling craft bag kresek in Bandung is,

1) The creation of a community of *home industry* craftsmen recycling bags Crackle in the area Baranangsiang, Bandung.
2) Provide training so that the community Baranangsiang more skilled in collaboration with partners who are more skilled.
3) Provide an alternative community activities Baranangsiang (especially mothers) to increase earnings.
4) Have the ability of managerial and marketing products from recycled bags Crackle of the former.

The results of the implementation of the activities I_bM useful to enhance the creativity of society (mothers) area Baranangsiang, as the forerunner of a new entrepreneur with:

1) The availability of information technology manufacture recycling bags Crackle
2) The creation of the fledgling entrepreneur in micro enterprises.

5 Justification The Question Of Priority Of Proposers And Partners

In the real business world the role of small businesses in Indonesia can develop it with tough. According to Gratian Wirasasmita, (2003:255) stated that entrepreneurship and self-employment is the active factors of production that can move and take advantage of other resources, such as natural resources, capital and technology, so as to create wealth and prosperity through the creation of employment, income and products necessary for society.

To develop SMALL MEDIUM ENTERPRISES sometimes Government or business partners are facing constraints in the construction, because of the existence of the limitation fund, time limitations in the construction and location of the construction of the hard to reach. When should coaching candidates would have done given the entrepreneurial training effort. This is not something easy. According to Suparyanto (2012; 73-85), often encountered obstacles in the implementation of the training, such as: participant factors (low motivation, the positions of the participants, and participant characteristics varied), the instructor training (high language style, talk too fast, less experienced instructors, insight less effort, skill or skills are lacking, the perception of intruktur about the participants is not precise and low motivation), training material (already *out of date*, style high, language is not in accordance with the issues facing the company and case examples that do not comply with the conditions of the company) and infrastructure training (remote training location, inadequate training of building infrastructure, supporting less equipment available, the consultants can provide actual information and the latest reminder, training material, provide an alternative solution, provides a measurement tool, the consideration of the construction of the bias, the evaluation indicators are unclear, and many parties that also foster small businesses and there is no continuity of coaching).

After doing the training, entrepreneurs are encouraged to be able to find business opportunities by providing the science of management efforts. Besides business opportunities gained requires an initial investment to start his business. Solehudin Murpi and Dea Tantya Iskandar (2011; 142) stated that the initial investment is money needed by business owners to start a business. It can include business owners, private money loans from various sources including family, relatives, loans the bank, nor the funds obtained from investors.

The initial investment of the Government can be Ipteks activities for the Community (I_bM) via the proposed research by professors from the College, which will encourage people to become entrepreneurs for micro, small and medium enterprises (UMKM). Micro enterprise activities conducted sometimes does not run smoothly, for example from the aspect of marketing its products. According to Suparyanto (2012:39), weakness of small business marketing management aspect was just market the product to one market, the weakness of the market research, sell products to order, not to exceed the agreed deadlines, and sell only one product type.

Business micro enterprises committed entrepreneur is usually done at home. Not only benefits from the time, but there are other advantages, as well as delivered Suparyanto (2012; 181), that relatively no transportation costs to the place of business, the business time is relatively flexible, able to perform the duties or while monitoring the Affairs of the family, no obligation guarantee his work to ' boss ', the net gain to belong to himself, feeling safe and comfortable as well as more the feel of satisfaction.

TARGET AND OUTER

1 Product Specifications

Name	:	Recycling Bag Kresek Former
Production aspects	:	Bag for kids, adult bag, tablecloth, place the bin, wipes, cendramata, etc.

Business Crackle bag recycling is done with the purpose of forming a micro-business in the community's environment around the area of Baranangsiang the city of Bandung by training and coaching provided by business partners who have first production (Craftsmen Recycling Bags Crackle), so that the economy of communities in the area baranangsiang the more prosperous.

How to do training and the construction of a community around is, the community Baranangsiang coordinated and directed to establish micro, small and medium enterprises (UMKM) in the context of a free and open market. If it is examined in more detail as it turns out it's not homogeneous SMALL MEDIUM ENTERPRISES. The General view is that the SMEC had the nature and soul *entrepreneurship* (entrepreneurship/entrepreneurial) is less precise. There is a sub-Group of SMALL MEDIUM ENTERPRISES which have the nature of *entrepreneurship*, but there are also no showed those traits.

The purpose of coaching SMEC is to develop SMALL MEDIUM ENTERPRISES to become great entrepreneurs. There are two aspects of the construction of SMALL MEDIUM ENTERPRISES that must be considered are: (1)

human resources (HR), is it can improve the quality of HUMAN RESOURCES over own effort or encouragement from outside parties; (2) management in the sense of business practices which consist of a few things, among others; berencana, dilaksanakan, and on the caution.

In evaluating the construction of the first SMALL MEDIUM ENTERPRISES - tama began with the process of improving the ability to manage (management) in the fields of marketing, finance, and human resources.Then increase the ability of operational activities and the most important is the ability in controlling the business. If the SMALL MEDIUM ENTERPRISES are ready to compete mainly in trading, SMALL MEDIUM ENTERPRISES must be able to accept and adapt technology, then being able to carry out innovation.

If the SMALL MEDIUM ENTERPRISES can adapt, master , and develop technology and always create innovation, it will motivate SMALL MEDIUM ENTERPRISES to export their products to SMALL MEDIUM ENTERPRISES in order to capitalize on market opportunities outside of the country and aided by Government policies.

In p embinaan SMALL MEDIUM ENTERPRISES in Indonesia , s fter knows the weaknesses of which belonged to SMALL MEDIUM ENTERPRISES such as the above explanation, then it needs to be addressed through a comprehensive and integral approach is done through the construction of the various aspects of , among other things : markets, capital, technology, management thoroughly ranging from production to marketing , and done in a concerted intergovernmental agencies.

The purpose of training and specific interventions n the SMEC is aan:

1. Creating eco-friendly
2. Empowerment housewife
3. increase family economic income source
4. increase access to sources of capital and resources strengthened capital structure
5. Enhancing market access and enlarge market share
6. increase access and control technologist

The target will be achieved was to produce commercial products from the former enclave Crackle or called the craft of plastic waste.

METHODS OF IMPLEMENTATION

1 An overview of activity plan

Micro enterprises is housed in Baranangsiang Area of Bandung city. Organizational structures will be formed consisting of groups, each group consists of 5-7 members. The group is led by the Chairman of the group,then underneath followed by parts of the executor. Sections include; part of the production, raw material procurement section, finance section and the public, and part marketing.

Micro crafts recycled bag kresek was chosen because the prospects of the work was not difficult and its business prospects are quite promising. With just a simple equipment and technology, as well as the need for specific skills, anyone can do this activity.

The results of the production from waste plastic it will be marketed to convenience stores and through the order. The target market is the result of this production is the general public, mothers, children. As for the selling price of these products varies with the type and customized models.

The promotion will be done by the customer or selling through the store. In addition it will also utilize sales *on-line* through the medium of the internet as a means of *e-business*. Market opportunities for products made from plastic waste is very great cultural consumerist societies that see and a promising market opportunities. In addition the purchasing power of consumers against this product is quite varied from lower class to upper-classconsumers. The results of this craft can be used by everyone because the price that varies according to needs and the ability of consumers to buy so it has a high satisfaction rating.

The initial capital for this venture comes from the Ipteks Programme for the Community (I_bM), so expect a recycling bag kresek craftsmen gained extra income.

2 Plans Recycling Craft Activity Bags Crackle

I. Description Of Activities

The Data Of The Craftsmen Who Built

Name : Moms Craftsmen Recycling Bag Kresek Baranangsiang

Venue : Jalan Baranangsiang No. 21 Kosambi – Bandung.

Craftsmen Who Build Data

Name : Craftsman Foundation Al-Kalam

Place : Jalan Melania No.13 Bandung

Operation Basis : LPPM Politeknik LP3I Bandung

Estabilishment : Usaha Mikro

II. Job Discription

1. The Chairman and Members Program Proposer;
    a. Distributor of funds IbM
    b. Responsible for the ongoing activities of IbM
    c. Coordinators, supervisors and directs all activities IbM
    d. Decision maker
    e. Quality control
2. Management of business:
    a. Production Section: conditioned craftsmen to work, is responsible for the preparation and production processes
    b. Raw Materials Procurement Section: purchases of raw materials and storage of materials before processing
    c. Finance Department and the public: record / financial accounting activities and financial reports daily, weekly, monthly, quarterly, yearly.
    d. Section Marketing: promote and market their products and distribution of the product to the market place, for example; shop, special buyer.

III. ANALYSIS OPERATIONAL

1. Product Design

Crackle Bag former processed for commercial products, such as: children's bags, bags, tablecloths, trash, place paper towels, cendramata, and others, which are marketed to a specific customer or took, as there is in the picture below.

Image: Example Product Design

2. Production process

Crackle bag with sewage treatment method of iron produces a wide range of creations that are more numerous and more varied motifs. To produce slabs irons takes a lot of Crackle Crackle and PE plastic, so that it brings a strong sheet for sport back into a new item creation more functional. This will help reduce heaps of Crackle, whether at home, on the road, or in a landfill. The motives of this iron keresek though more varied, but the because done manually alias *handycrapt*, then the result is still exclusive. The way of manufacture and of the raw materials used is quite easy to be obtained. For that, Let's get creative with bags of Crackle, and get a new sensation that will make you add creative.

Tools and materials:

Irons, assorted colors, former Crackle motif and the size of the plastic, LD-PE, triplex, scissors, and cloth.

How To Make:

1. Clear Crackle bag from dirt or oil attached to Crackle. Flue or cut section grip Crackle. Cut also the sockets Crackle, Crackle will get so sheets. To motif, cut into pieces and grip the sockets Crackle into small pieces with a customized form of taste. Could form square, triangle, heart, flower, or octagonal.

2. Sheet triplex that already dialasi the cloth. Lay a plastic sheet LD-PE several layers, then stack the top plastics LD-PE is a sheet with keresek already cut. Sprinkle the pieces form a variety of small keresek above a layer of plastic and keresek LD-PE, this as a motif

3. Alasi again with kodaktris to avoid menempelnya keresek on ironing. Move the iron line, from bottom to top. Do keep from right to left, once it gets to the end of the left layer keresek, invert keresek. And do as before until the sheet keresek attaches perfectly to each other.

4. The number of layers of plastic or keresek LD-PE who ironed depending on needs. If gift wrap or box for hantaran, enough with 2 plastic sheets LD-PE and 1 sheet of keresek. If it is to make a wide range of bags, then the LD-PE plastic used is 5 pieces, 1 or 2 sheets of keresek. The thicker products will be created, the more layers of plastic and keresek LD-PE are ironed. This is the end result of the ironed keresek.

5. This is the Sub-materials, next we live coding into a finished product that is more functional.

ANALYSIS OF MARKET OPPORTUNITIES & COMPETITION

1. Analysis of market opportunities

Market opportunities for the product Recycling Bag Kresek made this shit is very great cultural consumerist societies that see and a promising market opportunities. In addition the purchasing power of komsumen against this product is quite varied from lower class consumers to consumer elite. This product can be consumed by all classes because the price that varies according to needs and the ability of consumers to buy so it has a high satisfaction rating.

Target marketing products from recycled bags Crackle this is students, mothers, children of women of various ages. The promotion will be done by selling on special order/store. In addition it will also utilize the sales *on line* through the medium of the internet as a means of *e-business*. As for the selling price of these products varies with the type of customized materials, models, the level of complexity and special reservations.

To penetrate the broader market level can be done by analyzing the internal and external environments that exist in the domestic market so as to make it easier for artisans in drawing up the strategy was good and efficient.

2. The level of Competition

See the situation of the place of product sales, have high prospects of selling in the market. This is due to the price vary according the purchasing power of the community.

SWOT ANALYSIS

1. *Strengths* (strength)
    a. the manufacturing process easy and simple
    b. quality and varied product form
    c. selling price according the ability/consumer buying power
    d. sales and consumers Place a lot
    e. Utilizing e-Business to promote products through the internet.
    f. production sites in residential areas the average housewife
    g. attractive Packaging
    h. priced quality products
2. *Industry* (Weakness)
    a. raw materials are still less
    b. management companies are still simple because the shape of micro enterprises
    c. Craftsmen did not have higher education

d. does not yet have experience in similar efforts
e. have less capital
f. can not be targeted due to tight production process in each home

3. *Opportunities* (Opportunity)
   a. market growth increase
   b. market opportunity to get consumers that promises
   c. allows for the use of advanced technologies
   d. the *Brand image* of Bandung
4. *Threats* (Threat)
   a. a consumer who always had the changing tastes because of the many variations of the model
   b. the emergence of new competitors from the manufacturer

The methods applied in the Ipteks for the Community (I_bM) craft recycled bag kresek Baranangsiang area of Bandung city using business management using planning work activities (business plan) by doing:

1. Purpose of Socialization activities recycled crafts plastic bags at Baranangsiang area of Bandung society especially the mother-homemaker who joined the group effort, built by craftsmen working partner of the plastic waste Foundation Al-Kalam.
2. After interested then held training I about the introduction of plastic bag recycling crafts.
3. Mothers plastic bag recycling craftsmen did production practices I make the bag lady with a given time limit.
4. Then re-evaluated after some time regarding the results of production generated, through training activities II.
5. Mothers plastic bag recycling craftsmen did production practices II makes the bag with a given time limit.
6. Then re-evaluated after some time regarding the results of production generated, through training activities III.
7. The result of the production of recycled plastic bags ready to be marketed through training activities IV.

8. Perform an analysis of the marketing place.
9. Do marketing/distribution of product recycling plastic bags to the Booker or special shops.
10. Analysis of the results of the production of recycled plastic bags in the market through training activities IV.
11. Process control is also done by team consists of research and monitoring.

COLLEGE ELIGIBILITY

1. Performance LPPM France Polytechnic, Bandung

Program Activity:

1. The development and strengthening of research
   a. Subject matter expertise Development Program
   b. Science Technology Development Program
   c. Development Program's flagship Research Centre
   d. Development programs internationally accredited scientific journals
   e. Program Development E-Journal and E-Learning
   f. INTELLECTUAL PROPERTY development programs
   g. Business Incubator Development Program and the home-based entrepreneur research
2. Strengthening Of The Instructor
   a. Excavation Program funds research abroad
   b. Development Program research laboratories
   c. Certified laboratories Development Program
3. Strengthening Human Resources
   a. Programs strengthening competence laboran, technicians and operators
   b. The Program of strengthening the innovation and creativity of lecturer
   c. Strengthening the research competence of the lecturers Program.

Activities France Polytechnic LPPM Bandung 1 year ago concerning INTELLECTUAL PROPERTY development programs already generate a performance qualifies as well. Because of the few lecturers (5 groups) who proposed a grant of all funded grants for Research Professor of beginners.

This indicates that the presence of the high motivation of team activities to contribute to LPPM the development and strengthening of research, where previously is still lacking.

2. Type of Expertise

a. Field Of Education

In the field of secondary education Department of education is a true craft known as SMK SK (crafts). SMK SK has a curriculum study specifically regarding the development of the science of the craft as well as establishing and developers. The last stint as the nation's culture of institutions that have a competitive advantage in terms of uniqueness. Developer tasks, serve as change agents that digest the outside cultural influences for increase in value of the local culture so that capable of parallel and competing with the products of other countries.

The field of higher education supported by the College of art and design both public and private. The College is a task as producing thinkers and developers in the field of science. Like the produce designs that support the science of the craft.

b. The community Industry/business

Field of expertise also owned by society as well as a self-taught user handicraft products recycling plastic bags that have the interest and the purchasing power of this production results.

With the collaboration between education and society is expected to craft products of recycling plastic bags can continue to thrive in the community, not only locally but also internationally.

RESULTS AND DISCUSSION

1. General overview

The population of baranangsiang residing in Kelurahan Kebon Banana Subdistrict, Bandung Wells that are located in the city of Bandung was active in community activities demanding creativity. Kelurahan Kebon Banana consists of 17 RW. The community in one of the RW, Kelurahan Kebon i.e. RW 07 this Banana, always active doing the activities. Look at the background of RW-RW which is in Kelurahan Kebon Bananas formerly included a seedy NEIGHBORHOODS. But thanks to the impetus of the apparatus of Government is there in this Neighborhood, then there is one of the NEIGHBORHOODS that are currently of concern to Governments of Bandung city even to the attention of the Minister of the environment. This is because people in these NEIGHBORHOODS are very concerned with the State of the environment. This concern was poured with the progress of the region per RW. For example RW 07. Care for the environment and caring for existing waste material around the rest of the material/, i.e., a type of plastic, recycled material to be more helpful.

Problems encountered during this is uneven development and the amount of waste and litter in the city of Bandung, one example is in the area of Baranangsiang which has a fairly dense population. In order to make the community's incomeladder/rumah in the area of Baranangsiang this can suffice the needs of decent life, viewed need for mentoring activities in Ipteks To Masyarat (I_bM) in order to become a partner of micro enterprises that can stand on its own, market your products, and become more skilled.

Business Crackle bag recycling at thispointkan to form micro enterprises in the environmental community about the area of Baranangsiang the city of Bandung in producing handbags and other bags from Crackle, through training and coaching provided by business partners who have first production (Craftsmen Recycling Bags Crackle), so that the economy of communities in the area Baranangsiang the more prosperous. I.e. with the efforts undertaken by the community around Baranangsiang, then this can increase the income of local people.

2. Results And Discussion

The methods applied in the Ipteks for the Community (I_bM) craft Recycled Bags Crackle in the area Baranangsiang Bandung using a planned business management (*business plan*), by doing; pengoganisasian, pelaksaaan, planning and evaluation with efeisien and effective ways to get results of production and optimal penjaulan results. It is accordingly proposed by the research team from campus France.

The purpose of the implementation of the activities I_bM is to improve community life by providing stage training craft recycled bags Crackle. As for the results and discussion according to the purpose of the special activities I_bM a recycling craft bag kresek in Bandung is: Baranangsiang

1. **The Creation Of A Community Of SMALL MEDIUM ENTERPRISES *Home Industry* Craftsmen Recycling Bags Crackle in the area of Bandung Baranangsiang**

As has been said Suparyanto (2012; the 184), that the business micro enterprises committed entrepreneur is usually done at home. Not only benefits from the time but there are other advantages, namely: relatively no transportation costs to the place of business, the business time is relatively flexible, able to perform the duties or while monitoring the Affairs of the family, no obligation guarantee his work to ' boss ', the net gain to belong to himself, feeling safe and comfortable as well as more feel satisfaction.

Community Barananasiang've been doing these activities are done in house and *home industry*said. The making of a snake bag kresek cycle that is in Baranangsiang, can be said to be *a home industry*, because when it is measured, this activity could be misconstrued to fill the free time which utilized by any particular families that mothers of households so that with time to spare can mengasilkan something benilai add to the economy and the economic empowerment of families, and reduce the waste of plastic waste which results from the community itself. Through the activities of this IbM in Barananasiang Bandung has already formed a community of SMALL MEDIUM ENTERPRISES *Home Industry* Craftsmen Recycling Bags Crackle as many as five groups, each group consists of 5-7 members who are mother-housewife.

2. **Provide training so that more skilled and Baranangsiang society can cooperate with partners who are more skilled.**

To make *Home Industry* community, then needed an increase the ability of each of the family members of the community in terms of skills and manage recycled materials, including skills in design on. As partners in the research community, or mothers of households in Baranangsiang given the strengthening of the product with the training.

Coaching is a process by which people reach a certain ability to help reach a goal and is part of the learning process that concerns the education to acquire and enhance skills outside of the education system in force in the relatively short period of time, with a simplified method in accordance with proficiency of the participants. This means that the training given to community Baranangsiang adjusted to the conditions of mothers whose status as a housewife. Coaching is done by a team of researchers is to prepare aspiring entrepreneurs are then given training for small businesses. This is not something that is easy, as is expressed Suparyanto (2012; 73-85), that are often encountered obstacles in the implementation of the training, such as: participant factors (low motivation, the positions of participants and participant characteristics varied), the instructor training (high language style, talk too fast, less experienced instructors, insight less effort, skill or skills are lacking, the perception of intruktur about the participants is not precise and low motivation), training material (already *out of date* high, language style, not in accordance with the issues facing the company and case examples that do not comply with the conditions of the company), training facilities and infrastructure (the location where the remote training, training inadequate building infrastructure, supporting less equipment available, the consultants can provide actual information and the latest reminder, training material, provide an alternative solution, provides a measurement tool, the consideration of the construction of evaluation indicators of bias, it is not clear , many parties that also foster small businesses and there is no continuity of coaching).

3. Provide an alternative community activities Baranangsiang (especially mothers) to increase earnings.

Craft products are matters relating to the goods/products produced via hand skills (handicraft). Crafts made typically from a variety of materials. This includes recycling craft products which are very likely to be a superior product from RW 06 Kelurahan Kebon Bananas Sub Well.

With the training activities recycled bag kresek bag recycling and the construction of Crackle, then mothers in Baranangsiang can, add pengasilan. Based on the results of the recording during the activities in progress found the results of product sales each group average sales of Rp. 150,000.00 per day. This is in line with the SWOT analysis, that mother-housewife is in kelurahan Kebon Bananas will:

Opportunities (Opportunities)

a) With an increase in the ability of mothers who are in Baranangsiang, follow the upgrade training for recycling, then the growth opportunities in the market is increasing.
b) With the design of a product that is more developed, then the market opportunity to get consumers who are more promising.
c) with the ability of the mothers in Baranangsiang, then it is possible to use and support of advanced technologies.
d) the *Brand image of* the city of Bandung, also already be mirrored be the *brand image* of RW 06 Kelurahan Kebon Bananas Sub Well. Because of its very different to recycling more.

4. Have the ability of managerial and Marketing products from recycled bags Crackle.

Mothers who received coaching and training activities of the recycling bag kresek provided also the ability in terms of management and marketing of the product. According to Stanton (2001) marketing is an overall system of activities aimed at business plan, determine price, promote and distribute the goods or services that expands the good to the buyer's needs, existing as well as potential buyers. Therefore, production recycling bag kresek has been provided with designs that are *up to date*, then the result of the creation of the Crackle bag can be promoted, either directly to the partners means that market directly, following the exhibition as well as social media marketing are being crowded at this time.

The results of the implementation of the activities I_bM useful to enhance the creativity of communities (moms) Baranangsiang area as the forerunner of a new entrepreneur with:

1). Availability of information technologies-making recycling craft bag Crackle.
2). The creation of a fledgling entrepreneur in micro enterprises.

CONCLUSIONS AND SUGGESTIONS

1. The conclusion

1. The Ipteks Programme for the Community (I_bM) aims to seek the implementation of Ipteks that can be done by society at large, which also are prolific in the framework of community empowerment and poverty reduction, particularly in the area of Baranangsiang the city of Bandung. IbM's activities this time focuses on the efforts of the cycle rework bag kresek Baranangsiang in the area of the former City of Bandung.This activity is carried out in three phases, namely: preparation phase and consolidation plans, stages of implementation efforts, and Ipteks stages of evaluation, monitoring, and coaching. Target audience is members of the family, particularly mothers household in Baranangsiang Area of Bandung city.
2. The application of Ipteks in this activity is done by making use of waste household appliances in the form of garbage bags of plastic, Crackle with efforts:
   1) existence of mentoring in the formation of a community of SMALL MEDIUM ENTERPRISES *Home Industry* recycling waste bag plastic Crackle,
   2) existence of training to enhance the ability of mothers household in Baranangsiang Area of Bandung in doing recycling waste bag plastic Crackle into various commercial products, in the form of bags for children and adults, tablecloths, trash, place paper towels, cendramata etc.,
   3) the presence of entrepreneurial training and marketing are carried out by a team of researchers, in order to increase the motivation of the community in the area of Baranangsiang city of Bandung to utilize free time in an attempt to produce a commercial product and marketing opportunities mapping the results of production, in order to get additional family income, and
   4) existence of a coaching or consulting, mentoring, and monitoring for the community of SMALL MEDIUM ENTERPRISES, as well as the involvement of the various parties concerned.

3. The results of these activities include:

1) the formation of a community of SMALL MEDIUM ENTERPRISES *Home Industry* recycling waste bag plastic Crackle by mothers household in Baranangsiang Area of Bandung, which is composed of five groups, each group consists of 5-7 people,

2). The existence of production results in the form of commercial products for each group, which on average produces as many as five fruit products in a day,

3). An increase in average family income of Rp. 150.000,-per day per group of craft product sales results of recycling, and

4.) Opening opportunities for the addition of new groups and increased marketing efforts/sales results of the craft community, as well as the existence of the involvement of the various parties concerned

2. Any suggestions

In the development of production in the foreseeable future, viewed and recommended for:

1). Conducted intensive training in further improvement to the members of the family, especially by mothers household in Baranangsiang Area of Bandung city.

2.) to support increased sales results of the families seen craft is need for direct involvement of the various parties concerned, among other things: academics, a range of local authorities that deal with the construction of the SMEC, investors in the field of SMALL MEDIUM ENTERPRISES, and other related parties.

3.) so that the success of similar activities can also be felt and enjoyed by the public at large, then advised in the future to do more similar activities location its activities expanded to other regions, both in the area of Baranang during the Bandung, and other areas.

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THE APPROXIMATE ESTIMATION OF SHARIA BANKING AND THE FULFILLMENT SCENARIOS OF HUMAN RESOURCES IN INDONESIA

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ABSTRACT

This study is to test the role of Sharia engagement in improving employees' performance in Sharia basis. Variables of Sharia antecedence Engagement are banking estimation and followership based talent management, besides, the consequence variables are knowledge sharing and employees' performance. The rapid growth of Sharia Banking faces problems of minimum human resources in quantity and quality. In 2020, the need will at least be 179,646 consisting of 165,274 employees in low Sharia quality as executors, and 14,374 employees in middle to high Sharia quality for the banking managerial and leader positions. In three short term scenarios, Sharia banking absorbs 50% of Sharia human resource supply in which it is a realistic scenario until 2018. In long term one, ideal condition can be reached if the first scenario can be executed, so that balance supply and demand will happen, that Sharia banking industry will be more competitive and growing fast.

Keywords: *Human Resource Supply, Human Resource Demand, and Low Sharia Quality.*

INTRODUCTION

Every organization is closely related to best performance from a set of system in that organization. Human resource management is one of key factors to get the best performance, because it does not only take in hand the skills and expertise, human resource management also builds employees' behaviors which are conducive. Basically, employees' performance is the results of complex process, from the internal factors and also strategic effort of a company. To end with, good employees' performance is hoped to improve company performance as a whole.

Banking regulations confess to the existence of Sharia principles in Indonesian banking industry by diving banks based on the working activities into two kinds: conventional banks and Sharia banks, from Government Regulation number 21 in 2008 regarding Sharia banking as stating the definition of Sharia bank is a bank that works based on Sharia principles and based on the types, there are Sharia public banks and Sharia public funding banks. As it is occurred in Government Regulation number 21 in 2008 regarding Sharia banking, the development of national Sharia banking industry has law basis more and successfully pushes the growth faster. Sharia banking shows the impressive growing progress with the improvement of average assets in the last 5 year in more than 46% per year (Bank Indonesia, 2012).

According to Sharia banking statistics (Bank Indonesia, 2012), the total of the assets in Sharia banking industry until the end of February 2012 reaches 149.32 trillion rupiahs, and the total of public funding is 106.53 trillion rupiahs, third person fund reaching 116.87 trillion rupiahs, and the total of offices reaching 2,380 including 1,421 Sharia public bank offices, Sharia trade unit offices, and 374 Sharia public funding bank offices.

Yet, the fast growing Sharia banking has got problems of minimum human resources in quantity and quality to support the industry growing ahead. In reality, the demand of Sharia banking human resources is high to expand the business networking, Sharia bank operation and human resource needs in management levels. Meanwhile, the human resource recruitment behavior in Sharia banking tends to recruit human resources from the same Sharia banks that are qualified and have working experiences, and also to recruit new human resources who do not have background knowledge regarding Sharia banking. In results, Sharia banking is less competitive; the human resource demand is not fulfilled; and there is a problem of getting qualified human resources in some Sharia banks.

Meanwhile, human resource supply based on Sharia principles from formal and informal organizations is limited. This case is caused by the limited numbers of public universities, Islamic universities and Islamic colleges that have Islamic economy study and Sharia finance study. Besides, the capacity and the numbers of graduates cannot fulfill the industry demand of Sharia banking human resources. Then, in this journal, it can be formulated as follows: (1) How is the condition of actual and estimated demand and supply of Sharia banking human resources in quantity and quality until 2020? How much is the gap between demand and supply? (2) What are the scenarios of Sharia banking human resource fulfillment and the consequences for the effort of supporting human resources of Sharia banking industry ahead? (3) What are the ideal strategies to fulfill the need of Sharia banking human resources ahead? The theories that support this study are: **Human Capital Theory** in which there are concepts and perspectives regarding human capital that there is no replacement of knowledge and learning, creativity and innovation, competences and abilities, and that they should chase and focus on the contexts of company environment and competitive logics (Rastogi, 2000). Individuals should be engaged with the organization so that they can be benefitted effectively from their human capital. The quantities of qualified individuals are not enough for the organization, so it should be a willingness from the individuals to create skills and expertise as an investment for the organization (Wright *et al.*, 2001); **Sharia Banking Operations in Indonesia**: the development of Sharia banking system in Indonesia is made with dual-banking system framework or double banking system framework that comes out with complete banking service alternatives for people in Indonesia, (Bank Indonesia, 2011). Together Sharia banking system and synergic conventional banking support the mobility of people's fund more broadly to improve funding abilities for national economic sectors. After government regulations number 10 in 1998 created regarding banking that allows two banking systems, Sharia banking in Indonesia is growing rapidly. Then, many conventional banks opened Sharia Business Units, and some of them built sub-companies which are Sharia public banks. According to the data from Bank Indonesia (Sharia Banking Statistics, 2012), nowadays, there are at least 11 Sharia public banks, 24 Sharia business units, and 155 Sharia public funding banks. Government regulations for banking section 1 entry number 13 sets up limits for Sharia principle definitions as a rule engagement based on Islamic laws between banks and other companies to save the fund or give fund for a business organization or other activities that are based on Sharia principles. The principles of the regulations are funding based on profit sharing (Mudharabah), funding based on capital principles (Musharakah), product purchase and sale for chasing profits (Murabahah), product capital funding principles based on renting principle without alternatives (Ijarah), or with alternatives to change the ownership of products rented from Banks by the other parties (Ijarah Wa Iqti); **Islamic Concepts regarding Human Resources**, in which human resources have an important role that is appropriate with the basic concepts of Fiqih Muamalah in Islamic economy. In reality, there is no regulation without physical structure which is the doers and the executors of economic activities themselves. According to Wilson Gustiawan (2011), these human resources will give meanings to Sharia economy with commitments and consistency applied in life. These humans, by applying Sharia economy, can bring humanitarian welfare for other people. In Sharia economy industry, Human resources have a strategic role which is being the “spear-point” to fight for Sharia law application in regulator levels, examining Sharia laws in order to create products and service based on people’s demands and needs nowadays with the agreements, formulating and applying the regulations based on Sharia principles, and also serving customers based on Sharia laws and demands; **Human Resource Standards at Sharia Banks in Indonesia**, in which one of the problems or obstacles faced by Sharia Banking industry is that the limit of Human Resources available who have competences and qualifications in Sharia field in intermediate and upper-intermediate levels (Directors , Heads of Divisions, and Branch Managers), and also small numbers of human resources available in low level. According to General Secretary of Indonesian Economic Expert Organization, Agustianto (2011), standard qualifications of human resources in Sharia economy are (a) Understanding moral values in applying Sharia (Muamalah) economy; (b) Understanding the concepts and purposes of Sharia economy; (C) Understanding the concepts and applications of the transactions based on Sharia economy; (D) Being familiar and understanding working mechanism in Islamic economy/ finance/ banking/ business; (e) Being familiar and understanding basic laws including Sharia laws (Fiqih Muamalah) and positive laws applied; (f) Mastering languages of knowledge sources, which are Arabic and English; **Human resources competences**, in which human resources in an organization is the success key since basically human resources are those who plan, execute, operate, and maintain company systems until the company gets profits. Human resources also take care of the product quality, market, and formulate all strategies and purposes of the company. To produce optimal output, the company needs competent human resources who work based on purposes, create innovations to achieve the purposes of the organization. According to Hasibuan (2009), the elements of human resources consist of capabilities, attitudes, values, needs, and demographic characteristics. Then, those human resource elements affect behaviors, roles, and performance of the human resources in company organization; **Human Resource Planning**, in which every organization/ company faces certain changes in the form of improvements or lowering business activities, the use of technology, and work method changing that causes adding or cutting down the numbers, and also employees' competences needed. The changes that happen in this organization can be seen in the recruitment of new employees, promotion, mutation, rotation, and also organizational structure changes which cause unavailability of some positions. Thus, there are retirees or employees who resign from their jobs, skill changes which are needed to follow current technology changes; **Islamic Economy Study in Indonesia**, in which the behavior of Islamic Economy study development in universities in Indonesia nowadays is varied. The observation results show that there are two trends in Islamic Economy Study institutions. First trend is the development of study program/ faculty/ concentration that specifically adopt nomenclature of Islamic economy/ Sharia economy. Second trend is the development of universities or colleges that specifically focus on Islamic economy/ Sharia economy. This research was intended to show Islamic Economy Education structure map in State Islamic Universities, Private Islamic Universities, and Public Universities in Indonesia. This research was conducted in 2014 showing that there were still limited universities who implement the departments of Sharia economy/ finance/ banking. Some universities that are classified as big, nowadays, have not implemented Sharia study program, but a subject of Islamic economy for some credits only.

METHODOLOGY

This research uses qualitative and quantitative approaches in actual problem solving of the gap between supply and demand of Sharia banking human resources in quantity and quality with ideal strategies. Qualitative method is used to find out the plans, policy, and strategies by human resources practitioners in Sharia banking related to the availability of supply gap in human resource market in Sharia banking based on the perceptions to the current conditions and the plans to fulfill the need of Sharia banking human resources which are concentrated and professional. Then, the quantitative approach is hoped to be able to produce output including the numbers of demand, supply, and gap of human resources in Sharia banking, such as estimation of the numbers of demand and offers in the future.

Primary data are collected from Interviews using selected individual depth interviews, which are from human resource practitioners in Sharia banking in order to get deep information through same open-ended questions. Secondary data are from external data including: Sharia banking statistics in Bank Indonesia, library study from Higher Education Directorate General in Religion Ministry of Indonesian Republic exploring data of yearly bank reports, mass media, and previous research reports published. Referring from Rossman's (2011), qualitative analysis is for data from individual depth interviews with several steps: Data Organization, Understanding of Data or Immerse In, Determination of categories, types, topics, and data matrixes, Analysis and Interpretation, Looking for Alternative Explanation, and Writing up the report based on the research purposes. Quantitative analysis is done using statistic techniques to count demand, supply, and gap including supply and demand forecast in the future.

Findings and Discussion

In the last two decades, after the first Sharia bank was built in Indonesia in 1991, Sharia banking industry is growing rapidly beyond the average numbers of national banking industry growth. Based on Sharia banking statistics from Bank Indonesia, until February 2014, the total number of the assets reached 149.3 trillion rupiahs, with the average percentage of the growth in 5 years 59%, and the growth in 2012 reached 48.6%. The fast asset growing could increase Sharia banking market with the percentage 5% in the beginning of 2013 and becoming 15% in the range of 2015 until 2020.

Table 1: Asset Growth and Sharia Bank Market

	2005	2006	2007	2008	2009	2010	2011	Feb. 2012
BUS + UUS	20.880	26.722	36.538	49.555	66.090	97.519	145.467	145.624
BPRS	585	896	1.215	1.693	2.123	2.738	3.520	3.696
Jumlah	21.465	27.618	37.753	51.248	68.213	100.257	148.987	149.321
Pangsa Pasar	1,44%	1,61%	1,87%	2,19%	2,65%	3,28%	3,82%	4,02%

Source: Bank Indonesia, Sharia Banking Statistics in February 2012

Tabel 2: Fund Growth, Funding, and Sharia Bank Financing to Deposit Ratio

Year	2005	2006	2007	2008	2009	2010	2011	Feb "12
DPK	15.925	21.193	28.730	37.828	53.429	77.640	117.510	116.871
Funding/Credit	15.687	21.060	28.835	39.456	48.473	70.241	105.331	106.532
FDR (LDR)	98,45%	99,37%	100,37	104,30	90,57%	90,47%	89,63%	91,15%

Source: Bank Indonesia, Sharia Banking Statistics February 2012

The fast growing assets were supported by office networking growth. Sharia banking statistics from Bank Indonesia showed that in the last 5 years, the total numbers of office networking office growth are significant with the average of the yearly growth in 34% from 782 offices in 2012, becoming 2,380 offices in the end of February 2014, consisting of 1,421 Sharia public bank offices and 585 Sharia Business-Unit offices. Besides, there were more than 374 Sharia Public Funding Bank offices.

Table 3: Sharia Bank Office Growth

	2005	2006	2007	2008	2009	2010	2011	Feb. 2012
BUS	304	349	401	581	711	1.215	1.401	1.421
UUS	154	183	196	241	287	262	335	585
BPRS	92	105	185	202	225	286	364	374
Jumlah	550	637	782	1.024	1.223	1.763	2.100	2.380

Sharia banking industry was growing rapidly, followed by many challenges. The main challenge as the focus of this research is the fulfillment of professional human resources. Meanwhile, formal and informal education institutes are not able to supply as the numbers needed, so that supply gap happened in quantity and quality. Nowadays, the average of the needs of Sharia human resources was less than 10,000 persons per year. In the meantime, formal education sectors with Sharia economy/ finance/ banking study program were still limited.

Table 4 : Sharia Bank Employee Growth

	2005	2006	2007	2008	2009	2010	2011	Peb. 2012
BUS	3.523	3.913	4.311	6.609	10.348	15.224	21.820	22.190
UUS	1.436	1.797	2.266	2.562	2.296	1.868	2.067	2.309
BPRS	1.037	1.666	2.108	2.581	2.799	3.172	3.773	4.075
Jumlah	5.996	7.376	8.685	11.752	15.443	20.264	27.660	28.574

Table 5: Sharia Banking Human Resource Composition Based on Promotion Levels

Jenjang	BSM	BRIS	BNIS	Muamalat	BJBS	BCAS	PBS	Jumlah	%
Top Manajemen*)	12	8	7	12	7	6	7	59	0.4%
Senior Officers	85	20	21	28	9	14	7	184	1.2%
Manager	466	116	106	69	97	86	12	952	6.0%
Assistant&Clerical	7,339	3,449	760	2,849	180	115	68	14,577	92.4%
Total	7,902	3,593	894	2,958	286	221	94	15,772	100.0%

The assumptions to determine ideal human resource qualifications in each promotion level are as follows:

No	Promotion Levels/ Positions	Human Resource Quality Category
1.	Top Management	*High Syaria Quality*
2.	Senior Officers	*High Syaria Quality*
3.	Manager	*Middle to High Syaria Quality*
4.	Assistant and Clerical	*Low Syaria Quality*

Next, to make the analysis process easier, those four position groups were divided into 2: Middle to High Sharia Quality, and Low Sharia Quality. Top management, Senior Officers, and Managers were grouped as Middle to High Sharia Quality. Employees who took Sharia education from Sharia banking training/ short course were assumed as Low Sharia Quality category.

Sharia Banking Demand

To find out the human resource demand approximation ahead that is closed to reality; accurate forecasting is needed, so that range of more excess or less lacking is not too big. In general, the cycle of demand behavior is consistent, according to time series in which the forecasting can be considered as counting with strong and definite basis, and the results are hoped to be objective. To find out the approximation of Sharia banking human resource demand ahead, this research used decomposition statistic method. Getting the demand behavior in the past can identify the numbers of human resource demand in the future accurately. Decomposition statistic method is to analyze monthly data of human resource demand of Sharia public banks, Sharia business units, Sharia public funding banks from 2012 until 2020, as the followings:

Sharia Public Banks

According to the forecasting using decomposition method with the accuracy level 99.75%, it can be seen that human resource demand of Sharia public bank as a whole each year keeps growing with the growing average 19% per year. In 2020, low quality human resource demand will reach 19,900 persons per year and middle to high quality human resource will reach 1,738 persons per year. With this number of growth, the numbers of Sharia bank employees in middle to high quality group in 2020 will reach 12,601 persons and low quality group will reach 144,913 persons.

Table 6: Numbers of Human Resource Demand

Tahun	S1	S2	S3	S2 + S3	Jumlah
2012	7.872	616	68	685	8.557
2013	9.251	724	80	804	10.056
2014	10.786	844	94	938	11.723
2015	12.320	964	107	1.071	13.391
2016	13.854	1.084	120	1.205	15.058
2017	15.388	1.204	134	1.338	16.726
2018	16.922	1.324	147	1.471	18.393
2019	18.456	1.444	160	1.605	20.061
2020	19.990	1.564	174	1.738	21.728

Sharia public bank demand trend in 2012 until 2020 can be drawn as the following:

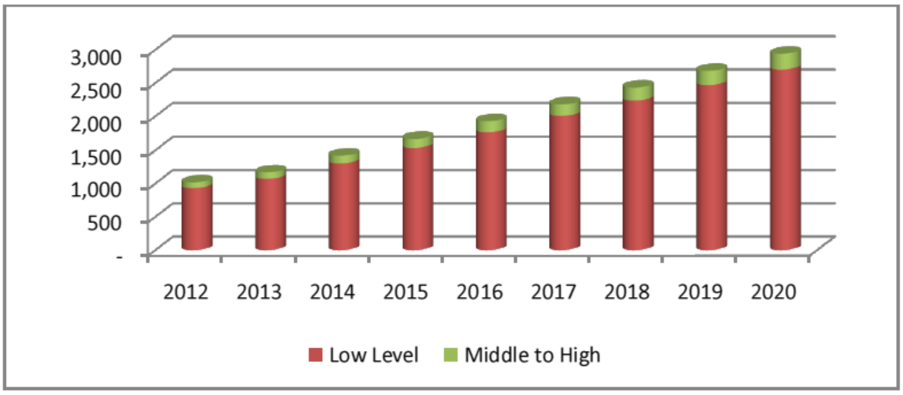

Figure 1: Sharia Public Bank Human Resource Demand

Sharia Business Unit

Based on Government regulation section 68 number 21 in 2008 regarding Sharia banking, conventional public banks that have Sharia business units with the assets reaching at

Least 50% of the total assets of the main bank or 15 years after this regulation, the banks should divide Sharia business units into Sharia public banks. In order that all Sharia business units nowadays will spin-off from the main banks and change into Sharia public banks or face degradation into Sharia Public Funding Banks.

Spinning-off process is forecasted to happen step by step based on the readiness of the main banks, so that in 2023 all Sharia Business Units will be changed into Sharia Public banks. With the decreasing numbers of Sharia business units, this research is assumed to predict that human resource shifting will happen in order to spin-off into Sharia business units. According to the results of the interview, Sharia business unit human resources shifted will happen step by step from 10% until 15% per year. In 2012 and 2013, it is predicted there is no spinning-off since the publication of Bank Indonesia shows that there is no conventional bank that has Sharia business units sending application to spin-off. Spinning-off will happen a lot after the time set by Bank Indonesia in 2023.

With the level of accuracy 97.90% in 2020 the numbers of Sharia business unit human resources in middle to high quality group will be predicted to decrease until 75 persons and for the rest low quality human resource category is only 868 persons.

Table 7: Demand and Shifting of Sharia Business Unit Human Resources into Sharia Public Bank

Tahun	Low	Middle	High	Middle + High	Total
2012	116	9	1	10	126
2013	97	8	1	8	105
2014	(117)	(9)	(1)	(10)	(128)
2015	(150)	(12)	(1)	(13)	(163)
2016	(185)	(14)	(2)	(16)	(201)
2017	(249)	(20)	(2)	(22)	(271)
2018	(212)	(17)	(2)	(18)	(230)
2019	(180)	(14)	(2)	(16)	(196)
2020	(153)	(12)	(1)	(13)	(166)

In 10 years ahead, human resource demand in Sharia Public Funding banks will reach almost 3,000 persons per year, in line with the business growth which is increasing rapidly. With those numbers of demand, Sharia public funding banks will absorb more than 12% of the demand in 2020. Shifting Sharia Business unit human resources into Sharia public banks with the spinning-off is as follows:

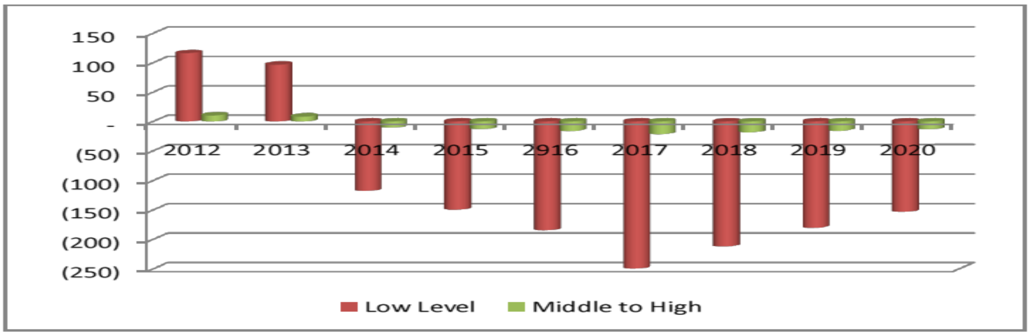

Figure 2: The Demand of Sharia Business Unit Human Resources

Sharia Public Funding Bank

With the level of accuracy 98%, the forecasting shows that human resource demand in Sharia public funding banks will increase in average 24% per year. In 2020, human resource demand in Sharia public funding bank in low quality group will reach 2,702 persons per year and in middle to high quality group will reach 235 persons. Because of that, the numbers of employees in Sharia public funding banks in low quality category in 2020 will reach 19,493 persons and the employees in middle to top quality group will reach 1,695 persons.

Table 8: Sharia Public Funding Bank Demand

Tahun	Low	Middle	High	Middle + High	Total
2012	932	73	8	81	1.013
2013	1.071	84	9	93	1.164
2014	1.304	102	11	113	1.417
2015	1.537	120	13	134	1.670
2016	1.770	139	15	154	1.924
2017	2.003	157	17	174	2.177
2018	2.236	175	19	194	2.430
2019	2.469	193	21	215	2.684
2020	2.702	211	23	235	2.937

In 10 years ahead, the demand of Sharia public funding bank human resources will almost reach 3,000 persons per year, in line with the business growth which is growing rapidly. With this big numbers of demand, Sharia public funding banks will absorb more than 12% of the demand in 2020.

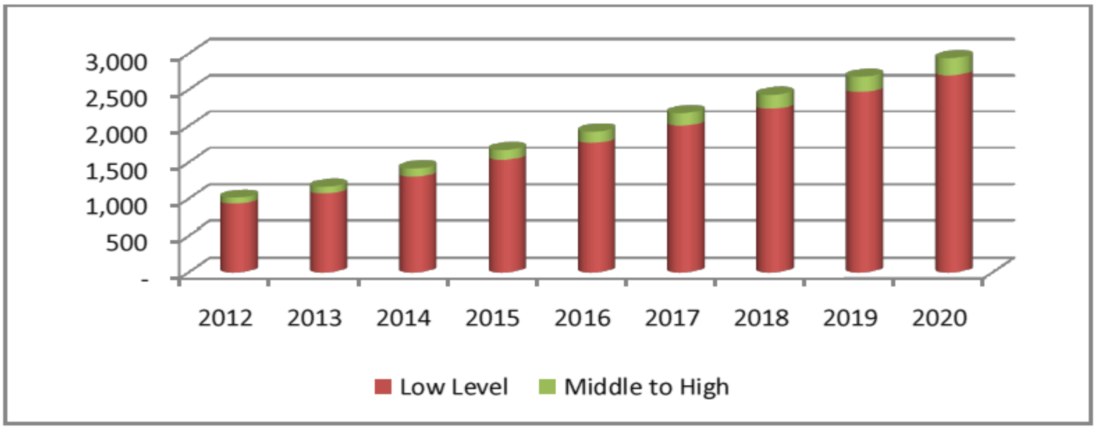

Figure 3: The Demand of Sharia Public Funding Bank Human Resources

Total of Demand

The total of the demand in Sharia banking human resources until 2020 will increase in 19.1% per year with the numbers of the demand in 2020 will reach 24,531 persons per year. The numbers of employees in Sharia banks will keep increasing and be predicted to reach 179,646 persons in 2020:

Tahun	BUS	UUS	BPRS	Total
2012	30,377	2,193	4,786	37,356
2013	40,433	2,298	5,950	48,681
2014	52,156	2,171	7,367	61,694
2015	65,547	2,008	9,037	76,592
2016	80,605	1,807	10,961	93,374
2017	97,331	1,536	13,138	112,005
2018	115,725	1,306	15,568	132,599
2019	135,786	1,110	18,252	155,147
2020	157,514	943	21,189	179,646

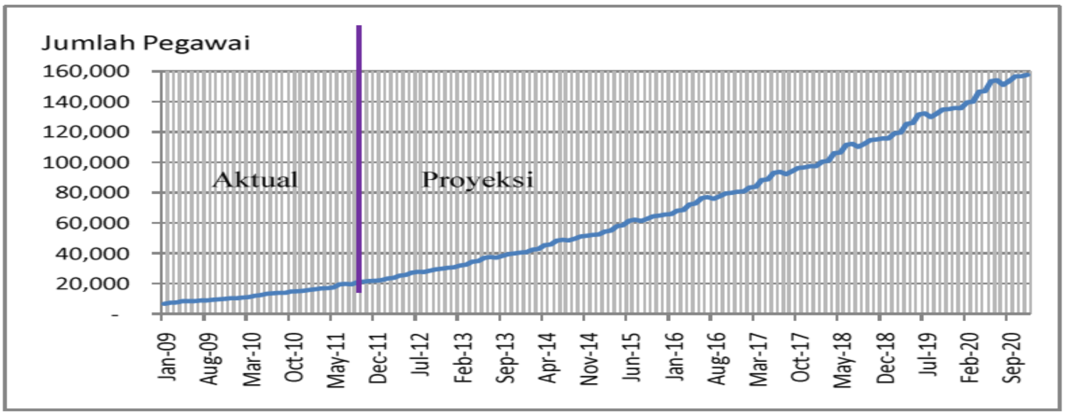

Figure 4: Total of Sharia Public Bank Human Resources in 2009-2020

The numbers of Sharia business unit and Sharia public funding banks monthly based on the actual data in 2009-2011 and prediction of 2012-2020 can be drawn as follows:

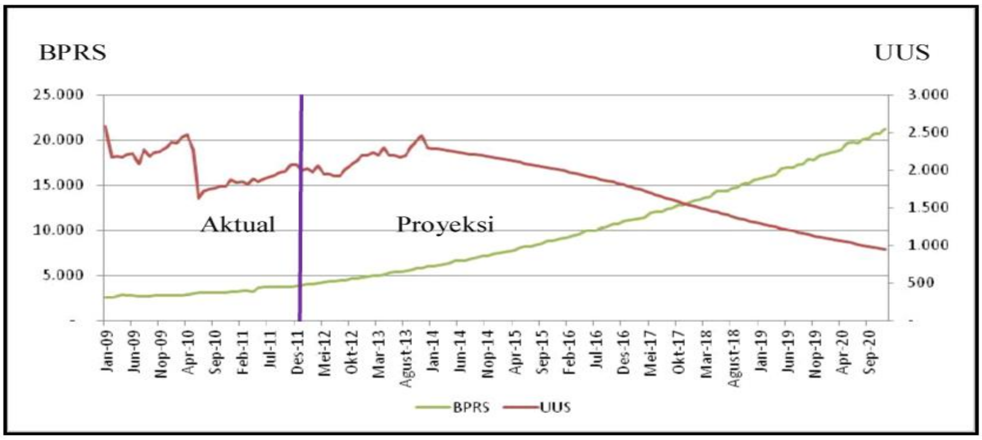

Figure 5: Numbers of Sharia Business Units and Sharia Public Funding Banks in 2009-2020

Supply

Survey in Higher Education Directorate General in Religion and Culture Ministry and the website of Islamic Higher Education Directorate General in Religion Ministry: http://rankingptai.info/result_profil_ptain.php, it is found out that some public universities and Islamic Universities who conduct Sharia Economy/ Finance/ Banking study program. Some universities with Islamic economy nomenclature already have Sharia economy/ finance/ banking study program, but some of the others only have Sharia economy subject with some credits.

The capacity of each university changes from time to time. The numbers of intake for new students every year are affected by applicants and the ability of the universities to organize teaching learning service and preparations. Some universities add the number of new classes every 3 or 4 years, but some of the others have not planned to increase the numbers of entry registrations, in which it is only 1 class. Based on the capacity of each university from the sample of this study, the levels of undergraduate program, graduate program, and post-graduate program are discussed in the table below. The data will be used as a basis of building Sharia human resource supply until 2020.

Table 9: Sharia Economy/ Finance/ Banking Education in Public Universities

No	Public Universities	Study Program	Level	Capacity
1.	Politeknik Negeri Bandung	Sharia Finance	D4	35
2.	Politeknik Negeri Banjarmasin	Sharia Accounting	D4	24
3.	Politeknik Negeri Jakarta	Sharia Finance and	D4	50
4.	Politeknik Negeri Semarang	Sharia Banking	D4	26
5.	Universitas Airlangga	Islamic Economy	S1	120
6.	Universitas Trunojoyo	Islamic Economy	S1	64
7.	Universitas Brawijaya	Islamic Economy	S1	40
8.	Institut pertanian Bogor	Islamic Economy	S1	100
9.	STIE Tazkia	Islamic Economy/ Management/ Accounting	S1	235
10.	STIE SEBI	Sharia Banking/ Accounting	S1	200
11.	Universitas Indonesia	Sharia Subject	S1	160
12.	Universitas Muhammadiyah Yogyakarta	Sharia Economy	S1	150
13.	Universitas Muhammadiyah Jakarta	Sharia Accounting	S1	120

Source: The Writer's Survey

Table 10 : Sharia Economy/ Finance/ Banking Study Program in Islamic Universities

No.	PTAI	Study Program	Level	Capacity
1.	IAIN Raden Intan Bandar Lampung	Sharia Economy	Undergraduate	80
2.	IAIN Antasari Banjarmasin	Sharia Economy	Undergraduate	60
		Sharia Banking	Undergraduate	80
3.	IAIN Sultan Maulana Hasanuddin Banten	Sharia Economy	Undergraduate	60
4.	IAIN Syekh Nurjati Cirebon	Sharia Economy	Undergraduate	80
5.	IAIN Sultan Amai Gorontalo	Sharia Economy	Undergraduate	80
6.	IAIN Sulthan Thaha Saifuddin	Sharia Economy	Undergraduate	80
7.	IAIN Mataram	Sharia Economy	Undergraduate	80
8.	IAIN Sumatera Utara Medan	Sharia Economy	Undergraduate	150
9.	IAIN Imam Bonjol Padang	Sharia Economy	Undergraduate	120
10.	IAIN Raden Fatah Palembang	Sharia Economy	Undergraduate	120
11.	IAIN Walisongo Semarang	Sharia Economy	Undergraduate	200
12.	IAIN Sunan Ampel Surabaya	Sharia Economy	Undergraduate	200
13.	IAIN Surakarta	Sharia Banking	Undergraduate	100

Gap

Comparing the numbers of Sharia Human Resource demand with the numbers of supply, it is found out that for low quality category, Sharia human resource demand will be higher than supply or supply gap happens. Starting from 2017, supply growth will be faster than demand, so that over-supply will happen.

Table 11: Supply and Demand Gap Sharia Human Resources in 2012 – 2020

Tahun	*Low Level*			*Middle Level*			*High Level*			*Middle to High*			*Total*		
	Demand	*Supply*	*Gap*	*Demand*	*Supply*	*Gap*	*Demand*	*Supply*	*Gap*	*Demand*	*Supply*	*Gap*	*Demand*	*Supply*	*Gap*
2012	8.921	3.090	(5.831)	698	309	(390)	78	40	(38)	776	348	(428)	9.696	3.438	(6.259)
2013	10.419	5.005	(5.414)	815	386	(430)	91	46	(45)	906	431	(475)	11.325	5.436	(5.888)
2014	11.972	7.883	(4.089)	937	482	(455)	104	52	(52)	1.041	534	(507)	13.013	8.417	(4.595)
2015	13.707	11.402	(2.305)	1.073	603	(470)	119	60	(59)	1.192	663	(529)	14.898	12.065	(2.834)
2016	15.439	15.393	(46)	1.208	753	(455)	134	69	(65)	1.342	823	(520)	16.781	16.215	(566)
2017	17.141	20.780	3.639	1.341	942	(400)	149	80	(69)	1.491	1.021	(469)	18.632	21.801	3.170
2018	18.946	28.053	9.107	1.483	1.177	(306)	165	92	(73)	1.647	1.269	(379)	20.593	29.322	8.729
2019	20.745	37.872	17.127	1.623	1.471	(152)	180	105	(75)	1.804	1.577	(227)	22.549	39.448	16.900
2020	22.539	51.127	28.588	1.764	1.839	75	196	121	(75)	1.960	1.960	0	24.499	53.087	28.588

Fulfillment Scenarios of Sharia Banking Human Resources and the Consequences

Sharia banking human resources are hoped to have morals and competences based on the trustworthy characters and mandate, to have high level of integrity (Shiddiq), to always bring and spread goodness (Tabligh), and to have reliable skills and knowledge (Fathonah). Ideally, human resources in Sharia banks are those who have high level of knowledge and competences in finance field and also understand Sharia principles in practice, until now, most of the human resources in Sharia finance institutions do not graduate from Islamic economy study. Their Sharia knowledge is generally from internal technical training by banks or short courses by Sharia banking trainer institutions. After finding out the condition of demand, supply, and gap of Sharia banking human resources until 2020, the strategic analysis of fulfillment of Sharia banking human resources in scenarios is as follows:

Scenarios	**Notes**
1	100% of Sharia Human Resource Supply is absorbed by Sharia banking banking*stry*
2	80% of Sharia Human Resource Supply is absorbed by Sharia banking
3	50% of Sharia Human Resource Supply is absorbed by Sharia banking
4	0% of Sharia Human Resource Supply is absorbed by Sharia banking

Conclusion

In almost 20 years, the growth of Sharia banks in Indonesia shows performance that is getting better, in the organization and financial performance point of views, including the growth of bank customers. Operationally, Sharia bank business model includes business and non-business aspects, such as Sharia/ Social aspects from varied economic activities and social. The example of the business aspect is Sharia bank operations that gain profits for stakeholders and national economy in general to make business activities easier and to push the growth of Sharia banking industry and national economy. The example of Sharia aspect is the appropriate Indonesian Sharia bank business model with Maqasid al Syariah with the elements of justice, social, and balance to have Indonesian people who get more humanitarian welfare materially and spiritually, so that to support the fast growing of Sharia bank acceleration, until 2020, 179,646 employees from 37,356 people, in the end of 2012 in which it consists of 165,274 employees in low Sharia quality category and 14,372 employees in middle to high Sharia quality category. Supply gap of Sharia human resources in low Sharia quality happens until 2016, and also middle to high Sharia quality category, until 2020.

Furthermore, Sharia banking industry growth ahead will be determined by the level of absorbance of Sharia human resources in Sharia banking. Scenario 1 and Scenario 2, nowadays it is difficult to apply since there is a tendency and preference of human resource practitioners in most of big Sharia banks to choose conventional graduates. Scenario 4 tends not to support Sharia bank growth, since the balance of supply and demand cannot be fulfilled forever, and then, choosing Scenario 3 is a short term solution, Scenario 1 is long term solution so that for a while, there will be certain aspects, Sharia bank operations are still affected by conventional bank operations. This case cannot be avoided, since in a short time, even Sharia human resource supply is available, not all of them are recruited by banking industry in which it is preferred to believe the competences of conventional graduates to have superiority than Sharia graduates, because time needed to improve Sharia graduates' quality and to convince industry executors to choose Sharia human resources takes long, so that temporary, the growth of Sharia banking industry still faces obstacles, in the short term, the combination between Sharia human resources in middle to high Sharia quality category with conventional human resources who are professional bankers with general background knowledge of education and given education with the basis of Sharia, are still needed. Synergy of these both competences will be able to formulate wisely in the modern contexts in any troubles and Sharia banking transactions needed by people in Indonesia.

In the long term, with 100% fulfillment of Sharia human resource needs by Sharia graduates who are qualified and have complete competences, Sharia banking system will grow, develop, and be accepted by all people as a part of a solution to share financial transaction needs which are also growing.

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MARKETING MIX ANALYSIS COMPARISON OF TOURISM SERVICES IN MARINE CAPE CORAL DONGGALA

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ABSTRACT

The problems of the research is how ratings foreign tourists and domestic tourists to the marketing mix, which consists of product, price, place, promotion, people, process and customer service in the maritime tourist attraction Tanjung Karang Donggala and whether there is a difference between foreign tourists and tourists in the variable rate service marketing mix consisting of product, price, place, promotion, people, process and customer service in the maritime tourist attraction Tanjung Karang Donggala. The research methodology is descriptive study, a sample of 90 people sampling techniques that convenience sampling. Results of the study is the result of test marketing mix variable frequency distributions dimensional product average values (mean) of respondents rating is at 4.27 which means that the average rate of products that represented the indicators infrastructure / facilities at the location, availability electricity, water and telephone, the condition of the buildings rented to attractions and availability of marine tourism is very high. The respondents' answers the highest rating of the indicators is the availability of marine tourism amounted to 4.40. This is because the service providers who were at the rock promontory maritime tourist attraction really prepare and pay attention to the need for a means of travel for the tourists who come to visit

***Keywords**: product, price, place, promotion, people, process and customer service*

BACKGROUND

The attractions is a regional asset that can be sold in increasing the flow of tourists, thus increasing national income in general and local revenue in particular. In addition, the operation of tourism is expected to improve the welfare of the community, create jobs, spur regional development, to introduce and cultivate tourism in Indonesia, foster patriotism and strengthen friendship among nations. In Article 1 of Law No. 27 In 1990, tourism is: Everything related to the operation of objects and attractions as well as related efforts in the field. Therefore, in order to derive optimal benefits, the implementation of tourism activities need to involve all elements of society and the private sector as well as the availability of adequate institutional.

The dynamics of tourism in Indonesia requires the attention of various parties to review the tourism development program. The government recognizes that to increase local revenues derived from the tourism sector targeted program is needed which leads to an increase in the number of tourist visits. Donggala as one of the 12 counties and cities in the province of Central Sulawesi, has a tourist attraction nautical Cape Coral with the beauty of the underwater world. Central Sulawesi Provincial Government in its tourism development program makes Cape Coral Marine Tourism as one of the mainstay tourism. Tanjung Karang maritime tourist attraction can be reached by land transportation Line of Palu. This exotic attraction is a tourist destination with the fascination of many kinds of tropical reef in large sizes and various species of ornamental fish

In order to increase the number of tourist arrivals in the Marine Tourism Tanjung Karang, necessary tourism services marketing mix right, which is capable of causing the interest of tourists and foreign tourists to visit Marine Tourism Tanjung Karang. According Lupiyoadi (2008: 58), service marketing mix consists of variables that can be controlled by an organization or company, is product (product), price (the price), place (where), promotion (promotion), people (people), process (process) and customer service (service)

Based on the above, the authors see the importance of researching the marketing mix ratio that is felt between foreign tourists and domestic tourists to the nautical tourism Tanjung Karang. The output of this research is knowing traveler ratings to each of the marketing mix variables tourism services offered

Based on the above background, the formulation of the problems that are a staple in the discussion of this study are as follows: 1). How traveler ratings foreign and domestic tourists to the marketing mix, which consists of product, price, place, promotion, people, process and customer service in the maritime tourist attraction Tanjung Karang Donggala. 2). Is there a difference between foreign tourists and domestic tourists in the variable rate service marketing mix consisting of product, price, place, promotion, people, process and customer service in the maritime tourist attraction Tanjung Karang Donggala.

The aim of the implementation of the research activities are as follows: 1). To illustrate the descriptive ratings foreign tourists and domestic tourists on marketing mix on maritime tourist attraction Tanjung Karang Donggala which consists of product, price, place, promotion, people, process and customer service. 2). To know the difference between foreign tourists and domestic tourists in assessing each variable marketing mix consisting of product, price, place, promotion, people, process and customer service in the maritime tourist attraction Tanjung Karang Donggala.

LITERATURE REVIEW

Products in the broad sense includes anything that can be marketed include physical objects. The product according to Lupiyoadi (2008: 59) is the overall concept of the object or process that provides a number of benefits to the consumer value.

Price is an important factor that affects consumers because, according Lupiyoadi (2008: 86), the price is also related to revenue, image, quality, distribution and others

For distribution services, according Lupiyoadi (2008: 80), depending on the location and distribution channels to provide services to the target market. The location and distribution channels are delivered to consumers must be clear so that consumers easy to get, easy to access it directly. Therefore, the company services requires effective means of communication

Promotion is an attempt to introduce the product to the target market. Each company can not escape from their role as communicators and promoters, it is necessary for the promotion. In their promotional strategy known Promotion Mix consisting of advertising, sales promotion, publicity, personal selling or personal selling (Lupiyoadi, 2008: 108)

According to Zeithaml-Bitner (2006: 19), the person or people are all actors playing a role in the presentation of services so that it can affect the perception of the buyer. The elements of the 'people' are company employees, consumers and other consumers in environmental services. All the attitudes and behavior of employees until the employees how to dress and appearance affect the success of the delivery of services. Because employees are viewed as a salesperson service or service organization personnel, then the employee's behavior must be consumer-oriented services

Zeithaml-Bitner (2006: 20) defines the actual process as all the procedures, mechanisms and flow of activities that are used to deliver services. Process describes the company's efforts in implementing more activities to meet the needs and desires of consumers. For service companies, the cooperation between marketing and operations are very important elements in this process, especially in serving all the needs and desires of consumers. When viewed from the perspective of consumers, the quality of services including views of how services are generating functions. Thus, the process illustrates the effectiveness of the procedure perceived service tourists visiting

The level of service or service regarding anything that provides excitement and convenience for tourists who visit. The size of these variables are: hospitality, sense of safety, on-time service and enthusiasm of the local community

Tourism Indonesia Law No. 9 of 1990 Article 1 states that tourism is everything related to travel, including control over objects and attractions as well as related efforts in the field. While travel is travel activities or part of these activities are carried out voluntarily and temporarily to enjoy the attractions and tourist attraction. Furthermore, the tourism business is the activity aimed at providing tourism services or providing (seek) the object and tourist attraction or anything that was subjected to travel

RESEARCH METHODS

Descriptive study was conducted to describe the characteristics of variables in a situation to disclose relevant aspects of the phenomenon. Testing the hypothesis reaction foreign tourists and domestic tourists to the marketing mix, aimed at a comparative analysis of two independent sample groups, ie by classifying research elements according to the category of origin of respondents. Research was conducted on maritime tourist attraction Tanjung Karang in Donggala.

The population in this study were all tourists who visit attractions nautical Tanjung Karang Donggala. Based on table 1.1, the number of tourists visiting Tanjung Karang Donggala in 2010 about 55 344 people, the year 2011 as many as 71 798 people, in 2012 as many as 85 342 people, in 2013 as many as 50 750 people, in 2014 as many as 65 308 people. Researchers will take a sample based on the number of tourists visiting during the last two years (2013 and 2014), with consideration of the number of tourists in two years is still new and has not been much change in the maritime tourism Tanjung Karang. Thus, of the 90 respondents were determined through a formula Yamane above as the sample size, the convenience sampling technique, found 60 tourists and 30 tourists who deserve to be sampled during the study period

Data collection methods used to obtain accurate data required in this study were: 1). Observation; 2). questionnaires; and 3). Documentation. The data analysis includes a description of activities of data, testing the goodness of the data, descriptive analysis and hypothesis testing research. Statistical data analysis using SPSS software.

Once the variables are defined, a Likert scale is applied as instruments of measurement for each item of each variable, as follows: 1 = Not Good, 2 = Not Good, 3 = Neutral, 4 = Good, 5 = Very Good

To test the hypothesis difference in assessment of foreign tourists and domestic tourists to each variable in the marketing mix maritime tourist attraction Tanjung Karang Donggala (hypothesis of a to g), it takes an average of a comparative analysis of two samples. Therefore, the corresponding test is the t-test, namely a test of comparison of the average of two independent samples. In Applied Statistics for Business and Economics (Webster, 1998), the formula used for the t-test is as follows:

Where X is the sample mean, u population, the standard deviation s and n is the sample size. At the specified degree of freedom, when, on average similarity hypothesis is rejected and in the opposite case, the average similarity hypothesis is accepted. Before performing the t-test, first tested the samples using a similarity variance Levene's Test.

RESULTS AND DISCUSSION

Characteristics of respondents in this case is the comparative foreign tourists and domestic tourists who do nautical tourism in rock promontory district of Donggala based on sex which is the result of the survey, shows that the number of female respondents amounted to 39 people (43.33%) and the number of respondents men amounted to 51 people (56.67%). Characteristics of respondents in this study is based on the age of the respondents indicate that the highest rating is at the age of 31-40 years were 40 people (44.4%), followed by respondents aged 20 -30 years by 36 people (40%). Respondents 41-50 years of age by 9 people (10%) and respondents with age> 50 years by 5 votes (5.56%)

Characteristics of respondents by level of education in this study showed that travelers who have the level of education is the most dominant education level Bachelor (S1) as many as 62 people or 68.9%. Then the senior secondary education level as many as 17 people or 18.9%. The next rating the level of education the least is the graduate school level (S2 / S3) as many as 11 people or 12.2%. Characteristics of respondents based on the origin of respondents in this study indicates that respondents rating that comes from outside Donggala is 46 people or 51.1%. Then respondents rating derived from Donggala itself is 14 people or 15.6%. Furthermore, tourists who come from abroad is 30 people or 33.3%. Characteristics of respondents by the work on this study can be seen in Figure 4.5, demonstrating that the greatest number of respondents who are still as Self Employed amounted to 44 (48.9%), followed by respondents who work as civil servants, armed forces, state / enterprises amounted to 27 (30 %), while the smallest number of respondents that work as more number of 19 persons (21.1%).

Description Marketing Mix variables needed to assess respondents' opinions about the dimensions of Product, Price, Place, Promotion, People, Processes and Services. The data collected from 90 respondents to these dimensions, it can be seen tilapia average (mean) of their common responses. Based on the table above, the results of the frequency distribution test marketing mix variables dimensional product average values (mean) of respondents rating is at 4.27 which means that the average rate of products that represented the indicators infrastructure / facilities on-site , availability of electricity, water and telephone, the condition of the buildings rented to attractions and availability of marine tourism is very high. The respondents' answers the highest rating of the indicators is the availability of marine tourism amounted to 4.40. This is because the service providers who were at the rock promontory maritime tourist attraction really prepare and pay attention to the need for a means of travel for the tourists who come to visit. Dimensions Price, the average (mean) of respondents rating is equal to 4.19. This means that the average level of prices, as reflected by indicators of the cost of flights, with an advance payment system, payment and discount prices during the holidays is considered very high. The respondents of the highest indicator is the cost of travel packages amounting to 4.27. This is because their costs are still affordable travel packages for foreign tourists and domestic tourists who come to visit the marine tourism rock promontory.

The dimensions of the average (mean) of respondents rating is equal to 4.24. This means that the average for the dimensions contained therein indicators such as the availability of means of transport, duration of travel, local transport means and guides are quite high. The respondents of the highest indicator is the availability of means of transport is 4.33. This indicates that the tourists will not be difficult to get transportation to out in these tourist areas although the distance of travel away from the city Donggala, as service providers, namely the local communities and governments Donggala very concerned means of transport for tourists who come to visit. Then to the dimensions of the promotion, the average (mean) of respondents rating is 4.20. This means that the average for the promotion dimension as reflected in the indicators of travel market exhibition, promotional attraction through the print and electronic media as well as the sale of travel packages during the holidays is quite high. The respondents of the highest indicator is the promotion of Attraction through the print and electronic media with a value of 4.32. Travelers give the perception that they almost all know rock promontory area marine tourism through the promotion of the print and electronic media will be undertaken by the parties involved and assess the promotion that has been done has been very good.

Furthermore, the dimensions, the average (mean) of respondents rating is 4.24. This means that the average for the dimensions of the represented indicators employee competence and performance of employees is relatively high. The respondents of the highest indicator is the competence of employees with a value of 4.36. This indicates that the competence of the employees (guide) in nautical tourism rock promontory has done its job well as cooperation with colleagues and customers, prepare and present travel information and develop and maintain a common knowledge required.

Dimension process, the average (mean) of respondents rating is 4.22. This means that the average dimension sdiwakili process indicators rapid administrative procedures, providing information is considered high. Adaapun respondents from the highest indicator is the administrative process fast with a value of 4.31. This means that the administration is in the process of nautical tourism rock promontory did not take long, so that tourists who come to visit do not have to wait long in administrative processes such as check-in room lodging, use of tourist facilities and so forth.

For the dimension of service, the average (mean) the answers of respondents rating is 4.26. This means that the average dimension of the service represented indicators hospitality, foster a sense of security, timely service, welcome the community is relatively high. The respondents of the highest indicators are timely service with a value of 4:30. marine tourism service providers rock promontory providing appropriate services and the maximum, so that tourists who come both foreign tourists and domestic tourists are satisfied with the services provided by the service provider.

Research results difference in assessment of foreign tourists and domestic tourists to each variable in the marketing mix maritime tourist attraction Tanjung Karang Donggala. From the results of research on comparative testing of two samples (independent sample t test) can be explained as follows: Products, the results of F test (Levene, s Test) showed Sig. F 0.007 is less than 0.05 indicates no different variance (not homogeneous). By him to determine the significance of the difference should be used assumption of equal variances not assumed. Visible 0.190 sig.t value greater than 0.05 indicates the difference between the ratings of foreign tourists and domestic tourists to the products is not significant.

Price, the results of F test (Levene, s Test) showed Sig. F 0.591 greater than 0.05 indicate there is the same variance (homogeneous). By him to determine its significance should be used assuming equal variances assumed. Visible sig.t 0,015 value less than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists on price is significant. Place, the results of F test (Levene, s Test) showed Sig. F 0.038 is less than 0.05 indicates no different variance (not homogeneous). By him to determine its significance should be used assuming equal variances not assumed. Visible 0.023 sig.t value less than 0.05 indicates the difference between the ratings of foreign tourists and domestic tourists to the place is significant. Promotion, the results of F test (Levene, s Test) showed Sig. F 0.110 greater than 0.05 indicate there is the same variance (homogeneous). By him to determine its significance should be used assuming equal variances assumed. Visible sig.t 0,019 value less than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists to the promotion is significant.

People, the results of F test (Levene, s Test) showed Sig. F 0.219 greater than 0.05 indicate there is the same variance (homogeneous). By him to determine its significance should be used assuming equal variances assumed. Visible 1.000 sig.t value greater than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists to the people is not significant. Process, the results of F test (Levene, s Test) showed Sig. F 0.001 is less than 0.05 indicates no different variance (not homogeneous). By him to determine its significance should be used assuming equal variances not assumed. Visible sig.t 0,000 value less than 0.05 indicates the difference between the ratings of foreign tourists and domestic tourists to the process is significant. Customer Service, the results of F test (Levene, s Test) showed Sig. F 0.102 greater than 0.05 indicate there is the same variance (homogeneous). By him to determine its significance should be used assuming equal variances assumed. Visible 0.057 sig.t value greater than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists to the customer service is not significant

CONCLUSIONS AND RECOMMENDATIONS

From the research results can be summarized as follows:

1. Assessment of foreign tourists and domestic tourists to the marketing mix, consisting of: a). Product value of the average (mean) of respondents rating is at 4.27 which means that the average rate of products that represented the indicators infrastructure / facilities at the location, availability of electricity, water and telephone, the condition of the building rented to attractions and availability of marine tourism is very high b). Price average (mean) of respondents rating is equal to 4.19. This means that the average level of prices, as reflected by indicators of the cost of flights, with an advance payment system, payment and discount prices during the holidays is classified as very high c). Place an average (mean) of respondents rating is equal to 4.24. This means that the average for the dimensions contained therein indicators such as the availability of means of transport, duration of travel, local transport means and guides are considered high d). Promotion average (mean) of respondents rating is 4.20. This means that the average for the promotion dimension as reflected in the indicators of travel market exhibition, promotional attraction through the print and electronic media as well as the sale of travel packages during the holidays is quite high e). People on average (mean) of respondents rating is 4.24. This means that the average for the dimensions of the represented indicators employee competence and performance of employees is

relatively high f). Process average (mean) of respondents rating is 4.22. This means that the average dimension sdiwakili process indicators rapid administrative procedures, providing information is considered high g). Customer service is the average (mean) the answers of respondents rating is 4.26. This means that the average dimension of the service represented indicators hospitality, foster a sense of security, timely service, welcome the community is quite high.

2. The difference between foreign tourists and domestic tourists in the variable rate service marketing mix consisting of: a). Product seen 0.190 sig.t value greater than 0.05 indicates the difference between the ratings of foreign tourists and domestic tourists to the products is not significant

b). Price looks sig.t 0,015 value less than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists on price is significantly c). Place looks 0.023 sig.t value less than 0.05 indicates the difference between the ratings of foreign tourists and domestic tourists to the place is significant d). Promotion looks sig.t 0,019 value less than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists to the promotion is significant e). People look sig.t 1,000 value greater than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists to the people is not significant f). Process visible sig.t 0,000 value less than 0.05 indicates the difference between the ratings of foreign tourists and domestic tourists to the process is a significant g). Customer service Visible 0.057 sig.t value greater than 0.05 indicates that the difference in ratings between foreign tourists and domestic tourists to the customer service is not significant

From the research results can be suggested as follows:

1. The results of this study can be a reference for further research relating to mix pemesaran
2. The results can then be using a different analysis is regression using satisfaction variables

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THE INFFLUENCE OF COMPETENCE AND LEADERSHIP ON THE NURSE PERFORMANCE REGIONAL HOSPITAL MADANI PALU

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ABSTRACT

This research aims to identify and analyze the influence of competence and leadership simultaneously and partially on the performance of nurses Regional Hospital Madani Palu. The population in this research were 278 nurses and determination of the number of samples in this study are numbered 73 nurses using the Slovin theory. The tool of analysis used is multiple linear regressions. The results showed that: 1). The result of the calculation, that the Sig F (0.000) < 0.05, thus it can be stated that simultaneously independent variables have an influence on the dependent variable; 2). Competence variable calculation results show that the level of significance t (0.000) < 0.05, thus it can be stated that the competence variable positive effect on the performance of nurses; 3). Leadership variable calculation results show that the level of significance t (0.000) < 0.05, thus it can be stated that the leadership variable positive effect on the performance of nurses; and 4). The result of determination test shows the value of Adjusted R-Square 0.953 or 95.3%. This means that 95.3% of the dependent variable is influenced by two independent variables, the rest of the dependent variable is influenced by other variables not examined. Suggestions in this study were given competence is the dominant variable affecting the performance that the Government of Palu particularly Leaders Regional Hospital Madani Palu to pay attention to the competence of nurses from the aspect of knowledge for nurses in performing nursing care in accordance with standard operating procedures through internal and external training and seminars on nursing science.

Keywords: *Competence, Leadership and Performance*

INTRODUCTION

The development objectives in the health sector is to increase awareness, willingness and ability to live for everyone in order to realize optimal health status through the creation of the State Indonesian society characterized by its inhabitants live in the neighborhood and with healthy behavior, have the ability to reach qualified health services, fairly and equitably, as well as having optimal health status (Depkes, 2008; 01). One of the our stated strategy to achieve this mission is to improve people's access to quality health services through the availability of competent human resources that could act as a thinker, planner, implementation of health development (Depkes, 2008; 01).

Competence is an ability to perform or do a job that is based on the skills and knowledge and supported by work attitude required by the job (Wibowo, 2007; 324). Competency is an important component of superior performance, the lack of competence becomes a serious problem of performance (Palan, 2003). Competence positive and significant influence directly on the performance of employees (Yudistira dan Siwantara, 2012). The development of competence based nurses do in order to deliver results in accordance with the goals and objectives of the organization with the performance standards established. Competence concerns the authority of each nurse to perform a task or take a decision in accordance with the his role in the organization of hospitals that are relevant to skills, knowledge and ability. Therefore, professional nurses are required to provide services should have the competence, to implement the competencies that absolutely owned by nurses to achieve the performance of professional nurses in implementing fundamental duty as executor of nursing actions in hospital (Depkes, 2006). Besides competencies, other variables that have an influence on the performance of nurses is leadership. The influence of leadership in giving motivation to work becomes an important factor in order to workers are willing to carrying out his job with passion, enterprising and give a high productivity (Azwar, 2010). A leader must have the ability to motivate others to do things according common goal, in other words, every leader must show good example because employees are always look at its leaders. A research on the relationship between leadership and employee performance, the results of research found a positive and significant influence between leadership and employee performance (Soegihartono, 2012).

Madani Regional Hospital of Central Sulawesi Province is the only government-owned Mental Hospital in Central Sulawesi province. In further developments, Madani Mental Hospital transformed into madani regional hospital. This development is expected to improve cooperation between the madani regional hospital with other regional hospital in conducting government affairs in health sector towards improved health services of good quality in mental health services and public health services. Hospitals are always required to provide optimal service to patients and to improve and maintain the performance to keep good employees. Considering of performance the employees do not always increase, there are times when the performance of employees also decreased. one of the resources owned by the hospital is a nurse, nurses are always required to be able to provide optimal service to patients. The phenomenon of a decrease on nurses performance who happened to Madani Regional Hospital can be shown through the results of a preliminary survey conducted to patients hospitalized in the Regional Hospital Madani by filling out questionnaires. able 1 is an results of answers 20 inpatients are spread on Madani Regional Hospital to assess on nurses performance at Regional Hospital Madani.

Table 1 Questionnaire survey preliminary

No.	Statement	Patients Answer			
		Bad	**Less**	**Good**	**Very Good**
1.	Quickness of nurses in providing assistance	-	15	5	-
2.	Friendliness of nurses when serving you	2	10	3	5
3.	skills of nurses when serving patients	-	11	8	1
4.	Periodic checks conducted by nurses	-	9	7	4
5.	Initiative of nurses to help patients	-	13	6	1

Based on the above table, seen many patients who responded that nurse performance at the Regional Hospital Madani is still lacking. The next thing that is often complained of nurses is a leader which in this case is the attitude of the leader. Most leaders of room at the Regional Hospital Madani Palu complained of by the nurses because they have not been able to be an example of a good leader in the room. Based on what is stated above, this research titled The inffluence of competence and leadership on the nurse performance regional hospital madani palu.

Based on the the above considerations, the formulation of the problem posed in this research is: 1). Does the competence and leadership simultaneously influence on nurses performance at the Regional Hospital Madani Palu?; 2). Does competence influence on nurses performance at the Regional Hospital Madani Palu?; and 3). Does leadership influence on nurses performance at the Regional Hospital Madani Palu?

Based on the formulation of the problem above, the purpose being taken in this research is for: 1). Identify and analyze the influence of competence and leadership simultaneously on nurses performance at the Regional Hospital Madani Palu; 2). Identify and analyze the influence of competence on nurses performance at the Regional Hospital Madani Palu; and 3). Identify and analyze the influence of leadership on nurses performance at the Regional Hospital Madani Palu. This type of research could be called conclusive research because it aims to test hypotheses about the relationship between the variables to be studied, where the information is clear, the research process is formal and structured, using a relatively large and representative sample and data analysis using quantitative techniques.

This research was conducted in Madani Palu Regional Hospital which is located on Thalua Konci street number 11 mamboro. The population in this research are all nurses at the Regional Hospital Madani Palu totaled 278 people, composition nurse at the Regional Hospital Madani by type staffing:

Table 2 Nurse at the regional hospital madani palu by type staffing

No	type staffing	Amount
1	Nurse	202
2	Special nurses therapy	9
3	Special nurses midwife	37
4	Special nurses nutrient	10
5	Special nurses of public health	20
Amount		278

Considering a total population of 278 is relatively large and will certainly take time and cost if the entire nurse should be researched, then in this study using a sample that did not infringe the rules of the research and does not reduce the accuracy of the results throughout determination of the number of samples is also done correctly. Determination of the number of samples using the formula proposed by Slovin (Umar, 2002; 78), so that it can determine the minimum number of samples in this research, with 10% accuracy limit is:

$$n = \frac{N}{1 + Ne^2} = \frac{278}{1 + (278)(0.1)^2} = 73.54 \approx 73.$$

Related that nurse at the Regional Hospital Madani Palu divided into several types staffing as Table 2 above, then sampling must also pay attention to it. therefore, the sampling technique with probability sampling used in this study is proportionate random sampling, with the following formula:

$ni = \frac{Ni}{N} \text{ X } n$

ni = Sample size
Ni = Total sub-population
N = Total population
n = Total sample of the population

Samples of this research of each type staffi ng at the Regional Hospital Madani Palu as follows: 1). Nurse (202/278) x 73 = 53.04 ≈ 53; 2). Special nurses therapy (9/278) x 73 = 2.36 ≈ 2; 3). Special nurses midwife (37/278) x 73 = 9.71 ≈ 10; 4). Special nurses nutrient (10/278) x 73 = 2.62 ≈ 3; and 5). Special nurses of public health (20/278) x 73 = 5.25 ≈ 5. Data is everything that known or can be deemed to have properties provides a description of a situation or problem (Supranto, 2001:241). Data used in this research is primary and secondary data. Methods of data collection in this research as follows: 1). Observation; 2). questionnaires; and 3). Documentation.

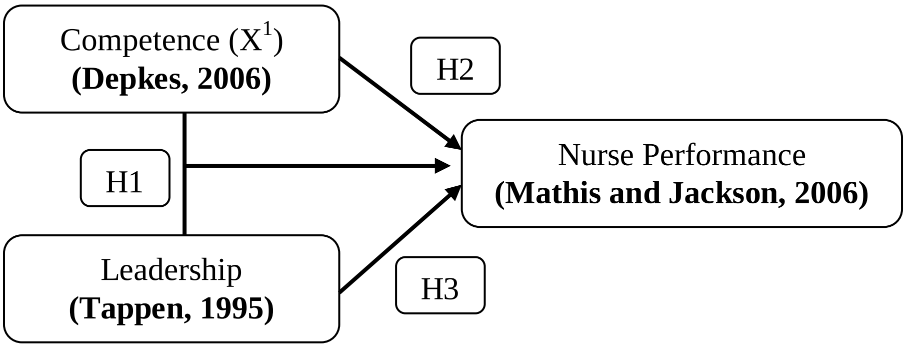
Sugiyono pointed out that one of the most used ways in determining the score is by using the “Likert Scale” measurement to the questions that are symbolized from scale as follows: 1). Scale 5 which means very good; 2). Scale 4 means good; 3). Scale 3 means neutral; 4). Scale 2 means not good; and 5). Scale 1 means very not good/bad (Sugiyono, 2003). In connection with the problems analyzed in this research consists of two independent variables and one dependent variable, the analysis tool used is multiple regression analysis. This method is used to determine how much influence competence (X^1) and leadership (X^2) to nurses performance (Y), either simultaneously or partially. The formula for multiple regression analysis met hod is as follows:

$$Y = a + b^1 X^1 + b^2 X^2 + e$$

Dimana;

Y	= Nurses performance
a	= Konstanta (*interecpt*)
b_1-b_2	= Regression coefficient
X^1	= Competence
X^2	= Leadership
e	= Error tern

Schematically the conceptual framework of this study can be illustrated as follows:



Hypothesis of the research are as follows: 1). Competence and leadership simultaneously influence on nurses performance at the Regional Hospital Madani Palu (H1); 2). Competence influence on nurses performance at the Regional Hospital Madani Palu (H2); and 3). Leadership influence on nurses performance at the Regional Hospital Madani Palu (H3). This research uses simultaneous hypothesis testing and partial hypothesis (F test and t test) at 95% confidence level.

LITERATURE REVIEW

Competence

Competence is a set of elements of productive complexity and expertise and skills at a profit or non-profit organization to position itself differently from its competitors. In a simple competence can be symbolized with the ability to perform. Ulrich explained that Competence refers to an individual's knowledge, skills, atitudes or personality characteristics that directly influence his or her job performance (Ulrich, 1998). Similarly, Mathis and Jackson's opinion that human resources should have core competencies, at the level of specific competence and competencies specific role (Mathis dan Jackson, 2006). Competence is the inside and forever exist in a person's personality, and be able to predict the behavior and performance widely in all situations and job tasks (Spencer dan Spenser, 1993).

Indicators of Competence

Competence is the ability of individuals to work on a task / work is based on the Knowledge, skills and attitudes, as the performance required (Depkes, 2006).

Leadership

Leadership is the ability to take decisions that are practical, realistic and feasible and help achieve organizational objectives (Siagian, 2003). Leadership was the use of influence to motivate employees to achieve organizational objectives (Daft, 2002). Leading means creating a culture and a shared value, communicate goals to employees throughout the organization and advise employees to perform at a higher level.

Indicators of Leadership

The things that affect the effective leadership as follows: 1). Knowledge is everything that known. A leader require a wide range of information on how a person working in a group, then the the leader must know about the human needs, motivation and understanding of what is influence members of the group; 2). Communication ability are sending and receiving messages or news between two or more people so that the message that intended understandable. Communication can be verbal, non-verbal or writing; and 3). Determining destination means setting the direction and achievement to be achieved. The destination level required by a leader that is the purpose of personal, objectives of the group, and organizational objectives (Tappen, 1995).

Performance

Performance is the result of the quality and quantity of work achieved by one's employees in carrying out their duties in accordance with the responsibilities given to him (Mangkunagara, 2008). Performance of employees is more directed at the level of employee job performance. Performance refers to the level of success in implementing the tasks and the ability to achieve the set objectives (Mathis and Jackson, 2006).

Indicators of Performance

Basically performance is what employees do and not do. Performance includes the following elements: 1). Quantity of results; 2). The quality of the results; and 3). Ability to cooperate (Mathis and Jackson, 2006).

DISCUSSION

According to the results of multiple linear regression analysis was obtained the results of the research of 73 nurses at the Regional Hospital Madani Palu as follows;

Table 3 Result of multiple linear regression analisys

No	Variabel	Unstandardized Coefficients	t	Sig t
1	*Constanta*	1.446	3.075	0.211
2	Competence (X^1)	0.591	26.389	0.000
3	Leadership (X^2)	0.403	20.484	0.000

R ;0.977 F Hitung ; 727.319
Adjusted R Square ;0.953 Sig F ; 0.000

Multiple linear regression equation obtained from the above table are:

$Y = 1.446 + 0.591X^1 + 0.403X^2$

The equation above shows the that the independent variables analyzed (X^1 and X^2) have a positive influence on the dependent variable (Y).

The equation above showed: 1). For a value of 1,446 means nurses performance at the Regional Hospital Madani Palu before existence of independent variables is equal to 1,446; 2). Competence (X^1) with a regression coefficient of 0591 this means there is a positive influence between competence of the on nurses performance at Regional Hospital Madani Palu, it can be concluded if the competency of nurses increases then will increase on nurses performance at Regional Hospital Madani Palu amounted 59.1% with the assumption that if leadership variable (X^2) has not changed; and 3). leadership (X^2) with a regression coefficient of 0,403 this means there is a positive influence between leadership of the on nurses performance at Regional Hospital Madani Palu, it can be concluded if the leadership variable increases then will increase on nurses performance at the Regional Hospital Madani Palu amounted 40.3% with the assumption that if competence variable (X^1) has not changed.

Table 3 shows the results of the test of determination (adjusted R-square) 0.953 or 95.3%. This means that 95.3% dependent variable is influenced by both the independent variables and 4.7% dependent variable is influenced by other variables had not been examined. Based on Table 3 obtained Sig F (0,000) < 0.05, so it it can be concluded that independent variables simultaneously significantly influence dependent variable. First hypothesis which state that: Competence and leadership simultaneously influence on nurses performance at the Regional Hospital Madani Palu can be stated is proven to be true.

Second hypothesis which state that: competence (X^1) influence on nurses performance at the Regional Hospital Madani Palu with significant t value 0,000, based on significant value 0,05 or with trust level 95% can be stated is proven to be true. From the three dimensions of competence are examined, the dimensions of knowledge have an average of respondents' answers highest compared with other dimensions on competence variable with a mean value of 4.050. Knowledge is one of the factors which influence the success of the nurse and the knowledge and experience give rise to maturity in doing the job. This maturity becomes better if it is supported by a system of continuous training to increase the skills of nurses so that nurses always worked carefully in accordance with the operational standards presedur. This research was also supported by Robertson theory which stated that the challenge for many organizations today is to introduce the development process based on the competencies which have been proven to increase the productivity of organizations and individuals (Robertson, 1995). This research is in line with research conducted by Suparno which stated that there are significant positive and significant correlation between competence and performance of employees (Suparno, 2014).

Third hypothesis which state that: leadership (X^2) influence on nurses performance at the Regional Hospital Madani Palu with significant t value 0,000, based on significant value 0,05 or with trust level 95% can be stated is proven to be true. From the three dimensions of leadership are examined, the dimension of communication skills have an average of respondents' answers highest compared with other dimensions on leadership variable with a mean value of 4.092. The results of this research indicate that the dimensions of communication have a strong relationship. theoretically it is appropriate that the dimension of communication is one inidikator that qualify as indicators that make up the leadership. Leadership is not be fulfilled if relationships with other people are not created. In dealing with another person communication is a very important thing. The leader's ability to communicate, will affect an organization. At this research Leaders use effective way of communicating within the organization. Way of communicating that does not offend the staff is an appropriate way to convey a message. This is supported by the opinion of Tappen that communication is the essence of leadership and as a leader must be skilled in communicating so that it can communicating the vision, mission and ideas to staff in achieving the desired objectives (Tappen, 1995). Huges research showed a similar result that is responsible managerial skills is one of the important factors in achieving high productivity in an organization. The results of this research concluded in increasing productivity is determined more by the managerial ability of the leadership (Timpe, 2000).

CONCLUSIONS

Based on the results of data analysis and hypothesis testing, the conclusion can be drawn as follows: 1). The results of the test of determination (adjusted R-square) 0.953 or95.3%. This means that 95.3% dependent variable is influenced by both the independent variables and 4.7% dependent variable is influenced by other variables had not been examined. Based on Table 3 obtained Sig F (0,000) < 0.05, so it it can be concluded that independent variables simultaneously significantly influence dependent variable; 2). Competence (X^1) influence on nurses performance at the Regional Hospital Madani Palu with significant t value 0,000, based on significant value 0,05 or with trust level 95%; and 3). Leadership (X^2) influence on nurses performance at the Regional Hospital Madani Palu with significant t value 0,000, based on significant value 0,05 or with trust level 95%.

The suggestions could be given to the Regional Hospital Madani Palu in this research as follows: 1). Leaders Regional Hospital Madani Palu in order that to build a good relationship between management and staff, always trying to reach the targets of the work which has been established and communicated to staff in connection with the work and objectives of the Regional Hospital Madani Palu so that it will produce quality work; and 2). Palu City government particularly leaders Regional Hospital Madani Palu to pay attention to the competence of nurses from the aspect of knowledge because the nurses in performing nursing care in accordance with standard operating procedures and provide an opportunity for nurses to attend training and seminars on nursing science that can improve on nurses performance.

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PERFORMANCE OF COOPERATIVE SAVINGS AND LOANS BINA SEJAHTERA BRANCH PALU

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ABSTRACT

This study aims to determine the growth rate of capital, asset quality, management aspects of management, the level of efficiency, liquidity, independence and growth as well as the identity of cooperatives. KSP Bina Sejahtera capital growth quite well. Although the two ratios decreased in 2010, but not far adrift from the increase in 2011. Funds used quite productive cooperatives. In general appraisal items management aspects have been met by KSP Bina Sejahtera. However, in order to maintain the competitiveness of the management must conduct an evaluation and corrective action on the various weaknesses that still exist. Efficiency in fluctuating conditions. Liquidity KSP Bina Sejahtera is still considered good enough. It is apparent from the two ratios are assessed, which is entirely in fluctuating conditions and tends to improve. Self-reliance and growth KSP Bina Sejahtera still in good condition. This is reflected through four ratios that are considered not experienced a significant decline. Conditions still in a fluctuating rate and getting better. Aspects of the cooperative identity is still being good. Judging from the two ratios are considered still in a state of continuous decline. The condition tends to fluctuate ratio so that augur well for the future of the cooperative. The health level cooperative KSP Bina Sejahtera Palu branch predicate "healthy enough"

Keywords: *Capital, Assets, Management, Efficiency, Liquidity, Independence, Self*

PRELIMINARY

When the Indonesian economy collapsed mid-2007, the cooperative relative became a savior for the people. Besides the cooperative is able to contribute to foreign exchange for the region, including in the city of Palu. This is because the cooperative to the principles of mutual cooperation and economic empowerment of the community.

Observing the development of cooperatives in the city of Palu, indicating the type cooperative is the largest Business Multipurpose Cooperative as many as 113 units and Civil Servants Cooperative as many as 79 units. Most members of the average owned Servants Cooperative as many as 9.769 members.

Based on that number as many as 17 cooperative dissolved because it can not carry out ormal activities (The Central Statistics Agency of Palu: City of Palu in Figures, 2012). The above conditions must be the concern of all parties that the cooperative should be the pillar and the lifeblood of the economy in this area.

One of the cooperatives that survived is the Cooperative Savings and Loans saving and loan cooperative Bina Sejahtera Branch Palu. This cooperative operates in the region of Central Sulawesi after on September 20, 2010 the Department issued a notice Deperindagkop Cooperative Law Firm 518/8751/Bid.Kop/IX/2010 on changes to the legal status of the district into a legal entity with the number 155 at provincial level/BH/KDK-19/IV/2000. PAD:47/ BH/PPAT-PPAK/VIII/2010 that Credit Unions "Bina Sejahtera" can open his business throughout Central Sulawesi. To improve the competitiveness of cooperatives it is necessary to measure and evaluate the performance of the cooperative each year.

This study provides an important contribution to the development of cooperatives. Besides, as an effort to improve the ability of researchers to see more of a phenomenon that occurs throughout the life of saving and loan cooperative Branch Palu. The problems of this study are:

1. How level of capital growth in 2009-2011?
2. How is the quality of earning assets in 2009-2011?
3. How performance management cooperative organization in 2009-2011?
4. How is the level of efficiency 2009-2011?
5. How is the liquidity in 2009-2011?
6. How is the level of independence and growth in 2009-2011?
7. How is the achievement of identity as a forum for economic empowerment in 2009-2011?

Goals to be achieved in this study are:

1. To determine the level of capital growth by 2009-2011; the ratio of equity capital to total assets, the ratio of equity capital to loans and capital adequacy ratio itself.
2. To determine the quality of earning assets 2009-2011 based; volume ratio of loans to members, NPL ratio, the ratio of risk reserves against bad loans and the ratio of loans at risk of loans.
3. To know the management aspects Based Management 2009-2011; general management review, institutional, capital management, asset management and liquidity management.
4. To determine the level of efficiency 2009-2011 by; the ratio of operating expenses to gross enrollment members, the ratio of operating expenses to Time Results of Operations (net profit) is dirty and service efficiency ratios.
5. To determine the condition of liquidity 2009-2011 based; cash ratio and the ratio of loans to the funds received.
6. To determine the level of self-reliance and growth in 2009-2011berdasarkan; the profitability ratio of assets, own capital profitability ratio and the ratio of operational independence of service.
7. To know the identity as a forum for economic empowerment 2009-2011 based; Gross enrollment ratio and the ratio of economic promotion members (PEA).

THEORETICAL BASIS

1. Some Things About Cooperative

Cooperative is a business entity consisting of persons or legal entities with the bases cooperative activities based on the principle of cooperation as well as people's economic movement based on the principle of kinship (Department of Cooperatives, 1992: 2). This means that the cooperative as a business unit is given the opportunity to carry on business in order to make a profit but must still does not leave the characteristics and principles of cooperatives that have been set.

Regulation of the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number: 20/Per/M.KUKM/X/2008 confirmed that "Cooperative is a business entity consisting of a person or legal entity with the bases cooperative activities based on the principle of cooperation as well as a popular economic movement which is based on family principles ".

Based on Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number: 20/ Per/M.KUKM/X/2008 on Guidelines for the Health Assessment Unit Credit Unions and Savings and Loans Cooperative that:

"The cooperative savings and loan, hereinafter called saving and loan cooperative is a cooperative whose activities only savings and loan business. Unit Savings and Loans Cooperative, hereinafter referred business Savings and Loans Cooperative is a cooperative business unit engaged in the lending and borrowing, as part of the operations of the cooperative in question. Deposits are the funds entrusted by its members, prospective members, other cooperatives, and or its members to saving and loan cooperative and or USP in the form of savings and cooperative savings deposits.

The purpose of cooperatives is to promote the welfare of members in particular and society in general as well as help build national economic order in order to realize an advanced society, just and prosperous based on Pancasila and the 1945 Constitution (Department of Cooperatives, 1992: 10).

Welfare of the members is a top priority that must be held by the cooperative, however, must still sought to achieve prosperity, justice and progress of the cooperative, because the progress of the cooperative can not be separated from the participation of members and professional management.

2. Performance Assessment Cooperation

In PSAK Number 27 stated that the financial statements of the cooperative is part of the cooperative's financial reporting system. The financial statements of the cooperative is more addressed to parties outside the cooperative board and is not intended to control the business (Indonesian Institute of Accountants: 2002). Furthermore, based on the cooperative's financial statements, users can evaluate the performance of cooperatives.

The main interests of users of financial statements of the cooperative mainly to: a) assess the accountability board b). Assess the performance of the board c) assess the benefits provided to members of cooperatives d) As a consideration to determine the amount of resources, works and services provided to cooperatives (Indonesian Institute of Accountants: 2002). Therefore, it is so important to always do an analysis of the financial statements of cooperatives to be immediately detected in case of irregularities in the cooperative financial problems.

Some of the important issues related to the financial statements and loan cooperatives Simpana based on the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number: 20/Per/M.KUKM/X/2008 on Guidelines for the Health Assessment Unit Credit Unions and Savings and Loans Cooperative are:

Deposits are the funds entrusted by its members, prospective members, other cooperatives, and or its members to saving and loan cooperative and or USP in the form of savings and cooperative savings deposits.

Time deposits are deposits in saving and loan cooperative and business savings and loans cooperative remittance done once and can be withdrawn only at specific times according to the agreement between the depositor and the saving and loan cooperative or USP concerned.

Savings deposits saving and loan cooperative and business Savings and loans is in saving and loan cooperative and business savings and loans remittance done gradually and only be withdrawn under certain agreed conditions between savers with the cooperative in question by using the cooperative savings book.

The loans provide cash or equivalent claims based on a lending agreement or agreement between saving and loan cooperative and or USP with another party that requires the borrower to repay their debts after a certain period of time accompanied by a payment of remuneration. Health saving and loan cooperative and the business savings and loans is a condition or state of a cooperative that are otherwise healthy, reasonably healthy, less healthy, unhealthy and very unhealthy.

saving and loan cooperative its own capital is the amount of savings, compulsory savings and other deposits that have the same characteristics with compulsory savings, grants, reserves set aside from the rest of Results of Operations and in relation to a health assessment can be augmented by up to 50% of capital investments.

Risk Weighted Assets (RWA) is the result of multiplying the nominal value of the existing assets in the balance sheet with a risk weighting of each component of the asset. Own capital business savings and loans is fixed capital business savings and loans, consists of the paid-up capital at the beginning of establishment, the fixed capital in addition to the cooperative in question, its backing of operating results business savings and loans Cooperative and in relation to a health assessment can be augmented by up to 50% of capital is not fixed originating of capital investments.

Loans are borrowed funds and the funds are still in the hands of the borrower or the rest of the principal still has not been returned by the borrower. Loans are granted at risk are funds lent by saving and loan cooperative and or business savings and loans to borrowers who do not have adequate collateral or a guarantee of a guarantor or avalist reliable on these loans.

Guarantor is a reliable members including the group members who are willing to guarantee repayment and or with joint responsibility. Collective responsibility is a shared responsibility among members or the one group over all their obligations to the cooperative based on openness and mutual trust.

Productive assets is the wealth of cooperatives to generate income for the cooperative in question. The risk of bad loans is forecast risks on loans possible jams or doubtful. Lending Limit (BMPP) is a loan scheme for members, prospective members, other cooperatives and their members and administrators in order to minimize the occurrence of troubled loans.

Reserves are funds set aside from the rest of Results of operations (for saving and loan cooperative) or Operating Results (for business savings and loans Cooperative) which consists of general reserves and risk reserves. General reserves are reserves that are intended for capital formation and business development.

Risk Reserves are reserves that are intended to cover risks in the event of non-performing loans or uncollectible. Liquidity is the ability of saving and loan cooperative and or business savings and loans cooperative to meet short-term obligations. Return on Assets (return on assets) is the ratio between net income before taxes obtained by saving and loan cooperative and property owned or business savings and loans Cooperative.

Profitability is the ability to acquire the remaining saving and loan cooperative and the results of operations or ability business savings and loans Cooperative for securing business results. The usefulness of the cooperative is the ability saving and loan cooperative saving and loan cooperative and or USP cooperative to provide benefits to members, prospective members, other cooperatives and their members. 26.

Capital Investments is a sum of money or capital goods are valued in money, which is invested by investors to supplement and strengthen the capital structure or business savings and loans saving and loan cooperative and in improving their business activities.

Participation Economic Benefits Services Utilization (MEPPP) is primarily economic benefits received by members and prospective members when transacting with saving and loan cooperative or business savings and loans Cooperative. Benefits of Business is Business Profits (net profit) of the members obtained once a year, based on the calculation of member participation in service utilization saving and loan cooperative or business savings and loans Cooperative.

Members of Economic Promotion (PEA) is a plus Benefits Benefits MEPPP surplus. Health Appraisal saving and loan cooperative officials and or business savings and loans cooperative hereinafter referred Appraisal Officer is an officer appointed by the Minister of Cooperatives and Small and Medium Enterprises as the competent authorities to provide health assessment.

Authorized officer is an officer appointed by the Minister of Cooperatives and Small and Medium Enterprises as the competent authority for and on behalf of the Minister of Cooperatives and Small and Medium Enterprises provides Ratification Deed of Establishment and Amendment of Articles of Association of Cooperatives. Deputy was Deputy Finance Ministry of Cooperatives and Small and Medium Enterprises. Minister is the Minister who held government affairs in the field of cooperative

The health assessment credit unions as outlined Regulation of the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number: 20/ Per/M.KUKM/X/2008 on Guidelines for the Health Assessment Unit Credit Unions and Savings and Loans Cooperative which has undergone a change regulation Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number: 14/Per/M.KUKM/XII/2009 challenged Amendment Regulation of the Minister of Cooperatives and Small and Medium Enterprises No. 20/Per/M.KUKM/X/2008 on Guidelines for Assessment of Health Credit Unions and Savings and Loans cooperative Unit includes assessment of the following aspects:

a. Capital;

b. The quality of productive assets;

c. Management;

d. Efficiency;

e. Liquidity;

f. Independence and growth;

g. Identity of cooperatives

Each aspect is given weight rating forms the basis of health assessment saving and loan cooperative and USP Cooperative. Assessment of every aspect is done by using a system of values expressed by a value of 0 to 100.

RESULTS AND DISCUSSION

1. Calculation of Financial Ratios and Management Aspects Score Saving And Loan Cooperative Bina Sejahtera

Measurement of the performance saving and loan cooperative Bina Sejahtera (2009-2011) performed at 7 aspect ratio is broken down into 17 and 5 indicators on aspects of management.

Table 1. Ratios and responder saving and loan cooperative Bina Sejahtera (2009-2011)

A. CAPITAL ASPECT				
#	**The ratio of the measured**	**The value of financial ratios**		
		2009	**2010**	**2011**
1	The ratio of equity capital to total assets	82,90	72,70	80,44
2	The ratio of equity capital to loans granted are at risk	90,33	89,60	102,45
3	The capital adequacy ratio itself	67,27	76,16	80,01
B. ASPECTS OF THE QUALITY OF EARNING ASSETS				
#	**The ratio of the measured**	**The value of financial ratios**		
		2009	**2010**	**2011**
1	The ratio of the volume of loans to members of the volume of loans granted	100	100	100
2	Risk ratio of NPLs to loans	0	0	0
3	The ratio of risk reserves against bad loans	0	0	0

4	The ratio of loan risk for loans	0		0	0		
C. ASPECTS OF MANAGEMENT (The results of the questionnaire)							
#	**Aspect measured**	**Responder (Person)**					
		2009		**2010**		**2011**	
		Ya	Tidak	Ya	Tidak	Ya	Tidak
1	General management	11	1	11	1	11	1
2	Institutional	6	0	6	0	6	0
3	Capital management	1	4	3	2	3	2
4	Asset management	8	2	8	2	8	2
5	Liquidity management	5	0	5	0	5	0
D. ASPECTS OF EFFICIENCY							
#	**The ratio of the measured**	**The value of financial ratios**					
		2009		**2009**		**2009**	
1	The ratio of operating expenses to gross enrollment members	100		96,79		95,89	
2	The ratio of operating expenses to gross surplus	57,54		49,97		59,66	
3	The efficiency ratio of service	10,45		7,37		10,60	
E. ASPECTS OF LIQUIDITY							
#	**The ratio of the measured**	**The value of financial ratios**					
		2009		**2009**		**2009**	
1	Cash ratio	38,71		65,18		56,92	
2	The ratio of loans to the funds received	91,78		81,14		78,51	
F. ASPECTS OF INDEPENDENCE AND GROWTH							
#	**The ratio of the measured**	**The value of financial ratios**					
		2009		**2009**		**2009**	
1	Assets profitability ratio	14,33		14,09		13,33	
2	The profitability ratio of equity capital	0		0		0	

3	The ratio of operational independence of service	173,78	200,11	167,63
G. COOPERATION ASPECTS OF IDENTITY				
#	**The ratio of the measured**	**The value of financial ratios**		
		2009	**2009**	**2009**
1	Gross enrollment ratio	100	96,89	96,05
2	The ratio of economic promotion members	0,75	0,67	0,71

2. Saving Performance Assessment Score And Loan Cooperative Bina Sejahtera

Based on the calculation of financial ratios and respondents, obtained a score assessment guidelines Regulation of the Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia Number: 14/Per/M.KUKM/XII/2009.

Table 2: Performance Assessment Score Saving And Loan Cooperative Bina Sejahtera Branch Palu

A. CAPITAL ASPECT				
#	**The ratio of the measured**	**Score Rate (%)**		
		2009	**2010**	**2011**
1	The ratio of equity capital to total assets	1.5	3	1.5
2	The ratio of equity capital to loans granted are at risk	5.4	4.8	6
3	The capital adequacy ratio itself	3	3	3
B. ASPECTS OF THE QUALITY OF EARNING ASSETS				
#	**The ratio of the measured**	**Score Rate (%)**		
		2009	**2010**	**2011**
1	The ratio of the volume of loans to members of the volume of loans granted	1	10	10
2	Risk ratio of NPLs to loans	5	5	5
3	The ratio of risk reserves against bad loans	0	0	0
4	The ratio of loan risk for loans	5	5	5
C. ASPECTS OF MANAGEMENT				

#	Aspect measured	Score Rate (%)		
		2009	2010	2011
1	General management	2.75	2.75	2.75
2	Institutional	3	3	3
3	Capital management	0.6	1.8	1.8
4	Asset management	2.4	2.4	2.4
5	Liquidity management	3	3	3
D. ASPECTS OF EFFICIENCY				
#	**The ratio of the measured**	**Score Rate (%)**		
		2009	**2009**	**2009**
1	The ratio of operating expenses to gross enrollment members	2	2	2
2	The ratio of operating expenses to gross surplus	3	3	3
3	The efficiency ratio of service	1	1.5	1
E. ASPECTS OF LIQUIDITY				
#	**The ratio of the measured**	**Score Rate (%)**		
		2009	**2009**	**2009**
1	Cash ratio	2.5	2.5	2.5
2	The ratio of loans to the funds received	5	5	3.75
F. ASPECTS OF INDEPENDENCE AND GROWTH				
#	**The ratio of the measured**	**Score Rate (%)**		
		2009	**2009**	**2009**
1	Assets profitability ratio	3	3	3
2	The profitability ratio of equity capital	0.75	0.75	0.75
3	The ratio of operational independence of service	4	4	4
G. COOPERATION ASPECTS OF IDENTITY				
#	**The ratio of the measured**	**Score Rate (%)**		
		2009	**2009**	**2009**
1	Gross enrollment ratio	7	7	7
2	The ratio of economic promotion members	3	3	3
H. TOTAL SCORE		**72,9**	**75,5**	**73,5**
I. PREDICATE PER YEAR		**Healthy enough**	**Healthy enough**	**Healthy enough**

Information:

Score	Predicate
80≤X<100	Healthy
60≤X<80	Healthy enough
40≤X<60	Unwell
20≤X<40	Not healthy
<40	Very unhealthy

Regulation of the State Minister of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia No: 14/Per/M.KUKM/XII/2009

DISCUSSION

1. Aspect Capital

Measurement of capital aspect is done through three ratios; 1) The equity capital to total assets, 2) Own capital to loans granted in risky and 3) adequacy of own capital. The third ratio is growing well. Although there is weakness in the ratio of equity capital to total assets in 2011, but did not put the cooperative in a dangerous situation. The cooperative is able to increase their own capital each year. The high increase their own capital to reduce the risk of dependence cooperation on the use of loan capital. This reinforces the cooperative capital structure thereby increasing the competitiveness of the cooperative in the future.

2.Aspects of Assets Quality

Measuring the quality of earning assets is determined through four ratios: 1) the ratio of the volume of loans to members of the volume of loans granted, 2) The risk ratio NPLs to loans, 3) Ratio of risk reserves against bad loans as well as 4) The ratio of loan risk for loans which are given. Based on the four ratios indicate the quality of earning assets grew by scores tend to be stable. Loans member for three consecutive years can be met by the cooperative. Cooperatives have substandard loans, doubtful loans and non-performing loans. It shows the cooperative in a safe condition of NPLs. Cooperative quite productive use of funds so as to develop the ability of its members. The members of the cooperative can restore all the loans granted under the allotted time.

3. Management Aspects

Measurements aspects of management is based a few things: 1) General Management, 2) Institutional, 3) management of capital, 4) Asset Management and 5)

Liquidity Management. Source appraisal management aspect is through the response of the saving and loan cooperative Bina Sejahtera 38 question items on the questionnaire (Standards Compliance Regulation of the Minister of Finance of the Republic of Indonesia). Cooperative has had the vision and mission, have goals in order to realize the entire annual programs. The annual work plan has been realized during the period of last three years. The evaluation results indicate a short term plan and a long-term well-integrated and realization according to plan. Scores general management tends to be in good shape. In carrying out the functions kelembagaanya saving and loan cooperative Bina Sejahtera Branch Palu shown to have Standard Operational and Management (SOM) and Standard Operating Procedure (SOP). Both of these standards can continue to steer the course of the cooperative on the vision and mission set. Institutional score is also in good shape. The growth rate of own capital from the member has increased from the previous year. The cooperative for the years 2009-2011 has no provision for reserves from net income. This is because the cooperative seeks to make money in the cooperative to keep them productive and can sustain the ability of cooperatives to provide loans to its members. Score management of fixed assets maintained properly. The decision to grant a loan or placement of funds is done through committees, so after receiving a loan the cooperative monitoring the use of the loan and the ability and adherence member to meet its obligations. In order to guarantee the risk of troubled loans, cooperative review, assessment and binding against collateral. Score asset management aspects can be maintained annually. Business operation always use an effective administrative guidelines to monitor its maturing obligations. The collection of deposits and lending are tailored to the financial condition of the cooperative. Management information systems run with sufficient so that helps in monitoring the liquidity of the cooperative. Scores of liquidity management can be maintained cooperative annually. Through the above assessment concluded that the performance aspects of cooperative management quite well. This can be seen in general appraisal items have been met by the management aspects of the cooperative. However, in order to maintain its competitiveness and changes in the future, then management needs to continue to evaluate and corrective measures on the various weaknesses that still exist in the aspect of management.

4. Aspects of Efficiency

Measurement of the efficiency of capital management at saving and loan cooperative Bina Sejahtera Palu Branch conducted through three ratios 1) The ratio of operating expenses to gross enrollment members, 2) Ratio of operating expenses to gross SHU and 3) Efficiency Ratio Services. Gross enrollment has a score that can be maintained by the cooperative. But to be able to compete cooperatives should be able to improve it. This is so that every rupiah expenses operating expenses, members may provide benefit in increasing the gross enrollment every rupiah member. Judging from the ratio of operating expenses to gross SHU then the condition of the ratio tends to fluctuate. Although scores of each year can be maintained, the cooperative would be able to increase the gross SHU generated from each rupiah expenses operating expenses. The year 2009 is more efficient in the allocation of staff costs. The increase in staff costs in 2009 to increase the number of loans, while in 2010 volumen loans tend to be in conditions that are less reasonable. In general aspects of efficiency needs to be improved. Given the future challenges of the market is higher then the condition requiring employees more efficient management.

5. Aspects of Liquidity

Measurement of liquidity saving and loan cooperative Bina Sejahtera Palu Branch conducted through two ratios: 1) The ratio of cash and 2) The ratio of loans to the funds received. Cash ratio is used to determine how much money from bank cash and can cover any current liabilities cooperative rupiah. This ratio measures the ability of cooperatives to meet its short term obligations. Liquidity conditions are likely to fluctuate. Liquidity has not changed much since 2009-2011. In 2010 the cooperative has a higher ability to meet its current liabilities compared to 2011. This is because in 2010 there was an increase in cash and bank while current liabilities increased. In 2011 the tendency of decreasing the ratio is caused by reduced cash and money in the bank. By him that in 2010 the cooperative's ability to meet its short term obligations still better. Scores achieved ratings remain in the three-year analysis. The ratio of loans with funds received tends to decline. This demonstrates the ability of cooperatives to meet loans from the funds received lower. Liquidity aspect of cooperatives is still considered good enough. However, management must be careful in its policies. Management needs to increase liquidity to achieve a safe point in the future.

6. Aspects of Self-Reliance and Growth

In measuring the level of independence and growth saving and loan cooperative Bina Sejahtera Branch Palu Year 2009-2011 used three ratios 1) Return on assets, 2) Return on equity and 3) Ratio of operational independence of service. Ratios Return on assets in 2010 was still better compared to 2011. In 2010 there was an increase SHUsebelum taxes. Whereas in 2011 the SHU before tax rose only lower than in 2010. Acquisitions score asset profitability has not changed in three years of analysis. The profitability ratio of equity capital in 2009 to 2011 amounted to zero. This condition does not mean that it can not produce SHU cooperative member part of which manages its own capital, but SHU cooperative has reinvested in the cooperative thus increase the ability of cooperatives to investment. It is just a matter of policy the cooperative to allocate the entire SHU her in the turnover of capital in the cooperative. Obtaining score also not changed much in three years. The ratio of operational independence of service tends to fluctuate in three years. The year 2011 is better than in 2010 because this year the cooperative could increase the net participation. The increase in the ratio in 2011, as supported by increased operating expenses and expenses perkoperasiaan. Obtaining scores in a stagnant condition. By him that the management needs to improve its performance so that the third ratio can be improved.

7. Aspects of Identity

Measurement of the identity of cooperatives saving and loan cooperative Bina Sejahtera Branch Palu Year 2009-2011 conducted through two ratios are 1) the gross enrollment ratio and the ratio 2) Ratio of economic promotion members (PEA). The condition tends to decrease the gross enrollment ratio. The ratio in 2010 is slightly better than in 2011. This is due to the increased participation of gross able to increase the income of the cooperative. This indicates the identity of cooperatives in 2010 better than 2011. Earned a score high enough but in a stagnant condition. Promoting economic ratios member (PEA) in 2011 is still better than in 2010. This is due to an increase in mandatory savings and principal. Both deposits could increase its economic benefits received by members and prospective members when transacting with the cooperative. Moreover, it can enhance the benefits of the acquisition SHU. Whereas in 2010 should have been able to increase the benefits of greater. Obtaining score well in a stagnant condition. By him that there needs to be perbaikian performance to face the challenges of the future are higher.

CONCLUSION

Some conclusions from the results of research and analysis are described as follows:

1. Growth capital saving and loan cooperative Bina Sejahtera good enough. Although the two ratios decreased in 2010, but not far adrift from the increase in 2011.
2. Funds cooperative quite productive use and quality because it can develop the ability of its members so that the members of the cooperative can return all loans.
3. Performance management aspects saving and loan cooperative Bina Sejahtera good enough. This can be seen in general appraisal items management aspects have been met by saving and loan cooperative Bina Sejahtera. However, in order to maintain the competitiveness of the management must conduct an evaluation and corrective action on the various weaknesses that still exist in the aspect of management.
4. Efficiency saving and loan cooperative Bina Sejahtera under conditions of fluctuating him there perbaikian need to meningkatkatkanya in the future.
5. Liquidity saving and loan cooperative Bina Sejahtera is still considered good enough. It is apparent from the two ratios are assessed, which is entirely in fluctuating conditions and tends to improve.
6. Independence and growth saving and loan cooperative Bina Sejahtera still in good condition. This is reflected through four ratios that are considered not experienced a significant decline. Conditions still in a fluctuating rate and getting better.
7. Aspects cooperative identity is still being good. Judging from the two ratios are considered still in a state of continuous decline. The condition tends to fluctuate ratio so that augur well for the future of the cooperative.
8. Through assessment of seven aspects of cooperative performance saving and loan cooperative Bina Sejahtera shown Palu branch acquisition of the total score shows

the cooperative health saving and loan cooperative Bina Sejahtera Palu branch predicate "healthy enough"

SUGGESTION

1. Recording on the account balance as well as in the report of net income should be done carefully and be listed according to the number of acquisition of the actual calculation results in particular on account of net income in the report SHU (year 2009.2010, 2011) with the account of net income of the current year in the balance sheet (in 2009.2010, 2011).
2. Registration of the SHU section member if (there is) need to be listed in the report SHU so that seems more factually what benefits received by members of the cooperative keikutsertaanya.
3. Managers need to be given full authority to manage the business so that managers can work more optimally.
4. Some aspects to be improved performance is the quality of earning assets as well as the independence and growth of cooperatives.

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THE PERFORMANCE OF MAIN COMMODITIES EXPORT IN THE PERSPECTIVE OF CENTRAL SULAWESI ECONOMIC DEVELOPMENT

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The author has observed and the process of writing and analysis to identify the leading commodity in Central Sulawesi, using causal comparative descriptive method by using secondary data obtained from the relevant agencies such as, local development agency (BAPPEDA and BPS Planning), in Central Sulawesi, as well as the results of studies that have been done. The analysis was conducted with the aim to find the type of commodity in the regions and to determine the main commodity export performance in the role of supporting economic development in Central Sulawesi. This study use revealed comparative advantage (RCA) to identify main commodity by comparing the ratio of certain export commodity in the area (small units) were observed (Xij) a with total exports of the region were observed (XTJ), compared with a ratio of certain commodities in the area great unit (Xiw) the total exports in the region of large units (Xtw), with the provision that if the RCA value greater than 1, then the commodity in question is identified as the leading commodity; and to determine the performance of the export of used measurement presentative, by comparing the magnitude of the value of commodity exports seed (Evi) with large numbers of Gross Regional Domestic Product of Central Sulawesi, with the provisions of the greater percentage value comparison shows the performance of the commodity in question is very significant in supporting regional economic development. The results of this study show that there are 30 types of leading commodity. However, there are only few commodities depict an excellence result, such as, cocoa. This commodity is continuously able to produce export and the RCA value greater than 1 in the last 10 years. So, this commodity has an important role in economic development compare to other commodities despite had contractions. Therefore, the development and sustainability of this commodity has been prioritized by the local government through providing guarantees for the marketing and price of products.

Keywords: *main commodities, cocoa, RCA*

I. Introduction

The rapid changes and the progression of movement of the economy more competitive, creating a challenge that is fundamental to economic development and requires action how to spur economic growth in the region so that the results achieved can be enjoyed by the community, one of the main solutions that can be done is optimizing the use all the resource potential of the area mainly sources producers-source product and determination of superior regional commodities. Determination of the leading commodity becomes very important because the meaning contained that the commodity was able to contribute to the creation of regional foreign exchange. Commodities potentially creating local exchange should be a commodity that has characteristics typical of the region, can be cultivated means capable governed by the public, efficient in terms of technology, and it can create value to its socio-economic development of the society so as to have a comparative advantage and competitive advantage.

The solution is made by optimizing the empowerment of all the resource potential of the region, especially in the agricultural sector resources, meant that the potential productivity of all agricultural products sectors managed to maximum effect. Although there are indications that in the future the agriculture sector will no longer grow and develop into a supporting sector of the main (leading sector) to the Gross Regional Domestic Product (GRDP) Central Sulawesi given a vision of economic development to the realization of changes in economic structure, but as an integral part of regional economic development role of sector agriculture in general is still very important and strategic. In the public sector is very adaptable, most of the population is able to engage their business practices, without the huge capital and therefore the agricultural sector is the main employer in Indonesia; In Central Sulawesi, Central Sulawesi Province GRDP data in 2013 show that the agricultural sector is able to provide the largest contribution (34.54%) to the GDP of Central Sulawesi or superior when compared to the mining sector idolized currently contributed only 8.47% of the GDP, even occupying the fourth position after the service sector and trade sector (Palampanga, 2014), Empowerment in the agricultural sector is not only expected to grow quickly but at the same time should be able to grow and develop into a strong agricultural sector, as the sector provider of raw materials for the development of industrial sector in the region. In the agriculture sector, plantation of some commodities is seen as one of the sources of growth for the sector, such as coconut products, cocoa, clove, including product-subsector subsector more based on high commodity demand outlook of the sector both for domestic and international markets. On the other hand, the willingness of domestic resources to provide opportunities to increase production, because if production in the country had a surplus, the excess it can be a source of supply for other countries through exports, as a support for the creation of international trade relations better. Excess production is seen from how much production is reduced by the amount of domestic consumption, in the analysis of the macro size of the excess production could be used to serve the demand from countries outside (exports) and one of the methods used to approach exports of tangible known by revealed competitive advantage (RCA).

Cocoa is one of the leading commodity plantation sub-sector of 15 national commodities proclaimed massively in Indonesia. Indonesia ranks third as the largest cocoa exporting country in the world after Ghana and Ivory Coast. Indonesia's position as it was, is expected to compete in the international market because it has a huge potential, the availability of enough land, labor is plentiful and wet tropical climate all of which can support the efforts of cocoa plantations. In Central Sulawesi. There are two commodities that have the potential for the sustainable production of cocoa and coconut. Development of the province of Central Sulawesi cocoa production reached 181 523 tons from 295 875 ha planting area, with the volume of cocoa exports in 2013 amounted to 111 865 tones and the foreign exchange value of US $ 298.48 million, while capable of producing oil by 218 411 tones from 210 205 hectares of arable land area ., with an export volume of 907 tons may only provide foreign exchange earnings of US $ 0.62 million.

Production of coconut (copra) are still larger than the cocoa production but in terms of export opportunities, cocoa is still a commodity with a value greater exports. The small value of copra exports partly due to the majority of production is consumption material local community, not as the value of cocoa export so that the value creation of foreign exchange become too small. Lately some type of plantation crops including cocoa contracted growth that experienced negative growth (-38.65%), except for the production of rubber and coconut positive growth. In general, the production of plantation crops can still contribute to the economic development of the region with a contribution of 14.68% to the formation of Gross Regional Domestic Product (GRDP) Central Sulawesi, (CBS, Central Sulawesi in Figures, 2013). Although cocoa production cocoa indicated decreased but still ranked second largest after oil production. How cocoa role in supporting the performance of Central Sulawesi regional economic development can be demonstrated on the role of production and exchange that is created through a real contribution to total production and total exports of plantation area. This analysis aims to look at the existence and performance of products in Central Sulawesi cocoa and cocoa assess whether the product is still in the area given tidal mentioned growth contraction caused by occurrence of the change of seasons.

II. METHODS

This study, using descriptive and quantitative causal analysis by performing a search of secondary data is used as the main component in the analysis. The data is sourced from the Central Bureau of Statistics and data available in the Regional Development Planning Board (Bappeda) Central Sulawesi and other supporting data from the office / department concerned. Causal analysis using comparative intended to examine the causal relationships between two or more variables, which in this paper was to review whether the export of a commodity can demonstrate performance and excellence in supporting the economic development area. Causal comparative method is an ex post facto research, namely the analysis of the data collected after the occurrence of a fact or event (Indriantoro and Supomo, 1999).

To answer the problem and to fulfill the purpose of writing the analysis with tools known as revealed comparative advantage (RCA) popularized by Bela Balassa in 1965 that was later widely used by economists in the writing of the reference book among others by Basri Faisal of 1995, Syafril Hadith, 1996. Palampanga (2010), using a measuring instrument such as a method in determining the main commodities in the region. Generally Revealed Comparative Advantage is used to calculate the comparative advantage of a commodity, which according to Basri (42: 2010) RCA is a measurement of the performance of the export of a commodity to evaluate the role of the export of certain commodities in the total exports of a country compared with the share of commodities in world trade, with the formulation as follows (Palampanga , 2010):

$$RCA = \frac{(\mathrm{Xij} / \mathrm{Xtj})}{(\mathrm{Xiw} / \mathrm{Xtw})}$$

Where : Xij = export commodity i region j, in small region.
Xtj = total commodity export in small region j.
Xiw = export commodity i in wide region.
Xtw = total export commodity in wide region.

Scientific principles, analytical tools declared that if the RCA value greater than 1, indicating that the region has a comparative advantage on certain commodities, means it has reason to specialize in commodities. Implementation of such assessments can also mean if the export is positive, then the area in question has a comparative advantage over the commodity. The implication of the statement shows that in fact an otherwise superior commodity if the commodity exports that create defined as a commodity that has created foreign exchange for the region.

The following analysis uses numbers the contribution is intended to determine the performance of the leading commodity Central Sulawesi on economic development of the region; by comparing the magnitude of the numerical value of commodity exports in the regions (EVI) with the GDP numbers, written in the form of the following formula EVI / GRDP (100); a description of each are:

E = the type of export commodities
V = the value of commodity exports
i = each leading commodity

The results of these calculations will show how the role of the leading commodity to the economic development area, the greater the figures obtained the greater the contribution or the role of the leading commodity in support of regional economic development.

III. THEORETICHAL

Potential resources that are abundant in the area will determine the size of the resulting production so as to increase exports, as a crucial component in the measurement of the comparative advantage of a commodity. Hecksher and Ohlin (halwani and Tjiptoherijanto (1993) developed a new theory that the proportion of the factors of production that became known as the theory of HO, which puts the differences of resources and the level of technology as a determinant of international trade. According halwani and Tjiptoherijanto (1993: 31), the basic idea of the theory of HO is:

"That the labor abundant country, relative will take advantage of its ability to produce goods with labor-intensive production factors are relatively cheaper, thus the country will have a comparative advantage over labor-intensive commodities (halwani & Tjiptoherijianto 1993: 31)".

While Hasibuan (1994: 280), translate it by stating that:

"A country will export the commodities produced by using factors of production (resources endowment) abundant (abundance) in the country, and importing goods to produce it using a production factor dinegaranya step (Hasibuan, 1994: 280)".

Hecksher-Ohlin stated that a country that offers the resources of larger ones to other resources means the country abundant in resources so that the countries concerned are likely to produce more goods that intensively use its available resources in abundance (Krugman and Obstfeld, 1994: 105). One of the benefits of international trade is to obtain foreign exchange from exports are an important part of international trade. Soekartawi (2005: 46) suggests exports are one component of international trade can be made possible by a number of conditions, among others:

a. The existence of excess production in the country, so that the excess can be sold abroad through export discretion.
b. The presence of foreign demand.
c. The presence of greater profits from foreign sales than domestic sales.
d. Their export discretion of a political nature.
e. The existence of barter between specific products with other products that are necessary and cannot be produced domestically.

Winardi (1982: 13) suggests that exports are the objects and services that are sold to residents of other countries coupled with services held by residents of the country in the form of transport by ship, capital and other things that help these exports, exports are: "The delivery of goods to a businessman to be transported out of the country is by road to supply goods to the direct transport that will be dispatched to foreign countries".

Based on the above understanding can be concluded that the export is an activity that aims to sell goods and services abroad by using a conveyance. Marketing of products abroad is very different from marketing in the country because the market abroad is very competitive so we need entrepreneurs who are able to compete in domestic and international markets, for example on the marketing of cocoa in terms of competition in the market, businesses need to be more resilient in the case of cocoa production where businesses must be more careful in choosing high-quality cocoa beans with the international standards that have been determined.

IV. RESULTS AND DISCUSSION

Mentions performance in writing is nothing other than to see how the development of exports of cocoa Central Sulawesi and whether cocoa has a comparative advantage in the area, so that a leading commodity scrutiny through the approach of Revealed Comparative Advantage (RCA) which is a method popularized by Ballasa In the Year 1965. Features using RCA lies in the ease of calculations because the data used are the export data available. (Palampanga, 2010: 6) Besides advantages, this method also has several drawbacks. The most fundamental weakness is their assumption that every province exports all commodities (Bowen in Basri, 1995).

Actually there are several tools or methods of approach can be used to see export performance like approach Index Concentration Market (IKP) and the concentration index of commodities (CCI), which was first used by Hirschman in 1945 (Palampanga, 2010: 139) that is intended to give attention to certain commodity exports to some countries of destination and knowing the distribution of exports in the international market. In Central Sulawesi, according to data from Local Trade and Cooperative Office in the last 10 years (2002-2012), the cocoa commodity exports in 12 countries, namely the State of Malaysia, Singapore, USA, China, Canada, Colombia, Brazil, Mexico, Germany, Italy, India, and the UK,

a) Revealed Comparative Advantage (RCA) can help to identify the leading commodities of an area can be viewed from various perspectives, such as the potential of land, production capability, availability, cost of production processes and the ability to absorb labor, in addition to seeing the export capability of an area to a commodity. Determination of competitive commodities play a key role in the development of the regional economy that can be done with different methods. Research on identifying leading commodity has been done by several researchers either through a variety of approaches and magnitude of potential areas, but in accordance with the theory of export base which states that the main determinant of economic growth of a region or area is directly related to the demand for goods and services from outside the region (export demand) based on these conditions, the approach of RCA (Revealed Comparative Advantage) is considered appropriate to identify the main commodity based exports. Approach Revealed Comparative Advantage (RCA), which is a method popularized by Bella Ballasa (1965) to reveal the comparative advantage of a commodity on the basis of the value of exports where the export value itself is something that is quite important for the region in view of its contribution as a source of foreign exchange that assessment the types of commodities that have comparative advantages needed to determine the typical regional specialties or who has priority to be developed.

Understanding of the studies that have been done before that approach RCA is used to identify the main commodity that possess a comparative advantage in the area by comparing the ratio between export commodities in the region small units (Central Sulawesi) with total exports of the commodity in the region small units (Central Sulawesi), against the ratio between export commodities in large unit area (Indonesia) with total exports of commodities on a large unit area (Indonesia). Where the unit of measurement used in such an approach is the value of regional exports. Guided by the formula RCA can be known types of commodities that have comparative advantages in the Central Sulawesi. The following table shows some commodities may Central Sulawesi, which has a comparative advantage based on the calculation of data RCA-year period 2002-2013. Based on data in the table, it can be shown the value of RCA as a reference to state that the commodity is a commodity comparatively superior in Central Sulawesi.

Table 1

The Results of Export Commodities RCA Central Sulawesi Period 2002-2013

Commodity Export	*RCA (Revealed Comparative Advantage)*											
	2002	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**
Cocoa	-	1,27	1,54	1,62	1,12	1,44	1,50	-	1,50	2,31	2,13	1,24
Cocoa residue	-	-	-	-	-	4,73	6,51	3,96	-	-	-	-
Copra	-	4,00	4,14	5,17	4,43	-	-	3,96	4,65	9,47	-	-
Copra meal	-	-	-	-	4,43	4,73	-	-	-	-	-	-
virgin coconut oil	-	-	-	5,17	-	4,73	-	-	-	-	-	-
Coconut Wood	-	-	-	5,17	4,43	-	6,51	-	-	-	-	12,74
Coconut Flour	4,07	-	4,14	5,17	4,43	4,73	6,51	3,96	4,65	9,47	-	12,74
Coconut Oil	-	-	-	-	-	4,73	-	-	4,65	9,47	-	-
Pakanangi Wood Oil	-	-	-	-	4,43	4,73	6,51	3,96	4,65	9,47	-	12,74
Crude Petroleum Oil	-	-	-	-	-	-	-	-	-	-	-	2,70
Palm Oil	-	-	2,63	-	4,14	-	-	-	-	-	-	-
Dregs of Palm Oil	-	-	-	-	-	-	-	3,96	-	-	-	-
Rattan polish	-	-	-	5,17	4,43	4,73	6,51	3,96	4,65	9,47	6,52	-
Paorosa Wood	-	-	-	5,17	4,43	4,73	6,51	-	-	-	-	-
Coconut Wood Processing	-	-	-	-	-	-	6,51	-	-	-	-	-
Enau Wood	-	-	-	-	4,43	-	-	-	-	-	-	-
Wood Building Material	-	-	-	1,26	1,40	1,19	1,12	-	-	-	-	1,16
Ebony Processed	4,07	4,00	4,14	5,17	4,43	4,73	6,51	3,96	4,65	9,47	-	12,74
Ebony Handicraft	-	-	-	5,17	-	-	-	-	-	-	-	-
Equipment of Ebony	-	-	-	5,17	4,43	4,73	6,51	-	-	-	-	-
Furniture of Ebony	-	-	5,17	5,17	4,43	-	-	-	-	-	-	-
Equipment of Jungle Wood Processing Machinery	-	-	4,14	5,17	-	-	-	-	-	-	-	-
Furniture of Wood Jungle	-	-	4,14	-	-	-	-	-	-	-	-	-
Wood Processing	-	-	-	5,17	-	-	-	-	-	-	-	-

Commodity Export	RCA (Revealed Comparative Advantage)											
	2002	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**
Machinery												
Indonesian furniture	-	-		5,17	4,43	4,73	-	-		-	-	-
Indonesian Handicraft	-	-	4,14	5,17	4,43	-	-	-	-	-	-	-
Frozen Shrimp	-	-	1,62	2,86	4,43	4,27	-	1,45	-	-	-	-
Seaweed	-	-	-	-	-	-	-	3,96	-	-	-	-
Vanilla	-	-	4,14	-	-	-	-	-	-	-	-	-
Dowel	-	-	4,14	-	-	-	-	-	-	-	-	-
Gembol	-	-	4,14	-	-	-	-	-	-	-	-	-
Coco/Charcoal Shell	-	-	-	-	-	4,73	6,51	-	-	-	-	12,74
Wood Ship	-	-	-	-	-	-	-	-	-	9,47	-	-
Component Umbrella	-	-	-	-	-	-	-	3,96	4,65	-	-	-
Resin	-	-	-	-	-	-	-	-	4,65	9,47	-	-
Stenlis Material (chromium ore)	-	-	-	-	-	-	-	-	4,65	-	-	-
Iron ore	-	-	-	-	-	-	-	-	-	-	-	12,74
Nickel ore and Concentrat	-	-	-	-	-	1,43	5,84	3,96	4,65	9,47	-	12,74

Sumber : Department of Industry and Trade Cooperation of Central Sulawesi Province, Indonesia Statistics (the result of research by Nuryana)

Table 1 shows the result of export commodities from 2002 to 2013 period. There are several types of commodities which have RCA values greater than 1. There were two types of export commodities which have a comparative advantage of the 15 kinds of export commodities in Central Sulawesi namely coconut flour and ebony processed in 2002. In 2003, there were three types of export commodities which have a comparative advantage of 15 Central Sulawesi export commodities namely cocoa, copra, processed ebony which is still dominated by the agricultural sector is plantation sub-sector and the manufacturing sector. Respectively over the past ten years the development of cocoa exports showed dynamics, sometimes leading commodities RCA regions based on the calculation up to 17 kinds of commodities, but at a certain period plunged to only two commodities alone (in 2012 only cocoa and rattan polish). The fluctuation of type of commodity is also in tandem with many types of commodity exports, meaning that at least identified superior commodities due to the decreased of commodities exported during the period of observation. The following briefly described leading commodity types as shown in Table 1.

In 2004, of the 32 kinds of export commodities there are 12 kinds of commodities that have a comparative advantage, namely cocoa, copra, palm oil, coconut flour, ebony processed, furniture of ebony, equipment of jungle wood, Indonesian handicraft, frozen shrimp, vanilla, dowel, and gembol which all products of the production of the agricultural sector / sub-sector. In 2005 there are 17 kinds of export commodities which have a comparative advantage of the 32 kinds of export commodities central Sulawesi, namely cocoa, copra, virgin coconut oil, coconut wood, coconut flour, cane polish, wood paorosa, building materials of wood, ebony processed, ebony handicraft, equipment from ebony, equipment of jungle wood, wood machine, Indonesian furniture, Indonesian handicraft, and frozen shrimp. Of the 17 types of the commodity is more than 50% of production in the agricultural sector / sub-sector.

In 2006, this type of commodity exports decreased to 26 commodities but there are 17 kinds of export commodities which have a comparative advantage, almost no different from what happened in 2007 with 18 kinds of export commodities which have a comparative advantage of the 26 kinds of export commodities in Central Sulawesi, namely cocoa , cocoa residue, copra cake, virgin coconut oil, desiccated coconut, coconut oil, wood oil pakanangi, rattan polish, wood paorosa, building materials of wood, ebony processed, equipment of ebony, Indonesian furniture, frozen shrimp, coconut fiber / charcoal and nickel ore and concentrates, each of which comes from the agricultural sector is plantation sub-sector, fisheries and forestry, industrial sector, and the mining sector.

Three years after the consecutive Year 2008 to the Year 2010, commodity exports declined and followed by reduction of the type of competitive commodities, worse occurred in the year 2011 and 2012 were respectively recorded only 9 leading commodity than 15 kinds of export commodities (20011), and only 2 of the 13 kinds of main commodity export commodities in the year 2012. Two main commodity are cocoa and cane production are both plantation and forestry sub sector. In the Year 3013 return has increased both the number of export commodities and commodity types featured.

During the 12 years of the analysis period (2002-2013) when viewed from the side RCA large numbers, there are a wide range of export commodities which have a comparative advantage is dominated by agricultural products, but some types of commodities with RCA figures meet the arguments of excellence, did not show a consistent export performance the only means of commodities exported in any particular year only. It shows the inability creating continuous production, allegedly associated with the change of seasons in which some commodities in the agricultural sector is very vulnerable to the season, it also causes a certain period the growth of some types of production contraction. From the calculation and analysis conducted, cocoa is one of the commodities called contractionary but nevertheless experienced growth, including cocoa production remained consistent as a regional export products that are able to create income for 12 years continuously. Judging from the large number of RCA, types of products such as copra, coconut flour, oil, wood, ebony processed rattan polish, has the ability to export larger (RCA between 4 and 9.4) compared to the ability of the smaller cocoa exports (RCA between 1, 12 to 1.62). Associated with the determination of local qualified commodities, export capabilities with RCA great need attention but very important things.

b. Contributions featured commodity exports to the GDP of Central Sulawesi Contributions export commodities featured a picture especially for commodity export performance identified as a commodity that has a resistance of production and competitiveness in support of regional GDP formation. The contributions show the changes for each commodity whether the positive contribution that results in benefits for an area. The larger the main commodity, contributing each year then indicates the activity and the economic activity centered on the commodity. Based on the calculation of the contribution can be seen and known fully how great contribution leading commodity exports to the GDP of Central Sulawesi period 2002-2013 are presented in table 2 as follow:

Table 2

The Proportion of Leading Commodity Contribution on GDP of Central Sulawesi in 2002-2013 Period

Competitive Commodities	Proportion (%)											
	2002	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**

Cacao	-	13,2	12,4	11,5	11,6	13,4	13,7	-	14,7	5,41	7,10	2,24
Copra	-	0,07	0,07	0,06	0,01	-	-	0,02	0,03	0,00	-	-
Copra Meal	-	-	-	-	0,09	0,17	-	-	-	-	-	-
Coconut Wood	-	-	-	0,01	0,01	-	0,00	-	-	-	-	0,00
Coconut Flour	0,02	-	0,01	0,01	0,02	0,02	0,02	0,01	0,01	0,01	-	0,01
Coconut Oil	-	-	-	-	-	1,02	-	-	0,20	0,07	-	-
Pakanangi Wood Oil	-	-	-	-	0,03	0,02	0,04	0,05	0,02	0,01	-	0,02
Crude Petroleum	-	-	-	-	-	-	-	-	-	-	-	1,10
Palm Oil	-	-	1,97	-	3,34	-	-	-	-	-	-	-
Dregs of Palm Oil	-	-	-	-	-	-	-	0,00	-	-	-	-
Rattan polish	-	-	-	0,01	0,02	0,02	0,04	0,03	0,15	0,25	0,10	-
Wood Building Material	-	-	-	0,59	0,78	0,55	0,34	-	-	-	-	0,`17
Ebony Processed	0,00	0,06	0,07	0,03	0,05	0,06	0,07	0,02	0,02	0,00	-	0,02
Ebony Furniture	-	-	0,02	0,01	0,00	-	-	-	-	-	-	-
Jungle Wood Equipment	-	-	0,01	0,00	-	-	-	-	-	-	-	-
Jungle Wood Furniture	-	-	0,01	-	-	-	-	-	-	-	-	-
Indonesian Furniture	-	-		0,01	0,00	0,00	-	-		-	-	-
Indonesian Handicraft	-	-	0,01	0,00	0,00	-	-	-	-	-	-	-
Frozen Shrimp	-	-	0,29	0,37	0,73	0,59	-	0,16	-	-	-	-
Vanilla	-	-	0,02	-	-	-	-	-	-	-	-	-
Wooden Ship	-	-	-	-	-	-	-	-	-	6,10	-	-
Umbrella Components	-	-	-	-	-	-	-	0,00	0,00	-	-	-
Resin	-	-	-	-	-	-	-	-	0,00	0,00	--	-
Chromium Ore)	-	-	-	-	-	-	-	-	0,02	-	-	-
Iron Ore	-	-	-	-	-	-	-	-	-	-	-	0,04
Nickel Ores and Concentrates	-	-	-	-	-	0,13	0,33	0,29	1,25	1,93	-	3,88

Sumber : Local Trade and Cooperative Office, Central Bureau of Statistics in Central Sulawesi (Nuryana's research)

It needs to be explained from the calculation in Table 2 above is that there are several types of commodities identified as the leading commodity based on the magnitude of the numbers RCA, but contribute very little to the economic development of the region. This is because the value of exports of each of the leading commodity did not show a significant figure when compared to the GDP figures. Deliberate comparison of exports to the GDP figures for meaning, to see how important a leading commodity exports in Central Sulawesi can give meaning to the economic development of the region. It is very meaningful to be a concern is how cocoa ever experienced negative growth may indicate his identity as a major contributor to the economic development of the region, in addition to cocoa also places the highest position in the formation of GDP as well as a commodity to continuously produce exports as a source of foreign exchange for Central Sulawesi.

Figures contribution is to explain the role of each type of competitive commodities to regional economic development; because the calculation is based on the value of exports of the results obtained (Table 2) there are some commodities that contributed to the GDP of Central Sulawesi with a small contribution between 0.01 to 0.25% as commodity copra, coconut wood, coconut flour, oil coconut, oil pakanangi wood, rattan polish, ebony processed, equipment of ebony, equipment of jungle wood, furniture from wood jungle, Indonesian furniture, Indonesian handicraft, vanilla, and stainless materials which each contributed over 1 to 5 years. Commodities that contributed greatly to the economic development is the cocoa for 10 years continuously create value exports and contribute significantly to economic development. Generally envisaged that the agricultural sector in particular commodity plantation sub-sector (cocoa), a leading commodities area that should be developed in order to continue to create income for the region means capable of contributing to the GDP of Central Sulawesi. Production development connotes giving attention to the development of farming the plantation sector by continuing to provide guidance and a guarantee for the continuity of production including collateral distribution and product prices.

V. CONCLUSIONS AND RECOMMENDATIONS

During the observation period of data (2002-2013), there are more than 30 types of commodities were identified as the leading commodity in Central Sulawesi, but many types of main commodity is calculated cumulatively means all commodities have a positive RCA values, including export commodities only created one year only. In terms of the performance of any merchandise exports continue creating concluded that:

Only cocoa which is a commodity that has consistently demonstrated resilience identity production despite ever crisis due to the influence of the season but still able to create export and foreign exchange to support regional economic development. In terms of the role of the formation of GDP, kokao apart as the leading commodity areas that consistently produce exports, as well as a commodity which has the largest contribution to the formation of GDP compared with other types of commodities however identified as the main commodity export but are not able to create continuously for 10 years.

Recommendation

This paper recommends that Parties associated with the development effort leading commodity production should have the attention to the development of certain farm commodities, especially against commodity that has not been able to consistently produce exports; to provide guidance and counseling, especially members of the marketing collateral and product prices for the creation of the resilience of production in the area.

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THE EFFECT PRODUCT QUALITY AND CUSTOMER VALUE ON CUSTOMER SATISFACTION AND WORD OF MOUTH OF HALO CARD TELKOMSEL IN PALU CITY

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This research aims to : (1) know and analyze the effect of product quality (performance, features, reliability, suitability, perceived quality) on customer satisfaction of Halo card Telkomsel in Palu City, (2) know and analyze the effect of customer value (functional value, social value, emotional value) on customer satisfaction of Halo card Telkomsel in Palu City, (3) know and analyze the effect of customer satisfaction on word of mouth of Halo card Telkomsel in Palu City. This research employs Structural Equation Modelling as analysis method. The results show that: (1) product quality performs positive and significant effect on customer satisfaction (regression weight 0.754), (2) customer value performs positive and significant effect on customer satisfaction (regression weight 0,382). (3) customer satisfaction performs positive and significant effect on word of mouth of Halo card Telkomsel in Palu City (regression weight 0,850)

Keywords : *product quality, customer value, customer satisfaction,word of mouth*

Introduction

Telecommunications is one of the businesses that provide services to its customers. As other businesses engaged in the service industry, telecommunications companies sued show performance, reputation and service the better. Therefore the telecommunications business as an entity that is engaged in the service industry should be oriented in our satisfaction of customers. Because satisfied customers is one of the base for the survival and development of the business of the company itself. Growing number of companies have resulted in a level of competition in this field is increasingly tight.

In print media, electronic media, as well as everyday life often encountered people who complained about the quality of the product from the service provider of their selluler, but still endure to use them whereas the number of service provider selluler in Indonesia have been many and special for city Hammer already is 3 selluler service provider namely Indosat, Telkomsel, XL and that could be an option to switch. It is also the underlying fact to include product quality and added value for the customer becomes the variable for the examined on one service provider product selluler cards that are in the City of Palu

In the era of globalization at a time when competition in the field of business is getting tight, companies must have a defense strategy to maintain the consumer through product quality and deliver more value to customers. In this study, the object examined was a Hello card because the card halo is a benchmark of the company to the quality of the product and the value given to the customer, as well as how the perceived satisfaction so that the creation of Word Of Mouth from customers of telkomsel.

PT. Telkomsel Halo card from the provider keeps first settled itself in providing quality products to their customers by presenting services including customer service during a 24-hour internet package options are easy to use, customer network quality is good and clear, bill payment and online Mobile Service Office called grapari Telkomsel on every big cities in Indonesia, such as those in the city of Palu. At this year's Vodacom operates service Office of the newly equipped with modern service facilities, room service, officers are more and more skilled, as well as a more comfortable service atmosphere began when a customer enters the Office, took a number grapari queue, receiving service to the customers home.

Use Hallo card is currently increasing, due to network coverage of a vast Halo card, using the network indefinitely. Perceived value by consumers that is a winning system specifications from other cellular card is sure to be one of why Hallo card of interest in the city of Palu.

Customer value can affect the impact sales, production management therefore had to work hard in order to produce a quality product, so can make it easier for the company to market the product. According Wahyuningsih (2004:6), the value of customers is the difference between the total of the benefits that accrue to customers or consumers with total sacrifice that was performed.

Customer value component consists of the benefits and tradeoffs. The benefits and tradeoffs that are acceptable to the customer consists of the functional benefits and tradeoffs, benefits and social benefits as well as sacrifice and sacrifice emotionally. All of this is called a functional value, social value and emotional value. 1. functional

Value) is the value of an item or service seen from the physical appearance of goods/services. Hallo card gives the value of the function over other cellular cards as well as easy to use in the internet and communicate with others. 2. Social Values) is the value of an item or service that is perceived by consumers due to the ability of such goods or services in improving the social status of Sheth et.al (in wahyuningsih, 2011:69). Halo card brand is already well known in the community of the town of Palu so consumers interested in using these products and is considered to have a high social class. 3. emotional Value) is the utility or the emotional taste experienced by consumers at the time of or after consumers buy an item or service Barlow and Maul (in wahyuningsih, 2011:70). Consumers feel comfortable and safe use Halo card in the city of Palu and make consumer feeling happy because the purchased product as expected.

The information products or services effect on reputation and customer satisfaction, and ultimately reputation and satisfaction will influence on communication gethok tular (Word of Mouth) customers PT. Telkomsel Halo card as a provider. According to Anderson & Lehman (in Aaron, 2006:2), high-performance service is a service that is able to satisfy the needs of customers or in other words capable of exceeding the expectations of customers. So here the quality of the services of greater emphasis on the aspects of customer satisfaction. When customers are satisfied, they will be happy to do word of mouth to others about the experiences they feel.

Based on the above description, the researcher interested in doing research to find out the to what extent analyze the influence of the quality of the product and the value of the customer against the customer satisfaction and Word Of Mouth to use Halo card service Telkomsel in the city of Palu.

Formulation Of The Problem

Based on the title and the description above, then the background of the formulation of the problems examined and elaborated in a number of research questions, as follows:

1. What is the quality of the product of the positive and significant effect against Telkomsel Halo Card customer satisfaction in the city Palu?
2. What is the value of a positive and influential Customers significantly to Telkomsel Halo Card customer satisfaction in the city Palu?

3. What is customer satisfaction a positive and significant effect against the Word Of Mouth in the city of Palu Telkomsel Halo Card?

Research Objectives

Based on the description of the above background and formulation problems, then the purpose of this study, as follows:

1. Analyse the influence of the quality of products against customer satisfaction cards Telkomsel Halo in the city of Palu.
2. Analyse the influence of the value of the customer against the customer satisfaction card Halo Telkomsel in the city of Palu.
3. Analyse the influence of customer satisfaction towards Word Of Mouth Telkomsel Halo card in the city of Palu.

REVIEW OF THE LITERATURE

Services

The service is all economic activity which does not constitute a physical or in the form of product construction, which is normally consumed at the same time produced and give value added (Lupiyoadi and Hamdani, 2006:6). According to Kotler (2009:111), "service is any action or performance can be offered one party to the other party, that is essentially intangible and does not result in ownership of something". The production might be related or maybe not related to physical products. Another service definition is any act or acts that can be offered by one party to the other party, that is essentially intangible and does not produce physical ownership of something (Tjiptono, 2011:3).

The service is often seen as a complex phenomenon. The word service itself has many meanings, ranging from personalized service to the service as a product. So far it's been a lot of expert marketing services that have attempted to define the service. While the company that provides the service operations are those that give consumers good service product that is tangible or not.

In the service there is always some aspect of the interaction between the consumer and the giver of services, though the parties involved are not always aware of it.

The service is also not a goods, services is a process or activity, and the activity of the intangible (Lupiyoadi and Hamdani, 2006:6). The service industry varies, i.e. sectors of Government, the non-profit sector, the business sector and private sector production (Kotler, 2009:110):

1. Government sectors, such as: the courts, employment services, hospitals, institutional lenders, fire department, post office and schools.
2. The private Non-profit Sector, such as: museums, charities, churches, colleges, foundations and hospitals.
3. The business sector, such as airlines, banks, hotels, insurance companies, law firms, management consulting firms, medical practices, film company, a real estate company.
4. Sector production, such as: computer operator, accountant and legal staff.

Service Marketing

Marketing services is a social process where with that process, individuals and groups obtain what they need and want with the Exchange services of value with others, which is essentially intangible and does not result in ownership of something.

Marketing on different goods with product marketing to service product (Lupiyoadi and Hamdani, 2006:70). This is related to the difference in the characteristics of services and goods. Product marketing includes items 4 p, IE: product, price, promotion and place. As for the service, the four elements plus three more, namely: people, process, and customer service.

The third thing is related to the nature of the service where the production/operations to consumption is a series that can not be separated in include consumer and services directly.

Thus the elements of the marketing services consist of 7 things, IE (Lupiyoadi and Hamdani, 2006:70):

1. Product: service such as what is offered
2. Price: how pricing strategy
3. Promotion: how promotions should be done
4. Place: how the system of transfers that will be applied
5. the People: how the people who will be involved in the granting of services

6. Process: how the process in the service operation.

7. Customer Service: what level of service will be given to the customer.

The Quality Of The Product

The definition of product quality is reflective of the product's ability to perform her duties that include durability, reliability or progress, strength, ease of packaging and product repair and other traits.

Garvin suggested the eight dimensions of quality of the product, namely:

- Performance (Performance)

  This relates to the functional aspects of a product and are the main characteristics of the considered consumers in buying the product. Consumers will benefit from the performance of the product has been dikonsumsinya.
- Features (Features)

  Is a characteristic secondary or complementary. It can also be a product differentiator with competitors of its kind, which will affect the level of satisfaction of consumers against a product
- Reliability (Reliability)

  Is the possibility of minor damage or fail in use. This dimension relates to the incidence of the possibility of such a product is experiencing a State of not working at any given period. The level of risk of product failure determines the level of consumer satisfaction gained from a product. The bigger the risk accepted by consumers against a product, the lower the level of satisfaction obtained consumers.
- Conformity (Conformity)

  Is the degree of design characteristics or operations that meet the standards that have been set previously. Conformity is the suitability of the product with the standard in the industry.
- Durability (long-term Durability)

  With regard to how long the product can continue to be used. The size of the durability of a product covers economic and technical respects.
- the ability of service (Serviceability)

  Is speed, comfort, ease, competence for repair and handling complaints.

• Aesthetics (Aesthetics)

An attraction of the product towards the senses (seen, touched, felt, heard and being kissed). Consumers will be attracted to a products when consumers see the first display of such products.

• The perceived Quality (Perceived quality)

Is the image, the image and reputation of products and corporate responsibility toward the products consumed by the consumer.

In this study only uses five dimensions of quality of the product i.e. performance (performance), featured (complementary products), reliability (reliability), conformance (suitability), and perceived Quality (quality of impression). The reason researchers wear five dimensions as observationally field found that:

1. The dimension of long-term durability is not used because the durability or age economical card does not affect the consumer's subscription.
2. Dimensions of serviceability is not used because this dimension is included in a variable on the quality of services is examined.
3. As for the dimensions of aesthetics do not use because customers will model, regardless of the form of the card, in this case the card is used in a hidden or embedded in mobile, customers are usually more attracted towards the physical form and the brand of the phone.

Customers Value

According to Zeithaml, Rust and Oliver (Karim, 2009:25) customer value is seen as a function of perceived quality in conjunction with price, and certain preferential factor. Next Oliver (Karim, 2009:25) says that, the value is "some combination of what is given and what is received." while Evans (2002:318) says that the value can be defined simply as the ratio of perceived benevit to perceived cost.

The opinion is supported by Treacy and Wiersema (Karim, 2009:26) which says the value of customers is overall gains in received minus the costs incurred by the customer in order to obtain a particular product or service. The advantage in this perspective of a diinteprestasikan of a company effort to build a value that can be accepted by the customer so that the product has the meaning for customers. While the costs in this perspective is the cost-the cost incurred or in spend by a customer to obtain a product that is in the intent.

The same essence about the value of customers is also expressed by Wahyuningsih (2004) that is the difference of the benefits gained by the sacrifice of good are issued monetary or non monetary. Maharsi (1996) in his (Karim, 2009:25) said that the creation of value for customers is a process or an attempt to understand the expected values customers and on the basis of the marketers should strive to meet these expectations by selling a product or service characteristic quality is equal to that expected by the customer.

While according to ZeithamI and Bitner (2003:442) value is the overall customer perception over the expediency of such a product base to what he gave to what he received, although this perception become very varied, given each person can have a different perception (some are inclined to volume, high quality or comfort), while some customers incorporate also the time and effort/effort into the magnitude of the cost issue.

Wahyuningsih (2004) in her studies of the value of customers say that:

a. Most customer value is written as a benefit or a cost or price and quality as a component of a value. But the views of customers based on those 2 components too modest, because the quality and the price is just explaining the value of functional aspects. Whereas in addition to functional, consumers also consider the social and emotional aspects in deciding the purchase.
b. All customer value research, there is a difference of measurement in use in customer value surveys. Most measurements are used to check the value of customers asked to consumers about perceived value (the value of acceptance) from high to low, fair value (the value of acceptance) from high to low, fair value net, superior value, and good value for money. Measurement-measurement is focused on all possible values make it difficult to analyze the elements benefit contributes to higher values and elements which contribute to the value of sacrifice is lower by customers. Although some researchers have measured the value of customers using multi scale items, the measurement does not clearly indicate the model between the benefits and tradeoffs.

c. There are some inconsistencies between the concept of sacrifice and its operational value. As the example of Van Der Haar, Kemp et al., has clearly defined the concept of value as the difference between the benefits and tradeoffs. But they just elaborate on and supplement the benefits and price with merangking variable, and its application to calculate the benefits of reduced sacrifice. In the same way Peterson and Spreng defines the value as a function of performance and price. Based on the limitations of previous research, there is a crucial need to operasionalisasi the concept of value is consistently in the application.

Therefore Wahyuningsih (2004) identify the (measure) value of customers in three invalid constructs a value, such as:

1. Functional Value

   The functional value of the benefits is the difference between functional and functional sacrifice thank customers against the use of a product or service (Wahyuningsih, 2004). One may be compelled to buy a product because the products look attractive physically, in other words, is visible the products can cause a person to choose. The things this is what is called a functional value. Hence the functional values can be referred to the value of a product (goods/services) in view of the physical appearance or performance of the product (Sweeney & Soutar; Sheth et al., in Darmawan, 2006:27)

2. Social values

   Social value was defined as the difference between the benefits and the sacrifice of an item or service for its ability in improving the social status of the consumer (Wahyuningsih, 2004). Social values also in defenisikan as the value of an item or service on feel by consumers due to the ability of the goods/services in improving the social status of the consumer (Sweeney & Soutar; Sheth et al., in Darmawan, 2006:29).

   So in addition to paying attention to things physical, one may purchase products because the want to be recognized or appreciated in others. The value in the concept of focusing more on the social issue of the value of human life (human values) and how to let someone have value in the eyes of others (Schiffman et al., in Wahyuningsih, 2004)

3. Emotional Value

Occasionally someone does purchase goods because it is driven by factors that are emotional. For example a consumer who uses the services of one particular star, willing to pay the price with more expensive though, because it has the desire to appear more confident. The cause was believed to be using the services of the hotel, others admit it.

A simple example of this is a reflection of the existence of the emotional values that drive a person making a purchase. So the emotional value is a utility or a sense of emotional in natural by consumers in purchase (Sweeney & Soutar; Barlow & Maul in Wahyuningsih, 2004). Analysis of the emotional value currently of concern to the experts of marketing, because consumers in the end many use his emotions in buying the product.

Customer Satisfaction

Customer satisfaction has become a central concept in the theory and practice of marketing, and one of the essential objectives for business activity. Customer satisfaction contributes to a number of crucial aspects, such as the creation of customer loyalty, increased the reputation of the company, the reduced price elasticity, and increasing the efficiency and productivity of employees. Tjiptono (2014:353) Satisfaction (satisfaction) name is derived from the latin "Satis" (meaning good enough, adequate) and "Factio" (meaning do or create). Simply put, complacency can be defined as efforts the fulfillment of something or make something adequate.

Kotler (2009:177) customer is our satisfaction feeling happy or disappointed sesesorang against a product after he compared the results/achievements products primed on performance/results the expected products. If the performance meets expectations, then it means that the customer is satisfied. But if the performance exceeded the expectations of the customer, then the customer is very satisfied or pleased.

Zeithaml, Bitner & Gremler (2006:110) also claimed that the "satisfaction is the consumer's fulfillment response. It is a judgement that the product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment ". That is to say, the satisfaction is the fulfillment of consumer response.

This is an assessment regarding the form of products and services, or about the product or service itself, in providing the level of satisfaction of the consumption is met.

According to Simamora (2003:6) customer satisfaction is the result of experience against the product. This is a customer's feelings after compare between expectations (prepurchase expectation) with actual performance (actual performance).

Measure Customer Satisfaction

According to Hill, et.al in Tjiptono, (2008:175), satisfaction is a measure of the performance of the ' total ' products an organization compared a series of purposes of customers (Customer requirements). Customer satisfaction is not an absolute concept, but rather a relative or dependant on what is expected of the customer. In addition, Tjiptono (2008:175) mentioned the basic principles informing the importance of measuring customer satisfaction is "doing best what matters most costumers" i.e. do its best aspects – the most important aspect for our customers.

According to Dutka (1994:42), there are three dimensions in measuring customer satisfaction is universally is 1). Attributes related to product i.e. the dimensions of satisfaction with regard to the attributes of the product such as the setting of the value obtained with the price, the ability of the product to determine the satisfaction, benefit from these products. 2) Attributes related to service i.e. the dimensions of satisfaction with regard to the attributes of the service instance with the warranty process, promised the fulfillment or delivery of services, and the process of solving problems is given. 3) Attributes related to purchase IE dimensions satisfaction with regard to the attributes of a decision to buy or not from manufacturers such as ease of information, courtesy of employees and also influence the reputation of the company.

Not one single measure "best about customer satisfaction that is universally agreed upon. However, amid the various ways of measuring customer satisfaction there is in common at least in the six core concepts about the measurement object Tjiptono (2014:368).

(1) Customer satisfaction overall (Overall Customer Satisfaction);

The simplest way to measure customer satisfaction is directly ask customers how satisfied their product or service. This can be done by measuring the level of satisfaction of customers against the company's product or service in question and compare the overall customer satisfaction with the level of product competitors.

(2) The dimensions of customer satisfaction;

Generally this process consists of four steps, namely: first, identify the key dimensions of customer satisfaction. Second, ask customers assess the company's products based on specific items. Third, ask customers assess the competing product based on specific items. And fourth, require the customer to determine the dimensions according to their most important in assessing customer satisfaction overall.

(3) Confirmation of expectations (Confirmation of expectations)

In this concept, satisfaction is not measured directly, but disimpuklan or kesesuian based on a mismatch between the expectations of customers with the actual performance of the company's products on sejumah attribute or dimension is important.

(4) Re-purchase Interest (Repruchase intention)

Customer satisfaction is measured in behavioral with path ask whether customers will shop or use the company's products again.

(5) Willingness to recommend (Willingness to recommend)

The willingness of customers to recommend a product to friends or family be the size that matters to be analyzed and acted upon.

(6) The dissatisfaction of customers (Customer dissatisfaction)

Some aspects to find out dissatisfaction of customers, including

a. Complaint

b. Returns or refund products

c. the cost of the warranty

d. Product recall (recall the product from the market)

e. Defections (consumers who switch to competitor)

Word Of Mouth

According to Silverman (2001:25), a word-of-mouth is ".. .is communication about products and services between people who are perceived to be independent of the company providing the product or service, in a medium is perceived to be independent of the company". Meaning, word-of-muoth is communication about products and services among people who are perceived independent, is not part of the enterprise in terms of the provision of products and services, and not within the lines of communication/media company provided.

Mowen and Minor (2001:205) explains that: "Word of mouth communication refers to an exchange comments, thoughts, or ideas between two or more consumers, none of whom represent a marketing source". The meaning of communication is word-of-mouth refers to an Exchange can be a comment/criticism, the fruit of thoughts/ideas, or ideas between two or more consumers, and they do not represent the company in the provision of resources (information/news) related activities/marketing activities.

Lovelock (2001:298) explains that the word-of-mouth, can be either comments or recommendations are disseminated customers based on the experience of the service received, have a strong influence towards the decision-making is done by the other party. Payne (2000:201) said that personal recommendation via word of mouth is one of the most important sources of information. When people become better Messenger service, a personal recommendation is often a preferred source of information.

Whereas, Senes (in Rakhman, 2009:25) in his research mentioned that expression customers through word of mouth spread to explicate the konsumsinya experience after using a product can be realized through the willingness of someone in recommending a product to someone else.

Based on the opinion of the above, it can be concluded that word of mouth is part of the persenol informal communication, delivered by fellow consumers or someone other than the Organization, based on the experiences of services in terimanya in terms of the use of certain products and services which may be ideas, comments/opinions, advice or recommendations that may be positive so that diharpkan useful for party organization.

Word of mouth can be quickly accepted by the customer because that deliver it is someone who is trusted as experts, friends, family and mass media publications. Word of mouth also quickly accepted as a reference because the customer service is usually difficult to evaluate the service who have not yet bought or have not felt themselves (Tjiptono, 2007:64).

Walupun word of mouth communication is very effective in promoting a product or service, but in fact this informal communication difficult to form negative opinions related controlled rumor not true that can quickly spread wide (Schiffman & Kanuk, 2004:515)

There are four motives why consumers spread the positive word of mouth, namely:

1. Altruism, is the action to do something for others without expecting rewards. The individual is attempting to help, provide guidelines/instructions for other consumers, in addition to sharing experience in the consumption of goods or services, where such action is aiming to help other consumers to assist in purchasing decisions.
2. The involvement of the products (product involment), while individuals interested in a product that is expected according to the needs, directly useful and have a high degree of interest, followed with excitement after having it since it can be run as expected, bore positive feelings which became the cause of the widespread communication of the word of mouth.
3. Improvement of the self (self enhancement), that where an individual has a need to share a positive experience of konsumsinya in an effort to raise his image and position itself seems like an expert shopper and smart (intelligence shopper) to raise their status and seek reward or appreciation.
4. Help companies (helping the company), the motive was in the form of/hasrat's desire to help the company. Although the pattern almost like altruism, however there is a difference of purpose and that is to help companies more than consumers who receive the message word-of-mouth. In ekplisit the word of mouth communication delivered to the individual consumers who patronize a particular company

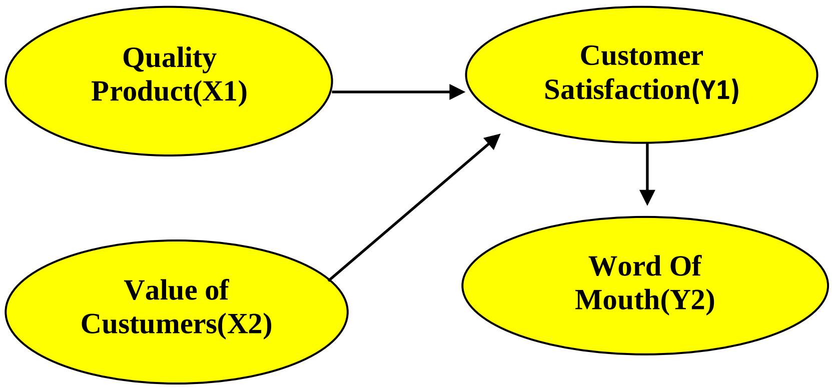


Figure 1. Framework Research

The influence of the quality product against customer satisfaction

In order to evaluate the performance of the products or services, consumers need a norm regarding the product or service is good or worthy to be accepted. The brand may be creating expectations for sure, but it is rarely the reason that theoretically supports that consumers use hope (expectation) for assessing performance (performance) after purchase. Therefore, consumers really like using an assortment of standard work in evaluation of post purchase. Kotler and Armstrong (2008) suggests that the quality of products has a relationship very closely with customer satisfaction as the quality of the product can be judged from the product's ability to create customer satisfaction. Previous research that examines the influence of the quality of products against customer satisfaction conducted by Mittal et al (1998), in which the results of the research show that the negative performance on the product had a negative influence on customer satisfaction and positive performance of product has a positive influence on customer satisfaction. Other studies conducted by Ahmad Sururi (2003) found evidence that influential product quality significantly to consumer satisfaction, moreover on the study conducted by s. S Andaleeb et al. (2006) concluded that consumer satisfaction is much influenced by the quality of the product.

Based on the results above, it can be taken the hypothesis as follows:

H1: product quality and significant positive effect towards customer satisfaction Hello card in the City of Palu

The influence of the value of the customer against the customer satisfaction

Barnes (Karim 2009:34) says the concept of value is very important to achieve marketing success, customer value received is a stepping stone to achieving customer satisfaction. Value as a trigger for customer satisfaction, and the concept of creation and addition of value is a solid concept that requires the attention of management. Fundamental issues that must be understood by managers if they want to attract and retain customers is by knowing how to create and add value to the customer received for its customers.

Sipahutar (Karim In 2009:34) says that the relationship of customer satisfaction that is built by the company, will make the company capable of producing quality products and services for our customers on a consistent basis. The quality of the product/service that is consistent will improve reliability of the company as a provider of value for customers. The company's reliability will trigger speed company as a provider of value for customers. In the end, quality, reliability and speed will make the company as a manufacturer of products and services efficiently.

Barnes (Karim 2009:34) says that in order to increase customer satisfaction and maintain it in the long term, companies need to add value to what is being offered. Adding value will make the customers feel that they got more than what they pay or even than they expect. By increasing the value received (benefit) every counterparty to customers with the company (although those deals did not end with the sale), the company may be more likely to increase the level of satisfaction, leading to a high level of customer resistance.

Paradigm customer value looked at that a company will be able to maintain the viability and have a chance to develop if the company is able to produce and provide products and services that generate value for its customers. In addition paradigm customer value directs all business processes and organizations to produce value for customers. Customer value change the direction of the Manager of the attention focused on satisfying self-interest turned toward to customer satisfaction (Sipahutar In Karim, 2009:35). Thus, in every stage of the managerial process, activities aimed at generating a service value for customers. A successful managerial process is a process that is able to produce a satisfied customer.

Based on the results above, it can be taken the hypothesis as follows:

H2: the value of a positive and influential Customers significantly to customer satisfaction Hello card in the City of Palu.

The influence of customer satisfaction towards Word Of Mouth

Satisfaction with the model of the antecedent and consequence customers mentioned that customer satisfaction include (1) ekpektasi customers (in anticipation of customer satisfaction); (2) diskonfirmasi expectations (expectations acted as a comparison standard for the performance); performance (performance); (4) affect; and (5) equity (consumer assessment of distributif to justice, procedural, and interaksional). Whereas the consequences of customer satisfaction klasifikasikan into three categories, namely (1) the behavior of the complaint; (2) conduct gethok tular (word of mouth); (3) interest in purchasing anniversary (repurchase intention); and (4) price Sensitivity.

In many industries (particularly the service sector), opinion/opinion is positive from friends and family is much more persuasive and credible than advertisements. Therefore, many companies are not only researching total satisfaction, but also examines the extent to which customers are willing to recommend the company to others. In contrast, the gethok negative tular could damage the company's reputation and image. Customers who are not satisfied can affect attitudes and negative peer assessment or his family against the goods and services of the company.

Reinforced again with the research conducted by Wahyuningsih & Djayani Nurdin (2010:9) which States that the existence of a positive and significant relationship between customer satisfaction and behavioral intention. This means that the more satisfied consumers more likely they are to make a purchase in the same company and are more likely to do the positive word of mouth communication. If consumers are perceived level of satisfaction is high, consumers tend to buy it back at the same company again and recommend goods/services that they use to others (intention word of mouth).

Previous studies have tested the relationship between customer satisfaction and word of mouth. It can be said that if consumers felt the performance of the company exceeds their expectations, they will be satisfied and will communicate the positive word of mouth to others. Positive word of mouth communication made by consumers in the form of the intention to do a recommendation on someone else (intention WoM) and has made recommendations on others (actual WoM). Powered by Athanassopoulus et.al (2001) (business management journal, 2010) contends that satisfied customers decided to stick with the existing service providers, involved in the communication of positive word of mouth, and are not likely to switch to other service providers. Therefore, the purpose of this research was one of them to test the relationship between customer satisfaction and positive word of mouth communication.

Based on the results above, it can be taken the hypothesis as follows:

H3: customer satisfaction a positive and significant effect against the Word Of Mouth Hello card in the City of Palu.

RESEARCH METHODS

This Type Of Research

In accordance with the objectives of this research is to know the influence of the quality of the product and the value of the customer against the customer satisfaction and word of mouth, then the type of research that is used is the type of research ekplanatoris or explanation. Determination of the types of research eksplanatoris this sense described by Sugiyono (2010) that the explanatory research is intended to explain the position of the variables examined as well as the relationship between one variable with another variable. Explanatory research is research, in addition to highlighting the linkages between research variables also tested the hypotheses that have been formulated previously, so that this type of research can be called the research hypothesis test or testing research

As the relational research focus is set to the explanation of the relationship-the relationship between variables. The unit of analysis used in the study was the individual. The individual in question here is the Halo card users in the city of Palu.

The population

While according to Sugiono (2009:80) population is the generalization of the objects that have certain qualities and characteristics set by the researchers to learn and then drawn the conclusion. As for the population in this research user Customer Cards Halo in the town of Palu

Sample

Customer Service user population users Hello card in the town of Palu is not known for sure then (the size of) the number of samples in this research are set based on the opinions expressed according to Hair et al., (Zahara, 2007:92) States that the minimum sample size is five times the observation for each parameter in the estimation, then the samples must be filled at this research as much as 5 X indicator or 5 X 40 = 200 samples.

Sample Withdrawal Techniques

Withdrawal technique samples in this research is purposive sampling, in this method, the sampling data sources with certain considerations. This particular considerations, for example the person deemed most know about what we expect, or maybe he as a ruler so that it will make it easier for researchers exploring the object/social situation that was examined (Sugiyono 2010:392).

As for the criteria of respondents who made a sample on this research are as follows:

1. Card users Hello Telkomsel in the city of Palu.
2. Minimum Age 17 years (assume each item is able to understand the question)

Data analysis techniques

Qualitative Analysis

The analysis of qualitative data analysis is performed by means of collecting, comparing, analyzing data in the form of tables and graphs, the profile of the respondents who were analyzed by means of mentabulasikan data obtained with the percentage as well as a description of the quality of products, the value of customers that affect customer satisfaction and Word Of Mouth.

Quantitative Analysis

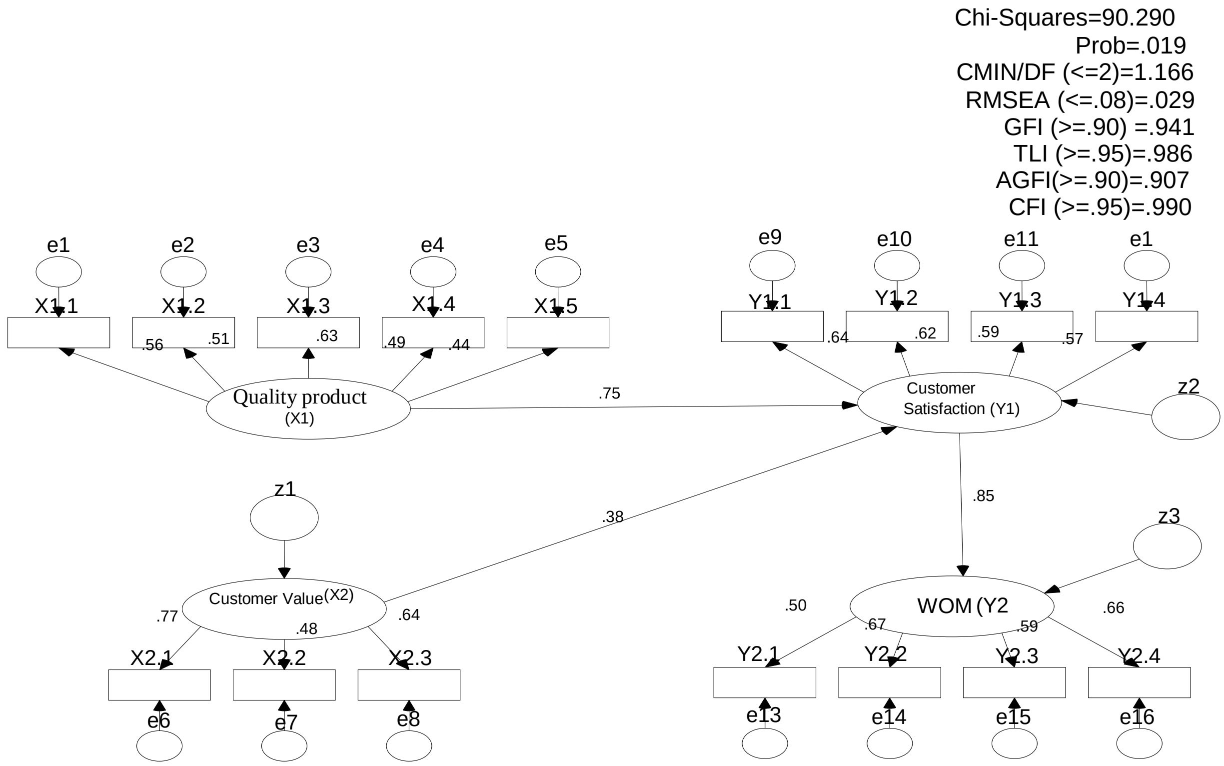
Quantitative analysis is a method of data analysis performed by way of viewing Structural Equation Modeling assumptions (SEM) as well as test the suitability and statistical tests are all done with the program SPSS and AMOS 20.0 20.0.

Structural Equation Modeling, makes it possible to test multiple variables at once with multiple dependent variables are independent. Keungggulan this model in research management is the ability to inform the variables or factors from concept through indicators which in theory existed.

The virtue of this SEM analysis techniques, among others, allows testing a relatively complicated set of relationships simultaneously, thus providing efficiency statistics. (Ferdinand, 2006:5).

Description

The influence of the quality product and the value of the customer against the customer satisfaction and Word Of Mouth on Hello card Telkomsel in the city of Palu



Explanation of Figure 2.
Structure Equation Modelling

Table 1

Hypothesis testing of the variable quality of products and Customer Value towards customer satisfaction and Word Of Mouth on Hello card Telkomsel in the City of Palu

Jalur	Regression Weight	Critical Ratio	Probability (p)	Ket
Quality product_X1 → Satisfaction_Y1	0.754	5.292	0.000	Signifikan
Customer Value_X2 → Satisfaction_Y1	0.382	4.038	0.000	Signifikan
Satisfaction_Y1→WOM_Y2	0.850	6.495	0.000	Signifikan

The influence of the quality of products against customer satisfaction

Based on the test results proved the existence of significant influence product quality which consists of performance, features, reliability, suitability and Perceived Quality towards customer satisfaction. This conclusion is based on the value of CR achieved greater than the required minimum of CR 2.00 on probability (p) of 0.05 smaller than 0.000 which indicates that both variables have a significant causal relationship. Similarly, with a coefficient of quality of product lines, show direct influence positively towards customer satisfaction.

This illustrates that the dimensions of the quality of the products gives the greatest konribusi as a positive and can create customer satisfaction. The formation of customer satisfaction based on Quality products that are well perceived by the customer. Creation of customer satisfaction can be seen on the data obtained from the results of research that can demonstrate the indicators on each latent variable has a value of loading factor is good, it shows that based on research it is known that the quality of the products formed from the dimensions of performance, features, reliability, suitability and Perceived Quality a significant and positive effect toward customer satisfaction.

It is supported by the presence of the largest dimension that contributes to the quality of the product that is Reliability. This dimension there are indicators that provide the greatest contribution to support IE can use Hello card can access the internet without time limit. This means customers can use the internet Hello card as you wish per day for 24 hours. the personal data of customers stay safe using the internet Hello card, has an extensive network coverage and Hello card can be installed in different types of Handpone. Of the four dimensions of reliability indicators contribute to the quality of Products all significant and positive effect toward customer satisfaction.

Research results are in line with research conducted by Nawaser et al (2011) that the quality of the product a positive and significant effect against the automotive industry satisfaction on in India.

The influence of the value of the customer against the customer satisfaction

Based on the test results proved the existence of significant influence Customer Value that consists of a functional Value, Social Value and Emotional Value towards customer satisfaction. This conclusion is based on the value of CR achieved greater than the required minimum of CR 2.00 on probability (p) of 0.05 smaller than 0.000 which indicates that both variables have a significant causal relationship. Similarly, with the coefficients of the line from the value of Customers, showing the direct influence positively towards customer satisfaction.

The functional value of a dimension as an indicator of the dominant shaper of latent variable has a value of loading factor the largest component among other dimensions of a variable the value of customers contribute positively towards customer satisfaction. The functional value is the potential value of sinerjik concern for customers, because it is considered capable of delivering satisfaction positively. This means that the value on the card Hello greatly affect customer satisfaction. This looks internet package Hello card works fine, easy to use by the customer, have the features and price of the Halo is proportional to the product of the given function.

The emotional value of dimension also contributes to the great satisfaction of consumers use Hello card. This can be seen Customers feel comfortable and safe in use Hello card. Customers also have the confidence to use Hello card because the card type is already known among users of mobile simcard and also customers feel glad in using these products, then it would affect customer satisfaction.

The last dimension that contributes to customer satisfaction use Hello card is a social value. However, in this dimension of overall testing only contributes to the lowest level. In a sense, consumers perceive products Hello card has a high social class and make customers should select products Hello card according to your needs, but after using the Hello card customers get the praise for having a product that has a well-known brand, but the value of customers and customer satisfaction continues to have significant relations.

The findings of this study are in line with that expressed by John Suhari (2012) that the variable value of the influential customers directly and significantly to customer satisfaction. The results of this research also is in line with research findings Alida Palilati (2007), which proves that the value of the customer giving a positive and significant influence towards customer satisfaction. I Wayan Siwantara (2011) in the results of his research also proves that influential customers significant value towards customer satisfaction Hello Corporate PT Telkomsel. The results of this research were reinforced by Anderson & Mittal (2000), that the customer's perceived value that the perceived value by consumers positive effect on customer satisfaction against the supplier.

The influence of customer satisfaction towards Word Of Mouth

Based on the test results proved the existence of significant influence customer satisfaction against the Word Of Mouth. This conclusion is based on the value of CR achieved greater than the required minimum of CR 2.00 on probability (p) of 0.05 smaller than 0.000 which indicates that both variables have a significant causal relationship. Similarly, with the coefficients of the line from customer satisfaction, show direct influence positively towards Word Of Mouth.

Factor in Overall Satisfaction over overall satisfied with the service that is given as an indicator of the dominant shaper of latent variable has a value of loading factor the largest component among other indicators of customer satisfaction variable contributing positively towards Word Of Mouth. In other words, that the better the Overall Satisfaction over overall satisfied over ministries, will be followed by the high Word Of Mouth related to recount the experience of using Hello card made by customers as the dominant indicator of Word Of Mouth. Overall satisfaction over overall satisfied with the service provided is of potential value sinerjik concern for customers, because it is considered capable of giving a positive Word Of Mouth. The overall satisfaction of services provided by PT Telkomsel Halo card provider as the Hammer also has a positive and significant influence towards the formation of a positive Word Of Mouth from customers for the product Hello card.

In many industries (particularly the service sector), opinion/opinion is positive from friends and family is much more persuasive and credible than advertisements. Therefore, many companies are not only researching total satisfaction, but also examines the extent to which customers are willing to recommend the company to others. Conversely, negative Word Of Mouth can damage the reputation and image of the company. Customers who are not satisfied can affect attitudes and negative peer assessment or his family against the goods and services of the company.

The findings of this study are in line with that expressed by Wahyuningsih & Djayani Nurdin (2010:9) which States that the existence of a positive and significant relationship between customer satisfaction and behavioral intention. This means that the more satisfied consumers more likely they are to make a purchase in the same company and are more likely to do the positive word of mouth communication. If consumers are perceived level of satisfaction is high, consumers tend to buy it back at the same company again and recommend goods/services that they use to others (intention word of mouth).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of research and discussion, it can be summed up as follows:

1. Product quality effect significantly to Telkomsel Halo card customer satisfaction city in Palu.
2. The value of Customer satisfaction significantly to influential customers Telkomsel Halo card city in Palu.
3. Customer satisfaction effect significantly to Telkomsel Halo card customer loyalty city in Palu.

Advice

Based on the conclusions then expressed some suggestions deemed relevant and expected to give input to all parties concerned especially at the company party as follows:

1. Telkomsel must maintain and continuously improve product quality through the performance improvement of the quality of the existing network, along with the growing number of customers then it will have an effect on network quality perceived by the customer. As the characteristics of GSM networks used by the company that is getting increasing customers then the capacity and reach of the network will result in a reduction of the narrows access speed internet directly perceived by the customers at a certain distance. Therefore a growing number of customers should be in line with the addition of the network to maintain product quality.
2. Telkomsel must continue to strive to maintain and create customers who have made the positive Word Of Mouth, customer is immune to the charms of a competitor. From the results of the study can be seen that the adversely affected opportunities for

customers of the service from competitors. On the other hand companies need to anticipate competitors who continue to repeatedly to get new customers, as well as "acquired" the old customers of other operators.

3. To researchers next want to scrutinize the same object, it is recommended to include other variables not examined in this study. So it can be the input for the company in the long term

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EFFECTIVENESS OF MARKETING STRATEGY ON THE IMPLEMENTATION OF THE THEORY STP (SEGMENTATION, TARGETING, POSITIONING) SILVER CRAFT IN BUSINESS IN MAKASSAR

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ABSTRACT

This article aims to determine the increase in sales volume through the application of the theory of STP (segmentation, targeting, positioning), which resulted in increased revenue silversmith in Makassar. STP theory as a basis for targeting the target market (Market Targeting) which resulted in increased sales volumes. Effectiveness is determined by the marketing strategy of marketing concepts and theories used. The study was conducted in the District Borong Mangala village which is the center of the silver industry in the city of Makassar. The sample in this study is a traditional silversmith by 63 artisans. This research is a quantitative research using statistical analysis. This study found that the increase in sales volume can occur when a silversmith in Makassar understand and implement effective marketing strategies through the application of the theory of STP.

Keywords: *Marketing Strategy, Theory STP (segmentation, targeting, positioning)*

Introduction

Some of the past year, silver jewelry increasingly lively and much in demand by the public. The price is relatively cheap and the variety of models is the main attraction for consumers of jewelry. No wonder when the silver craft businesses began to mushroom. The high price of gold and the economic conditions of society make efforts silver is increasingly in demand by producers of precious metals. Silver jewelry more popular not just because it's cheap, but also because it can be sold back to the store or trade. This is different from other jewelry made of copper, plastic, rocks, or Monel which can not be resold.

Model diverse jewelry adds to the appeal of this white gilt jewelry. Complete any kind of jewelry: rings, necklaces, earrings, pendants, anklets, bracelets, brooches up. According to the silversmith, silver jewelry models elderly white gold jewelry is more diverse than gold jewelry. The movement of the designs even more quickly follow the development model of jewelry.

Silversmith centers located in Manggala District and Borong village. In this area the majority of communities depend for their livelihood on the business of making silver, and along the streets and alleys in the District Manggala lined with merchants or stores of sterling silver jewelry that offers a variety of accessories and silver jewelry typical of South Sulawesi. They sell a variety of jewelry, such as earrings, rings, bracelets, necklaces, pendants, and brooches, as well as various souvenirs from South Sulawesi of materials such as silver phinisi boats miniature, house Toraja miniature, a dagger, and various other crafts.

There are several reasons why the business of silver increasingly in demand by businesses micro, small and medium enterprises. First, do not require a lot of capital. To buy raw materials was easier and cheaper than gold jewelry. Second, silver jewelry much sought after. Especially for consumers who have little budget. For the style they do not require a lot of capital. So prefer to buy silver jewelry. Third, silver is easily formed into various shapes. Even you can create a certain texture in silver. Unlike gold material that is a little difficult to set up.

Theoretical framework

The business world is dynamic and always changing. Therefore, the marketing strategy has a very important role for the success of the company in general and in the field of marketing in particular. Besides, the marketing strategy to be applied shall be reviewed and developed in line with market developments and the market environment. Thus the marketing strategy should be able to provide a clear and focused on what the company in using every opportunity on several target markets.

A company, both engaged in manufacturing and services in deciding to operate in a broad market both the consumer market, industry, small traders, or the government will know that they will not be able to serve all types of customers, as the market consists of many buyers , and the buyer will have the desire, resources, location, buying attitudes, and their buying patterns.

Strategy STP (Segmentation, Targeting and Positioning)

Modern marketing strategy can be described as a marketing STP is segmenting (segmentation), targeting (market targeting) and positioning (market positioning). STP strategy is basically used to position a brand in the minds of consumers in a way that the brand has a sustainable competitive advantage.

Segmentation

Market segmentation is dividing the market into a buyer needs, characteristics or behavior is different and may require separate products or marketing mix. Market segmentation help enterprises to create a product that is specific and meets the needs of its target market, so the usefulness of market segmentation to design marketing strategies.

Effective market segmentation must meet the following requirements: 1) Can be measured (measureability), 2) can be achieved (accessibility), 3) Means (substantially), and 4) Eligible (feasibility).

Targeting

Targeting or specify the target market is the advanced stage of the segmentation analysis. Before determining which segments are selected, companies need to evaluate each segment first. Of course, the company will choose the most attractive segments. After learning potential of each segment, the company then determines define a segment that will be served.

Target (targeting) is to choose one or more segments of the market to be penetrated or how to optimize a company's market and in determining the company's target market must use the concept of priority, the variability and flexibility.

Positioning

Positioning is by means of identifying, developing, and communications excellence that is distinctive and unique. Thus, the company's products and services are perceived to be superior and special (distinctive) as compared to the products and services of a competitor in consumer perception.

The success of positioning is determined by the ability of a company to differentiating or providing superior value to customers. Superior value is formed from several components. While positioning the key to success lies in the perception that is created from the perception of the company itself, the perception of the company against a competitor, customer perception of the company.

Research Methods

This research is a quantitative research, focused marketing strategy effectiveness by using the theory of STP (Segmentation, Targeting, positioning). The population in the study is the overall silversmith listed in silver centers in the Mangala district and Makassar City, a total of 43 artisans. By using saturation sampling technique (census), in which all members of the population sampled, then the number of samples in this study were 43 people.

Scoring of the respondents replied, using a Likert scale, with alternative answers using a scale of 1-5. The data interval were then analyzed using multiple linear regression model with the application of statistical program SPSS version 22.0.

Results and Discussion

ased on testing by using multiple regression analysis on the independent variable (market segmentation, target market and market position) with the dependent variable (marketing effectiveness) showed the following results

$$Y = 0,343 + 0,453\ X_1 + 0,473\ X_2 + 0,083\ X_3$$

t hitung = (3,682) (2,355) (0,408)

t tabel = (1,960) (1,960) (1,960)

F hitung = 33,962 $\quad$ R = 0,786

F tabel = 3,00 $\quad$ R^2 = 0,618

Calculation t- test showed that the variables of market segmentation showed 3.682, this number is greater than t table of 1.960, with a significance (p value = 0.000). Based on the analysis above, it can be concluded that there is a positive and significant impact segmentation marketing. variable on marketing effectiveness.

Calculation of t-test showed that the variables of the target market indicates the number 2,355, this figure is greater than the value t table of 1.960 with significance (p value = 0.022). Based on the analysis above, it can be concluded that there.

Calculation of t-test showed that the variables of the target market indicates the number 2,355, this figure is greater than the value t table of 1.960 with significance (p value = 0.022). Based on the analysis above, it can be concluded that there is a positive and significant impact target market variable on the marketing effectiveness.

Calculation of t-test showed 0.408, these figures show is smaller than t table of 1.960 with significance (p value = 0.684) greater than 0.05. Based on the analysis above, it can be concluded that there is a positive and significant impact on the market position of marketing effectiveness.

The calculation of F test was conducted to see the effect between variables together (simultaneously) with a confidence level of 95% (£ = 5%) with F table showing the numbers 3,00, whereas based on the calculation results obtained F count equal to 33.962. Therefore F count larger than F table, it can be concluded that the variables of market segmentation, target market and market position simultaneously positive and significant impact on the effectiveness of marketing silver.

Based on the results obtained by the correlation calculation correlation coefficient (R) of 0.786, this shows that there is a positive and powerful influence between the variables of market segmentation, target market and market positioning of the marketing effectiveness of silver.

Conclusion

Marketing effectiveness by using the theory of STP enables companies to focus on allocating resources. Segmentation allows companies to get a clearer picture of the map of the competition and to determine the company's market position.

Segmentation is accompanied by a selection of target market will provide guidance in determining positioning. Segmentation is a key factor to beat the competition, with a look at the market from a unique angle and a different way than the competitors.

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THE EFFECT OF SERVICE QUALITY ON CUSTOMER VALUE AND CUSTOMER SATISFACTION OF SWIS BEL HOTEL IN PALU CITY

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ABSTRACT

This research aims to : (1) know and analyze the effect of service quality (tangible, empathy, reliability, responsiveness, assurance) on customer value of swis bel hotel in Palu City, (2) know and analyze the effect of service quality (tangible, empathy, reliability, responsiveness, assurance) on customer satisfaction of Swis Bel Hotel in Palu City, (3) know and analyze the effect of customer value (functional value, social value, emotional value) on customer satisfaction of Swis Bel Hotel in Palu City. This research employs Structural Equation Modelling as analysis method. The results show that: (1) service quality performs positive and significant effect on customer satisfaction (regression weight 0.801), (2) service quality performs positive and significant effect on customer satisfaction (regression weight 0,363). (3) customer value performs positive and significant effect on customer satisfaction of Swis Bel Hotel in Palu City (regression weight 0,507)

Keywords : *service quality, customer value, customer satisfaction.*

Introduction

Economic development geared to developing people's economic life that is based on a balanced market economy mechanism with the principle of healthy competition and pay attention to economic growth, values of justice so as to secure equal opportunities in trying and working. In this case everyone has equal opportunities in doing business. Increasing business growth and income levels more improved so that caused a lot of people who traveled a long way from his residence for both business or pleasure, so it needs a means of accommodation for the rest in the form of a bedroom safe and comfortable, then with the needs of the community brings positive impact on the development of the hospitality business in Indonesia.

The development of the hospitality businesses in Indonesia go hand in hand with the development of the times. Networking giant hospitality world many entrust Indonesia as a location for their business development. throughout parts of Indonesia, especially in the big cities is no longer difficult to find hotel options. Consumers choose many options to specify which hotel to suit their needs, whether for business travel, corporate interests, family vacation or honeymoon.

The hospitality industry in the city of Palu progressed so rapidly include bed and breakfasts and inns. Some of the star hotels in the city of Palu, Swis belhotel, Palu Golden Hotel, Rama Hotel, Grand Duta Hotel. The hotels continues to innovate services such as swimming pool, sauna as well as a coffe shop and resto thus creating added value for the customer to provide satisfaction for our customers.

Swis Belhotel is the only four-star hotel located in the city of Palu which offers a range of added value for consumers, offering a variety of support facilities in an attempt to satisfy the consumer. Based on the observations that the author do, there are some facilities and additional services offered by the Swis Belhotel include there are swimming pools, restaurants, coffe shop, villa, fitness centre, karaoke, sauna facilities, on-site service airport pickup for customers outside the city who had been booking service hotel, location is close to the beach so that adds to the beauty of the atmosphere and more.

Parasuraman (in Jasfar, 2005:51) suggests the five dimensions of quality of service/services, namely: a) Reliability (reliability); the ability provide the promised service with immediate, accurate and satisfying, b) Responsiveness (responsiveness); is the wish of the staff to help our customers and provide service with responsiveness, c) Assurance (assurance); IE includes the knowledge, competence, courtesy, and properties can be trusted which belonged to the staff; freedom from danger, risk or doubt, d) Empathy (empathy), include ease in interweaving relationships, good communication, personal attention, and the understanding of the individual needs of our customers, e) Tangibles (physical products), covers the physical facilities, equipment, employees and a means of communication.

Customer satisfaction is determined by the service given by the Corporation whether tangible or intangible, in this assessment by the customer regarding the categories of services provided by the company. Customer satisfaction is specific to the overall evaluation of the given services, where customer response or measurement is performed directly upon the services provided by the service giver so that customer satisfaction can only be assessed on the basis of experience ever experienced when the process of granting of services.

Consumer perceptions of the quality of service and value offered relatively higher than competitors will affect the level of customer satisfaction, the higher the perception of the value perceived by the customer, then the more likely occurrence of relationships (the transaction). And the desired relationship is a relationship that is long-term, for the efforts and costs incurred by the company is believed to be much larger when should attract new customers or customers who have already left the company, than to maintain it.

Based on the above description, it is necessary to conduct research with the title: **"The effect of the quality of service of customers and customer satisfaction in Swiss Bell Hotel the city of Palu**

Formulation of the problem

Based on the above background, in the identification of the problem are as follows:

1. What is the quality of the service a positive and significant effect of customers Swiss Bell Hotel the city of Palu?
2. What is the quality of the service a positive and significant effect against customer satisfaction Swiss Bell Hotel the city of Palu?
3. What is the value of a positive and influential customers significantly to customer satisfaction Swiss Bell Hotel the city of Palu?

Research objectives

1. Analyse the influence of the quality of service towards customers in Swiss Bell Hotel the city of Palu?
2. Analyse the influence of the quality of services towards customer satisfaction in Swiss Bell Hotel the city of Palu?
3. Analyse the influence of the value of the customer against the customer satisfactionin Swiss Bell Hotel the city of Palu?

Review Of The Literature

Understanding Marketing

The development of the business world led to rivalry between the marketers then function marketers became very important for the company. Competition between companies happen on the first two fronts, each company is trying to capture a market share of may for a series of products. For it used an attribute that is known in the science of marketing such as pricing, quality products, services, advertising, distribution channels and sales promotion. The second front, the melee occurred on the field of competition not seen that is a research and development focused on the creation of new products and peningktan products.

Furthermore, to understand marketing as a unified complex here disclosed the definition of marketing. Kotler (Wahyuningsih, 2009:7) defines marketing is a social and managerial process by which individuals and groups obtain what became of their wants and needs through the creation of the exchange of products and value with others.

Definition of marketing according to Winardi (2001:7), namely business activity associated with the objects and services from the producer to the consumer where there is action to buy, sell, organize, separation according to value and transporting.

A variety of marketing understanding expressed by the experts, then it can be concluded that marketing is a system that aims to give satisfaction to the consumer through the distribution of goods and or services in accordance with the desires and needs of consumers in order to gain an advantage for the company.

Understanding The Service

The service basically have a difference with the goods, if the goods are defined to refer to an object, the tool or object so the service has an act leading to a definition, service, performance (performance) or effort. Similarly, when in the possession of goods can have so the service can only be consumed but not owned.

According to Simamora (2001:168): "the service is any activity offered one party to the other party, that is essentially intangible and non-ownership of any kind. Production services can be linked with the physical product or not ".

While Kotler (2003:444) and Lovelock (2001:3) defines a service with the following meaning:

"The service is an act or activity offered by one party to the other party, where these services are intangible (intangible) and does not result in ownership of the services produced, although during the process of delivery involves physical product. The service means also economic activities that can create a value and benefit to its customers (customer value) at a certain time and place ".

Based on some of the defenisi, then it can be concluded that the service had its own characteristics, i.e. intangible and does not result in ownership of any kind. The services offered can be pure service or service binding on physical products (goods).

The Quality Of Service

Quality is something that is thought of by the customer. The quality associated with the desires of the customers themselves. Quality of service is difficult to measure because of the many variations in perceptions and expectations of the customers. Perceptions about quality are subjective. The quality of the image was created from the customers. Image or customer perception is formed when customers receive the service at a company. Image services related to customer experience in receiving services from the company as the service provider parties.

Quality is the core of the viability of an institution. The quality Revolution movement through the integrated quality management approach into the claims should not be ignored if an institution wants to live and thrive. Competition getting tougher these days demanding an agency service providers/service to always pamper consumers/customers by providing the best service. The customer will find the product in the form of goods

Parasuraman, Zeithaml and Berry (in Al, 2009:26) conducted research specific to some kind of service industry. Before grouping into five dimensions, the three researchers successfully identified ten factors judged to consumers and is a major factor determining the quality of the service, i.e. service/access, communication, competence, courtesy, credibility, security, responsiveness, understanding, and tangibles. Next et.al Parasuraman did back research on focus groups (focus group), both users as well as service providers. Finally, found the results that there is a very strong relationship between communication, competence, courtesy, credibility and security are then grouped into one dimension, namely the assurance. Similarly they find a very strong relationship between acces and understanding, which later merged into one dimension, i.e. empathy.

Parasuraman (in Jasfar, 2005:51) suggests the five dimensions of quality of service/services, namely: a) Reliability (reliability); the ability provide the promised service with immediate, accurate and satisfying, b) Responsiveness (responsiveness); is the wish of the staff to help our customers and provide service with responsiveness, c) Assurance (assurance); IE includes the knowledge, competence, courtesy, and properties can be trusted which belonged to the staff; freedom from danger, risk or doubt, d) Empathy (empathy), include ease in interweaving relationships, good communication, personal attention, and the understanding of the individual needs of our customers, e) Tangibles (physical products), covers the physical facilities, equipment, employees and a means of communication.

Customer Value

According to Zeithaml, Rust and Oliver (Karim, 2009:25) customer value is seen as a function of perceived quality in conjunction with price, and certain preferential factor. Next Oliver (Karim, 2009:25) says that, the value is "some combination of what is given and what is received." while Evans (2002:318) says that the value can be defined simply as the ratio of perceived benevit to perceived cost.

The opinion is supported by Treacy and Wiersema (Karim, 2009:26) which says the value of customers is overall gains in received minus the costs incurred by the customer in order to obtain a particular product or service. The advantage in this perspective of a diinteprestasikan of a company effort to build a value that can be accepted by the customer so that the product has the meaning for customers. While the costs in this perspective is the cost-the cost incurred or in spend by a customer to obtain a product that is in the intent.

The same essence about the value of customers is also expressed by Wahyuningsih (2004) that is the difference of the benefits gained by the sacrifice of good are issued monetary or non monetary. Maharsi (1996) in his (Karim, 2009:25) said that the creation of value for customers is a process or an attempt to understand the expected values customers and on the basis of the marketers should strive to meet these expectations by selling a product or service characteristic quality is equal to that expected by the customer.

According to ZeithamI and Bitner (2003:442) value is the overall customer perception over the expediency of such a product base to what he gave to what he received, although this perception become very varied, given each person can have a different perception (some are inclined to volume, high quality or comfort), while some customers incorporate also the time and effort/effort into the magnitude of the cost issue.

According to Gale (Karim, 2009:28) that the perception of the consumer against the value of top quality offered relatively higher than competitors will affect consumer satisfaction rate, the higher the perception of value in the experience by customers, then the more likely occurrence of relationships (the transaction). And the desired relationship is a relationship that is long-term, for the efforts and costs incurred by the company is believed to be much larger when should attract new customers or customers who have already left the company, than to maintain it. For those that are considered of value and can give you satisfaction.

Wahyuningsih (2004) identify the (measure) value of customers in three invalid constructs a value, such as:

1. functional Value

The functional value of the benefits is the difference between functional and functional sacrifice thank customers against the use of a product or service (Wahyuningsih, 2004). One may be compelled to buy a product because the products look attractive physically, in other words, is visible the products can cause a person to choose. The things this is what is called a functional value. Hence the functional values can be referred to the value of a product (goods/services) in view of the physical appearance or performance of the product (Sweeney & Soutar; Sheth et al., in Darmawan, 2006:27)

Next & Soutar Sweeney; Sheth et al., also said that the value of value, also known as functional performance (performance value), because consumers assess the product to be purchased based on the performance of the company and the products offered. This functional value universal nature, meaning that many companies that develop his strategy by fixing things that are physical, so it can be said that this value is already public or universal (Darmawan, 2006:29)

Functional value in delivering on the consumer, the provider of the product as much as possible to pay attention to the quality of goods/services on offer, performance, price, innovation that is easy to use, the warranty and so on. Examples of companies always improve the quality of its products by way of implementing the "zero effect" strategy, i.e. do not give product on the consumer.

2. Social values

Social value was defined as the difference between the benefits and the sacrifice of an item or service for its ability in improving the social status of the consumer (Wahyuningsih, 2004). Social values also in defenisikan as the value of an item or service on feel by consumers due to the ability of the goods/services in improving the social status of the consumer (Sweeney & Soutar; Sheth et al., in Darmawan, 2006:29).

So in addition to paying attention to things physical, one may purchase products because the want to be recognized or appreciated in others. The value in the concept of focusing more on the social issue of the value of human life (human values) and how to let someone have value in the eyes of others (Schiffman et al., in Wahyuningsih, 2004)

3. Emotional Value

Occasionally someone does purchase goods because it is driven by factors that are emotional. For example a consumer who uses the services of one particular star, willing to pay the price with more expensive though, because it has the desire to appear more confident. The cause was believed to be using the services of the hotel, others admit it.

A simple example of this is a reflection of the existence of the emotional values that drive a person making a purchase. So the emotional value is a utility or a sense of emotional in natural by consumers in purchase (Sweeney & Soutar; Barlow & Maul in Wahyuningsih, 2004). Analysis of the emotional value currently of concern to the experts of marketing, because consumers in the end many use his emotions in buying the product.

This emotional value initially studied by psychologists, but then many in the adoption by marketing experts. The emotions of a consumer in buying the product, cover flavored interested, excited, sad, annoyed and disappointed (in Karim, 2009:29)

Customer Satisfaction

Consumer/customer satisfaction has become a central concept in the theory and practice of marketing, and is essential for business activities (Tjiptono, 2005:192). Consumer satisfaction contributes to a number of crucial aspects, such as the creation of consumer loyalty, the growing reputation of the company, the reduced price elasticity, reduced transaction costs, and increasing the efficiency and productivity of the employees (Anderson in Tjiptono, 2005:348-349).

Consumers/customers generally expect products in the form of goods or services consumed are acceptable and it enjoyed with good service or satisfying (Assauri, 2003:28). Consumer satisfaction can shape perceptions and can position the company poduk in the eyes of consumers.

Customer satisfaction is very dependent on the performance and the expectation. Someone's feelings is the level of satisfaction after comparing performance (learning outcomes) that is felt with the harapan-harapannya against a product. The level of consumer satisfaction is the difference in the perceived effectiveness of the consumer (the received performance) and hope (expectation). Consumers can experience one of the three kinds of the following circumstances:

1. If performance under the expectations of the consumer, then the consumer is not satisfied
2. If performance as expected by consumers, then she
3. If performance exceeds what is expected by consumers, then he will be very satisfied and excited (delighted). (Anatan, 2008:77)

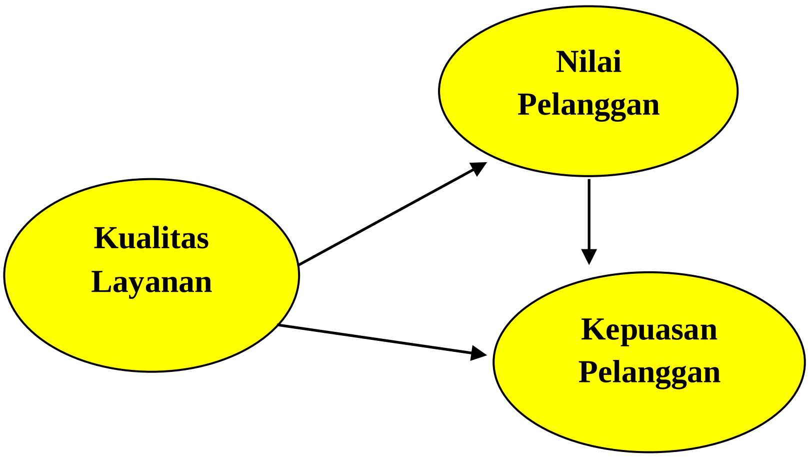


Figure 1. Framework Research

Relationship of quality of service and value to customers

Consumers in choosing a product or service depends not only on the quality of services, but also depend on the value perceived by the customer, the company shall add value that can make customers get what they pay for or more than they expected, so customers can survive (in Cronin; 2000). Based on the explanation of quality service will affect the customer value, customer satisfaction and positive behaviors that encourage consumers to buy back the company's products and inform the positive things about the product and company to other people. So the company will be able to retain existing customers and attract new consumers, which in turn will raise the company's profit (in Cronin; 2000).

Based on the results above, it can be taken the hypothesis as follows:

H1: service quality of influential Variables are positive and significant customer Value against Swis Bel Hotel in the city of Palu.

Relationship of quality of service and customer satisfaction

Quality services model better known by the quality of the services that are now being made much reference in marketing research is the SERVQUAL (service Quality). This model was developed by Parasuraman, Zeithaml and Berry. Relationship with service quality satisfaction is very closely which is largely based on the disconfirmation approach. This approach was affirmed that when performance within an attribute (attribute performance) increases greater than hope (expectation) for the specified attribute, then any satisfaction will increase. in case the opposite then satisfaction goes down. Therefore, a service provider must be able to maintain the quality of services provided to consumers.

Based on the results above, it can be taken the hypothesis as follows:

H2: Variable service quality a positive and significant effect against customer satisfaction in Swiss Bell Hotel the city of Palu

The relationship customer value and customer satisfaction

Barnes (Karim 2009:34) says the concept of value is very important to achieve marketing success, customer value received is a stepping stone to achieving customer satisfaction. Value as a trigger for customer satisfaction, and the concept of creation and addition of value is a solid concept that requires the attention of management. Fundamental issues that must be understood by managers if they want to attract and retain customers is by knowing how to create and add value for its customers. customers received.

Barnes (Karim 2009:34) says that in order to increase customer satisfaction and maintain it in the long term, companies need to add value to what is being offered. Adding value will make the customers feel that they got more than what they pay or even than they expect. By increasing the value received (benefit) every counterparty to customers with the company (although those deals did not end with the sale), the company may be more likely to increase the level of satisfaction, leading to a high level of customer resistance.

Based on the results above, it can be taken the hypothesis as follows:

H3: influential customers value Variable is positive and significant customer satisfaction against Switzerland Bel Hotel in the city of Palu.

RESEARCH METHODS

This type of research

This research was conducted to obtain data information on the influence of customer value and customer satisfaction service quality against Switzerland Bel Hotel in the city of Palu. This type of research is descriptive-conclusive. Descriptive research is used to describe and analyze the results of the study but was not used to make broader conclusions. (Sugiono, 2009:29). While conclusive research is used to prove the hypothesis through the calculations and analysis of the research results, and the results can be used to make conclusions, the findings of which are used to make conclusions, the findings of which are used as input for management decision making (Malhotra, 2005:90). For the purpose of hypothesis testing each research approach used is the study of cause and effect (causal) relationship is affecting between two or more variables.

Although his study contains descriptions, however as the relational research focus is set to the explanation of the relationship-the relationship between the variables. The unit of analysis that is in use in this research is the individual. The individual in question here is the service users who stay at Swis Belhotel in the city of Palu.

The population.

According to Sugiono (2009:80) population is the generalization of the objects that have certain qualities and characteristics set by the researchers to learn and then drawn the conclusion. .. As for the population in this research is a full service users who stay at the Swis Belhotel in the city of Palu.

Sample

Population service users who stay at Swis Belhotel in the city of Palu.is not known for sure then (the size of) the number of samples in this research are set based on the opinions expressed according to Hair et al., (Zahara, 2007:92) States that the minimum sample size is five times the observation for each parameter in the estimation, then the samples must be filled at this research as much as 5 X indicator or 5 X 36 = 180 samples.

Sample Withdrawal Techniques.

The sample was selected as a participant is non probability sampling that is a form of judgement sampling in which the researcher chooses the sample based on assessment against some members of the customized sample characteristics for the purpose of research. The criteria respondents defined as follows:

1. Service users who are and have been staying in Swis Belhotel in the city of Palu..
2. most are aged at least 18 years old (assumed to be able to understand every item statement)

Data Analysis Techniques

Qualitative Analysis

The analysis of qualitative data analysis is performed by means of collecting, comparing, analyzing data in the form of tables and graphs, the profile of the respondents who were analyzed by means of mentabulasikan data obtained with the percentage as well as a description of the quality of the services that affect customer value and customer satisfaction.

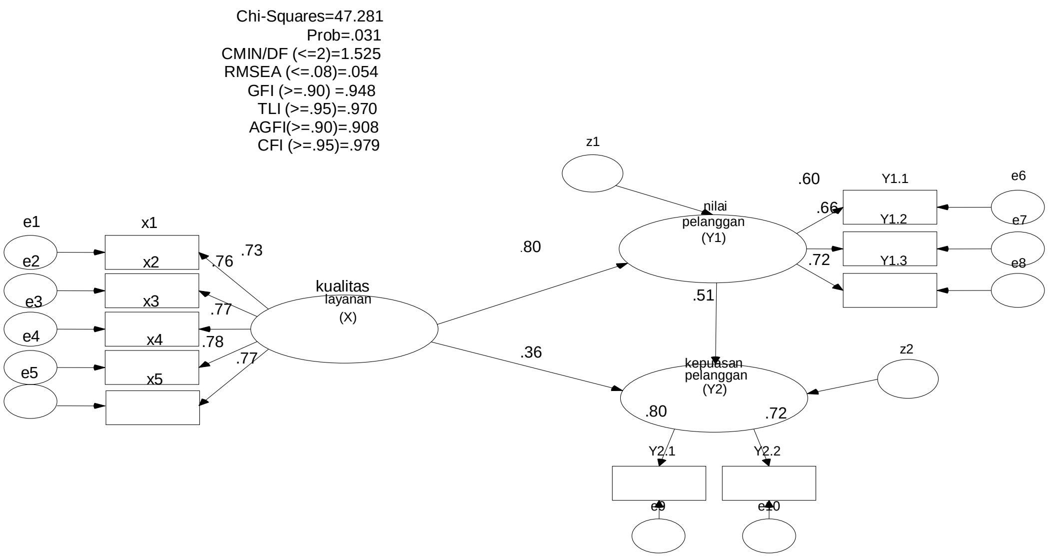
Quantitative Analysis

Quantitative analysis is a method of data analysis performed by way of viewing Structural Equation Modeling assumptions (SEM) as well as test the suitability and statistical tests are all done with the program SPSS and AMOS 20.0 20.0.

Structural Equation Modeling, makes it possible to test multiple variables at once with multiple dependent variables are independent. Keunggulan this model in research management is the ability to inform the variables or factors from concept through indicators which in theory existed.

The virtue of this SEM analysis techniques, among others, allows testing a series of relatively complicated simultaneously, thus providing efficiency statistics (Ferdinand, 2002:6).

Description



Explanation Of Figure 2.

Structure Equation Modelling

Table 1. Hypothesis testing of the variable quality of service of customers and our satisfaction of customers

Jalur	Regression Weight	Critical Ratio	Probability (p)	Keterangan
Service Quality → Customer Value	0.801	6.642	0.000	Signifikan
Service Quality → Customer Satisfaction	0.363	2.118	0.034	Signifikan
Customer Value → Customer Satisfaction	0.507	2.654	0.008	Signifikan

The influence of the quality of service of customers.

Based on the results of research in the know that the three hypotheses in proposing in this study turns out to have a positive and significant influence. The influence of the quality of the services that comprise the reliability, responsiveness, assurance, empaty and physical evidence against the value customers acquired from this research is that there is a significant influence between the two variables. That the existence of this influence on the show with the value of the Regression Weight of 0.801, this is indicate that influence the quality of service of customers is positive, whereas the value of the critical ratio of 6,642, showed good results because of the quality of service it provides its customers with the value of the effect on the provisions of the CR value in another term called thitung ≥ 2,000. While the value of its probability of 0000 showed significant results, because less than the required ($p \leq 0.05$). Thus, the identification of the first issue question: "what is the quality of the service a positive and significant effect of customers Swis Bel Hotel in the city of Palu?" has been answered, then the first hypothesis States that the quality of service of customers and customer satisfaction Swis Bel Hotel in the city of Palu, accepted.

This illustrates that the dimensions of service quality on the largest contributing as a positive and can create value for the customer. The formation of the value Customers starting from a good service quality perceived by the customer. The creation of customer Value can be seen in the data obtained from the results of research that can demonstrate the indicators on each latent variable has a value of loading factor is good, it shows that based on research it is known that the quality of services was formed consisting of the dimension of reliability, responsiveness, assurance, empaty and physical evidence of significant positive effect against the value of the customer. The quality of service that is based on five dimensions have a linear relationship of customers is based on three aspects, namely functional, social and emotional.

It is supported by the presence of the largest dimensions that contribute to the quality of the service i.e. empaty. This dimension there are indicators that contribute the greatest support that is a polite service. This means Parties company Swis Bel Hotel in providing courteous service in accordance with the standard of service which has been established by Switzerland Bel Hotel. For example, customers who come to Swis Bel Hotel welcomed with smiles, behave and said a word that signifies the polite employees Swis Bel Hotel provides courteous service. Followed by the indicators give the impression of the best employees in the minds of customers this means customers are greeted with a smile, behave and said a word that signifies the polite employees Swis Bel Hotel gives the best impression in the minds of customers, then the indicators concern employees for a response to customer complaints such as there are customers who do not yet know to use the facilities services including fitness, treatmill jaco and others. Here concern employees for a response to the complaints of customers in using such facilities. While the indicators that contribute to the smallest at empaty dimensions are indicators concern the employees get to know individual customers this means that employees in identifying the customers quizzed family with caring and sense of enthusiasm so that employees know the individual customers more closely. Of the four indicators that empaty contributes to the quality of service are all positive and significant effect against the value of the customer.

The influence of quality of service towards customers satisfaction

Based on the results of research in the know that the influence of the quality of the services that comprise the reliability, responsiveness, assurance, empaty and physical evidence against customer satisfaction derived from this research is that there is a significant influence between the two variables. That the existence of this influence on the show with the value of the Regression Weight of 0.363, this is menandahkan that influence the quality of service against the satisfaction is positive, whereas the value of the critical ratio amounting 2,118, showed good results because of the quality of service it provides its customers with the value of the effect on the provisions of the CR value in another term called thitung ≥ 2,000. While the value of its probability of 0034 showed significant results because less than the required ($p \leq 0.05$). Thus, the identification of the second issue question: "does the positive effect the quality of service and customer satisfaction significantly Swiss Bell Hotel in the City of Palu?" has been answered, then the second hypothesis States that the quality of services towards customer satisfaction Swiss Bell Hotel in the City of Palu, accepted.

This illustrates that the dimensions of service quality on the largest contributing as a positive and can create satisfaction for customers. Customer satisfaction for the formation of a good service Quality perceived by the customer. Creation of customer satisfaction can be seen on the data obtained from the results of research that can demonstrate the indicators on each latent variable has a value of loading factor is good, it shows based on research it is known that the quality of the services that comprise the dimension of reliability, responsiveness, assurance, empaty and physical evidence of significant positive effect towards customer satisfaction. The quality of service that is based on five dimensions have a linear relationship towards customer satisfaction.

It is supported by the presence of the largest dimensions that contribute to the quality of the service i.e. empaty. This dimension there are indicators that contribute the greatest support that is a polite service. This means Parties Swiss Bell Hotel providing courteous service in accordance with the standard of service which has been established by Swiss Bell Hotel. For example, customers who come to Swiss Bell Hotel Hotel welcomed with smiles, behave and said a word that signifies the polite employees Swiss Bell Hotel provides courteous service. Followed by the indicators give the impression of the best employees in the minds of customers this means customers are greeted with a smile, behave and said a word that signifies the polite employees Swiss Bell Hotel Hotel gives the best impression in the minds of customers, then the indicators concern employees for a response to customer complaints such as there are customers who do not yet know to use the facilities services including fitness, treatmill jaco and others. Here concern employees for a response to the complaints of customers in using such facilities. While the indicators that contribute to the smallest at empaty dimensions are indicators concern the employees get to know individual customers this means that employees in identifying the customers quizzed family with caring and sense of enthusiasm so that employees know the individual customers more closely. Of the four indicators that empaty contributes to the quality of service are all positive and significant effect against the satisfaction

This research is supported by previous research, namely Husaema (2009) that influence the quality of service towards the satisfaction of inpatients in a General anutapura Hospital city of Palu. With the results of the research quality of services consists of reliability, responsiveness, assurance, empaty and physical evidence of positive and significant effect against complacency.

The influence of the value of the Customers towards customer satisfaction.

Based on the results of research in the know that Influence the value of customers consisting of functional value, social value and emotional value towards customer satisfaction derived from this research is that there is a significant influence between the two variables. That the existence of this influence on the show with the value of the Regression Weight of 0.507, this is menandahkan that influence the value of the customer against the satisfaction is positive, whereas the value of the critical ratio of 2,654, showed good results because it gives customers value influence on satisfaction with the provisions of the CR value in another term called thitung ≥ 2,000. While the value of its probability of 0.008 showed significant results because less than the required ($p \leq 0.05$)

Thus, the formulation of the problem of the third question: "what is the value of influential customers significantly to customer satisfaction Swiss Bell Hotel Hotel in the town of Palu?" it is missed, then the third hypothesis which States that the value of influential customers significantly to customer satisfaction Swiss Bell Hotel Hotel in the City of Palu, accepted.

This illustrates that the dimensions of the Value Customers the largest contributing as a positive and can create customer satisfaction. Creation of customer satisfaction based on customer Value that appears in the person of the customer. The value of customers can be seen in the data obtained from the results of research that can demonstrate the indicators on each latent variable has a value of loading factor is good, it shows that based on research it is known that the value of customers formed consisting of the functional dimension of social, emotional, significant positive effect towards customer satisfaction. Based on customer value in three dimensions has a linear relationship towards customer satisfaction.

It is supported by the presence of the largest dimensions that contribute towards customer satisfaction, namely the emotional value. This dimension there are indicators that contribute the greatest support that is able to give a sense of satisfaction. Where complacency obtained by customers to stay and use the appropriate service facilities by the needs and wants of the customer, and from Swiss Bell Hotel(employees) providing for the needs and desires of the customer. Therefore, it will give you a satisfied customer.

The next dimension that contributes to the value of the variable is the dimension of the social value of customers. Dimensions of social values, there are indicators that contribute is give a feeling of pride. Where is the pride that is meant in this research is the use of luxury hotels, 5-star hotel facilities and services professional employees obtained by customers to stay and use the facilities services provided from Swiss Bell Hotel to customers.

The dimensions of the smallest which contribute towards the value of customers is the functional value of the dimension. The functional value of dimension, there are indicators that contributes is the condition of facilities services worthy to use for customers. Where the conditions of decent service facilities used in the sense of when we stay and use the service, customers always want the best given the hotel in accordance with its functions, meaning that customers will get satisfaction because it uses good facilities.

This research is supported by previous research namely Abdul Haris Karim (2009) who is researching about the value of customers consisting of social values, the value of functional, emotional and values towards customer satisfaction and the mobile phone user tular gethok in the city of Palu. With the results of the research of the existence of significant influence between social values, the value of functional, emotional and values towards customer satisfaction and the mobile phone user Word Of Mouth in the city of Palu.

This was confirmed by Barnes (Karim 2009:34) says that in order to increase customer satisfaction and maintain it in the long term, companies need to add value to what is being offered. Adding value will make the customers feel that they got more than what they pay or even than they expect. By increasing the value received (benefit) every counterparty to customers with the company (although those deals did not end with the sale), the company may be more likely to increase the level of satisfaction, leading to a high level of customer resistance

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research and the discussion by using the method of analysis of Structural Equation Modelling, can be summed up as follows:

1. Quality of services a significant and positive effect toward value customers in Swiss Bell hotel Hotel the city of Palu
2. Quality of services a significant and positive effect toward customer satisfaction in Swiss Bell hotel Hotel the city of Palu.
3. The value customers significant and positive effect toward customer satisfaction in Swiss Bell hotel Hotel the city of Palu

Advice

Based on the results of the research have been presented at the section conclusions, then selajutnya put forward a few suggestions it deems relevant and expected to give input to all the parties concerned in Swiss Belll Hotel in the City of Palu as follows:

1. Quality of service needs to be kept and maintained, because of the good quality of service which includes reliability, responsiveness, assurance, empathy as well as physical evidence is an asset which should be preserved to maintain the viability of the company.
2. With regard to the need to improve the management of such a good administration at time of check-in (reliability), an explanation of employees about the understanding of the use of the procedure in the service (responsiveness), the competence of employees in serving customers (Warranty), caring employees know individually (Empathy), a beautiful interior Setup (physical evidence) by way of doing life skill training for the knowledge and resources to create long-term satisfaction to customers.

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THE EFFECT OF PERCEIVED USEFULNESS TOWARDS THE INTEREST OF USING THE REGIONAL MANAGEMENT INFORMATIONS SYSTEM (SIMDA) WITH USER ATTITUDES AS MODERATING VARIABLE
(Study On Local Government Of Sigi Regency In Central Sulawesi)

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ABSTRACT

This study aims to examine and analyze the effect of perceived usefulness to the interest of using the Regional Office Management Information System (SIMDA) with User Attitudes as moderating variable. This research uses the explanatory survey method. Respondents are employees of the finance department, who use SIMDA, in all governmental institutions in Sigi. Methods of analysis are Simple Regression Analysis and Moderated Regression Analysis (MRA). The results show that, first, perceived usefulness has positive effect on interest in using SIMDA. The greater the perceived usefulness of the users, the greater their interest to use SIMDA. Second, the user attitudes has positive effect on interest in using SIMDA. This implies that the more positive the attitude of receiving the system, the more positive their interest to use SIMDA. Third, the user attitudes do not moderate and affect the relationship between the perceived usefulness with interest in using SIMDA. This indicates that the attitude of users- to accept or to reject- in using the system has no relationship with their perceived usefulness but rather it is their "compliance" to use the system, whether they like it or not.

Keywords: *Perceived Usefulness, Interest of Using The Regional Management Informations System (SIMDA), User Attitudes*

I. Introduction

Implementation of accounting information systems organizations can provide several advantages. *First,* improve the efficiency of physical processes which reduces cost. *Second,* improve the accuracy and contemporary records related to various entities such as customers and suppliers. *Third*, improve the quality of planning and control (Wilkinson et al., 2000 and Gelinas et al., 2005). However, the successful implementation of such systems is highly dependent on the acceptance and use by individuals in the organization (Molla and Licker, 2001; DeLone and McLean, 2003; Roldan and Leal, 2003). That means, the acceptance or rejection of a system is highly influenced by the behavior of its users.

An information system will be used if users believe that by using the system can help them to do their jobs better. However, one's attitude in responding to an innovation as well as regional financial information system implementation course vary. Employee attitudes towards the use of the system could take the form of acceptance or rejection as a result of the use of a technology in its work. The system can be more easily accepted if the system is easy to use and helpful in completing a job. Instead, one can refuse to use such technology because the system was not useful or have difficulty in using it. Acceptance of the use of information systems will further create interest in using the information system which will then determine whether the employee will be motivated to use the information technology system.

In accordance with the provisions of the legislation (see Regulation No. 58 Year 2005 on Regional Financial Management), local governments are required to prepare financial statements to account for their public financial management is accountable and transparent. The financial statements of local government (LKPD) is one form of financial information required by stakeholders for decision making economic, social, and political. To be able to provide financial information is accurate, relevant, timely, and trustworthy must be supported by a reliable information system. This description at least confirms that the system will be implemented at least be able to meet the expectations of employees involved with the system for the system to be accepted and implemented. It signaled the importance of the study and analysis of it.

Technological development and reach the accounting information systems within an organization as well as in government organizations is inevitable. As well as the data processing changes from the manual system was replaced by the data processing technology. But a system is not just meant as a network device (software), because of various elements and aspects of human and perilakunya- -as well as a part or sub-systems are interrelated, connected, and synergy, as an overall system. It should be realized, given a bit of rejection in a system implementation. The refusal at least suggests that the sophistication of the technology in a system does not guarantee acceptance or success of a system. This shows that the successful implementation of the system is not only determined on a mere technical mastery, but behavioral factors of the individual users of the system also determines the acceptance implementation. Because the best system, man, too, who carry it out. Therefore, assessing the behavioral aspects of accounting information systems can provide the basis or foundation for developing a conceptual framework about the acceptance of a system becomes kebaharuan in this study.

II. Literature Review and Conceptual Model

In 1986, for the first time Fred D. Davis introduced the technology acceptance model (Technology Acceptance Model or TAM). This theory is the result of the development and adaptation of the two previous theories that the Theory of Reasoned Action and Theory of Planned behavior. TAM is a model of acceptance of an information technology system with two main constructs that distinguishes the two previous theories. Two main constructs of this is a benefit; Perceived Usefulness and Perceived Ease of Use.

TAM describe that there are two dominant factors affecting the integration of technology. *The first* factor is the user's perception of the benefits of technology (perceived usefulness, abbreviated PU), and *the second* factor is the user's perception of the ease of use of technology (perceived ease of use, abbreviated PEU). Perceived usefulness affect the ease of use but not vice versa. Both of these factors affect the attitude of the individual against the use of information technology, which will then determine whether the person intends to use information technology (intention). Interest in using information technology will determine whether people will use information technology (Behavior).

2.1 Perceived Usefulness

Perceived Usefulness is the degree to which a person believes that using a particular system would enhance his performance (Davis, 1989). Based on the theory of motivation expressed by Deci (1975, in Hartono, 2007), acceptance of the technology by the user is determined by two types namely extrinsic and intrinsic motivation. Intrinsic motivation arises because of the expectation that is felt by the individuals themselves of the results of interacting with an application of information technology system. Extrinsic motivation arises because of the expectations on the use of certain technology systems applications received from outside the individual interaction with the system.

2.2 Interests of Conduct (Behavioral Intention)

Interest is more like perceived usefulness and sense of belonging in a matter or activity, without being told. Interest is a desire a person to perform a particular behavior (Djaali, 2007: 121). Someone will perform the behavior (behavior) if it has no intention or interest (behavioral intention) to do so. Theory of Reasoned Action (TRA) explains that the behavior (behavior) is done because the individual has an interest or desire to do (behavioral intention) (in Hartono, 2007: 116). While Triandis (1980) as quoted Handayani (2007: 8) argues that, "The behavior of a person is an expression of a person's desire or interest (intention), where the desire is influenced by social factors, feeling (Affect), and the consequences perceived consequences (perceived consequences) "

2.3 Attitude

Referring Fishbein and Ajzen (1975), Hartono (2007: 116) describes the definition of the attitude that, "The attitude (attitude) as the amount of affection (feelings) are perceived someone to accept or reject an object or behavior and measured by a procedure that puts the individual on a scale of evaluative two poles, for example, good or bad; approve or reject, and more ". While Davis et. al (1989) (in Hartono, 2007: 116) states that, "The attitude toward the behavior as positive or negative feelings of someone having to perform the behavior to be determined. Attitudes toward the behavior evaluation shows the level a person has a good or less good about the particular behavior ".

Based on the description above, this study is considered important to do. In brief conceptual framework of research can be seen in Figure 1.

2.4 Research Hypothesis

Hypotheses are constructed as follows:

H_1 : Perceived usefulness has effect on interest in using SIMDA.

H_2 : The user attitudes has effect on interest in using SIMDA.

H_3 : The user attitudes as moderating and affect on the relationship between the perceived usefulness with interest in using SIMDA.

III. Research Methods

3.1. Population and Sample Research

This study was conducted a survey with data collection conducted with questionnaires, interviews and analysis of relevant documents, in order to obtain an overview and understanding of the influence of the perceived usefulness, user attitudes towards using SIMDA interest and influence attitudes towards relationships flavor benefits users with interest in using SIMDA.

This research was conducted in the District Government Sigi. The population in this study is the employee involved in the financial management in each of the regional work units (SKPD). In accordance with the data Regional Personnel Agency (BKD), Sigi District Government Biromaru has 52 SKPD, with staff in the finance department as many as 164 people. A technique of determining the number of samples in this study using purposive sampling, with the established criteria are:

1. SKPD apply SIMDA.
2. Employees who are directly involved in the implementation of SIMDA.
3. Employees involved have been in charge of finance at least 6 months.

3.2.Techniques of Data Collection and Data Analysis Methods

The data collected in this study derived from primary and secondary data. Secondary data were collected from the Department of Finance manager and regional assets (DPKAD) Sigi District Government. Primary data was collected through the research instrument (questionnaire), observation and interview. Measurement data in this study using a scale Likers. Each item value is based on a scale of likers with intervals of ratings ranging from a score of 1 (Strongly Disagree-STS), 2 (Disagree-TS), 3 (Neutral-N), 4 (Agree-S) and (Strongly Agree-SS). Analysis of the data in this study using regression analysis (simple linear regression) and Moderated Regression Analysis (MRA).

IV. Results and Discussion

4.1 Hypothesis Testing and Discussion

Testing this hypothesis using simple regression analysis (Simple Linear Regression) and Moderated Regression Analysis (MRA) using SPSS 16. Results demonstrated regression calculation of Adjusted R2 in the variable interest using SIMDA is 0.133 and 0373. That is, 13.3% interest in using SIMDA variation can be explained from a variable sense of the benefits, and the balance of 86.7% is explained by other causes beyond the study models. Similarly, there is a 37.3% interest in using SIMDA variation can be explained by the variable perceived usefulness and attitude benefits the user. While the rest of 62.7% is explained by other causes beyond the study models.

F test results showed 6.672 with a p-value of 0.014 and 8.343 with a p-value of 0.000 at a variable interest in using SIMDA. This suggests that the independent variables in this study, namely Perceived usefulness and User Attitudes, can be used to predict the dependent variable.

4.1.1 Hypothesis 1: Perceived usefulness impact of interest in using SIMDA.

Regression analysis for hypothesis 1 is show in Table 4.1 below

Table 4.1

Regression Results Influence Perceived usefulness of Using Interests SIMDA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,459	,796		3,089	,004
	X1	,485	,188	,395	2,583	,014

a. Dependent Variable: Y

Source: Processed Data

Regression test results indicate that the positive regression coefficient of 0.485 with a probability of 0.014 (p <0.050), which means Perceived usefulness positive effect on interest using SIMDA, means that the first hypothesis is accepted. The results of this study showed that the greater the perceived by users (employees) will be greater interest in using the system (SIMDA) is. It can be concluded that the are felt by employees, especially those involved in the use of SIMDA make them interested in using it. The results of this study are consistent with the results of research conducted by Davis et al., (1989); Compeau and Higgins (1995); Taylor and Todd (1995); Thompson et al., (1991); Venkatesh and Davis (2000) and Venkatesh et al., (2003). That means, the interest to use SIMDA can be improved by providing and instilling an understanding to users of the system will usefulness SIMDA use in the process of completion of their work. In other words, the use of technology-based information systems (SIMDA) will help improve their performance.

4.1.2 Hypothesis 2: The user attitudes toward influential on interest in using SIMDA.

Regression analysis for hypothesis 2 is shown in Table 4.2 below:

Table 4.2 Regression Results Effect of User Attitudes Toward Using Interests SIMDA

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,626	3,664		-1,262	,215
	X1	1,660	,922	1,354	1,800	,081
	X2	2,019	,861	1,933	2,345	,025
	X1X2	-,359	,210	-2,319	-1,704	,098

R Square = 37,3%, F=8,343, *p*=0,000

a. Dependent Variable: Y
Source: Processed Data

Results of testing the second hypothesis is indicated by the regression coefficient amounted to 2,019 with a probability of 0.025 which means that attitudes affect the interest of users using SIMDA, which means that the hypothesis that attitudes affect the interest of users using SIMDA acceptable. These results indicate that the positive attitude shown by the user on the implementation of a system, will have a positive impact also on the acceptance and use of the system, in this case the interest in using SIMDA. The results of this study are consistent with the results of research conducted by David et al., (1989); Adam (1992); Iqbaria (1997), Venkatesh and Davis (2000) and Venkatesh et al., (2003). The attitude of users indicated that the motivation to use SIMDA if they feel the ease of use of the system in the completion of their work.

4.1.3 Hypothesis 3: The user attitudes as moderating impact on the relationship between the perceived usefulness with interest in using SIMDA

Results of testing the hypothesis 3 is shown by the interaction between the user flavor and attitude ($X_I X_2$) are shown in Table 4.2, which is indicated by the regression coefficient of -0.359 with probability 0.098. These results indicate that the user does not moderate stance and does not affect the relationship between a sense by using SIMDA interest. That means, the hypothesis that affect the User Attitudes Toward Relationship Between Perceived usefulness Interests Using SIMDA, not accepted. These findings indicate that although users feel the usefulness of the use of a system, but it is not enough to motivate users are interested in using the system (SIMDA) is. Users can just avoid using the system (SIMDA). Even if they use it, it may just meet the "compliance" or "must" to use it and not because of they benefits.

As we know that the implementation of a system, especially in government is certainly related to the regulation. That means, the application of the system of mandatory nature or liability. Like it or not, employees should use it. As shown in research Handayani (2007) that the interests of information systems do not have a positive effect on the use of information systems. This finding peer network with research results Thompson et al., (1991); Moore and Benbasat (1991); Venkatesh and Davis (2000), Venkatesh et al., (2003), and Handayani (2007), which explains that the social environment such as fellow workers, senior managers, leaders and organizations would affect the interest of information systems, in this case the interest in using SIMDA , It also revealed the results of interviews with the head of the accounting section DPPKAD which states that, "Nearly all, if not all carriers Sigi SIMDA in local government is still honorary. Perhaps they are not so motivated, considering the status of those who are not civil servants ", he said further. These findings indicate that organizational commitment and performance appraisal system was also influential in the reception system. It certainly needs more testing.

V. Conclusion and Recommendations

5.1 Conclusions

Based on empirical evidence obtained it was concluded that:

1. Perceived usefulness affect the interest of using SIMDA.

   That is, users (employees) who feel and understand the benefits of using the system in completing their work will have a great interest in using the system (SIMDA).

2. Attitude affect the interest of users using SIMDA.

   These results indicate that the attitude is positive. In that sense, they are interested in using a system because they understand that the system will assist and facilitate in completing their work. Instead, users will be negative attitude or avoid using the system if they find the system difficult or requires effort and that many in the operation.

3. Attitude user does not moderate and does not affect the relationship between Perceived usefulness with the interest of using SIMDA.

   This shows that the environment around the user (employee) will affect them in using a system (SIMDA). Utilization of the system should be improving their status, in relation to the performance assessment. Similarly, the expectations of staff involved in the implementation of SIMDA. But they are still honorary status certainly does not motivate them to use SIMDA. Only the "compliance", which are compulsory so that they use it, not because their benefits.

5.2 Suggestions

1. The results of this study, as shown on the statistical test results show the need for testing and exploration of other variables that affect the interest of using information systems. Among other things, the performance appraisal system, task clarity, and commitment of the leadership / organization.
2. Given the context of this research related to human behavior, it is necessary to test the information system user intrinsic factors as variables that may moderate the relationship between independent and dependent variables.

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Corporate Social Responsibility:
How The Company Meets The Needs of Community?
(Case Study of PT. Donggi Senoro LNG, Central Sulawesi)

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Abstract

Corporate Social Responsibility (CSR) reflects a company's liability in fulfilling its social and environmental responsibility in terms of providing sustainable economic development and improving the quality of life that will benefit the company, local community, and society in general. PT. Donggi Senoro LNG (hereinafter abbreviated as PT. DSLNG) is one of the companies engaged in the oil and gas sector that shows its commitment to implement CSR programs for the people surrounding the area. PT. DSLNG has been implemented its CSR programs since 2015 when the company has started production and earned income. This study intends to evaluate the performance of CSR programs and identify enabling and inhibiting factors of the successful CSR programs implementation. The study is conducted with quantitative and qualitative approaches including document interviews, FGD and In-depth Interviews. The study focuses on process aspects and outcome aspects of CSR program performance based on the criteria: relevance, effectiveness, efficiency, impact, sustainability, and community participation. The subject of the evaluation is the people in the group that has been formed and the group of vulnerable households. The results of this study highlights that CSR programs performed by PT. DSLNG strategically improves the quality of life in several fields such as education, health, and agricultural in terms of knowledge and skills transfer. It also have positive implications for the growth of independent public businesses. The level of people's satisfaction on CSR programs generally is very high although there are some components that have lower grades.

Keywords: *Corporate Social Responsibility, PT. DSLNG*

I. Introduction

CSR refers to company's social responsibility[1] towards their employees, investors, community, and surrounding environment. Accordingly, the company should not be concerned only with the economic and business affairs but should also be responsive and caring to the community and environment. The company's presence in the structure of society will become a part of the social subsystem that creates synergistic cooperation and mutual benefit between the community and the company in the long term. the reciprocal relationship between the company and stakeholder groups remains important and strategic, so it needs to be re-examined in order to increase its quality.

Technically, the evaluation of CSR programs enables a company to look at the accuracy of objectives to be achieved and how great the achievement as an output or outcome of CSR programs. From the business perspective, the results of CSR evaluation can be regarded as one of objective assessments of company's social performance to improve the corporate image and consideration for the prospective investors in making an investment (Orlitzky & John, 2001). Socially, the evaluation of CSR program performance can determine social acceptance (social legitimacy) by stakeholders, particularly the community, on the commitment, presence, and actions of the company in general (Prayogo, 2011). A good corporate's social performance will open more investment opportunities and improve the relationships with stakeholders.

The significance of CSR can be determined from legal and moral frameworks. Legal Act number 40 Year 2007 regarding Limited Liability Company for example, in article 1 point 3 states that social responsibility and the environment symbolizes the company's commitment to participate in the sustainable economic development. This include efforts to improve the quality of life and environment that benefits the company, local community, and society in general. Meanwhile, environmental damage, residents' loss of assets, livelihoods, and illnesses due to the company's activities, as well as the loss of customary rights are the moral basis of the CSR program implementation. These legal and moral frameworks have guided PT. DSLNG to conduct its CSR programs. For this company, CSR has a strategic position to build a reciprocal relationship between the

[1] In the context of corporate social responsibility (CSR), many definitions have been found. One of which describes the situation of CSR in Indonesia is the definition of Suharto (2006) stating that CSR is the continuing commitment by the company to not only improve the company's profit financially, but also an ongoing commitment to the welfare of the local communities and build regional socio-economic holistically, institutionally, and sustainably.

company and its stakeholders. This relation can be evaluated through the CSR programs that have been implemented.

The implementation of CSR programs for PT. DSLNG is beyond the company's social liability; it is considered a strategy to build reciprocal relations and promote social advancement through community empowerment in various fields, particularly in economics. Moreover, the implementation of CSR programs is expected to have positive effects on social attitudes so that the community be responsible for securing the company's interest in the management of oil and gas resources that bring benefits to the company and the community, especially in the area around the company's operations.

In line with this expectation, the company also responsible for improving the quality of social life around the company in areas such as health, education, economy, and environment conservation. The performance of the company in implementing its CSR programs must be proportionally increased the quality of life as reflected in the objective of PT. DSLNG that is, to build harmony with the community. Performing CSR programs determines company's commitments, policies, and actions towards its stakeholders, especially the locals or the nearby community. To make the process smoother and more effective, PT. DSLNG divides its areas into several regions or Rings: Ring one covers the area closest to the company; Ring Two covers the area outside of Ring One and Ring Three. Determination of these areas shows the corporate responsibility in each region. The CSR program that is well implemented and meets the standard criteria of the OECD/DAC that includes: relevance, effectivity, efficiency, impact, sustainability, and community participation can reduce the risk of pressures from social stakeholders. These criteria are used as indicators to evaluate the performance of CSR programs; analyze factors that affect the failure and success of the CSR programs performance; describe the condition and development of the vulnerable groups; and develop Community Satisfaction Index of the CSR programs beneficiaries.

It is believed that the community's perception of PT. DSLNG will affect their attitude towards the company's CSR programs. In this case, an attitude is interpreted as a way of thinking, feeling, and acting on an object. Attitude can also be defined as an expression of feeling, which reflects the acceptance or rejection of a person against an object. The underlying assumption of this study is when the society has a good acceptance of the CSR programs, it will enhance their involvement in CSR programs, and thus, increase their benefits after being involved in the program. The benefits of the program will affect the process of social change and subjective well-being.

The process of change in the lives of people can be an increase in revenue, an increase in formal education, skill enhancement, and maintenance of health. If the process of change takes place at all levels of society, so the comprehensive social welfare will be easily accomplished. This study in general evaluates the process of change in CSR beneficiary communities to ascertain that CSR programs have been well implemented and are in line with the visions of PT. DSLNG.

II. Methodology

a. Model and Evaluation Approach

This study applies Brinkerhoff Model (1983) with a fixed evaluation design; an evaluation design that was developed based on the objectives of the program and compiled questions to gather a wide range of information from certain sources. This design is not rigid, but it can be adjusted to the needs that may change at any time.

Evaluation activities based on this design include preparing the questions, compiling and preparing the instruments, analyzing the results of the evaluation, and formally reporting the evaluation results to the related parties. Data collection techniques in this evaluation design include observation, interviews, questionnaires, and rating scales.

This evaluation uses a mixed method that combines quantitative and qualitative approaches. The quantitative approach is conducted through documents reviews and questionnaires distributions to the CSR programs beneficiaries. While the qualitative approach is conducted through Focus Group Discussions/FGD and in-depth interviews with stakeholders and selected key informants.

The object of the evaluation focuses on the process aspects and outcome aspects of the CSR programs and is based on the criteria of the OECD/DAC namely: relevance, effectiveness, efficiency, impact, sustainability, and community participation as the new indicator. The subject of the evaluation is the guided groups and vulnerable households who affected by the company’s relocation program as their homes are included in the company's project site.

b. Location and Time of Study

The CSR programs evaluation of PT. DSLNG takes place in Batui District and Kintom District at Banggai Regency and focuses on three (3) villages namely: Uso Village, Honbola Village, and Kalolos Village. Each of these villages, as the 'guided village' of PT. DSLNG, have been receiving aids through the community development programs in the fields of health, education, and economics. This activity was held for 60 days, from March to May, 2016.

c. Type and Source of Data

The data in this study consists of primary and secondary data. Primary data includes data and information from primary sources (respondents/informants). These include perceptions of respondents/informants about the implementation of CSR programs and the living conditions of the vulnerable groups.

Secondary data includes data and information from secondary sources or documents such as progress reports from working partners; the annual work plan; the annual report of partnership program implementation and community development; regional development planning; the report of monitoring and project evaluations; project documentation; the results of regional planning documents; village funds allocation; and other relevant secondary data such as progress reports, monitoring reports, magazine consultant, and CSR Bulletin.

d. Data Collection Technique

The primary data is collected through a survey of beneficiaries, stakeholders, and key informants. The research instrument for this survey is questionnaires. In addition, data collection technique also includes observation, in-depth interviews, and focus group discussions.

In-depth interview intends to explore the perceptions of informants on the implementation of CSR programs, the social aspects of culture, values, structure and social culture, communication network, which includes political networking that affects the situation of the community, the recent living conditions of the vulnerable groups, and success stories of beneficiary groups.

Focus Group Discussion (FGD) means to explore qualitative data about the implementation of CSR programs (the process and outcome aspects) based on the criteria of appropriateness, effectiveness, efficiency, impact, sustainability, and community participation. In addition, it also explores aspects of social, cultural, and economic as well as suggestions to improve CSR programs. The FGD process involves various components of the community such as local government, community leaders, youth leaders, customary (*adat)* leaders, religious leaders, beneficiaries, and the stakeholders. The secondary data collection is based on documents that relevant with the aims of CRS programs evaluations.

e. Population and sample

From the quantitative approach, the main subject (population) in this study is the beneficiary groups of CSR programs totaling of 869 people, who are divided into 42 of assisted groups in three (3) target villages. There are 15 assisted groups with total membership of 238 people in Uso Village, 14 assisted groups with a total membership of 385 people in Honbola Village, and as many as 13 assisted groups with total membership of 246 people in Kalolos Village.

Thus, 48 people have purposively (intentionally) selected as samples because: 1) information of the CSR program has been widely known in the society; 2) the population is homogeneous; 3) preliminary observations indicate that the program is done partially and its development is unsustainable; and 4) there are other primary sources that are expected to complement the data/information.

f. Data Analysis Technique

Techniques of analysis based on data or information collected in the field, includes data collected from documents, questionnaires, in-depth interview, and FGD. The use of analysis techniques is adapted to the purpose of study as follows:

1) Qualitative descriptive analysis technique describes factors that contribute to the failure and success of CSR programs; conditions and development of vulnerable groups; success profile of the CSR program assisted groups.
2) Quantitative descriptive analysis technique explains the achievement of CSR programs and establishes community satisfaction index. This technique is developed

based on perceptional data, which is measured by Likert Scale on the CSR program criteria or indicator, namely: 1) relevance, 2) effectiveness; 3) efficiency; 4) impact; 5) sustainability; and 6) community participation. Each indicator is formulated into operational statements. Perception of statements for each indicator is expressed in the form of answers that are scored as follows:

a. Strongly agree, scored 5
b. Agree, scored 4
c. Less agree, scored 3
d. Disagree, scored 2
e. Strongly disagree, scored 1

a. To assess the performance of CSR programs, each indicator should be determined based on the average method (Kuncoro, 2003: 181). This method compares the magnitude of the average score for each indicator of CSR program with the average score of the overall indicator. In this case, if the average score of one indicator is greater than the average score of the overall CSR program indicators, it means that the performance of CSR activities on this indicator is rated **high**. Conversely, if the average score of one indicator is smaller than the average score of the overall CSR program indicators, then the performance of CSR program on this indicator is rated low.
b. To calculate the community satisfaction index (COSI), particularly the beneficiaries of PT. DSLNG's CSR programs, the following steps should be taken:
   a. First, the Community Satisfaction Index is calculated using the "weighted average score" of each elements of evaluation. In making the calculation of community satisfaction on six (6) elements, each element assessed has to have the same weight and can be calculated by the formula:

$$Weighted\ Average = \frac{\text{Weight}}{\text{Number of elements}} = \frac{1}{6} = 0{,}167$$

It should be noted that CSR programs possibly have different characteristics so that each element assessed is possible to: 1) add some relevant elements of the evaluation, and 2) weigh the evaluation elements differently; depends on the dominant elements in the CSR program, by noting that the number of weights of all elements remains 1 (one).

b. Second, the score of community satisfaction index can be determined by the formula below:

$$\boldsymbol{COSI} = \frac{\boldsymbol{The\ total\ perception\ score\ per\ element}}{\boldsymbol{Total\ elements}} \text{ x } \boldsymbol{Weighing\ score}$$

c. Third, to enable the interpretation of COSI between 25-100 point, the assessment score is multiplied by 25 point by using the following formula: **CSR Program Community Satisfaction Index** (**COSI**) X 25.

III. Results and Discussions

a. Factors Contribute to the Failure and Success of the Project

Factors that contribute to the achievement of quality CSR program in PT. DSLNG obtained through FGDs and in-depth interview techniques, showed the following results:.

1) Factors that Contribute to the Project Failure:

(1) The resistance of the society to the implementation of CSR programs DSLNG still relatively strong, especially some people in Honbola Village who ‘feel’ marginalized by the presence of PT. DSLNG project.

(2) Most of the people in Honbola Village insist to develop agriculture/plantation as their main livelihood since they believe that alternative employments in services, culinary, and others are not their priority sources of income.

(3) People are still obsessed with getting a job in the company to receive ‘fast’ money to fund their daily needs for food, clothing, school fees, and others.

(4) The public's understanding of the community self-reliance is not optimal. They consider CSR program as solely the interests of the company rather than the interests of the people.

(5) The formation of the group with 'big' memberships as a way to involve more people considered unproductive. The group usually consists of kin relations; father, mother, nephew, cousins, uncles, in-laws, and others. Also, the patron-client relationship and the village elite workers, landowners and tenants shows the imbalanced relationship internally.

(6) The government through its relevant agencies has not been able to optimally connect CSR programs into the village discussion forum (Musbangdes) so that both sources of financing (government and company) can complement each other.

(7) Emotional relationships of people with the assistance agency is very rigid, one-way, and instrumental. The presence of fanatical sentiments of the community affecting people's reliance on external forces.

2) Factors that Contribute to the Project Success:

(1) People realize that the existence of PT. DSLNG refinery and infrastructure including its buffer area is a vital national asset. Transformations including land conversion, the use of roads, the control of water area are meant to maintain the vital asset in the long term.

(2) The work ethic of society is still quite high, especially in agricultural activities. They opened plantations in Seseba Hills, approximately 20 km away from their settlement with rocky emergency road. They stay in the plantation for 5-6 days in a week, except Saturday when they go down the village to worship in the church. Some housewives spend their spare time to sell vegetables in the market. People commitment to agricultural/plantation causes all development activities related to this sector tend to be successful.

(3) The capacity of the environment potentially able to develop agriculture/farms/fishery if plans and management strategies are precise, comprehensive, and sustainable.

(4) People accept changes. People enthusiastic with innovations and new insights to improve their lives. Though not prioritized, they keep following and finishing the program outside agriculture/plantation. In the process of FGD in Honbola Village, Uso Village, and Kalolos Village, the participants

stated that they are hoping their familiy members to attend trainings outside the area.

(5) The people are religious. Positive attitude towards changes sustains through preaching and religious education. Religious awareness is also a safety ‘valve’ when the conflicts heat up. People are very enthusiastic to religious teachings carried out on children.

(6) Program coordination and connection with sectorial institutions in all levels indicates success, for instance, construction of fish market that coordinates with the department of trade and cooperatives, *LLK* training skills in the Department of Manpower Banggai still continues today in coordination with Central Sulawesi government.

(7) Communal culture is still applied in daily life. Awareness of sharing the benefits and responsibilities, mutual cooperation, the spirit of brotherhood, are examples of social relationships that are useful to the interests of the organization target and extracting people's aspirations. The success of micro finance program by the association of housewives in Honbola Village, Uso Village dan Kalolos Village reflects the benefit of awareness sharing and social responsibility. People help each other in many aspects, particularly to meet social needs and production costs.

3) Community Satisfaction Analysis

The analysis of community satisfaction is based on data acquired from the respondents from three villages: Uso, Honbola, and Kalolos. Performance of CSR programs evaluated with Community Satisfaction Index (COSI). The scope of COSI is community perceptions on the evaluated elements of CSR programs. The data of their perceptions gathered by questionnaire that consists of CSR program evaluation indicators: 1) relevance; 2) effectiveness; 3) efficiency; 4) impact; 5) sustainability; and 6) participation.

Based on the results of COSI calculation presented below, the total score of each indicator implementation of CSR programs derived from the average score of each indicator of CSR programs. The score of the composite index (combined) for each indicator of CSR programs implementation revealed from the average score of each indicator multiplied by the same weighing that is 0.167.

The Community Satisfaction Index (COSI) on the Implementation of CSR Program

Component of COSI	**Indicators of CSR Program Evaluation**						**Total Score**
	Relevance	*Effectiveness*	*Efficiency*	*Impact*	*Sustainability*	*Participation*	
1. The score per evaluation elements	185	182	166	173	185	180	1071
2. The average score per evaluation elements = the score per evaluation elements **divided** by the completed questionnaires.	3.85	3.79	3.46	3.60	3.86	3.77	22.33
3. The average wighted score per evaluation elements = The average score per evaluation elements **multiplied by** 0,167	0.64	0.63	0.58	0.60	0.64	0.63	3.72
The Score of COSI on CSR Program implementation after converted = 3.72 x 25 = 93							

The results of CSR programs index are:

a. The score of COSI after converted = Index Score x Basic Score **= 3,72 x 25 = 93**

b. The quality of CSR programs implementation is **A.**

c. The performance of PT. DSLNG in CSR programs is rated **Very High**.

IV. Conclusions And Recommendations

1. Conclusions.

1) CSR programs is a strategic step in improving the livelihood of people who affected by the transition of land for construction of refinery gas infrastructure and other development projects connected with Donggi Senoro gas activities. In the process of adaptation to the changing functions of the land, the community considers CSR programs benefit them to solve the challenges of life, especially to reproduce the agricultural and plantation crops.
2) Preaching and religious education programs are some of the efforts to make sure that people develop positif behavior to adapt well to changes of social values and practices due to transformation in consumption pattern.
3) The content of CSR performance in some fields such as education, health, and productive economic activities evidenced transfer knowledge and skills that are significant in increasing the quality of livelihood of people in the community. Trainings in welding, sewing driving, electrical, plantation, health care, and beauty treatment, for instance, enhance the capacity of people to be involved in the development of company's physical infrastructure or management of their own business as entrepreneurs.
4) Community satisfaction level towards the implementation of CSR programs shows very high performance. A high rating indicates public approvals on CSR programs. Compared to the achievements of COSI through the results of FGD technique and average method, performance of COSI shows some variations, especially in terms of the content. In this case, an assessment of the relevance indicator is low. The assessment based on the average method, showing the indicators of relevance, efficiency, and impact categorized low.

   The low assessment on indicator 'relevance' indicates a discrepancy of several programs that relies on the capacity of the environment and local culture, such as the program of catfish farming and cultivation of horticulture crops that are not yet familiar with the locals. Meanwhile, the low assessment on indicator 'efficiency' indicates that the CSR programs have not met the expectations of CSR program beneficiaries that the assistance package is not delivered in the right amount, the right time, and right administration. While the low assessment on the 'impact' shows that the implementation of CSR programs do not have a wide impact, in the sense that they do not improving the quality of people's lives and the results of the CSR project cannot be enjoyed by people outside beneficiary groups.

5) The positive implication of CSR program and the presence of the company's is the growing of community's small business that is managed independently. Some people active in the informal sector unit such as kiosks, food stalls, and fish market. This condition is also influenced by the rise of income and expenditures of employees of the company. Although they not provide adequate income but the embryo of independent home-based business is starting to develop in society.
6) The policy of the Local Government of Banggai has not sinergized optimally with the company's CSR policy. The company perceived to hold the main responsibility in financing the community development programs while the refinery and entire infrastructure are a vital support of the environment. The government as a shareholder should be able to allocate budget in their regional policy to share responsibility for community development programs around PT. DSLNG project.
7) The presence and proactive attitude of independent institution as a partner of CSR Division-PT. DSLNG who can also play a role as a facilitator and provide community assistance is needed to maintain the sustainability and effectiveness of CSR programs.

2. Recommendations

Some of the recommendations to improve CSR performance are:

1) to expand, intensify and focus the CSR programs based on regions, potentials, capacities, and the needs of local communities, and also local development programs.
2) to strengthen CSR programs by prioritizing the aspects of relevance, efficiency, and impact so these programs can be accepted by society.
3) to improve and strengthen the religious education to reduce the potential conflict in society and ensure the ongoing operations of the company.

4) to optimize the implementation of CSR programs that focus on the improvement of social capacities to enable the community to involve in the development of physical infrastructure projects or open independent businesses in the service sectors and other productive ventures. The priority is to develop animal husbandry, agriculture, and long and short term plantation.
5) to enhance community income through the optimalization of horticultural crops that can be harvested in the short-term period. Crops such as vegetables, nuts, and fruits are highly recommended to plant.
6) to develop culinary businesses followed by trainings to improve skills related to home-based industries development/small industries on agricultural commodities/post-harvest plantation, which include the processing of fisheries and livestock production.
7) to involve the community in the planning of CSR programs, from assessing the needs to organizing village plenary meetings to endorse the plan. By organizing village plenary meetings, CSR program is expected to be easily integrated into discussion of village development plans through Musbangdes (village development discussion), so that the village funds allocation can be complementary to the CSR funds.
8) to form a steering committee that consists of community leaders, a group of experts, parliament representatives, and the executives to discuss policies and facilitate the decision-making process. This process enables the local governments to deal with important issues that require political policies and governance structures. To facilitate the task of the committee, the division of cooperation must improve the coordination between PT. DSLNG with the government institutions.
9) to select an independent agency that serves as a community facilitator with high adaptability to the sosio-cultural dynamics and the ability to accelerate the process of technology transfer and create an independent society. This step is suggested to be taken to ensure the sustainability and effectiveness of CSR programs.

The low ratings are due to a very subjective assessment by some respondents. However, this can be justified by the results of field observations. Therefore, the assessment difference is not extreme that the level of community satisfaction on the CSR programs qualitatively still considered high.

The assessment of Community Satisfaction Index (COSI) conducted to the beneficiaries of CSR programs in three (3) target villages: Uso Village, Honbola Village, and Kalolos Village, Batui Banggai hopefully can be used as reference in improving the quality of implementation of CSR programs as well as an overview of the performance of the implementation of CSR programs of PT. DSLNG.

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Entrepreneurial Intentions of Students in Tadulako University, Palu

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Abstract

The increasing rate of unemployment among well-educated youths (college graduates) is one of the trends in employment sector in Indonesia these days. Due to the large number of graduates, companies in Indonesia are unable to accommodate and reduce the unemployment rate. Youths' reliance on the formal employment makes the situation even worse in some regions, including in Palu, Central Sulawesi. Developing strategies to increase self-reliance, creativity, initiative, and innovations in business among university graduates in order to reduce dependence on formal labor sector is the main concern of this study. Developing entrepreneurial intention is believed to reduce educated unemployment rate among youths to some extent.

This research aims to evaluate entrepreneurial intentions of college students in Tadulako University. By applying a survey method with quantitative and qualitative descriptive approach based on secondary data and primary data include questionnaires, interviews, and observations, this study aims to identify the triggers of Student's Entrepreneurial Intentions, which include dimensions of the need for achievement, self-efficacy, entrepreneurship education, and gender stereotypes.

I. Introduction

Formal education is not a guarantee for people to be accepted in employment sector. The higher one's education, the higher probability of becoming unemployed because of the gap between the education and expected skills, and also limitation of employment (Darmaningtias 2008; Adda, et.al, 2014). A person who holds university degree but has not been accepted for a job is called the unemployed intellectuals or educated unemployment. Particularly in Palu as the capital city of Central Sulawesi Province, the number of educated unemployment increased significantly from 2011 to 2013 as seen in the following table.

Tabel. 1.1.

Unemployment Rate Based on Education in Palu

Education	August 2011	August 2012	August 2013
< Elementary School	982	867	795
Junior High School	1.954	263	1.778
High School	4.686	5.954	6.777
Diploma I/II/III/College	122	398	0
University	487	3.190	3.389

Source: http://pusdatinaker.balitho.depnakertrans.go.id/, April 2015.

From table 1.1. above, it can be seen that the number of unemployment among the university graduates in Palu City has increased significantly. If graduates' reliance on the formal sector is still high, the number of unemployment will also be rocketed. Therefore, a series of programs and activities should be endorsed to prevent the higher rate of educated unemployment among the youth. Entrepreneurial activity (self-employment) provides opportunities for the potential labor force to create or open a job and manage it independently. The habit of hardworking and the nature of risk-taking facilitates the job seekers to optimize their potentials. Entrepreneurship assumed as one of the factors that determine and be a motivating factor in achieving economic development and job creation.

The city of Palu has abundant resources that can be developed through entrepreneurial activities. These resources can be beneficial if managed efficiently and effectively. Yet, to achieve this, it is necessary for the initiative and creativity of the younger generation. However, the problem arises when the intention of managing these resources through entrepreneurial practices is relatively low, especially among students in Tadulako University. They need stimulants to leverage managerial skills to work independently and participate as active economic actors. Formal employment (work as employees in private and government intitutions) is still their primary target after graduating. In order to improve their attitude towards this idea, it is required an appropriate model to enhance understanding of college students on how to develop and to encourage their willingness to engage in entrepreneurship. In other words, the students require entrepreneurial model that encourage them to practice and develop creative entrepreneurial practices.

Entrepreneurial intentions can be influenced by factors such as the need for achievement, self-efficacy, entrepreneurship education, and gender stereotypes. In addition, personality characteristics and traits, educational factors, demographic factors, social and cultural factors also contributed to the development of entrepreneurial interests (Fredman, 2008). This research is trying to build an integrated model based on the model developed by Krueger and Carsrud (2000) to measure the level of student entrepreneurship intention. The model is hoped to be developed and modified based on the characteristics of students in Palu, Central Sulawesi to reduce their reliance on the formal sector employment.

II. Literature Review

A. Entrepreneurial Intentions

Research indicates that entrepreneurial intentions play a significant role in the decision to practice entrepreneurship (Linan, 2004; Kolvereid, L., & Isaksen, E. 2006; Kautonen, Tornikovski, Kibler, 2011; Ozaralli and Rivenburgh, 2016). Entrepreneurial intention is the tendency of a person to perform or not perform a behavior for a specific purpose. The intention encourages the young generation to start and establish an independent business and committed in its management (Krueger and Carsrud, 2000; Indarti and Rostiani, 2008; Lakovleva, et.al, 2011).

Entrepreneurial intention is strongly related to the theory of planned behavior (TPB) that is developed by Ajzen (1991) that includes a dimension of perceived behavioral control (PBC). Intentions models enable the exploration of various triggers of a business emergence and its impacts, identify influences emergence, and how to perform the behavior (Krueger and Carsrud, 1993). The strong desire for entrepreneurship supported by entrepreneurship programs that can be learned and mastered. This makes entrepreneurship a viable alternative employment and career choice for college graduates. Theory of Planned Behavior defines intention as a function of three factors: the attitude toward behavior, subjective norm, and perceived behavior control (Krueger and Carsrud, 2000).

1. Perceived attractiveness (attitude towards behavior) refers to a person's interest or desire in a particular behavior. In general, if people believe that doing a particular behavior can give the most positive results, then that person would have attitudes that support the behavior.

2. Perceived social norm refers to the accepted social pressure to perform the desired behavior. It includes what the important people in their lives think about performing certain behavior. This expectation is driven by normative beliefs and comes from family, friends, role models or mentors.

3. Perceived behavioral control (self-efficacy) refers to the individual confidence or belief to carry out a task or behavior control. Measurement of behavior control is the same as the concept of self-efficacy, because the underlying intention and determinant of behavior is the perception, which gradually developed from the belief to execute a given behavior.

One of the factors that drive the behavior of entrepreneurs is their desire to do something new through independent business. This desire by Ajzen and Fishbein (1975) referred to as a booster components from within the individual who refers to the desire to perform a certain behavior. The idea of intention underlines internal flesh of an act that is influenced by various conditions. Then, Bird (1988) emphasizes the idea and argued that the intention is a condition of mind which directs one's attention (thoughts and actions) towards the object (goal) or a certain path in order to achieve something.
Intention is an important part in the theory of reasoned action and a successful predictor of behavior, because it connects between attitudes and behavior. Thus, the intention may be viewed as a special part of the individual as an object of belief and behavior as attribution (Ajzen and Fishbein, 1975). Intention not only shows paths that guide a person to behave in certain ways, but also reflects actions. According to Hisrich et. al. (2008), intention can be considered as motivational factors that influence the behavior and the severity of a person's attempt to try and how much effort they plan to use in carrying out such behavior.

B. The need for Achievement

The concept of need for achievement derived from the theory of cognitive motivation. This theory is based on the birth of a requirement. Motif is defined as an internal psychological boost that helped the emergence of certain patterns of behavior (Friedman and Schustack, 2008). Motivation according Ferinadewi (2008) is the process by which individuals to know their needs and take action to satisfy the needs. In a brief definition of the above there are two (2) important points. First, motivation is a process which could explain differences in behavior aimed to achieve the goal. Second, the motivation is encouragement for people to take action in an effort to satisfy their needs. Individuals tend to be more active when he is motivated.

C. The Concept of Self-efficacy

Individual cognitive processes differ depending on the uniqueness of personal characteristics. According to Bandura (1997) self-efficacy is the belief in the individual's ability to perform tasks or actions necessary to achieve certain results. Self-efficacy is basically the result of cognitive processes such as decision, belief, or expectation concerning the extent to which the individual estimates his ability to perform tasks or acts to achieve the desired results. Perceptions of self-efficacy in each individual develops from gradual achievement of specific skills and experience continuously.

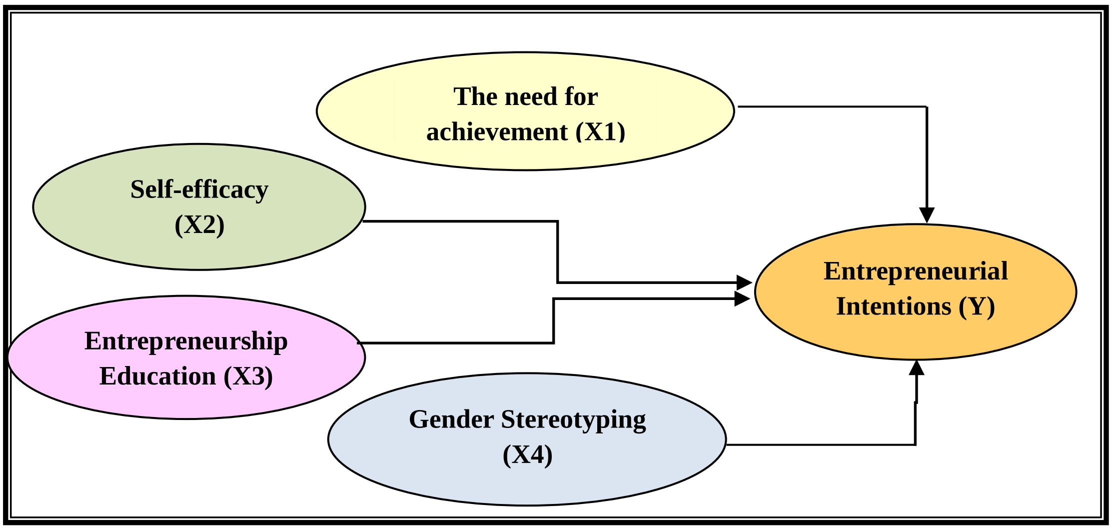
D. The Concept of Entrepreneurship Education

Entrepreneurship education includes activity in the process of learning and training that provide sufficient knowledge of entrepreneurship and entrepreneurial activity. According to Bell (2008) entrepreneurship education traditionally focuses on the business plan, how to obtain financing, the process of enterprise development and small business management.

E. The Concept of Gender Stereotype

Gender stereotypes is an overview of the characteristics (labels) that standardized (standardized mental picture) by one group. Gender is regarded as a social control mechanism that forms the basis of the behavior of men and women. Negative stereotypes can produce discrimination against one group, in the form of racism or sexism. This view affects one's intention to entrepreneurship.

The framework of this research can be illustrated as follows.



F. Conceptual Definitions

Definition of variables used in this study is defined as follows:

1. Entrepreneurial Intentions (Y) is defined by the presence or absence of the desire of students to entrepreneurship. Indicators to measure the entrepreneurial intention of students are desire to become an entrepreneur, pleasure of managing their own business, convenience, capital leverage, freedom of working, Independency, resource utilization, parental support, and future security.

2. The need for Achievement (X1) is defined as students' attitude that is reflected by indicators such as responsibility, willingness to risk, optimistic, the willingness to improve work, the ability to run the business, and the acceptance of the business.

3. Self-efficacy (X2) is defined as the confidence of students to entrepreneurial skills such as managerial ability, innovation capability, marketing capability, and financial capability. Indicators to measure the efficacy of self-entrepreneurship consisted of: managerial ability, innovation capability, marketing capability, and financial capability.

4. Entrepreneurship Education (X3) is interpreted as a program that delivers teaching materials in the class rooms that is aimed at the character formation, knowledge enhancement, creativity exposure, experience, skill and mastery of the techniques of decision-making and risk and entrepreneurial skills. Indicators used to measure entrepreneurship education are self-confidence, ability to managing business, ability to communicate, experience, creativity, teaching materials, applied method, applicative discussion, and strengthening entrepreneurial desire.

5. Gender Stereotypes (X4), interpreted as common characteristics inherent in men and women. Indicators measuring gender stereotypes consist of: the courage of women in entrepreneurship, lack of motivation of men in entrepreneurship, resilience of women in entrepreneurship, persistence of women in entrepreneurship, independence of women in entrepreneurship, the role of men as the key decision makers in the family and the roles and responsibilities women in the family economy.

III. Research Method

This research is descriptive and developed based on quantitative and qualitative approaches. Descriptive analysis method is to provide an overview of the demographics of respondents and a description of the studied variables.

Population consists of 1,952 people that include students of entrepreneurship classes in all faculties at Tadulako University. These include: The Faculty of Teaching and Education, The Faculty of Mathematics and Science, The Faculty of Engineering, The Faculty of Social and Political Schience, The Faculty of Economics, and The Faculty of Law. As many as 387 students selected as sample by using sample random method and applying Slovin method.

The data collected in this study consist of primary and secondary data. Secondary data was collected from the Office of Student Affairs and Academic of each faculty and of BAAK Tadulako, Statistics, and other supporting documents/articles that are related to the study. Primary data is collected through questionnaires, interviews, and also observations.

IV. Results and Discussion

A. Results

Based on the survey, it is revealed that 99.7 percent, or 386 respondents are in the age between 18 to 25 years. The stage of human development confirms that at this age, the youth enter the stabilization phase of life establishment (Yusuf, 2012: 27). At this time, students need a comprehensive understanding of an issue prior making important decisions, including the decision to entrepreneurship.

Related to their interests after graduation, most of respondents, 290 people or 74.9% expressed their interest to engage in the labor market; 50 people or 12.9% plan to continue their study to master program; and as many as 42 people or 10.9% of respondents did not give an answer. While 1.3% or 5 respondents give answers that they will not work after graduation. From these data, a total of 290 respondents who indicated a willingness to work after graduation, can be directed to self-employment with their creativity and knowledge. Students are expected to have a stronger readiness to entrepreneurship than do a job hunt or work as an employee.

The survey also shows that as many as 341 respondents answered never get entrepreneurship program. This means that 88.1% of respondents still have a minimum understanding of entrepreneurship because it has never participated in the entrepreneurship program. Meanwhile, the number of respondents who attended the entrepreneurship program is relatively small at 46 people or 11.9%. For those respondents who had attended entrepreneurship program may be increased participation in the program concerned and involved in the implementation or practice. The number of respondents who have not completed the entrepreneurial program provide an idea to increase the entrepreneurship program and increase the number of participants entrepreneurship courses. On the other hand, the lack of participation in entrepreneurship programs can be caused by a lack of information about the program or caused by low interests and intentions of entrepreneurship.

Respondents come from families with a diverse backgrounds, who are mostly family farmers, namely 147 people or 38.0 per cent. Respondents from a family of entrepreneurs as many as 100 people, or 25.8 percent, PNS many as 75 people or 19.4 percent, private sector employees as many as 23 people or 5.9 percent, teachers, military/police, teachers, and others take small portions respectively 2.6%, 2.1% and

0.3%. The profiles of parents will greatly affect the pattern of respondents' thought as well as a career option after completing their education program. Selection of job or career path is the result of interaction between family background combined with cultural influences, friends, parents, and adults who have important roles in their lives. In this case, entrepreneurial intention is important aspect in the selection of work.

Table 4.1.
Description of Respondents' Perceptions on Entrepreneurial Intentions (Y)

Indicators	1		2		3		4		5		Mean
	f	%	f	%	f	%	f	%	f	%	
Desire to become entrepreneur	4	1.03	14	3.62	79	20.41	118	30.49	172	44.44	4.14
Managing own business	5	1.29	14	3.62	96	24.81	161	41.60	111	28.68	3.93
Convenience	4	1.03	31	8.01	139	35.92	119	30.75	94	24.29	3.69
Capital leverage	6	1.55	11	2.84	15	3.88	138	35.66	217	56.07	4.42
Freedom of working	5	1.29	17	4.39	64	16.54	151	39.02	150	38.76	4.10
Independency	5	1.29	10	2.58	45	11.63	98	25.32	229	59.17	4.39
Resources utilization	3	0.78	8	2.07	79	20.41	177	45.74	120	31.01	4.04
Parental support	5	1.29	11	2.84	92	23.77	137	35.40	142	36.69	4.03
Future security	3	0.78	13	3.36	102	26.36	138	35.66	131	33.85	3.98
Mean (Y)											**4.08**

Table 4.1. shows respondents perceptions about their entrepreneurial intentions that covering several aspects namely: desire to become an entrepreneur, satisfaction towards own businesses, convenience, capital, freedom to work, independancy, resource utilization, parent support, and future security. The most dominant indicator of entrepreneurial intention is the availability of venture capital with the average respondent's answer of 4.42. Capital, according to respondents is the main indicator in entrepreneurial intentions. The availability of financial resources is still considered a key requirement in entrepreneurial activity. On the other hand, indicator of dependency is at the second place and showed the average of 4.39. Independence in entrepreneurship is believed as the non-financial trigger for entrepreneurial intentions.

Table 4.2.
Description of Respondents' Perceptions on the need for achievement (X1)

Indicators	1		2		3		4		5		Mean
	f	%	f	%	f	%	f	%	f	%	
Performance	6	1.55	2	0.52	38	9.82	179	46.25	162	41.86	4.26
Risk taking	5	1.29	5	1.29	34	8.79	197	50.90	146	37.73	4.22
Optimistic	6	1.55	7	1.81	66	17.05	173	44.70	135	34.88	4.10
Improving unsatisfied performance	5	1.29	4	1.03	22	5.68	151	39.02	205	52.97	4.41
The ability to run business	4	1.03	15	3.88	137	35.40	150	38.76	81	20.93	3.75
Entrepreneurship is acceptable	3	0.78	10	2.58	152	39.28	147	37.98	75	19.38	3.73
Mean (X1)											**4.08**

The most prominent indicator of the need for achievement as shown in table 4.2. that is the effort to improve unsatisfied results with the average of respondent's answer is 4.41. This high response indicates determination to improve and strengthen the commitment of individuals to perform better in the field of their interests. Performing well in the job completion shows a mean of 4.26, which also show a high rate of response from respondents. This means that most of respondents have the ability to perform their job satisfactorily. The commitment to show good job performance confirmed as one capacities to be successful entrepreneurs.

Other indicators in the perception of need for achievement is 'entrepreneurship is acceptable' showed the average of 3.73. This means that entrepreneurship can be fully accepted as one of decent jobs not only because it is beneficial but also entrepreneurs will be gaining extra credits for their ability to create job opportunities for others. Financial independents will lead to personal empowerment and wealth improvement. Overall, the results indicate that all respondents relatively agree with the need for achievement. This means, success in self-employment must be supported by a commitment to meet the needs of achievement.

Table 4.3.
Description of Respondents' Perceptions on Self-efficacy (X2)

Indicators	1		2		3		4		5		Mean
	f	%	f	%	f	%	f	%	f	%	
Managing people	3	0.78	33	8.53	130	33.59	155	40.05	66	17.05	3.64
Ability to innovate	2	0.52	11	2.84	79	20.41	179	46.25	116	29.97	4.02
Seeking Market Information	4	1.03	16	4.13	118	30.49	195	50.39	54	13.95	3.72
Seeking for funding	5	1.29	18	4.65	116	29.97	192	49.61	56	14.47	3.71
Responding to others	2	0.52	13	3.36	103	26.61	188	48.58	81	20.93	3.86
The ability to face uncertainty	5	1.29	21	5.43	148	38.24	159	41.09	54	13.95	3.61
Managing Resources	2	0.52	14	3.62	113	29.20	195	50.39	63	16.28	3.78
Skills needed	2	0.52	15	3.88	130	33.59	161	41.60	79	20.41	3.78
Taking Risks	2	0.52	13	3.36	103	26.61	196	50.65	73	18.86	3.84
The ability to adverse	4	1.03	9	2.33	77	19.90	160	41.34	137	35.40	4.08
Mean (X2)											**3.80**

The description of respondents' self-efficacy as described in table 4.3 above reflects students confidence of their ability to perform their work. This is indicated by the respondents' perception of the average value of 3.80. A high rate of self-efficacy can generate initiative and perseverance to work, so as to have a positive impact by increasing performance in general. By contrast, the low self-efficacy tends to degrade performance. People with high self-efficacy tend to be more initiative, creative, and innovative compared to those with have low self-efficacy. Self-efficacy influences the choice of action and effort exerted to achieve business success. Self-confidence and trust in the ability of working based on the hard work and dedication positively affect entrepreneurial intentions.

Table 4.4.
Description of Respondents' Perceptions on Entrepreneurial Education (X3)

Indicators	1		2		3		4		5		
	f	%	F	%	f	%	F	%	f	%	Mean
Self-confidence	5	1.29	9	2.33	43	11.11	184	47.55	146	37.73	4.18
Ability to managing business	8	2.07	6	1.55	32	8.27	180	46.51	161	41.60	4.24
Enhance the ability to communicate	5	1.29	9	2.33	34	8.79	173	44.70	166	42.89	4.26
Experience	6	1.55	5	1.29	44	11.37	177	45.74	155	40.05	4.21
Creativity	5	1.29	10	2.58	32	8.27	177	45.74	163	42.12	4.25
Needed materials	3	0.78	6	1.55	56	14.47	169	43.67	153	39.53	4.20
Applied method	6	1.55	11	2.84	81	20.93	177	45.74	112	28.94	3.98
Applicative discussion	5	1.29	10	2.58	100	25.84	180	46.51	92	23.77	3.89
Strengthening entrepreneurial desire	5	1.29	9	2.33	88	22.74	162	41.86	123	31.78	4.01
Mean (X3)											**4.13**

Entrepreneurship education includes activities in the learning process that provides sufficient knowledge of entrepreneurship and entrepreneurial activity. Programs in entrepreneurship education at University Tadulako include: (1) Entrepreneurship Culture Development Program covers activities of entrepreneurship courses, entrepreneurial internships, job training, business consulting and job placement, and new entrepreneurs incubator (2) Student Creativity Program (3) Retooling Program, and (4) Student Entrepreneurial Program.

The respondent's perception of the variable of entrepreneurship education as seen in table 4.4. shows the readiness of students to behave like entrepreneurs. This is shown by considering the average perception of respondents of 4.13. They realize that the ability to communicate, creativity, and the ability to manage business, with mean values of 4.26, 4.25, and 4.25 respectively, as dominant capacities that a good entrepreneur should posses. Recognizing the importance of entrepreneurship education and its impact, the particpants of entrepreneurship courses showed their approval and provide positive feedback.

Table 4.5.
Description of Respondents' Perceptions on Gender Stereotype (X4)

Indicators	1		2		3		4		5		Mean
	f	%	f	%	f	%	f	%	f	%	
The same ability	8	2.07	22	5.68	103	26.61	106	27.39	148	38.24	3.94
The same access to entrepreneurship	6	1.55	15	3.88	89	23	138	35.66	139	35.92	4.01
Women more courageous	21	5.43	49	12.66	175	45.22	81	20.93	61	15.76	3.29
Men are less motivated to entrepreneurship	49	12.66	104	26.87	155	40.05	56	14.47	23	5.94	2.74
Women are tougher	30	7.75	58	14.99	177	45.74	74	19.12	48	12.4	3.13
Women more Diligent	19	4.91	46	11.89	162	41.86	104	26.87	56	14.47	3.34
Women more Independent	20	5.17	56	14.47	172	44.44	88	22.74	51	13.18	3.24
Women have roles in educating and parenting	13	3.36	19	4.91	80	20.67	122	31.52	153	39.53	3.99
Men primarily take decisions in the family	11	2.84	16	4.13	53	13.7	113	29.2	194	50.13	4.20
Women have important roles in family's economy	52	13.44	68	17.57	125	32.3	79	20.41	63	16.28	3.09
Women Entrepreneurs can increase family welfare.	12	3.1	28	7.24	147	37.98	100	25.84	100	25.84	3.64
Mean (X4)											**3.51**

Respondents' perceptions of gender stereotypes as shown in Table 4.5. above shows their understanding of a set of demands or the value derived from the social formation that includes the appropriateness behavior for men and women. This marked by the average value of respondents' perception of 3.51. In addition, the table also explains that the most prominent indicators of gender stereotypes is ‘men primarily take decisions in the family' with mean of 4.20. This result demonstrates the strong patriarchal culture that is rooted in our social lives. In this case, men are still considered as the only competent authorities in the decision making process, as the final decision makers. Along with this, participation of women in decision-making in some areas have started to increase as the improvement of women participation in their family welfare. Recapitulation of respondents perceptions above also underlines respondents approval of the gender stereotypes in entrepreneurial intentions at the higher education institutions such as Tadulako University.

B. Discussion

Student’s intention to engage in entrepreneurial activities in Tadulako University is pretty high. In this case, the students envisioned themselves to be entrepreneurs but slightly unsure of the business security. They have doubts in terms of business sustainability and the ability of the business to ensure their own future. Consideration of the availability of venture capital as an indicator of the business establishment also concern the respondents. The majority of them consider that before starting a business, they must have sufficient capital. They do not fully understand that reliance on capital can also lead to bancruptcy because it is not the only indicator of success. A lot of businesses with abundant capital became bankrupt because the funds are not properly managed.

Apart from that, parental support and role models also appear to have a significant impact in developing students’ entrepreneurial intentions. Students’ early exposure to entrepreneurship by helping parents with their businesses and the perceived success of their parents’ experience can boost the entrepreneurial intention for Tadulako students. As many as 100 respondents come from entrepreneurial family background and they relatively expressed a higher intention to start their own business. This result is in line with findings of Linan et. al. (2005), Mueller (2006), and Aslam et.al (2012) that suggest that individuals with entrepreneurial role models tend to be entrepreneurs. Family background provides the youth the opportunity to acquire certain business skills, confidence, experience and vision, all of which contribute to inclination to start a new business. Positive parental entrepreneurial experiences and supports positively impact students’ entrepreneurial intentions. Since the students have positive attitudes and self-efficacy toward entrepreneurial practices, they tend to imitate their parents’ successfulness. Through their self-efficacy, the students will be able to imitate that behavior and perceive entrepreneurial career (Aslam et.al, 2012). Further, Aslam’s findings confirm that Ajzen’s theory is useful in predicting the behavioral mindset of students.

The other element that the respondents like about being an entrepreneur is independency. Being independent in the management of their business reflects their flexibility in designing and implementing their creativity without being limited by the orders and instructions of the ‘bos’ that tend to block their freedom of thought. Apart from that, they are also optimistic that autonomy in managing the resources will open up space for broader innovative thoughts. Independence in thinking and behaving is realized by most respondents as the biggest driving force for them to develop their own businesses.

One of the positive characters that needs to be developed in the practice of entrepreneurship is work determination. Their desire to continuously improve the unsatisfactory work can lead them to success. This illustrates the unyielding nature and always assume good faith on their businesses. This quality is found in variable X1 about the need for achievement. One of the conditions of success is the continuing effort to evaluate and improve work performance. Determination to work better is able to bring these students to the state in which they were able to maintain consistency in terms of a stable work, that they seek to do their job well. This quality relates to the concept of self-efficacy. One of indicators in self-efficacy emphasizes the ability of entrepreneurs to fight back in the time of failure.

In addition, the courage to bear the risk is also a character of successful entrepreneurs. Risk taking, as a tendency of an individual to take risks, cannot be separated from entrepreneurships. An entrepreneur who wants to succeed must dare to try different things and implement new breakthroughs to be a pioneer. Though in the process they have to use more resources, but they are optimistic that in order to achieve success, they can face the risks. People who tolerate higher risks are more inclined to entrepreneurship.

Furthermore, respondents also realize that being entrepreneurs gives them additional value as good citizens. Their involvement in independent businesses not only presents financial advantages but also enables them to open employment for others. In all, entrepreneurs also create opportunities for a lifetime learning. Increased personal capabilities provide a better opportunity to be involved in the decision-making process, both within the family and society. These are some of the underlying reasons of the acceptance of self-employment as one alternative employment. In difficult times, innovativeness and risk-taking propensity emerged consistently that making significant contributions on entrepreneurial intentions.

Another interesting finding is that Tadulako students show higher levels of dispositional optimism. This fact may occur from the young age of the respondents. It seems that for respondents, having an optimistic outlook is important in seeing the challenges of entrepreneurship as opportunities. They have confidence that they have the ability to manage their communication skills. This capacity enables them to build connections with other parties and internally, strengthen relationships with working partners.

Taking entrepreneurship class that discusses entrepreneurship in particular manner also make a significant influence on the intention of Tadulako students in entrepreneurships. Yet, the respondents' perceptions imply suggestions that the university develop learning materials that enable them to have applicative and interactive discussions and entrepreneurial practices both on and off campus. This finding suggests that entrepreneurship programs should educate students *for* entrepreneurship rather than *about* entrepreneurship (Kirby, 2005). The majority of students consider the entrepreneurship class helpful in finding new business ideas. This is shown by the means that is pretty high, 4.13. As innovation and creativity are related with the experiential activities, students should also be encouraged to get involved with some internships activities, new experiences, and art events. Although such activities need high-qualified tutors, the idea can be woven into university's curriculum. Following this, course characteristics and teaching methods also need to be improved. Presenting entrepreneurship knowledge is not sufficient to influence student's intentions. Tadulako University should design an integrated approach that link classroom-teaching activities with real life experiences. Experiential learning and practical experience that stimulate more experimentation and creative thinking will motivate students to be engaged as active learners.

Another interesting finding of this study is highlighted in the variable of gender stereotype. The majority of respondents give low point on indicator ‘men lack of motivation to be entrepreneurs’ of 2.74. Significantly low mean value on this indicator provides evident that most of the respondents, females, consistently think that men have a better motivation in entrepreneurships compared to women. Therefore, women are likely to have less favorable intentions in entrepreneurships (Aslam et.al, 2012). These young men and women associate entrepreneurs with stereotypically masculine characteristics and their disagreement on men’s lack of motivation to be entrepreneurs. Although the number of women entrepreneurs has increased dramatically in recent years, it seems that entrepreneurship is still being regarded as a male-dominated field (Mueller and Thomas, 2000; De Bruin et al. 2006). Especially, men are still regarding as primary decision makers in the family.

V. Conclusion

Preliminary results of this study have identified some variables that are considered as the triggers of Tadulako’s students entrepreneurial intentions. This results in the future will be used to building a model of entrepreneurial intentions to be adopted in university level in order to reduce youth unemployment in the region of Central Sulawesi. Overall, the findings of this study call for a holistic approach to understanding entrepreneurial intention that includes the dimensions of the need for acheivement, self-efficacy, entrepreneurship education, and gender stereotypes.

An important finding of this study is that the students of Tadulako University show relatively strong intentions to start their own new venture. This supports by their personal attitudes toward becoming successful entrepreneurs. In addition, entrepreneurship education is regarding as an important tool in developing students’ entrepreneurial intentions. However, cultural norms, i.e gender stereotype still strongly exist and influence the student’s perspective on entrepreneurial participations. This leads to a consideration that several universal or culture-specific factors should be adjusted so that the participation of men and women in managing businesses independently can be increased. By doing so, the discrepancy between entrepreneurial attitude and intention can be minimized.

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THE EFFECT OF BRAND TRUST AND COST OF SWITCHING TOWARD CUSTOMER LOYALTY TELKOMSEL FLASH
(Studies simPATI Users in GraPARI Rawamangun)

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ABSTRACT

The aims of this research are studied and determine the condition of brand trust, switching cost, and customer loyalty at simPATI users (Flash Packet Data) to visiting GraPARI Rawamangun. The focus of this research is brand trust, switching cost, and customer loyalty.

The method used is quantitative research with descriptive research design. The sampling technique is done by non-probability sampling using a convenience sampling with 96 people as respondents. Primary data were collected using questionnaires, observations, and interviews to get a picture of brand trust, switching cost, and customer loyalty. Data analysis technique used is Multiple Regression Analysis with SPSS statistic tools.

The results of the study based on calculations derived from multiple regression analysis revealed that there is the influence of brand trust and switching cost to customer loyalty in simPATI users to access Flash visiting GraPARI Rawamangun. Results showed on calculated F value of 27.694 with value of significance level $\alpha = 5\%$ with a p-value (brand trust and switching cost respectively 0.0075 and 0.0000) is worth less than α which means there is a statistically positive effect of brand trust and switching cost to customer loyalty. Multiple regression equation (regression models) are formed from the t-test was performed is $0,832 + 0,277x_1 + 0,564x_2 + e$.

Based on the discussion can be concluded, brand trust positive effect on customer loyalty, switching cost positive effect on customer loyalty, and brand trust and switching cost, simultaneously explaining customer loyalty by 36% and the rest is explained variables outside of research.

Keywords: Brand Trust, Switching Cost, Customer Loyalty, simPATI, Flash

1. Introduction

Mobile broadband is growing rapidly the last few years have an impact on the behavior of Internet users. Baidu surveys show as many as 59.9% of Indonesian Internet users are using smartphones to access the internet (Prasad, 2014). Internet access via smartphones is higher resulting in cellular operator service users consume more data than voice or SMS (Mahayana, 2015). The use of smartphones and high data indicating the growing digital lifestyle. Digital lifestyle is a lifestyle that use information technology (especially smartphones) in meeting the needs of everyday life.

Digital lifestyle an opportunity for the telecommunications industry. Based on Telkomsel's 2015 annual report, the data traffic grew by 109.6% or 492 245 TB of data recorded in Indonesia in 2015. In addition to data traffic, device having the capability for 3G / 4G are also experiencing growth. The growth of data traffic fueled the growth of device capable of 3G / 4G ie by 53% in 2015 to as many as 61.7 million. Seeing the state of the telecommunications industry will experience growth in the future, especially mobile data services.

Growth indicates the situation is not yet stable. Loyalty is required to deal with the growth in order to remain competitive. Competition cellular operator in Indonesia is dominated by three major operators Telkomsel, Indosat Ooredoo, and XL Axiata. Telkomsel recorded the highest growth with condition number of customers. The growth is relatively significantly by 8.5% or an increase of 12 million in 2015. In addition to customers, mobile data services are also experiencing growth. Mobile data services Telkomsel is Flash. Flash users grew by 40.3%, or increased by 12.6 million.

Based on the 2015 annual report Telkomsel, simcard with the highest growth recorded by simPATI of 18.4% with 90.7 million subscribers, or 59.4% of total subscribers of Telkomsel. Telkomsel rely simPATI in increased usage of mobile data services. Segments of simPATI a middle class with a target Internet users who understand the digital lifestyle. In 2015, simPATI subscribers decreased by 0.5%. Subscribers are customer’s simPATI charging pulse for the same number more than one time.

The information flow sometimes increases the risk of brand preformance election. Brand to get the confidence tend to be a choice. Campaign simPATI always provide mobile data service quality expectations of speed and better stability. The expectations can be met properly. This was proved by simPATI get TOP Brand for prepaid simcard category in 2016 near the highest value of 35.5% TBI. Information that is more and more often to increase the risk in the selection of the brand.
Brand trust will likely be an option. Choice simPATI obtained showed the presence of brand trust on simPATI.

Innovation is a challenge competitor products in competition. Product excellence should be created to prevent the switchover occurs. The quality of mobile data services Telkomsel provides more advantages than competitors such as the speed and stability, bonus, or bonding. The advantages seemed to hinder users to switch. Excellence is a switching cost of Flash.

2. Literature Review

2.1 Brand Trust

Brand trust is the willingness of consumers to rely on the brand in the face of the risks caused by expectations that the brand is able to provide positive results (Lau and Lee, 1999: 344). Expectation is the reason for customers to buy a brand. Expectation is a promise of value and satisfaction to be gained (Kotler and Armstrong, 2013: 29). Expectations are formed through experience and communication with the brand (Kotler and Keller, 2015: 155).

Brand trust is a promise (Chandio et al., 2015: 65). Brand trust makes consumers feel willing to rely on the capabilities of the brand (Chaudhuri and Holbrook, 2001: 82). The function of a brand is shown through performance. Performance represents the quality of the brand. Performance is one of the customer consideration before making a purchase (Kapferer, 2012: 21-22). Performance was below expectations will lead to dissatisfaction, equal to the expected cause of satisfaction, and exceeding the expectations of creating a feeling very satisfied (Kotler and Armstrong, 2013: 35).

Brand trust arise because of the risk. The risk of making the consumer expects. The risk of becoming expectations for their communication. The expectations will turn out to be confidence. Expectation turned into confidence for their assessment of performance. Confidence can be positive or negative. Good performance will lead to positive beliefs. The better the ratings will change that belief into trust. In the concept of brand trust, trust nonhuman entity but symbols (Lau and Lee, 1999: 344).

Symbols contained in brand trust is a relationship between the brand and the consumer. Brand relationship with consumers is a single entity. The entity is the brand itself, the company behind the brand and consumer interaction with the brand (Lau and Lee, 1999: 344). Brand, enterprise, and consumer interaction with the brand has its characteristics. The characteristics of the attributes of the three things that corresponded with confidence.

2.2 Switching Cost

The products have the distinct advantage that can make customers less likely to switch. Switching will always be burdened with the cost (Porter, 1985: 286). Cost is meant here is the consequences when switching. Switching costs are costs that will arise pent associated with the process of transition from one product to another (Burnham et al., 2003: 110). The transition would go through the process and costs. Switching costs are too high can create repeat purchasers, but not committed subscribers. Switching costs are low enable customers to switch (Hawkins and Mothers Baugh, 2009: 641).

Switching costs resulted in a negative cost for consumers as a result of switching to another brand (Mohammadoghli and Hassanzadeh, 2013: 3459). Cost negative is the cost incurred no comparable benefit. Comparable or failure is measured by a comparison between the benefits obtained with certain costs incurred between the brands used by other brands. The benefits and costs should be balanced.

Switching cost raises sacrifice or sanctions will be felt by consumers when switching from one brand to another brand (Jones et al., 2007: 337). Switching cost as threats to consumers who want to switch. The threat is in the form of lost opportunity for consumers to get more benefit if they keep using the same provider than if the switch.

The threat is also a barrier that keeps consumers will think twice when deciding to switch or stick with the same brand.

Switching cost is a barrier for customers to switch. The barrier is the perception that embedded customers. That perception comes from the benefits of a product. Perception is embedded creates the notion that customers will suffer losses if the switch and there are fees to be paid. The transition requires a process to do. Transition also has a barrier-related consequences that would be obtained when switching.

2.3 Customer Loyalty

Loyalty is a profound commitment to re-purchase or subscribe to the goods or services in the future in spite of the situation and the marketing efforts of competitors has the potential to cause the change (Kotler and Keller, 2015: 153). Loyalty a significant impact on the company. Marketing activities should be able to build customer loyalty.

Customer loyalty is the proportion of time that the purchase of goods or services using the same compared to the amount of use of goods or other services (Neal, 1999: 21). Customer loyalty does not have to always buy the same goods or services continue constantly. Customer loyalty prioritize a good or service over a competitor's product. If given a choice, customers will choose a product or service that is being used.

Customer loyalty is the result of a relationship with the individual attitude subscription actions mediated by the social environment and the influence of circumstances or experience (Egan, 2011: 58). Customer loyalty is formed from factors both internal and external customers. Both of these factors are mutually reinforcing views of customers of a product so that customer loyalty is established and maintained.

Customer loyalty is a behavior and attitude shown by the customers who help the company improve sales and profits (Buttle and Maklan, 2015: 42-43). The company's performance is not only influenced by the company itself, but the customer also has a role. Role in helping enterprise customers have many forms. The role of the customer will be more significant if it is followed by observations from the company.

Customer loyalty is an action carried out by the customer in helping the company achieve its goals. Customer loyalty is not just talking about the purchases made by customers on an ongoing basis. Customer loyalty also contains the customer's role in giving effect to other customers or to customers of competitors.

3 Objects and Research Methods

3.1 Research the Object

The object of this study is simPATI users to access Flash. The focus of this research is brand trust, switching cost, and customer loyalty at simPATI users to access Flash on GraPARI Rawamangun.

3.2 Research Methods

This research is quantitative. Quantitative research is a research method to measure the data with statistical analysis. (Malhotra, 2015: 120). This research uses descriptive research design. Descriptive research is used to provide a picture of the object and a discussion of the study (Malhotra, 2015: 87). The description given is an answer to the question on problem identification (Burns and Bush, 2013: 103). Descriptive research used in this study was cross-sectional. Cross-sectional is a collection of information from the samples is done only once (Malhotra, 2015: 87).

3.2.1 Population and Sample

3.2.1.1 Population

The population is the group that according to the research objectives to be studied (Burns and Bush, 2013: 238). Population groups that can be can be an individual, customer, company, product, or subject that you want (Sarstedt and Mooi, 2014: 38). The group that made the population for this study is from simPATI Flash users.

Total population in some marketing research cannot be known with certainty (Burns and Bush, 2013: 242). Total population in this study cannot be determined because there is additional visitors in a relatively quick time. This study used a sample for data collection for all members of the population is hard to do.

3.2.1.2 Samples

Samples are part of the population that is suitable to represent the population (Burns and Bush, 2013: 239). This study uses a sample nonprobability. Nonprobability sample is a sample drawn from members of the population with an unknown probability to become members of the sample (Burn and Bush, 2013: 242). The sampling method used is convenience sampling. Convenience sampling is a sampling of the elements are within easy reach (Malhotra and Birks, 2008: 411). Sample size determination is done through a confidence interval approach. The formula used is the standard sample size. The sample size of this study 96.

3.2.2 Data Collection Techniques

This study used a questionnaire as a tool to collect data. The questionnaire is a tool used to show the questions of investigators that are answered by the respondent (Burns and Bush, 2013: 214). Testing is needed to measure the validity and reliability of the questionnaire. Tests are both intended to ensure that data has been measured for the purposes of research. Tests conducted with test instrument validity and reliability.

3.2.3 Data Analysis Techniques

3.2.3.1 Descriptive Analysis

Descriptive analysis is useful is used to describe the condition of brand trust, switching cost, and customer loyalty at simPATI users to access Flash visiting GraPARI Rawamangun. Descriptive analysis was done by categorizing scores from respondents. Categories consist of a high, medium, and low. Number of categories determined by the amount the answers provided in the questionnaire. Interval from categories determined by dividing the range by the number of categories (Panuju, 2000: 45).

Grading scale used consisted of five answers that scores of respondents have five categories. 5 categories which consist of a very high, high, medium, low and very high. The interval is determined by dividing the range by the number of categories. To simplify the determination of the interval, the interval is expressed as a percentage. Percentage used for interval is a percentage of the spectrum range.

Table 1
Interval Category Rating Score Answer Respondents

No	Kategori	Interval
1	Sangat Rendah	0% ≤ x ≤ 20%
2	Rendah	20% < x ≤ 40%
3	Sedang	40% < x ≤ 60%
4	Tinggi	60% < x ≤ 80%
5	Sangat Tinggi	80% < x ≤ 100%

Sources: Panuju, 2000:45

3.2.4 Multiple Regression Analysis

This study consisted of two independent variables are brand trust and switching cost and first dependent variable is customer loyalty. The analysis used is multiple regression analysis. Multiple regression analysis is a regression equation to see a linear relationship of independent variables more than one dependent variable (Burns and Bush, 2013: 412).

The multiple regression equation in this study are:

$$y = a + b_1x_1 + b_2x_2 + e$$

Information:

y = Customer loyalty

x_1 = Brand trust

x_2= Switching costs

a= Value when the cut line y (x = 0) (intercept)

b_1= Change in customer loyalty each brand trust changes by 1 unit (slope)

b_2= Change in customer loyalty every 1 unit switching costs change (slope)

e= residue

Multiple regression analysis was used to measure the effect of brand trust and switching costs on customer loyalty. Multiple regression analysis requires information about the distribution of data and the correlation between the independent variables prior to the tests. The steps to perform data analysis with multiple regression analysis with the Kolmogorov-Smirnov test for normality, multicollinearity test with VIF, F test, t test, and test the coefficient of determination by Adjusted R Square.

3.2.5 Hypothesis Testing

This study uses a significantly by 0.05. Most of the studies were carried out using a significance level of 0.05 (Malhotra and Birks, 2008: 527). Criteria for testing hypotheses accepted or rejected are as follows:

1. p value <0.05 then H0 rejected and Ha accepted
2. The p value of 0.05 then H0 is accepted and Ha rejected

The hypothesis tested in this study are as follows:

Hypothesis 1: Brand trust positive effect on customer loyalty.

Hypothesis 2: Switching cost positive effect on customer loyalty.

4 Results

4.1 Conditions of Brand Trust

Here is a recapitulation of the overall score and the category of respondents regarding brand of trust variables are shown in the table below:

Table 2
Respondents answer on Variable Brand Trust

No	Dimensi	Skor	Kategori
1	*Brand Characteristics*	1010	Tinggi
2	*Company Characteristics*	1346	Tinggi
3	*Consumer-Brand Characteristic*	1630	Sedang
Jumlah		**3986**	

Sources: Data Penelitian, 2016

Brand trust is built by Flash succeed because one of them managed to maintain the speed and stability that are the hallmarks of Flash. Based on the observations, this time there is no mobile ISPs that match the speed and stability of Flash to the smartphone category. The other thing is Telkomsel as the brand holder of Flash is a subsidiary of state-owned enterprises and often get a better chance in developing internet infrastructure. This makes the brand characteristics to get the highest value of brand trust.

The lowest value of brand trust is obtained from the consumer-brand characteristics. The relationship of consumers with Flash occurs only within the limits of supply and demand. In other words, customers still do not feel a part of the Flash. The relationship was limited to fulfillment and gratification of desire. It is apparent from the behavior of respondents who most of his time taking Flash to access social media while using the internet access from another provider to download content.

4.2 Conditions of Switching Cost

Here is a recapitulation of the overall score and the category of respondents regarding the switching cost variables are shown in the table below:

Table 3
Respondents answer on Variable Switching Cost

No	Dimensi	Skor	Kategori
1	*Economic Risk Cost*	315	Sedang
2	*Evaluation Cost*	311	Sedang
3	*Learning Cost*	310	Sedang
4	*Set-up Cost*	302	Sedang
5	*Benefit Loss Cost*	308	Sedang
6	*Monetary Loss Cost*	304	Sedang
7	*Personal Relationship Loss Cost*	307	Sedang
8	*Brand Relationship Loss Cost*	315	Sedang
Jumlah		**2472**	

Sources: Data Penelitian, 2016

SimPATI users to access Flash visiting GraPARI not feel the advantages gained from Flash as a strong barrier in order not to switch. Switching costs are built by Flash is not successful but needs more attention and other strategies that can be a consequence to the customer switch.

The advantages gained from the customer should be compared with the risks that exist. The advantages of Flash when compared with the risks of internet access via smartphones provide a small risk compared to its operator. Risk of internet access via smartphone is the lack of speed and stability loss of signal connections. The risk can be anticipated by Flash through better performance than its competitors. This situation makes the economic value of the risk cost to get the highest score of the indicator switching cost.

Interactions between Flash with customers using social media today. The behavior of today's society prefer to interact through social media. Flash see it as an opportunity to interact with the customer so that the customer also directly involved. A program meant to interact with customers more leads to the younger generation. The younger generation is more likely to use social media than previous generations. The younger generation also perform self-actualization through social media. This situation makes brand relationship loss cost as indicators with the highest scores as well.

Indicators with the lowest score is shown by the set-up cost. Set-up cost shows an initiation process to use other products are not too difficult. Initiation process easy because of government regulation that is not too difficult. Additionally, internet users via smartphones are not too ignore government regulations that require filling the biodata. This situation is certainly not good considering database of customers will increase if the process of initiation in the use of internet access via a smartphone is not very easy to do.

4.3 Conditions of Customer Loyalty

Here is a recapitulation of the overall score and the category of respondents regarding customer loyalty variables are shown in the table below:

Table 4:20
Respondents answer on Variable Customer Loyalty

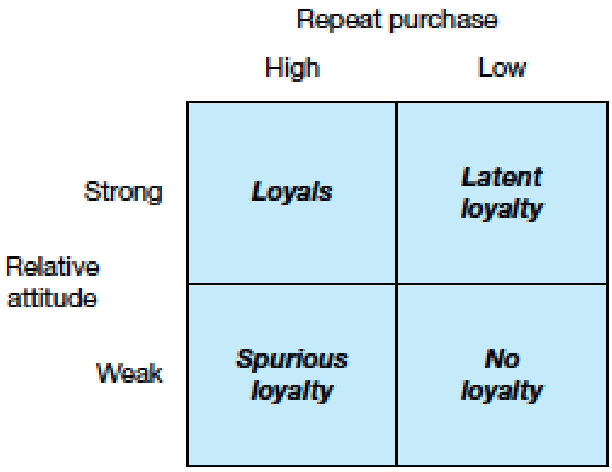
No	Dimensi	Skor	Kategori
1	*Behavioural Loyalty*	1037	Tinggi
2	*Attitudinal Loyalty*	1003	Tinggi
Jumlah		**2040**	

Sources: Data Penelitian, 2016

SimPATI users to access Flash visiting GraPARI have loyalty to Flash. Customer loyalty built by Flash either of behavior or attitude shows that existing programs already provide excellent performance so customers Flash continues to grow and lead the market.

Purchases made by customers would have a strong foundation. Consideration is made of many factors such as functionality, quality, price, and perceptions. Based on the recapitulation, behavioral loyalty into a dimension that has a higher score than the attitudinal loyalty. Based on the observations, the customer's current mobile data services more rational so this cause behavioral loyalty donated more than attitudinal loyalty.

Customer loyalty is a behavior and attitude shown by the customers who help the company improve sales and profits (Buttle and Maklan, 2015: 42-43). Behaviors and attitudes shown customers can be said to have helped the company. The following picture is the category of customer loyalty.



Sources: Dick and Basu (1994) on Buttle and Maklan (2015:43)

Loyalty Customer Category

SimPATI users with Flash in GraPARI have a high level of repeat purchase and relatively strong attitude. Based on the category of customer loyalty, simPATI users with access to Flash in GraPARI Rawamangun in the category loyal. In other words, customer loyalty is not including latent or false.

4.2 Multiple Regression Analysis Test Results

4.2.1 Test t

Hypothesis 1

T significance value of 0.015 brand trust. The value is in the range <α (5%) in other words H1 and H0 is accepted, rejected, and therefore it can be said brand trust positive effect on customer loyalty.

Hypothesis 2

The significant value t switching cost is 0,000. The value is in the range <α (5%) in other words H1 and H0 is accepted, rejected, and therefore it can be said switching cost positive effect on customer loyalty.

4.2.2 Test Determination

Results count determination test shows the adjusted R-square of 0.360 research model. This means that brand trust and switching costs can account for customer loyalty in this research model by 36% and the rest is explained by other constructs outside the research model.

5 Conclusions and Recommendations

5.1 Conclusion

Based on the research, processing, and analysis of data that has been discussed in the previous chapter on Effect of Brand Trust and Switching Cost Of Customer Loyalty Telkomsel Flash it could be concluded that:

1. Brand trust positive effect on customer loyalty in other words if the brand trust is high then high customer loyalty or otherwise.
2. Switching cost positive effect on customer loyalty in other words if a high switching cost the customer loyalty is high or vice versa.
3. Brand trust and switching cost, simultaneously explaining customer loyalty by 36% in this study model.

5.2 Suggestions

Based on the research results, conclusions, and the results of a calculated, suggestions that the author can provide are as follows:

1. Creating an event with the theme of the usefulness and benefits of internet access either via smartphone or fix line for the foreseeable future. Events that do should be routine. Activities that can be done in the form of seminars, competitions creativity, whether it's the nature of entrepreneurship or art (such as website development contest). The target of the event is sponsored by the student and of course flash.

2. Make education for housewives. Seminars are conducted may be the important role of the Internet in building the character of children. The theme of the educational program in the form of benefits and dangers of internet access for children.

3. Creating a quota system like the internet pulse system. When the validity period expires, the automatic quota under quota were left charred internet. Flash can create a system that makes the rest of the internet quota can be recovered as the rest of the quota of 100MB get 1 POINTS Telkomsel.

4. Work together and synergize with other operator to push the government to make regulations regarding the initiation system using a new simcard. The regulation is in the form of integration of the sim card number, email, and IMEI smartphone. This regulation to improve the barrier of replacing the simcard easy. With the reduced number of new simcard customer database will be neater and can be more helpful in analyzing the market.

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THE EFFECT OF SATISFACTION ON CONSUMER LOYALTY SUPERMARKETS ALKHAIRAAT IN PALU CITY

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ABSTRACT

This study aims to identify and analyze the Influence Satisfaction simultaneously on Consumer Loyalty Supermarkets Alkhairaat In the city of Palu, and determine the influence of factors Partial Satisfaction comprising, Product Attributes, Attributes service and Attribute Purchase Services toward consumer loyalty. The population in this study are all consumers Supermarkets Alkhairaat, then the sample number determined by the theory of Roscoe (1975) The sample size of more than 30 and less than 500 is appropriate for most research, Based on the theory roscoe, the sample in this study was 100 consumers, determination using purposive sample. The analysis tool used is the Multiple Linear Regression Analysis. The results showed that: 1). Simultaneously has been proved by the results of sig.F 0,000) <0.05 then can be concluded that satisfaction have a Significant effect on consumer loyalty, 2). Partially has been proved by the T test results that element Satisfaction consisting of product attributes (X1) is approximately 0582, Attribute Service (X2) is approximately 0166, and Attributes Purchase (X3) is approximately 0236, this result proves that partially Product Attributes, Attributes services and Attribute Purchase Services significantly having an effect to Consumer Loyalty on Alkhairaat Supermarkets in the city of Palu. Variable Product Attributes (X1) is an element of satisfaction most dominant influence on consumer loyalty, it is based on the value of regression coefficient of 0582. Implies that the value of product attributes as an element of satisfaction accounted for 58.2% of the change in consumer loyalty Alkhairaat Supermarkets in the city of Palu.

Keywords*:* *satisfaction*, *consumer loyalty.*

INTRODUCTION

Increasing the economic growth of a country characterized by an increase in overall purchasing power of the majority of the public or the population of the country.Plus an increase in people's purchasing power is very dependent on the level of public confidence in the products that are circulating in the market. The reason is also a signal to all economic actors, especially the company to remain competitive in delivering quality products that can compete with similar products become rivals.

Conceptually, the purchasing power of consumers affected by the degree of satisfaction of the products produced by the company as the industry. That's because people or consumers who have gained the satisfaction of products or services used will remain on the same products or services in a vulnerable a long time. Furthermore, will create loyalty in the hearts of consumers.Loyalty is closely linked with the level of customer satisfaction, because basically people who must have had a loyal satisfaction with the product is used for this, assuming that the product or service being used is not a monopoly products which do not have other competitors in the market.

Customer satisfaction is a comparison of what customer wants with what is acceptable to the customer. If obtained by subscribers exceeded his expectations then the customer can achieve satisfaction, and vice versa if the customer expectations are higher than that obtained then the customer can be interpreted unsatisfied.In this case the company should be able to increase the satisfaction so that customers do not switch to other manufacturers to meet their needs. While further satisfaction is one of the factors that make up the consumer loyalty. Satisfaction according Dutka (1994: 41) is divided into three (3) attributes, namely: Product Attributes, attributes and attribute Purchasing *Services.* The third variable is divided into a number of indicators that can directly establish customer loyalty. Loyalty is a level at which a customer has a positive attitude and a commitment to a product company over a period of time long enough.

Supermarkets Alkhairaat (SAL) as one of the trading business (retail) leading in Palu is a business that has managed to create loyalty in the hearts of consumers. One other advantage possessed by Supermarkets Alkhairaat is the opportunity for every *home industry* in Palu for deposit products industry commodities for sale on the Alkhairaat Supermarkets.It gives an opportunity to the entire community Palu to enjoy the products of the industry are produced by people around the city of Palu. Until now

Supermarkets Alkhairaat (SAL) is one of the few Supermarkets competitors who had already become a retail in the city of Palu, among others Supermarket Royal and also Earth Nyiur Supermarkets. Since its establishment in 2003, Supermarkets Alkhairaat has succeeded in converting its early goal which is to study media businesses and businesses for all students of Islamic University based Alkhairaat become a business unit that provides sales services in some communities in the city of Palu.It became evident that Alkhairaat Supermarkets is a retailers that have benefits and are included in the city of Palu.

Based on the description of the background, the authors were interested in doing scientific research with the title: Satisfaction of Consumer Loyalty Effect Supermarkets Alkhairaat In the city of Palu.

Based on this background, the formulation of the issues raised in this study are as follows: 1). Is satisfaction variables consisting of Product Attributes, Attributes and Attribute Purchase Services simultaneously and partially significant effect on consumer loyalty Supermarkets Alkhairaat in Palu.2). Which gives satisfaction variable most dominant influence on consumer loyalty Supermarkets Alkhairaat in Palu.

On the basis of the formulation of the problems mentioned above, the purpose of research undertaken in this study are 1). To determine the effect of simultaneous and partial variables of satisfaction on consumer loyalty Supermarkets Alkhairaat in Palu. 2). To know the satisfaction variables which give the most dominant influence on customer loyalty Supermarkets Alkhairaat in Palu.

This type of research used in scientific research, entitled 'Influence Satisfaction of Consumer Loyalty Alkhairaat supermarket in the city of Palu' is both Causal Research. Causal research aims to investigate the possibility of a causal relationship there, looking back to the fact that may be the cause through specific data (Newman, LW: 1997).

The use of this type of research is intended to determine what degree of relationship or the influence of the independent variable (variable X) consisting of product attributes, Attributes and Attribute Purchase Services to the dependent variable (Y) that is consumer loyalty Supermarkets Alkhairaat in Palu.

This research was conducted in Palu Alkhairaat Supermarket which is located on Jl.Sis Aljufrie No. 44 Palu Barat.

In this study, the population is all consumer Alkhairaat Supermarkets in the city of Palu. That's because this research is a case study focused on consumers who are classified as consumers remain Supermarkets Alkhairat. Given the population size is not known for certain, then the number of samples to be drawn in this study using the assumption expressed by Roscoe (1975) The sample size of more than 30 and less than 500 is appropriate for most research, the number of samples used in this study is of 100 samples. the reason is because to streamline time and costs as well as provide the overall ease of researchers in disseminating research questionnaire.

Data collection methods used to obtain accurate data required in this study were: 1). Observation; 2). questionnaires; and 3).Documentation.

Validity is a measure that indicates the levels of validity and the validity of an instrument (Arikunto, 2002; 144).R The amount of each of the questions can be seen from SPSS in column *Items Corrected Correlation).*Criterion validity test briefly *(rule of tumb)* is 0.3.If the correlation is already greater than 0.3, inquiries are made dikatagorikan valid / authentic (Setiaji, 2004; 61).Reliability showing on the understanding that the instrument trustworthy enough to be used as a data collection tool (Arikunto, 2002; 190). Reliability testing is used to view the *interim consistency reliability* of respondents' answers consistency over all the questions, the statistical techniques used *Cronbach's Alpha.* A factor declared reliable if the alpha coefficient greater than 0.6 (Suparmono, 2005; 78-79).

The analysis tool used is multiple linear regression. Multiple linear regression analysis to measure the relationship patterns or the extent of the influence of the free factor (X1) and (X2) to be bound factor Y. conditions of use of this analytical tool that is used when the number of free factor of more than one.If the free factor consists of only one, it can be used a simple linear analysis.

In this study, used 1 3 lvariabel dependent and independent variables, which, if included in the regression equation above, namely;

$$\mathbf{Y = a + b_1 X_1 + b_2 X_2 + e}$$

Where;

Y = Loyalty

a = Constant *(interecpt)*

b_1 -b_2 = Regression coefficients

X_1 = Variable Product Attributes

X_2 = Variable Attributes Services

X_3 = Variable Attributes Purchase

e = Standard error

Test the effect of independent variables simultaneously (simultaneously) on the dependent variable, then use the Test-F with the formulation as follows;

1. If Sig F <α confidence level of 95%, then the independent variable (X_1 X_2) simultaneously influence the dependent variable (Y).
2. If Sig F> α confidence level of 95%, then the independent variable (X_1 X_2) simultaneously has no effect on the dependent variable (Y).

Test the partial influence of independent variables on the dependent variable, then use the Test-F with the formulation as follows;

1. If Sig t <α at 95% confidence level, the independent variable (X_1 X_2) partially affect the dependent variable (Y).
2. If Sig t> α at 95% confidence level, the independent variable (X_1 X_2) partially no effect on the dependent variable (Y).

THEORETICAL FRAMEWORK

Product attributes

Product attributes is an attribute of satisfying customers associated or attached directly to the performance of a product which in general can be assessed directly by the consumer seoran.

Indicators Product Attributes

Product Attributes has seven indicators: a. *V alue price relationship*. b.*Product quality*. c.*Product benefits*. d.*Product feature*. e.*Product design*. f.*Product reliability and consisteny*. g.*Range of product or service*

Service attributes

Service attribute is an attribute of satisfying customers associated with post-purchase service delivery. This is because the consumer will evaluate the post-acquisition. Post-acquisition phase begins after the customer made a choice and began to consume the product chosen. Post-acquisition process involves five topics, namely the process of consuming products, satisfaction / dissatisfaction customer behavior customer complaints, product disposal and the establishment of loyalty

Indicators Service Attributes

Service attributes include: a. *Guarantee or warranty*, is a guarantee given by a company to a product that can be refunded if the performance of the product is not satisfactory. b.*Delivery* It is the speed and accuracy of the process of delivery of products and services that the company provides to its customers. c.*Complaint handling* is a handling of complaints made by consumers against the company. d.*Resolution of the problem,* is a serious company with the capability and solve the problems faced by consumers.

attribute Purchase

Attributes of satisfying customers purchase an attribute associated with providing the service at the time of purchase and pre purchase.

Indicators Attribute Purchase

Attribute purchase consists of: a. *Courtesy*, is a courtesy, attention, consideration, friendliness committed employees in serving customers. b. *Communication* is a process penyampian information by employees of the company to its customers. c.*Ease or convenience acquisition,* is a convenience to gain knowledge about the products of the company. d.*Company reputation,* is the reputation of the company can affect consumers' views on the company that will reduce uncertainty and risk in purchasing decisions. e.*Company competence*, is the ability of a company to realize the demands put forward by consumers in providing services.

Loyalty

Griffin (2005: 5) that, if a person is a loyal customer, he shows purchasing behavior is defined as the purchase of nonrandom disclosed from time to time by some decision-making unit. Loyalty shows the condition of a specific duration of time and requires that the purchase action occurs no less than twice.

performance indicators

Griffin (2005: 31) divides the four characteristics of loyal customers, as follows: a. Make purchases on a regular basis. b. Buying across product lines and services. c.Mereferensikan to others. d. Showed immunity to pull out of the competition.

DISCUSSION

In answering the above problems, it is used multiple linear regression analysis using SPSS Ver.16. The test results can be seen in the table below:

table 1

Results of Multiple Linear Regression Analysis

No.	Independent Valiabel	Coefficient Regression	t	Sig. t
1	Product Attributes (X 1)	0.582	8.127	0,000
2	Attribute Service (X 2)	0.166	2,406	0,018
3	Attribute Purchase (X 3)	0.236	3,327	0,039
Constant = -0123			F-count = 45.140	
Multiple-R = 0.765			Sig. F = 0.000	
Adjusted R. Square = 0.572			f-table = 3.09	
			t-table = 1,984	
			α = 0.05	

Once incorporated into the formulation of multiple linear regression models based on the table above, you will get the following equation:

$$\mathbf{Y = -0123 + 0582 + 0166\ X_1\ X_2\ X_3 + 0236 + e}$$

The constant of -0.123 means that if the independent variables held constant or attributes of a product, service attributes, and attribute the purchases did not impact will be a decrease in consumer loyalty Alkhairaat supermarkets in town hammer at 0.123.

First Hypothesis Testing

Based on the results of testing by F test showed that F_{count} equal $_{to}$ 45.140 with sig.F level of 0.000.Therefore $_{the}$ calculated F value (40.140)> F_{table} (3:09), as well as the level of significance is much smaller than 0.05, then the regression model can be used to mempredeksi consumer loyalty, or in other words it shows that simultaneously variable attributes product (X_{1}), service attributes (X_{2}), and the attributes of purchase (X_{3}) have a significant effect on customer loyalty (Y) on Alkhairaat Supermarkets in the city of Palu.

Based on t test results that can be seen in Table 1.984 knowable significant influence of all independent variables in this penenlitian. Partial test is intended to determine the effect of each independent variable on the dependent variable. The t test results are described as follows:

Product attributes

Values of regression coefficients obtained from varaiabel product attributes (X_{1}) is approximately 0582, which means that the variable product attribute is an element of satisfaction that a positive effect on consumer loyalty Alkhairaat Supermarkets in the city of Palu.Implies that the value of product attributes as an element of satisfaction accounted for 58.2% of the change in consumer loyalty Alkhairaat Supermarkets in the city of Palu.

Service attributes

Values of regression coefficients obtained from varaiabel service attributes (X_{2}) is equal to 0166, which means that the variable product attribute is an element of satisfaction that a positive effect on consumer loyalty Alkhairaat Supermarkets in the city of Palu.Implies that the value of product attributes as an element of satisfaction contributes 16.6% to changes in consumer loyalty Alkhairaat Supermarkets in the city of Palu.

attribute Purchase

Values of regression coefficients obtained from varaiabel product attributes ($X_{1)}$ is approximately 0.236, which means that the variable product attribute is an element of satisfaction that a positive effect on consumer loyalty Alkhairaat Supermarkets in the city of Palu.Implies that the value of product attributes as an element of satisfaction contributes 23.6% to changes in consumer loyalty Alkhairaat Supermarkets in the city of Palu.

Referring to the above test results it can be concluded that the first hypothesis in this study proved to be true, or in other words the independent variables in this study (X1, X2, X3) significantly either simultaneously or partially on consumer loyalty Supermarkets Alkhairaat in Palu ,

Second Hypothesis Testing

The second hypothesis proposed in this study is the variable product atribuk allegedly most dominant influence on customer loyalty in supermarkets Alkhairaat in the city of Palu. The second hypothesis proposed in this research also proved to be true. It is based on the regression coefficient is highest in this study is the value of the variable product attributes of 0.582 on a 0.000 significance with $t_{calculate}$ equal $_{to}$ 8.127.

CONCLUSION

As for suggestions that may be proposed in this research by looking at the results of the discussion of the study are as follows: 1). Self Alkhairaat party must maintain its performance so that customers can continue to grow. in this case because the consumer has given a good assessment to self-Alkhairaat. 2). Product attributes contained in Alkhairaat Supermarkets are the main factors that create customer loyalty management Alkhairaat Supermarkets should improve its oversight of products to be offered so that existing customers will continue to choose Supermarkets Alkhairaat. 3). Although Attribute service have a positive impact on consumers, but consumers still feel that the service they received was not maximized so this should be a focus on self-improvement Alkhairaat

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EFFECT OF WORK ETHOS AND CULTURE AGENCY WORK ON THE PERFORMANCE OF EMPLOYEES AND POLITICAL UNITY OF THE NATION DONGGALA

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ABSTRACT

This study aims to determine the effect of work ethics and work culture simultaneously influence the performance of employees of the National Unity and Political Donggala, to determine the influence of the work ethic on the performance of employees of National Unity and Political Donggala and to determine the influence of corporate culture on employee performance National and Political Unity Board Donggala. In this study the entire population sampled, the total number of 30 employees. The analytical tool used is multiple linear regression analysis. The analytical tool used is multiple linear regression analysis. The results showed that: 1).H acyl calculation shows that the value of Sig F (0.000) <0.05, thus it can be stated that simultaneously independent variables have an influence on the dependent variable; 2).H acyl work ethic variable calculation shows that the value of regression coefficient of 0.267, while the level of significance t (0.000) <0.05, thus it can be stated that the work ethic variable positive effect on employee performance of National Unity and Political Donggala; 3).H acyl work culture variable calculation shows that the value of regression coefficient of 0209, while the level of significance t (0.018) <0.05, thus it can be stated that the work culture variable positive effect on employee performance of National Unity and Political Donggala; and 4).The result of determination test (reliability model) shows the value of *Adjusted R-Square* 0.742 or 74.2%.This means that by 74, 2% the dependent variable is influenced by two independent variables, the rest of the dependent variable is influenced by other variables not examined.

Keywords: Work ethic, work culture and performance.

PRELIMINARY

One national problem faced by Indonesia today is the handling of the low quality of human resources. The number of large human resources if it can be utilized effectively and efficiently would be helpful to support the motion pace of sustainable national development. The abundance of human resources that exist today require careful thinking is how can utilize human resources optimally. Related to the presence of an employee as part of an organization, work ethic means actuating the whole potential of employees as part of the organization to achieve the goal (Sutisna, 2012). The work ethic is *the primary* component that must be owned by qualified human resources (Sinamo, 2005). According Sinamo ethic is the key and foundation of the success of a society or a nation adopted unanimously. In addition ethic is a major requirement for all efforts to improve the quality of labor or human resources, both at the individual, organizational, and social (Sinamo, 2005).

In addition to the work ethic of work culture also determines the performance of employees in realizing the objectives of an organization. Work culture is the custom or tradition of an organization to establish policies that relate directly to the activities of employees in carrying out their duties. West defines culture as assumptions and patterns of meaning that is fundamental, which is considered to have properly adopted and is manifested by all parties participating in the organization (West, 2000; 128).Culture is defined as a set of behaviors, feelings and psychological framework so deeply internalized and shared by members of the organization (Osborn, 2000; 252).Carry out the work culture in accordance with the applicable rules of the organization, has many benefits, as it can change attitudes, behavior and performance of human resources. Besides, many other benefits, such as increased job satisfaction, more intimate relationships, increased discipline, functional supervision is reduced, absenteeism decreases and want what is best for the organization (Triguno, 1997; 9).

Of all the aspects that have been raised over the implementation of course boils down to performance improvement society actors as an important component in achieving the specified performance, in which the perpetrators of the organization called the employee or employees. In terms of organizational performance improvement required a comprehensive employee empowerment, whether it be work ethic and working culture that ultimately that leads to improved performance of the organization itself. Performance is at the same process *output* and *outcome* of a person and the organization. Performance can be seen in the context of the process of running a job conformance with the standard procedures of the organization. Performance is the result of the quality and quantity achieved by an employee in performing their duties in accordance with the responsibilities given to him (Mangkunagara, 2004; 67).

National and Political Unity Board Donggala position is set and determined based on Regional Regulation on the Organization of the Regional outlined in Governor Regulation on the Organization and Work of National Unity Politics. National and Political Unity Board Donggala a supporting element task of local authorities in the field of political unity of the nation and led by the Head of the Agency, responsible to the Governor through the Secretary of Regional and carry out their duties and functions are coordinated by Assistant Government. Main Tasks of the National Unity and Political Donggala is to formulate technical policy, plan, coordinate, facilitate and carry out tasks in the field of political unity of the nation and includes the consolidation of national integration, development of democracy and human rights, the development of institutional relations, and alertness. Civil servants as the government apparatus is essentially responsible for managing and serving the community with the best. This commitment can only be held if the community as service users feel satisfied and serviced in accordance with what is desired. Public services, the government apparatus to the public more stress to put the interests of the community, facilitate community affairs, shorten the implementation process and give satisfaction to the public.

Based on observations the authors conducted so far, shows that there are many employees of National Unity and Political Donggala are often late or absent from work for no apparent reason, extend the time off, go home prematurely, not completing tasks on time , as well as in carrying out the work are always waiting for orders from superiors, even there are some employees who do not know the duties and functions of the office are mandated to him that it can not perform the role of the organization in accordance with the demands of the organization works, it certainly will affect service quality Unity Board National and Political Donggala.

Referring to the background above, the research is expected to provide a description of the effect of work ethic, work culture and work environment as well as its correlation to the increased performance of employees of National Unity and Political Donggala in order to provide maximum service.

On the basis of the above considerations, the formulation of the problem posed in this study are: 1).Is the work ethics and work culture simultaneously influence the performance of employees of the National Unity and Politics Donggala?; 2). Is the work ethic affect the performance of employees of National Unity and Political Donggala?; and 3).Is the work culture influence the performance of employees of National Unity and Political Donggala?.

On the basis of the formulation of the problems mentioned above, the purpose of research undertaken in this study are for; 1). Knowing and analyze the effect of work ethics and work culture simultaneously influence the performance of employees of the

National Unity and Political Donggala; 2). Knowing the work ethic and analyze the effect on employee performance of National Unity and Political Donggala; and 3). Knowing and analyzing the effect on employee performance work culture National and Political Unity Board Donggala.

This type of research is that the study is explanatory, the research done by way of explaining the symptoms caused by an object of research. Berusahan researchers seek answers to the phenomenon or event posed in the problem so as to explain the influence between the hypothesized variables. Location research performed at the National Unity and Political Donggala which is located on Jl. Nationality No. 01 Ex. Bale Mountains district. Donggala. The population in this study were all employees at the National Unity and Political Donggala and the sampling technique used is by census, so that the sample in this study is the whole population is 30 employees. This technique is used with the purpose to obtain more complete information about the actual condition. The other reason why this method is used, namely the number of population is not too much and is easy to collect data.

In this study, the data collection methods used to obtain accurate data are: 1). Observation; 2). questionnaires; and 3). Documentation. The analysis tool used is multiple linear regression. Multiple linear regression analysis to measure the relationship patterns or the extent of the influence of the free factor (X1) and (X2) to be bound factor Y. conditions of use of this analytical tool that is used when the number of free factor of more than one. If the free factor consists of only one, it can be used a simple linear analysis. In this study, used one dependent variable and two independent variables, which, if included in the regression equation above, namely;

$$\mathbf{Y = a + b_1 X_1 + b_2 X_2 + e}$$

Where;

Y = variable performance

a = Constant *(interecpt)*

b_1 -b_2 = Regression coefficients

X_1 = Variable work ethic

X_2 = Variable work culture

e = Standard error

Research using simultaneous hypothesis testing and partial hypothesis, while simultaneously testing the formulations in the following; 1). If Sig F <α confidence level of 95%, then the independent variable $_{(X\text{-}1}$ and $_{X\text{-}2)}$ simultaneously influence the dependent variable (Y); and 2).If Sig F> α confidence level of 95%, then the independent variable (X_1 $X_{2)}$ simultaneously has no effect on the dependent variable (Y). And the formulation of the partial test as follows; 1).If Sig t <α at 95% confidence level, the independent variable (X_1 $X_{2)}$ partially affect the dependent variable (Y); and 2).If Sig t> α at 95% confidence level, the independent variable (X_1 $X_{2)}$ partially no effect on the dependent variable (Y).

THEORETICAL BASIS

Work ethic

Ethos is a habit, based on a *state of mind,* which is associated with productive activities (learning ethic, work ethic, etc.). Ethos also is what is considered the most important, most vital, by a group of people to work (profession) on which they run, and what behaviors are required to achieve the most important things, including anything that should not be violated (Sinamo, 2005).While the work ethic is a set of positive behavior, rooted in the awareness that light, steady conviction, and an unwavering commitment on a set of principles, paradigms and insights comprehensive work. Can also be said working set of behaviors, rooted in consciousness is strong, clear and steady confidence, and a strong commitment to the principles, paradigms, and distinctive insights and specific work (Sinamo, 2005). Donald defines a work ethic that hard work earnestly and constantly (Donald, 2008).

Indicators Work Ethic

Sinamo systematically map out a work ethic in 8 (eight) instruments include: 1). Work is actualization; 2). Work is a mandate; 3). Work is service; 4).Work is a blessing; 5). Work is worship; 6). Work is an art; 7). Work is an honor; and 8).Work is call (Sinamo, 2005).

Work culture

West defines culture as assumptions and patterns of meaning that is fundamental, which is considered to have properly adopted and is manifested by all parties participating in the organization (West, 2000; 128). Culture is defined as a set of behaviors, feelings and psychological framework so deeply internalized and shared by members of the organization, Osborn (2000; 252). Work culture is a philosophy that is based on a view of life as values into the nature, habits and driving forces, entrenched in the life of a community or organization that reflected the attitude into behavior, beliefs, ideals, opinions and actions are materialized as or work.

Work Culture Indicator

Yudo research results, there are four elements of culture that are: 1). Culture Honesty; 2). Culture perseverance; 3). Cultural creativity; and 4). Science Culture, Science and Technology (Science and Technology) (Yudo, 2004).

performance

According to Robbins's performance is often called the *performance* is also called a *result* which means that what has been produced by an individual employee. Another term is *human* measurable *output* of *productivity, absence, turnover, citizenship,* and *satisfaction,* Robbins (2003; *27).*Performance at individual also referred to *job performance, work outcomes, task performance* (Baron and Greenberg, 1990).*Result* is influenced by the performance of the organization *(organizational performance)* whose components consist *organizational development, compensation plan, communication system, managerial style, organization structure, policies and procedures* (Robbins, 2003; 27).Performance is a combination of behavior with the achievement of what is expected and the choice or part of the terms of an existing task on each individual in the organization. Meanwhile, according to Cascio's performance is employee performance of duties which have been assigned tuganya (Cascio, 1995; 275). Performance is the result of the work of an employee during a certain pereode compared with a range of possibilities, such as a standard, the target / targets / criteria that have been determined in advance and have been agreed.

performance indicators

According to Byars, performance is greatly influenced by several factors, among others; 1). Business; 2). Ability; and 3). Perception tasks (Byars, 2006; 47).

DISCUSSION

According to the results of analysis Linear Regression using computer assistance SPSS *for Wind Release* 16.0 is obtained research results of 30 respondents to the alleged effects of the two independent variables (work ethics and work culture) the performance of employees of National Unity and Political Donggala knowable results calculated as follows:

table 3

Calculation Results of Multiple Linear Regression Testing

No.	variable	*unstandardized Coefficients*	*t*	*Sig*
1	*Constanta*	-1058	-0244	0809
2	Work Ethic (X 1)	0267	5695	0000
3	Work Culture (X 3)	0209	2514	0018
R; 0877 F Count; 28 818 Adjusted R Square; 0742 Sig F; 0000				

The regression model obtained from Table 4.9. above is:

$$\mathbf{Y = -1058 + 0.267X1 + 0.209X2}$$

The equation above shows, the independent variables were analyzed in the form of a variable (X1 and X2) to give effect to the independent variable (Y).

From the equation above can be explained: 1). For *constant* value of -1058 means the performance of employees of National Unity and Political Donggala before the independent variable is equal to -1058; 2).Work ethic (X 1) with a regression coefficient of 0.267 this means there is a positive influence between work ethic and performance of employees of National Unity and Political Donggala. This means that if a work ethic that is owned employee increases, will raise the performance of employees of National Unity and Political Donggala amounted to 26.7% assuming the work culture variable (X 2) fixed; and 3).Work culture (X 2) with a regression coefficient of 0209 this means there is a positive influence between work culture and performance of employees of the National Unity and Political Donggala. This means that if a work culture which is owned employee increases, will raise the performance of employees of National Unity and Political Donggala amounted to 20.9% assuming work ethic variable (X 1).

First Hypothesis Testing

From table 2 visible result of determination test (reliability model) shows the value of *Adjusted R-Square* 0.742 or 74.2%.This means that 74.2% of the dependent variable is influenced by two independent variables, the rest of the dependent variable is influenced by other variables not examined. Furthermore, based on Table 2 of the calculation, the Sig F (0,000) <0.05. Thus it can be stated that simultaneously independent variables significantly influence the dependent variable. Thus, the **hypothesis The first** states that; **work ethics and work culture simultaneously significant effect on the performance of employees of the National Unity and Political Donggala-F** based on **test** results ***proved.***

Second hypothesis testing

The results of the work ethic variable calculation shows that the value of regression coefficient of 0.267, while the Sig t (0.000) <0.05. Then the **second hypothesis** which states that; **work ethic positive and significant effect on the performance of employees of the National Unity and Political Donggala,** based on the **t-test** results ***proved.*** Of the eight dimensions to be used as a measuring tool to a work ethic turns dimensional work is a blessing to have an average of respondents' answers the highest compared with other dimensions in the variable work ethic with *a mean* value of **4,467** that means the value of scale interval classified as **very good.** This illustrates that the employees of the National Unity and Political Donggala, addressing that work on the National Unity and Political Donggala is a grace of the creator so they have to work with gratitude and sincerity besides the work is a blessing for those who are not necessarily owned by others and work without coercion or the need to take orders by superiors or threatened with sanctions or regulations. According Wirawan employees who work and strive to perform the job well, then your mind, be fully included energy and time devoted to work (Wirawan, 2007).Employees will be satisfied if it can get the job done well and disappointed if it failed to complete the job.

Employees who devoted his life to his work has a moral and good personal and working to increase productivity. This is in line with what was said by Sinamo that ethos is the set of job behaviors, rooted in strong consciousness, beliefs clear and steady, and a strong commitment to the principles, paradigms, and insight into the typical work and specific (Sinamo, 2005).

Third Hypothesis Testing

The results of the work ethic variable calculation shows that the value of regression coefficient of 0209, while the value of Sig t (0.018) <0.05. Then the **third hypothesis** which states that; **work culture positive and significant effect on the performance of employees of the National Unity and Political Donggala,** based on the **t-test** results ***proved.*** Of the four dimensions which serve as a measuring tool to a work culture turned out to be the cultural dimension of honesty has an average of respondents' answers the highest compared with other dimensions in work culture variable with *a mean* value of **4.266** that means the value of the interval as **very good.** Hai indicated that in order of reality, employees have been working with the principles of a culture of honesty, as honest in the planning and execution of each job, be honest in making decisions, fulfill the mandate with a good and honest in determining the budget is the most potential to encourage an apparatus to perform cheating either individually or in groups to discredit the institution name the National Unity and Political Donggala until it can merugikan country. Making of a culture of honesty of employees of National Unity and Political Donggala district, is indeed an option that must be done to restore the respect and trust in the government apparatus that is expected to carry out the task successfully and correctly according to technical and professional standards, not perfunctory. This is in line with Narayan and Nath stated that the work culture of the strong can help employees do a better job, so employees who are trained in working culture will be able to solve problems independently with the help of expertise based on the scientific method, have critical thinking creatively, not fleeced and controversies (Narayan and Nath, 1999).

CONCLUSION

As for suggestions that may be proposed in this research by looking at the results of the discussion of the study are as follows: 1). National and Political Unity Board Donggala to pay attention to the work ethic of employees, for example by allowing employees to work in accordance with the confidence and gratitude he had so employees feel that working on the unit of work now because of the grace of God; 2). Forming Work Culture Group consisting of culture of honesty, diligence culture, a culture of creativity and culture of science and technology as a synergistic effort in order internalization and upholding the values of work culture so that employees' commitment to continue terjaga and can even be improved; and 3). For further research, although in this study the number of samples qualified research, in future studies it is advisable to use a sample with higher numbers, so that the results of the answers that were taken could be more varied and should involve more independent variables, and further deepen its analysis of the forecasting future performance.

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THE INFLUENCE OF THE APPLICATION ON THE FINANCE REGIONAL ACCOUNTANCY AND THE INTERNAL SUPERVISION TOWARD THE INFORMATION QUALITY OF THE FINANCE REPORT ON SKPD IN SIGI

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ABSTRACT

Implementation of Regional Finance Accounting and Internal Control toward Quality of Finance Reporting Information at Regional Task Force Unit of Sigi Regency.

The objektives of the research were : (1) to identify and analysis the effect of regional finance accounting and internal control toward quality of financial reporting information at Sigi Regency, (2) to identify and analyze the effect of regional finance accounting toward quality of financial reporting information at Sigi Regency, (3) to identify and analyze the effect of internal control toward quality of financial reporting information at Sigi Regency, (4) to identify and analysis the variables that dominantly affect the quality of financial reporting information at Sigi Regency. Based on the results of regression test, it was found adjust R Square = 0,610. The value showed the dependent variable can be expalined by the implementation of regional finance accounting and internal control was 61 % while the remains 39 % influence by otha variables which are not discussed in this research model.

Keywords : *Implementation of Regional Finance Accounting and Internal Control toward Quality of Finance Reporting Information*

INTRODUCTION

The finances responsibility report must be make by the head of the region such as the report of the estimates accounting, the report of the money cashbox, the accounting notes and the regional balance. The duty to information regional finance report had been apply since January, 1 2001 but until now a days the regional government still having yet the government's accountancy standard where to be a reference to build the regional finances accountancy system.

Some part where related with the wisdom to create a *good governance* on the public sector such as the ethnic determining standard and the behavior of the government, the determining of the organization structure and the process of organization to arrange clearly about the function and the responsibility with the public organization accountability, the arrangement of the satisfy organization system control and the external reporting where to be arrange based on the appropriate accountancy system with the government accountancy system.

The set of the law regulation in the finances state sector include the UU number 17 year 2003 about the finances of the state, UU number 15 year 2004 about the management investigation and the responsibility of the finances of the state with the other regulations where draws the seriousness of the government line and DPR to repair the management of the government's finances both in the central or the regional area. One of the consideration that to be basic of the publication of the UU regulation is that the state's finances must be manage orderly, loyal, from the regional UU, efficiently, economist, effective, transparant, and responsibility with pay attention for the justice and the proper as one of the requisite for support the success of the implementation of the state's administration.

The starting point from the background statements above, the purpose of this research are: (1) the application of the regional finances accountancy and the internal supervision simultaneously give the influence significantly toward the information quality of the finances report at SKPD at Sigi. (2) the application of the regional finances accountancy give the influence significantly toward the information quality of the regional finances report of the SKPD Kab. Sigi. (3) the internal supervision make the significant influence toward the quality of the financial information report on SKPD Kab Sigi.

THE METHODOLOGY OF THE RESEARCH

The object of this research is all of SKPD at Sigi area where the total of SKPD are 48 SKPD at Sigi is 147 members.

This research consist of verivicative research where the purpose are to explain the casual relationship between the variables and to examine the influence of the independent variable (the application of the regional finance accountancy and the internal supervision) toward the dependent variable (the quality of the finance information report) the interpretation of the conclusion of this research using hypothesis method is descriptive qualitative. This data analysis from multikolinearitas test, heterokedasitas test, hypothesis test, with the multi regression test with the multi regression test, the determines coefficient analysis and the test F and test T.

THE RESULT AND THE DISCUSSION

The result of the research

The classic assuption test.

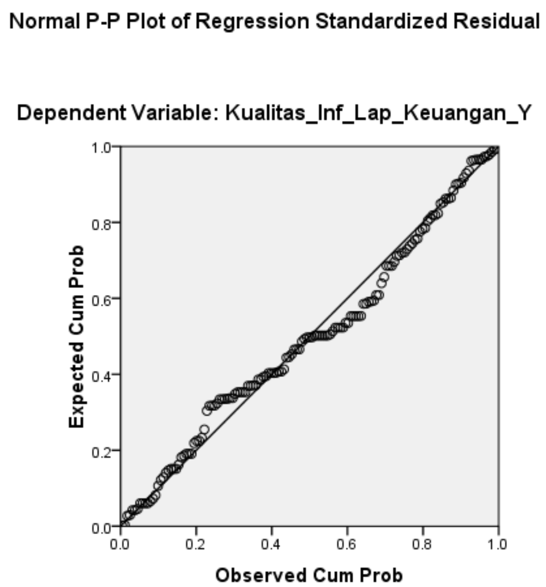
(1) Normalitas test

The normality detection can be used with looking for the distributing of the data (point) on the diagonal wick from the graph. The basic interpretation of the decision is : (Sugiono : 2002)

(1) If the data will spread around the diagonal line and follow the way of diagonal line so the regression model fill the normalitas assumption.

(2) If it spread away from the diagonal, so the regression model is not fill the normalitas assumption.

Based on the result of the multiprocessing regression, this is the following data normality can be find on the picture below such as:



Picture 1 the normal graphic p. Plot

The picture 1 normal graphic P-Plot above shows that the plot on the picture follows the diagonal line. In this case it shows taht the testing of the research had already fill the normalitas data test.

(3) Multikolinearitas test

Multikolinearitas test can be used by regression test and to do correlation inter independent variable with using variance inflation factor (VIF). If th evalue tolarance above 0,10 on the the variance inflation factor (VIF) under 10 so there is not occur the multikolinearitas (Ghozali, 2006). The result of the multikolinearitas on the table below:

Table 1

The result of the multikolinearitas test

Model	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)					
Penerapan_Ak_Keu_Daerah_X1	.621	.401	.272	.718	1.393
Pengawasan_Internal_X2	.736	.611	.479	.718	1.393

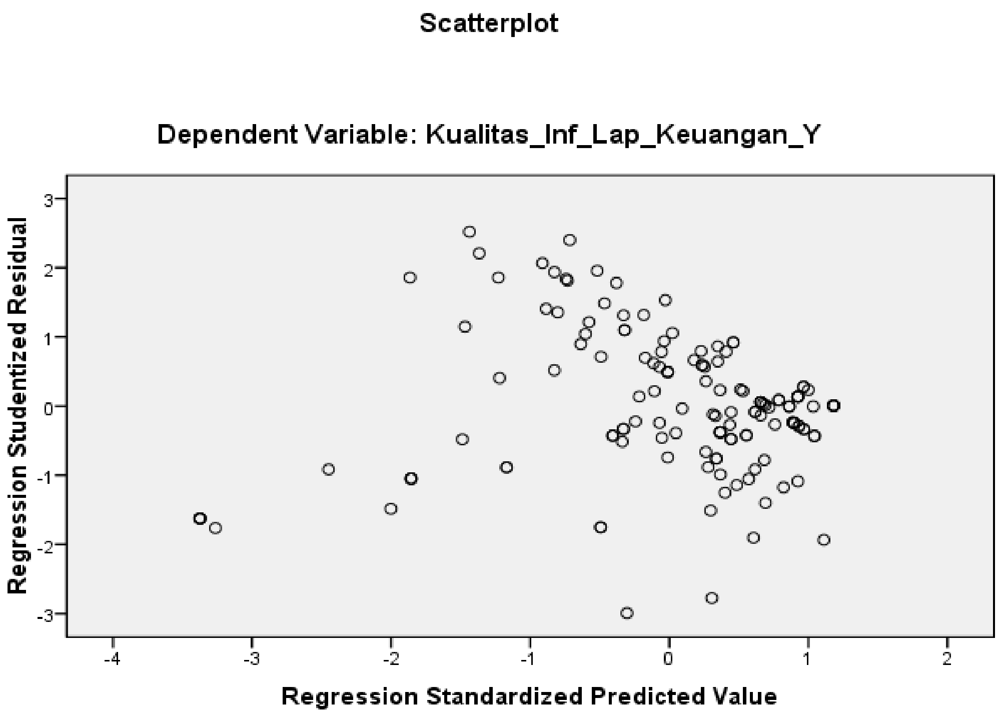
Based on the table 3 above, the result of the mulkolinearitas test shows that the valule of VIF under 10, the application of regional finance accountancy variabel (x1), the value shows that the number 1.393. in other words, the model formed from the result of this research is not have the indication of multikolineartas inter the independent variabel on the regression.

3. heteroskedalisitas test.

Singgi Santoso (200) says for looking there are not heteroskedastisitas on the graph with looking for the pattern of the point (data):

a) If the points from a regular pattern such as (phase, wider, the tighten) so that there is a situation heteroskedositisitas.
b) If there is a clear pattern on the bottom and the top of the zero points so there is not happen heteroskedastisitas.

On the testing of the heteroskedositistas on this research is basic on the scatterplot. Based on the testing with SPS can be find on the graphic of scatterplot such as:



Picture 2 : scatterplot graphic

Based on the scatterplot graphic there is a random point that shows the little circles spread between negative number and the positive both on the top or the bottom of the zero number on the fuse Y and there is not form a clear or regular pattern in other words, there is do not indication of heterokedastisitas on the regression model of the research.

The result of multi regression test

For get a test on the influlence of the application of the regional finance accountancy (x1) and the internal supervision (x2) toward the quality of the finance information report (y) so, it uses the multi regression analysis with got the test of the meaning of the regression koefision. There is the result of the regression test that shows on the explanation below:

Table 2

The result of the multi regression

Variabel	Standardized Coefficients Beta	t_{hitung}	Sig
Penerapan_Ak_Keu_Daerah_X1	.302	5.259	.000
Pengawasan_Internal_X2	.481	9.268	.000
Konstanta	= 1.067		
Koefisien Korelasi (R)	= 0.784		
Koefisien Determinasi (R^2)	= 0.615		
F_{hitung}	= 115.099		
F Sig	= 0,00		
α	= 0.05		

On the table 4 shows that the result of the statistic calculation test F with the significant value as 0,00 < 0,05 so we conclude that all of the independent variable is the application of the accountancy regional finance and the internal supervision where influenced significantly toward the quality of the information finances report. In other hand, the regression model can be explain about the application of the regional finance accountancy and the internal supervision equally influenced significantly toward the quality of the finance information report.

T test can be used testing the influence each of the independent variable on the model, is there have the influences partial toward the dependent variable.

For determining each of the free variable toward the variable that used in T test. The result of that statistic shows that both independent variable is the application of regional finance accountancy as the variable (x1) shows that value t_{hitung} as 5,259 and the probability values significantly as 0,00 and the internal supervision variable as variable (x2) shows the value t_{hitung} as 9,268 and the significant probability value as 0,00.

Both variable have the significant value 0,00 < o,05 so it can be concluded that each variable have the influence partially or each of the quality if the information finance report (T). Based on the data that has been shown on the tables above so it can be form for the estimate model with writing the formula as:

$$\mathbf{Y = 1{,}067 + 0{,}302\ (X_1) + 0{,}484\ (X_2)}$$

There are some assumptions from the result of the estimates model on the formula into the multi regression such as :

1. Constant value as 1,067 It can be shows if the application of the financial regional accountancy as the variable (x1) and the internal supervision as the variable (x2) assumption that have the value as 0, so the quality of the information financial report (y) on SKPD Sigi will up 1,067 if other variable is constant.
2. The value of coefficient regression variabel of the regional financial accountancy as the variabel (x1) as 0,302 where has the positive influence toward the qualitynof the financial information report(y) on SKPD Sigi , so that if the internal supervision will be better so the quality of the financial information report will be up.
3. The value of the regression coefficient variabel on the internal supervision as the variabel (x2) as 0,484 has the positive influence toward the quality of the financial information report (y) on SKPD Kab. Sigi, so that if the internal supervision will be better so the quality of the financial information report will be up.

Table 2 shows that the determination coefficient that showed from the adjust value (R-square/R2) as 0,615 then it corrected again with the adjusted R-square value as 0,610 shows that the regional financial accountancy and the internal supervision explain that the quality of the financial information report as 61 % although 39% show the other variables out from the research model.

The Discussion

The influence of the application on the financial regional accountancy and the internal supervision toward the information quality of the finance report on SKPD in Sigi

The influence's grow on the application of the regional financial accountancy and the internal supervision toward the financial information report show that the application of the regional financial accountancy is very important for the regional government especially on Kabupaten Sigi, where the application of the regional financial accountancy give the information about

The expulsion and the revenue so that there is not happen divergence inside, after that, if it get and do the source of the appropriate revenue with the estimate and the activity that have be done, and give the information about the unit of the regional financial working accurately, it is happen when the benefit of the internal supervision to do every transaction that havebe done by the employee. It must have the honest attitude, after that the internal supervision should speed up the tasks of work unit especially the authority delegation and the responsibility and with the internal supervision should apply UU by the regional or the government to get the financial report accountability and transparant. This research should connect with Urip Santoso's act about the application of public sector accountancy toward the accountancy of the government's performance, where from the result of the research, it will be find that both partially o simultaneously, the application of the government, the government's performance accountability make the significant influence toward the Fraud prevention of government.

The influence of the application of the regional fiancial accountancy toward the quality of the information report on SKPD Sigi

Based on the financial report where arrange to prepare the information about the financial report position during one period that used to compare between the consideration and the realization, to evaluate the the financial condition entitas , to evaluate the efectivity and the eficiency entitas and to evaluate the loyalty entitas level toward the regulation of UU. In this case to get the financial report, it needs the application of accountancy system toward the regional government so when the investigation be held, , it can be look clearly between the disimissal and the acceptance that did by the regional government. As one of the form in responsibility, the presentation of the financial report, and the application of the regional financial accountancy one of them must fill the accountancy principle that be accour generally and presentate naturally. The financial report by the regional government especially Kab Sigi shows for fill the general purpose of the financial reporting , but it is not tended for fill the user's specific necessary. The information accountancy of the financial report must be fill the characteristic element of the quality of the financial report are, relevant, rely on, and can be compare and should be understand.

The internal supervision partially give the influence significantly toward the quality of the financial information report on SKPD Kab. Poso

The implementation to understand the quality of the financial report on the regional Government need the internal supervision on SKPD especially Kab Sigi. The system of the internal supervision is very important to support the improvement of the management of regional government and as an important supporting to create the accountable and transparant government as a good performance.

The quality of the bad regional government's financial report

With the performance where cannot be expect, one of them cased by the intern control. One of purpose of the internal supervision is reability of the financial report. The financial report arranged for prepare the relevant for the information about the financial position and all of the transaction made by the reporting entitas during one reporting period.

The benefit reporting for the users to evaluate the accountability and make the decisions such as the economic judgement, politics or social.

Conclusion

Based on the discussion before, the result of the research on the employee at SKPD Sigi, it can be concluded such as:

1. The variabel of the application of the regional financial accountancy (x1) and the internal supervision.
2. Simultaneously make the significantly influence toward the quality of the financial informtion report (Y) on SKPD Kab. Sigi
3. The variabel of the application of the regional financial accountancy (x1) make the significant influence toward the quality of the financial information report (y) on SKPD Kab. Sigi.
4. The variabel of the internal supervision (x2) is the dominant variabel that make the influence toward the quality of the financial information report (y) on SKPD Kab. Sigi.

Suggestion

Based on the conclusion from the result of this research that have be done, so this is the suggestion such as:

1. The result of the research is to get the quality of the information of the regional financial supervision certainly the with the internal supervision system the financial reporting will make the accountable and the responsibilty to use the fund to pay on activity and it will be better the internal supervision should be apply twice on one period so that it not be an important attention.
2. The human resources competency that cannot be delay again for all of the PNS that have the function and must be have the appropriate competency.
3. The regional government especially Kab. Sigi should be apply the government accountancy better than before that agree with SAP so that is should be produce the exact and relevant accountancy's information for the accountancy's information users.

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VALUATION OF CORPORATE SHARES, FINANCIAL CHARACTERISTICS, THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE GOVERNANCE (THE CASE OF INDONESIA)

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Abstract

This study aims to prove that if there has been an increase in the value of assets, leverage and corporate social responsibility influence on increasing the value of shares in the Indonesian capital market as a result of the implementation of good corporate governance in Indonesia. This study is a survey of a sample of 19 corporations that have implemented good governance and implement corporate social responsibility. We used fixed effect multivariate regression analysis to examine the dependent variables influences the independent variables. The result of the study show that by implementing good corporate governance can increase the value of corporate assets as well as the impact on the increase in value of the corporate stock market value. This is consistent with (Dowling 2006) research that the implementation of good corporate governance is associated with increased long-term corporate image that will have implications on the value of the corporation. Good governance can explain the relationship between the various parties participating in the corporation that determines the direction of the value of corporate stocks (Gompers et al., 2003). The model as a whole is significant explaining variation in dependent variable. Which is explaining by R-square 0.68 means that 0.32 explaining by external variables out of the model. Corporate governance influence to corporate size, leverage, agency cost and corporate social responsibility is up to 0.5275 it means moderate strong. corporate governance influence to corporate stock value is only 0.0084 it means less significant. While corporate size, leverage, agency cost and corporate social responsibility influence to corporate stock value is 0.1477 means less significant.

Keywords: Corporate Governance, Stock Value, Social Responsibility, Agency Cost, Leverage, Valuation.

1. INTRODUCTION

Investors deciding to buy the corporate shares depend on some sources of information such as the financial statements, through the rate of return, scale of operations, investment, stock returns, and stock sales volume growth. All of that is a factor of fundamental financial characteristics into consideration for investors, before deciding to buy shares in the stock market (Guffey and Schneider 2004).

In addition to the financial characteristics factors, good corporate governance and Corporate Social Responsibility are consider investors to buying shares (Bauer et al., 2004). The results of the McKinsey Global Investor Opinion Survey that 15 percent of institutional investors consider that the implementation of corporate governance is more important than corporate profits and growth. Besides, 22 percent of the number of institutional investors in Europe there is a 19 percent prefer to buy shares that corporations are applying good governance. Nowadays, investors in Europe consider to buy stocks that has applied the concepts of good governance and also apply the concept of corporate social responsibility.

Corporations have to consider the interests of stakeholders, which apply good governance and corporate social responsibility, will have a larger market opportunity (Petersen and Vredenburg, 2009). Similarly, managers who understand and are committed to applying good governance in making decisions, always look at the impact on stakeholders and strive to maximize the benefits and minimize the disadvantages of each of the stakeholders in order to achieve a balance of interests of various parties.

The development of good governance and corporate social responsibility in Indonesia tend to follow the global trend that in 2009 the Government of Indonesia to make the Act No. 40 of 2009 on Limited Liability Companies and Law No. 25 of the Capital Market in Indonesia requires each corporation implementing good governance and corporate social responsibility. This encourages any corporation to constantly make adjustments and changes in governance by applying the principles of good governance and corporate social responsibility namely: fairness, transparency, accountability and responsibility.

So that, Corporate social responsibility in a global context is a creative investment and a necessity for the public corporation; meaning that ignore corporate social responsibility will be abandoned because of the existence of the corporate social responsibility has become a part of the license to operate in the global market. Benefits for corporate social responsibility is to increase the positive image of the corporation as a responsible social environment (Suharto, 2010: 16).

There are two things that are emphasized in the concept of good corporate governance. First, the existence of the right of shareholders to obtain information accurately and timely. Second, the existence of corporate liability for disclosure is accurate, timely, and transparent to all corporate information, ownership, and stakeholder. (YPPMI & SC, 2003).

By implementation of good governance is one of the significant prevention efforts to break away from the possibility of another economic crisis nationally and globally. The role and the demands of foreign investors and creditors regarding the application of the principles of corporate governance is one factor in the decision to invest in a public corporation.

Learning from the past practice of the corporation in Indonesia before the financial crisis of 1998 in which many corporations did not apply the principles of good governance, so capital markets, banking and real sectors put them to crisis. Then after the crisis, IMF suggested to Indonesia that the principles of good governance must be run to create long-term corporate value in serving the interests of the stakeholders in the corporation.

Report of the Asian Corporate Governance Association (ACGA, 2012) on the application of good governance in many Asian countries show differences in value between countries over a given period.

How successful the implementation of Good Corporate Governance and Corporate Social Responsibility in Indonesian corporation is a question that needs to be answered through scientific research. The research question, is the increasing of the value of assets, leverage and market value of corporate stocks in Indonesia capital market which is influenced by the increase in corporate social responsibility as well as the impact of the adoption of good corporate governance in Indonesia over the years.

As an example of the application of good governance in several Asian countries for five years from 2007 to 2012 put Indonesia on the lowest rank in the good governance with the score only 37 in the year 2012; decreased three points from the year 2010. While the highest score is 69 own by Singapore and fallow by Hongkong at 66 point as shown in table 1 below.

Table 1
Corporate Governance Watch market scores: 2009 to 2014

	2009	**2012**	**2014**	
Singapore	65	67	**69**	(+2)
Hong Kong	67	65	**66**	(+1)
Thailand	47	55	**58**	(+3)
Japan	52	57	**55**	(-2)
Malaysia	49	52	**55**	(+3)
Taiwan	54	55	**53**	(-2)
India	56	48	**51**	(+3)
South Korea	49	45	**49**	(+4)
China	45	49	**45**	(-4)
Philippines	41	37	**41**	(+4)
Indonesia	37	40	**37**	(-3)

Sources: Market rankings & scores, Asian Corporate Governance Association Ltd, 2015

Literature Review

Corporate Governance

When the Corporate governance applied to a corporation will getting healthy competition among corporations. So all corporations in Indonesia are advised to apply good governance to support the growth and sustainable economic stability (Republik Indonesia, Law no. 40th Year, 2007).

Good corporate governance is associated with increased corporate image. Improved corporate image in the long run will have implications on the value of the Corporation (Dowling, 2006).

Berrone (2005) concluded that the influence of corporate ethics on corporate financial performance. This study uses data from 26 countries of the 515 corporations in the period 2002- 2003, concludes that corporate ethics and strong governance will achieve a high level of stakeholder satisfaction and positive effect on corporate finance in the long run.

Yang Ou H and Kun San (2008) conducted a study on Corporate Governance and Firm Value and concluded that there is a link between corporate governance with corporate values. While Ehikoya (2007) examined the corporate governance structure and firm performance and concludes that there is no significant relationship between corporate governance structure with corporate performance. This supports previous research by Bhagat and Black (1999) on the uncertain relationship between board composition and firm value which concluded that there was no significant relationship between the independent committee structure and corporate performance.

Governance defined by Monks and Minow (2001) is a participant relationships in determining the direction and performance. Governance is defined by Indonesian Institute of Corporate Governance as process and structure are applied in running the corporation, with the primary objective of enhancing shareholder value in the long term, by taking into account the interests of other stakeholders. Good governance also requires the device structure to achieve the above objectives and monitoring performance.

Corporate Size

Corporate size is often as consideration of investors in buying stocks, because the size of the corporation affects corporate value (Bhattacarya, 1979). Furthermore, he argued that large corporate size indicates the corporation has developed so that investors will respond positively to the result shareholding will increase corporate value, and indicates the relative market share of corporate competitiveness is higher than competitors. Then investors will respond positively impacting increase corporate value.

Garvis (2009) in his research on corporate governance and corporate size concluded that there is a link with the size and the corporate governance. While Ragotman S. and Gollakota K. (2009) examined the effect of return on assets, the size of the corporation and the debt ratio to corporate governance. This indicates the associative relationship between corporate size and corporate governance.

The proxy are used to calculate the size of corporate namely total assets, net sales and market capitalization. In this study the size of the corporation based on total assets, because total assets have more shows the actual size of the corporate wealth compared to the market capitalization or net sales.

Corporate Agency Cost

Agency costs arise as conflicts of interest between stockholders and bondholders when a firm has debt, because of this stockholders are tempted to pursue selfish strategies. These conflicts of interest, the which are magnified when financial distress is incurred (Ross, 2006:438).

Xiao Sheng (2009) conducted a study on Agency Cost Affect Firm Value conclude that agency costs significant negative effect on the value of the corporation. While Gul Sajid, Muh. Sajid, Nasir Razzaq, Farman A. (2012) conducted a study on the agency cost, corporate governance and ownership, and concluded that the board of directors and institutional ownership reduces agency costs.

Jensen (1976) discussed about the theory of the Firm: Managerial Behavior, Agency Cost and Ownership, concluded that the agency relationship will be a cost to the owner, and the cost is the cost of monitoring, the cost of the bounding and residual loss. Separation of ownership and control of lead management (agent) to act not in accordance with the wishes of the principal (owner). In performing managerial tasks, management has a personal goal of competing with the principal purpose (owner) in maximizing shareholder wealth. Separation of ownership and control of the corporation called the agency conflict. The definition of agency costs consist of: monitoring cost of shareholders, where it will provide funding to minimize deviations from the agent. Bonding expenditures of the agent, where the agent will be charged as an accountability for what he decides. Residual loss, the cost of which is prepared from the possibility of loss, because it is basically impossible for shareholders, at zero cost to ensure that the agent will take optimal decisions as expected shareholder.

Corporate Social Responsibility

Harjoto and Hoje Jo (2011) conducted a research on the nexus of corporate governance corporate social responsibility, and concludes that corporate social responsibility affect the value of the corporation. While Petersen and Harrie Vredenburg

(2009) conducted research on corporate governance, corporate social responsibility and capital markets and concluded that there is a relationship of corporate social responsibility, corporate governance and corporate value.

Regarding corporate social responsibility is based on all stakeholder relationships, not only with people but also with customers, employees, communities, owners, government, suppliers and even competitors. According to the World Bank, the corporate social responsibility consists of several main components: environmental protection, job security, human rights, and corporate interaction with society, business standards, market, and economic development entities, the protection of health, leadership and education, assistance humanitarian disaster.

Corporate Stock Value

The corporation stock value is represented by the value of Tobin's Q. However in this study we use market value of stock to proxy the the value of corporate stocks. In testing the index corporate governance and the value of Tobin's Q is found significant relationships, namely that the increase in the index corporate governance from the worst to the best, will increase the 0:47 point value of Tobin's Q or improve about 160% the value of stock. (Black et al, 2004).

Darmawati, et al. (2004) examined the association with the corporate governance performance of value stocks. The samples were public corporation listed on the Indonesia Stock Exchange and obtain a ranking of corporate governance of the results of the study Indonesian Institute for Corporate Governance (IICG) in 2001 and 2002. While the size of the value of shares used is Tobin's Q as a measure of market performance and Return on Equity (ROE) as a measure of operating performance. Used as a control variable composition of corporate assets, growth opportunities, and the size of the corporation.

To test the hypothesis used multiple linear regression models. The results of this study revealed that there was no significant relationship between corporate governance index with Tobin's Q, but there is a significant positive relationship between corporate governance index with Return on equity.

This suggests that the application of good governance on corporate performance impact on corporate operations, but no response from the market. This may be due to the market takes a long time to respond to the level of application of good corporate governance. These findings support the results of the study Gompers, et al (2003) who found no relationship between corporate governance index with a long-term share value. Application of corporate governance is measured by an index of corporate governance and the value of shares to the value of Tobin's Q.

The sample was taken from a manufacturing corporation listed on the Jakarta Stock Exchange in 2004 and 2005. Results of regression analyzes showed that the level of corporate governance applications and the number of commissioners statistically affect the value of the stock. Value of stocks are influenced by several factors, among others, concentrated or not concentrated ownership, earnings manipulation, and disclosure of the financial statements.

Conceptual Framework

In this paper we have discussed all important ingredients which conceptual frame work of the study. It can describe as like: There is the relationship about the variables of corporate governance with corporate size, leverage, agency cost and corporate social responsibility that impact to the value of Corporate stocks. Theoretically good governance is believed to increase corporate value as seen from the increase in stock prices in the capital market.

Data and Operational variables

The data sample used in the study consist of 19 corporate which are listed in the Indonesian stocks exchange which for data is available on all variables and audited annual report and financial report. The period of the study consist of seven years from 2009-2015. We used fixed effect multivariate regression analysis to examine the dependent variables influences the independent variables.

The dependent variables consist of corporate governance which proxy by good governance perception index; number of board of commissaries, and board of directions. Corporate size proxy by total assets and leverage proxy by debt ratio. while agency cost proxy by cost of remuneration to pay for the board of the corporation. The corporate social responsibility proxy by cost pay to corporate social responsibility project and corporate value of stocks proxy by market capitalization of shares.

Analysis and Result

The description statistics for all variables show in table 2 The data has been taken from annual report and financial report of 19 corporations listed in Indonesian stocks exchange during 2009-2015. The results of description statistics show that the mean of corporate governance perception index is 81.23 mean of board of commissaries is 5.35 and the mean of board of direction is 6.15 mean of assets as a corporate size is 67.136 trillion. The mean of leverage is 1.155; the mean of agency costs is 41.105 billion. and the mean of corporate social responsibility costs is 53.21 billion. while the mean of market capitalization of corporate stocks is 31.97 trillion. All summary of description statistics consists of standard deviation, minimum and maximum value is in table 2.

Table 2

Seven year summary of descriptive statistics

Variables	Mean	Standard deviation	Minimum	Maximum
Corporate Governance Perception Index	81.23	6.96	57	93
Boards Commissaries	5.35	1.47	3	8
Boards Of Directors	6.15	2.55	2	12
Corporate Size	67.13	125.17	102.000	733.09
Leverage	1.159	3.46	0.11	17.75
Agency Cost	41.10	53.93	500.00	262.00
Corporate Social Responsibility	53.21	111.83	0.1	799.50
Corporation Stock Value	31.97	49.587	51.000	229.319

Sources: Researches

Noticeably in the correlations matrix of variables, we find several observations which are noteworthy. We can see there is an positive influences between corporate governance and corporate size/total assets which coefficient is 0.25. It means that if increase corporate governance variables will increase the total assets. Corporate governance influence to leverage is 0.02. Corporate governance influence to agency cost is 0.02. Corporate governance influence to corporate social responsibility is 0.15. Corporate governance influence to corporate stock value is 0.02. However in partial board commissaries negative influence to agency cost, corporate social responsibility and corporate value is by -0.01; -0,12, and -0.002.

Tabel 3 Coefficient Corelation Matrix of variables

Variables	Total asset	leverage	Agency cost	Corporate Social responsibi-lity	Corporate stock value
Corporate Perception index	0.07742	0.00988	0.0447	0.09870	0.0591
Commissaries	0.09816	0.09462	-0.0146	-0.12846	-0.002
Director	0.07612	-0.12469	0.1265	0.20816	0.067
Sum total	0.25170	0.02019	0.157	0.1784	0.0241
Total asset					0.5358
leverage					-0.1664
Agency cost					0.0151
Corporate social resp.					-0.0003
Corporate stock value					
R-squared	0.9931	0.9589	0.9542	0.9729	0.9541
Adjusted R-squared	0.9917	0.9507	0.9450	0.9675	0.9450
S.E. of regression	0.27	1.4027	0.4937	0.6653	0.5565
F-statistic	720.05	116.654	104.1	179.6191	104.0
Prob(F-statistic)	0.00	0.0000	0.0000	0.0000	0.0000

Sources: Researches

The results of fixed effect multivariate regression are present in table 4. The model as a whole is significant in explaining variation in dependent variable that explaining by R-square is 0.68 means that only 0.31 explaining by external variables out of the model. Corporate governance to Corporate size, leverage, agency cost and corporate social responsibility value is

0.5275. Corporate governance to corporate stock value is 0.0084 it means not strong influences. While Corporate size, leverage, agency cost and corporate social responsibility is Corporate agency cost to corporate stock value is 0.1477.

Table 4 Coefficient Regression Matrix (R-square)

Variables	R-square
Corporate governance influence to financial characteristics (R1)	0.5275
Corporate governance influence to corporate stock value (R2)	0.0084
Financial characteristics influence to corporate stock (R3)	0.1477
Simultan R1-R2-R3= (R4)	0.6836
External (1-R4)	0.31

Sources: Researches

Conclusion

The paper attempts to examine the role of Corporate governance to influence corporate size proxy by total asset, leverage proxy by debt ratio, agency cost proxy by remuneration of corporate board, and corporate social responsibility proxy by cost for social responsibility program. We used good corporate perception index, board commissaries, board of director to represent corporate governance. Data gathering on a sample of 19 corporations selected from Indonesian stock exchange during the period 2007 to 2013. Multivariate fixed effect regression is used to analyze the data. The whole result of the study show that good corporate governance significantly influence to market value of stock. Even though in partial analyze there is some negative coefficient correlation between variables such as board of commissaries to agency cost, social responsibility and stock value.

Limitation of the Study

The study has the following limitations:

1. The study only covers data of corporation that listed in Indonesian stock exchange limited for the last seven years 2009-2015, therefore does not represent beyond this period of time.

2. The study only focus on corporations listed in Capital Market and therefore does not represent all unlisted corporation of Indonesian.
3. Corporations had to be a listed in capital market and Indonesian Institute for good Corporate Governance taken only for seven years in order to meet the criteria for inclusion in the sample, it might have result in sample bias.
4. More work is required in the area of Corporate Governance selection test such as internal and external ownership of shares.

Suggested Future Research

In order to find the influences of others governance variables such as share ownership to corporate stock value or the return on assets and equity. Research in the future needs to conducted.

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