

Volume 04, Issue 29

BESHH-2018



Osaka, Japan

June 26-272018

**Society For
Business, Economics, Social Science & Humanities**



Academic Fora

CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2018

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2018), Osaka, Japan**

Book of Abstracts Proceeding

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2018)
Osaka, Japan**

Office Address:

M2-17-01 Tower 2, Level 17 Strium

Bandar Sri Damansara

52200 Kuala Lumpur, Malaysia

Contact: (+6) 03 6735 6566

Email: Contact@academicfora.Com

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder's written permission to produce any part of this publication should be addressed to the publisher.

Proceedings of the International Conference on
“Business Economic, Social Science & Humanities
(BESSH-2018)”

ISBN: 978-969-683-923-1

Disclaimer

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, loss, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the Academic Fora.

TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
CONFERENCE CHAIR MESSAGE	VI
CONFERENCE SCHEDULE.....	VII
LIST OF CONFERENCE ATTENDEES	X
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES	12
1. INDETERMINACY IN A SMALL OPEN ECONOMY WITH INCOME EFFECT ON LEISURE DEMAND	13
2. ENCOURAGING ESL LEARNERS TO SPEAK ENGLISH IN LARGE CLASSES TOWARDS THE COMBINING ARRANGEMENT ACTIVITIES	14
3. BRAND COMMUNICATION AND ITS EFFECT ON BRAND EQUITY ON INSTAGRAM	15
4. COMPARING FOOD AND AGRICULTURAL EDUCATION PROGRAMS AT URBAN AND RURAL ELEMENTARY SCHOOLS	16
5. THE ROLE OF EXPECTATION ON EXCHANGE RATE DETERMINATIONS IN INDONESIA	17
TRACK B: ENGINEERING, TECHONOLGY, COMPUTER AND APPLIED SCIENCES	18
6. EVALUATION OF PROCESS CHARACTERISTICS FOR HOT FORMING QUENCHING INTEGRATED PROCESS WITH AL6061 SHEET	19
7. FSI-BASED INVESTIGATION ON THE EFFECTS OF TURBULENT FLOW ON THE MICROALGAE CELLS STRUCTURES	20
8. IMPROVING THE EXTRACTION OF ARA H 1 (A PEANUT ALLERGEN) FROM A PEANUT-BASED FOOD MATRIX FOR SWCNT-BASED BIOSENSOR DETECTION	21
FUTURE EVENTS.....	22

**International Conference on
“Business Economics, Social Science & Humanities”
Osaka, Japan
Venue: Osaka International Convention Center**

ORGANIZING COMMITTEE

1. Ms. Ani Wahyu

Conference Coordinator

Email: aniwahyu@academicfora.com

2. Mr. Metha Shahi

Conference Coordinator

Email: metha@academicfora.com

3. Ms. Grace Ooi

Conference Coordinator

Email: grace@academicfora.com

4. Mr. Metin Gurani

Conference Coordinator

Email: metin@academicfora.com

CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on “Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser

Conference Chair

Email: chair2018@academicfora.com

BESSH-2018

Conference Schedule

DAY 01 Tuesday (June 26, 2018)

Venue: Osaka International Convention Center

09:00 am – 09:30 am	Registration & Kit Distribution
09:30 am – 09:40 am	Introduction of Participants
09:40 am – 09:50 am	Opening Ceremony
09:50am – 10.00 am	Grand Networking Session
10.00 am- 10:30 am	Tea Break

DAY 01 Tuesday (June 26, 2018)

Session I (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Engineering & Technology, Computer, Basic & Applied Sciences

EEAS-JUNE-107	Evaluation of Process Characteristics for Hot Forming Quenching Integrated Process with Al6061 Sheet	Dr. Chanjoo Lee
EEAS-JUNE-108C	FSI-Based Investigation On The Effects Of Turbulent Flow On The Microalgae Cells Structures	Haider Ali
EEAS-JUNE-110	A Study on Flow Control of Rear Flange Parts for 34ton-class Composite Driving Device	Mincheol Park
EEAS-JUNE-111	A Study on Precision Drilling of CFRP For BEAM & HAT Parts	Yunhyeok Lee
EEAS-JUNE-112	A Study on the Relationship between Hardness and Strain of Cold Forged Parts	Park Seok Hyeon
EEAS-JUNE-109	Improving the Extraction of Ara H 1 (A Peanut Allergen) from a Peanut-Based Food Matrix for SWCNT-Based Biosensor Detection	Jinyoung Lee

Lunch Break (12:00 pm – 01:00 pm)

DAY 01 Tuesday (June 26, 2018)
Session II (1:00 pm – 2:00 pm)
Session Chair: Leon Yap

Track B: Business, Economics, Social Sciences & Humanities

IRBEMSH-068-ANI105	Brand Communication and Its Effect on Brand Equity on Instagram	Dr. Jeanne Ellyawati
IRBEMSH-068-ANI106	Comparing Food and Agricultural Education Programs at Urban and Rural Elementary Schools	Chien-Chi, Lin
IRBEMSH-068-ANI108	The Role of Expectation on Exchange Rate Determinations in Indonesia	Rogatianus Maryatmo
OSA-468-102B	Indeterminacy in a Small Open Economy with Income Effect on Leisure Demand	Yu Shan Hsu
OSA-468-103B	Encouraging ESL Learners to Speak English in Large Classes towards the Combining Arrangement Activities	Chomkate Ngamkaiwan

Closing Ceremony & Lunch (02:00 - 02:30 pm)

List of Conference Attendees

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details	Country
1.	EEAS-JUNE-108	Cheol Woo Park	Kyungpook National University	South Korea
2.	OSA-468-104BA	Woo-Yeul Baek	Department of Sport Management, Kyonggi University	Korea
3.	OSA-468-102MA	Jeong Yong Na	Dongguk University Ilsan Hospital	Korea

DAY 02 Wednesday (June 27, 2018)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

**TRACK A: BUSINESS, ECONOMICS, SOCIAL
SCIENCE & HUMANITIES**

Brand Communication and Its Effect on Brand Equity on Instagram

Dr. Jeanne Ellyawati*

Abstract This study aims to investigate the effect of brand communication on brand equity on media Instagram. The dimension of brand communication is measured using firm-created and user-generated content variables. Data were collected by using cross-sectional survey design with paper and pencil test. The research subject is customer of Jogja Food Truck (JFT) Community and follows their Instagram. Samples of 300 respondents were collected using purposive sampling method. Multiple linear regression statistic methods are employed to analyze data. The result shows that the dimensions of firm-created content (FCC) communication in online social media has a positive effect on brand equity. While user-generated content (UGC) discussion in online social media partially effects on brand equity.

Keywords: Brand Communication, Brand Awareness, Brand Loyalty, Perceived Quality

Atma Jaya Yogyakarta University, Indonesia

*E-mail: ellyawati@hotmail.com

FUTURE EVENTS

You can find the Details regarding our future events by following below:

Business, Economics, Social Science & Humanities (BESSH) Conferences:

<http://academicfora.com/buisness-conference-home/>

Engineering & Technology, Computer, Basic & Applied Science

<http://academicfora.com/engineering-conference-home/>

Medical, Medicine & Health Science

<http://academicfora.com/medical-conference-home/>

For paper publication:

You can contact at publication@academicfora.com



Academic Fora



VISION

Our vision is to promote research excellence through networking Platform.

<http://academicfora.com>

Brand Communication and Its Effect on Brand Equity on INSTAGRAM

Nuli Sukma Wardana
Jeanne Ellyawati

Universitas Atma Jaya Yogyakarta
Corresponding author: j.ellyawati@uajy.ac.id

Abstract.

This study aims to investigate the effect of brand communication on brand equity on media Instagram. The dimension of brand communication is measured using firm-created and user-generated content variables. Data was collected by using a cross-sectional survey design with a paper and pencil test. The research subject is a customer of Jogja Food Truck (JFT) Community and follows their Instagram. Samples of 300 respondents were collected using the purposive sampling method. Multiple linear regression statistic method is employed to analyze data. The result shows that the dimensions of firm-created content (FCC) communication in online social media has a positive effect on brand equity. While user-generated content (UGC) communication in online social media partially affects brand equity.

Keywords: brand communication, brand awareness, brand loyalty, perceived quality, brand equity, Instagram.

1. Introduction

Online social media is one of the popular media and is often used by internet users at this time to share information, pictures, video, or just seeking friendship. The Internet has developed from time to time and created new value propositions, particularly in the field of marketing. Rapid technological developments, especially web 2.0, encourage companies to start using online social networking websites to promote and share information about their products (Schivinski & Dabrowski, 2015). Companies are professionally utilizing online social media to get closer to their customers and to prevent negative viral about the brands (Rochman & Iskandar, 2015).

Companies can also use internet users as a source of information for customers and potential customers. Sources of information from internet users have known as electronic word of mouth (e-WOM). Customers' experience and testimony in using certain products distributed through online social media are considered more reliable in providing information than from the company. Previous studies have shown that marketing communication generated from a user in online social media is a more reliable source than from companies (Schivinski & Dabrowski, 2015).

Instagram is one of the online social media application systems used to share information about daily life to friends promptly and for fun through text, pictures, and video (Instagram, 2015). For companies, Instagram is one of the media that can be used to communicate products or brands to the netizens, especially for their followers. According to Internet World Stats (Internet-World Stats, 2016), 54.4% of the world's population is internet users. In January 2018, Indonesian Instagram active user is 53 million users, or about 17 percent

of Indonesia's population (Ganesha, 2017). Instagram is chosen as a research object because Instagram is an online social media that is often used as a marketing communication. Currently, Instagram is one of the most popular online social media especially among young adults, therefore it can maximize online business marketing fast. The ease of use system, as well as various supported services, has made Instagram more popular among online social media users.

With the development of internet technology for marketing, the culinary business also develops significantly. Culinary is a necessary primary need at all times. Currently food truck business in the world is growing so fast and popular, as well as in Indonesia (Lazone.ID, 2015). Because of the characteristics of a food truck that need a no place to sell products, portable and easy to be moved for seeking customers cause food truck easy to implement. Furthermore, conducting promotions in online social media, especially Instagram which is certainly more efficient and cheaper, causes food trucks to increasingly popular with consumers.

This study tries to analyze the influence of marketing communication on brand equity through Instagram media by using Jogja Food Truck Community (JFT) as a research object. Marketing communications are measured by online firm-created content (FCC) and online user-generated content (UGC). Brand equity is measured by brand awareness variables, brand loyalty, and perceived quality.

2. Theoretical background and hypothesis development

The definition of communication media in this modern era is more directed to a tool or channel used by individuals and organizations to disseminate news, information, entertainment, promotional messages, or other activities (Strauss & Frost, 2014:331).

2.1. The influence of brand communication on brand awareness.

Marketing communications are media that are organized by companies to introduce, inform, persuade, remind consumers about the products and brands they offer to customers and prospective customers (Kotler & Keller, 2016: 580). With the development of internet technology, consumers in finding information sources of a product not only based on marketers' information, but also from internet users who are consumers of these products. From customers' product experience, then interactive conversations between netizens are openly channeled through the internet media. Sources of information from netizens are called user-generated content (UGC). In other words, UGC is another way for companies to access and gather communication from consumers to consumers (Schivinski & Dabrowski, 2015). Thus from the source of content view, brand communication in online social media can be classified as firm-created and consumer-generated content. Brand awareness is a consumer's ability to recognize or remind of a product or brand (Schivinski & Dabrowski, 2015). Previous studies have suggested that online social media communications have a positive effect on brand awareness, as long as the messages delivered through online social communication media satisfy consumers (Yoo & Donthu, 2001). Based on the argument of the study, then the hypothesis is:

H1a: FCC brand communication in Instagram influence on brand awareness.

H1b: UGC about brand communication in Instagram influence on brand awareness.

2.2. The influence of brand communication on brand loyalty.

Brand loyalty is a measure of how often consumers buy certain brands, and how much the level of customer commitment to buy brands regularly (Schiffman & Wisenblit, 2019: 168). Online social media communication is considered to have a positive impact on brand loyalty. When users like or follow an online social media account, they are considered to approve any form

of online social media communications that will emerge from these accounts (Muñiz & Schau, 2007).

H2a: FCC of brand communication in the Instagram effect on brand loyalty.

H2b: UGC of brand communication in the Instagram effect on brand loyalty.

2.3. The influence of brand communication on perceived quality.

Perceived quality is a consumer's perception concerning product or service quality, both intrinsically and extrinsically (Schiffman & Wisenblit, 2019: 132-133). In traditional media, communications stated that the quality of a brand can be seen from the quality level of brand advertising (Yoo et al., 2000). However, at the moment the role of online social media communication is started to be considered important when assessing a brand quality, user-generated role makes consumers more aware of the quality of a brand (Chen et al., 2012).

H3a: FCC of brand communication in the Instagram effect on perceived quality.

H3b: UGC of brand communication in the Instagram effect on perceived quality.

2.4. The influence of brand awareness on brand loyalty and perceived quality.

The process of building brand equity begins by creating and increasing consumer awareness of the brand in the consumer's mind. After consumer brand awareness is affected, then the consumers being contacted continuously. Therefore, it is expected that will affect the perceived quality and customer loyalty as well (Yoo & Donthu, 2001). Based on these arguments, the proposed hypothesis is:

H4: Brand awareness influence brand loyalty.

H5: Brand awareness influence on perceived quality

2.5. Research model

This study adopts a research model conducted by Schivinski & Dabrowski (2015) and uses a research setting in Yogyakarta city, Indonesia.

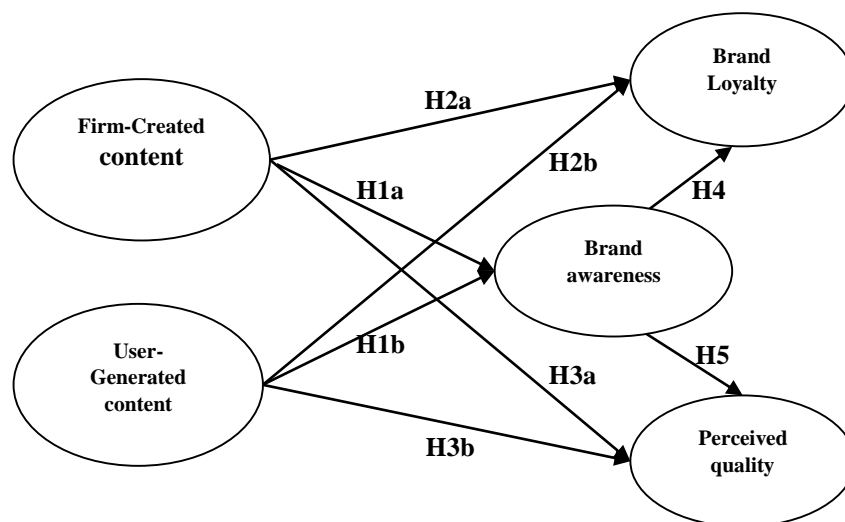


Figure 1. Research Model

3. Methodology

3.1. Data collection.

The research Object in this study is the Jogja food truck (JFT) community, which promotes culinary products through online social media Instagram. JFT consists of 20 food trucks serving a variety of foods and beverages. JFT is always moving from one place to place or from event to event. Through Instagram, they can provide information on where JFC is located.

The selected research subjects are followers of the JFT Instagram account and consumers who buy their products directly. A total of 300 respondents were recruited as research samples with the purposes sampling method. The criteria of respondents selected are people who use Instagram and have the experience to buy JFT Community products. The data were collected by a survey method with a questionnaire.

3.2. Measurement.

Questionnaires were distributed by an online and offline survey. Data were measured using five points Likert scale, from 5 scores (Strongly Agree) to 1 score (strongly disagree). A pretest was held to ensure that the research questionnaire is valid and reliable. Some 30 questionnaires were distributed to respondents to test the validity and reliability of research instruments. We used corrected items to total correlation to test the validity of the research instruments, while for reliability test we used Cronbach's alpha coefficient method.

SPSS version 20 was employed to test the validity and reliability of the research instruments. An instrument is stated to be valid when the r-value is greater than the r-table. While an instrument is stated to be reliable when Cronbach's alpha coefficient value falls between 5 and 7 (Hair et al., 2014: 777). With a 95% confidence level, it is found that all of the research instruments above 0.6. It means that all of the research instruments are valid. Reliability test resulted that all of the research instruments have Cronbach's alpha coefficient more than 0.6. When the Cronbach alpha's coefficient closer to value 1 then the research instrument is said to be more reliable

4. Analysis and Discussion

4.1. Respondent profile.

The study found that most of JFT community consumers are male (67%), the majority of customers are between 21 and 30 years old (70%) and have an educational background as undergraduate students (63.1%). The majority of respondents earned between 2,500,001 and 3,500,000 IDR (Indonesia Rupiah). The majority of them do daily access on Instagram (62.7%), follow the JFT Community Instagram account (73.7%) and the majority have experience in buying JFT products (67.7%).

4.2. Hypothesis testing.

The regression analysis stated that partially the FCC online social media communication variable positively and significantly affects brand awareness ($\beta = 0.329$; p-value <0.05). Similarly, UGC social media communication variables positively and significantly influence brand awareness ($\beta = 0.283$; p-value <0.05). This shows that there is a tendency when online social media communication variable firm-created content and the user-generated content online social media communication increased then brand awareness will also increase. Thus, the hypotheses H1a and H1b are supported.

Regression analysis proved that the FCC online social media communication variable had a positive and significant effect on brand loyalty ($\beta = 0,296$; p-value <0.05). While social media communication variable UGC positively and significantly influence on brand loyalty ($\beta = 0,288$; p-value <0.05). This suggests that there is a tendency that when online social media communication variables FCC and UGC increase then brand loyalty will also increase. Thus, the hypotheses H2a and H2b are supported.

The study found that FCC online social media communication variable positively and significantly affects the perceived quality ($\beta = 0,458$; p-value <0.05). While the social media communication variables online UGC has no effect on perceived quality ($\beta = 0.046$, p-value >0.05). This shows that if the online social media communication FCC variables increase, then there is a tendency perceived quality will also increase. Hence, the hypothesis of H3a is

supported. Nevertheless, the regression analysis stated that UGC content perceived created by consumers does not affect customer perceived quality. Thus, the hypothesis H3b is rejected.

From regression analysis found that brand awareness variables significantly and positively affect brand loyalty ($\beta = 0,542$; p-value <0.05) and perceived quality ($\beta = 0,372$; p-value <0.05). This indicates that there is a tendency when the brand awareness variable increases then brand loyalty and perceived quality will also increase. Thus, the hypothesis H4 and H5 are supported.

5. Limitation and Future Research

This study focused only on social media. We predict in the future Web 2.0 will continue to develop. Therefore, many other social media will emerge and more sophisticated. For future research, we suggest developing research settings on other online social media. Besides, it is suggested to use different research objects and add other variables, such as satisfaction and trust.

References

- Chen, S. C., Yen, D. C., & Hwang, M. I. (2012). Factors influencing the continuance intention to the usage of Web 2.0: An empirical study. *Computers in Human Behavior*, 28(3), 933–941. <https://doi.org/10.1016/j.chb.2011.12.014>
- Ganesha, A. (2017). Instagram Has 45 Million Users in Indonesia, the largest in the Asia Pacific. *Jakarta Globe*. <https://jakartaglobe.id/news/instagram-45-million-users-indonesia-largest-asia-pacific/>
- Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed.). Pearson Education Limited. www.pearsonedco.uk
- Instagram. (2015). Instagram Annual Report. In *Instagram*. Instagram.
- Internet-World Stats. (2016). *World Internet Users Statistics Usage and Populations Stats*. Miniwatts Marketing Group. <http://www.internetworldstats.com/stats.htm>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15e ed.). Pearson Education Limited. www.pearsonglobaleditions.com
- Lazone.ID. (2015). Making Profits Amid the Rise of Food Trucks (in Bahasa). *Lazone.ID*. <https://www.lazone.id/lifestyle/style/meraup-untung-di-tengah-maraknya-food-truck>
- Muñiz, A. M., & Schau, H. J. (2007). Vigilante marketing and consumer-created communications. *Journal of Advertising*, 36(3), 35–50. <https://doi.org/10.2753/JOA0091-3367360303>
- Rochman, E. A., & Iskandar, B. P. (2015). Users' Engagement Toward The Brand Accounts In INSTAGRAM Based On The AISAS Model. An Empirical Study Among College Students In North Bandung. *Journal of Business and Management*, 4(8), 890–900.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education Limited.
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31–53. <https://doi.org/10.1108/JRIM-02-2014-0007>
- Strauss, J., & Frost, R. (2014). *E-Marketing* (Seventh). Pearson Education Limited.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14. [https://doi.org/10.1016/S0148-2963\(99\)00098-3](https://doi.org/10.1016/S0148-2963(99)00098-3)
- Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. <https://doi.org/10.1177/0092070300282002>