

THE 12TH MALAYSIA-INDONESIA INTERNATIONAL CONFERENCE ON
ECONOMICS, MANAGEMENT, AND ACCOUNTING 2011

MIICEMA

*“Borderless Economy: Opportunities and Challenges for Businesses in
Southeast Asia”*

13-14 October 2011

VENUE:

Magister Manajemen
Magister Perencanaan Pembangunan
Fakultas Ekonomi, Universitas Bengkulu

PROCEEDINGS

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ISBN 978-979-9431-68-4

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*Published in Bengkulu by
Fakultas Ekonomi, Universitas Bengkulu
Jl. WR.Supratman, Kandang Limun Bengkulu 38371 A*

*Printed in Bengkulu By
Unib Press
Universitas Bengkulu
Jl. WR.Supratman, Kandang Limun Bengkulu 38371 A*

Proceedings of the 12th Malaysia-Indonesia International Conference on Economics, Management, and Accounting: Borderless Economy: Opportunities and Challenges for Businesses in Southeast Asia/ Edited By Lizar Alfansi, Paulus Sulluk Kananlua, Sugeng Susetyo, Effed Darta Hadi, Siti Aisyah, Ferry Tema Atmaja

ISBN 978-979-9431-68-4

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HISTORY OF MIICEMA

After successful the Malaysia-Indonesia International Conference on Economics, Management and Accounting 2010 (MIICEMA 2010) hosting by the Faculty of Economics and Business, Universiti Kebangsaan Malaysia, this year 2011, Universitas Bengkulu will host the same conference for the third time. At 12th conference with theme “Borderless Economy: opportunities and challenges for Enterprises in Southeast Asia”, new members, Universitas Padjajaran, Bandung and Universitas Malikussaleh take part on the collaboration.

Here the list of detail history of MIICEMA from 1993 until 2010:

1993	The first conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. With a theme “Economics and Business Issues (Isu-isu Ekonomi dan Perniagaan)”, the conference was held on 5 – 6 June 1993 at Universitas Syiah Kuala Banda Aceh.
1994	The second conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. The conference theme was “Economics Prospects and Challenges in Industrial Development (Prospek dan Cabaran Ekonomi dalam Pembangunan Industri)”. The conference was held on 19 – 20 July 1994 at Universiti Kebangsaan Malaysia.
1995	The third conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. The conference theme was “Strengthening Malaysia and Indonesia Cooperation: To Succeed the 2020 IMT-GT (Memperkuat Kerjasama Malaysia dan Indonesia: Mensukseskan IMT-GT Tahun 2020)”. The conference was held in August 1995 at Universitas Syiah Kuala Banda Aceh.
1996	The fourth conference, which was upgraded to an international level, was again co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. The conference theme was “Globalization Issues in Economics and Business (Isu-isu Globalisasi dalam Ekonomi dan Perniagaan)”. The conference was held on 12 – 13 November 1996 at Puri Pujangga, Universiti Kebangsaan Malaysia.
1997	The fifth conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM), Universitas Syiah Kuala Banda Aceh and a new member university, Universitas Bengkulu. The conference theme was “Managing Growth and Changes”. The conference was held on 23-25 June 1997 at Universitas Bengkulu.
2002	The sixth conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM), Universitas Syiah Kuala Banda Aceh and Universitas Bengkulu. The conference theme was “The Role and Harmonization of Economics and Business Disciplines in Global Competitiveness”. The conference was held on 14-15 October 2002 at Universitas Syiah Kuala, Banda Aceh.
2003	The seventh conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM), Universitas Syiah Kuala Banda Aceh and Universitas Bengkulu. The conference theme was “Sustainable Economics and Business Development in an Era of Globalization”. The

	conference which was hosted by the Faculty of Economics and Faculty of Business Management (UKM) was held on 13-14 October 2003 at Equatorial Hotel, Bangi.
2004	The eighth conference witnessed the collaborative effort of the trio universities was further strengthened by the involvement of Brunei Darussalam. The conference theme was "Asian Competitiveness in Economics and Business Sector Towards an Era of Globalization". The conference was held on 2-6 October 2004 at Universitas Bengkulu.
2005	The ninth conference was welcome another new member university, Universitas Muhammadiyah Surakarta, as the co-organizer of the conference. The conference theme was "Empowering Economic and Business in the Free Trade Era". The conference was held on 13-14 December 2005 at Universitas Muhammadiyah Surakarta.
2008	The tenth conference was co-organized by the Faculty of Economics and Business Management (UKM), Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu and Universitas Muhammadiyah Surakarta. The conference theme was "Developing Regional Economy through Networking: Role of Small Medium Enterprises (SMEs)". The conference was held on 27-28 October 2008 at Universitas Syiah Kuala Banda Aceh.
2010	The eleventh conference was co-organized by Faculty of Economics and Business, Universiti Kebangsaan Malaysia, National University of Malaysia, Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu, Universitas Muhammadiyah Surakarta, and Institut Pertanian Bogor. The conference theme was "Regional Development in an Era of Global Innovation Economy". The conference was held on 25-26 October 2010 at Universiti Kebangsaan Malaysia.

Greeting from the Rector



Assalamu'alaikum wr.wb. dan salam sejahtera

Dear participants, guesses and colleagues

First of all, I would like to express my gratitude to each and every one of you for your participation on this 12th Malaysian-Indonesian International Conference on Economics, Management and Accounting 2011 here in Bengkulu. I also would like to give my highly appreciation to

the organizing committee, the faculty of Economics, University of Bengkulu, in cooperation with Universiti Kebangsaan Malaysia, Universitas Syiah Kuala Aceh, Universitas Muhammadiyah Surakarta, Institut Pertanian Bogor, and Universitas Padjajaran, Bandung. With their strong will and hard work, this conference can be successfully held.

Since it began in 1993, MIICEMA has been a huge success, providing a great opportunity to develop our knowledge on Economics, Managements and Accounting through networking, studies and researches - not to mention the opportunity to make new friends, meet old acquaintances and discover new places in both countries, Indonesia and Malaysia. And with this year's theme "Borderless Economy: Opportunities and Challenges of Business in Southeast Asia", It is my sincere expectation that there is also borderless collaboration between Indonesia and Malaysia and other countries as well in the future.

I hope that you will find the conference both enjoyable and valuable and also enjoy the cultural and natural beauty of Bengkulu. For all our guesses, national and international, may you have a pleasant stay in Bengkulu.

Wassalamu'alaikum wr.wb.

Sincerely,

Prof. Ir. Zainal Muktamar, M.Sc.

Greeting from the Dean

First and foremost, I wish to express my utmost gratitude to God for bestowing upon us His blessing to successfully organize the 12th Malaysia-Indonesia International Conference on Economics, Management and Accounting 2011. Welcome or *Selamat Datang* to Bengkulu and welcome to the Land of Rafflesia. Rafflesia is the biggest flower in the world existing in Bengkulu. I would like to express my gratitude to the Universiti Kebangsaan Malaysia, Universitas Syiah Kuala Banda Aceh,



Universitas Muhammadiyah Surakarta, and Universitas Pertanian Bogor for graciously co-organizing this International Conference. In the future, there some other universities will join as co-organizers in this conference.

The main objective to hold this seminar is to exchange ideas and information, and to promote the understanding and cooperation among participants from various countries. Hopefully friendship and understanding can be achieved through this seminar. The theme of this conference is “Borderless Economy: Opportunities, Challenges for Business in Southeast Asia.” This theme is highly appropriate to assist regional development to ensure the success of business in the region. The thought share in this conference would benefit policies for the future.

Last but not least, my greatest appreciation goes to all who have contributed to the success of this conference, in particular the presenters, participants, sponsors, the organizer and its committee members. I wish you all have a fruitful discussion. To our special guests from Malaysia, Thailand, UK, Iran, India, and Australia, I hope you have a pleasant stay in Bengkulu the home of Rafflesia Arnoldi.

Warmest regards,

Dr. Ridwan Nurazi, SE., M.Sc., Akt

Greeting from the Conference Chair



Welcome to the 12th Malaysia-Indonesia International Conference on Economics, Management, and Accounting 2011 (**MIICEMA**) in the University of Bengkulu, Indonesia. It is the third time the Faculty of Economics of the University of Bengkulu proudly hosts the conference. It is the first time that participants are coming from seven countries around the world such as Malaysia, Thailand, Australia, India, Iran, United Kingdom, and Indonesia. It seems that the conference has attracted researchers around the globe to share their ideas in our conference.

The theme of “Borderless Economy: Opportunities and Challenges for Businesses in Southeast Asia” was chosen to anticipate the impacts of volatility in the recent global economy trends toward South East Asia economy. I believe that the theme is relevant since the world economy is becoming borderless and what happen in other parts of the world to some extent will greatly influence our regional business and economy.

One hundred and twenty three papers from thirty seven universities and seven countries will be presented by academicians and researchers. The researchers will exchange ideas derived from their studies and practices. It is expected that the conference would provides significant contributions to policy makers in the region.

I would like to thank the Director of Center for Central Banking Education and Studies of Bank Indonesia, Mr. Rizal A. Djaafara, and Vice President of RMUTSV Thailand, Prof. Aswin Promsopa for becoming our keynote speakers. My deepest appreciation goes to the deans of the conference co-organizers: Universiti Kebangsaan Malaysia, Universitas Syiah Kuala Banda Aceh, Universitas Muhammadiyah Surakarta, Institut Pertanian Bogor, and Universitas Padjajaran. I would like to express my gratitude to our sponsors: Bank Indonesia, Bank Bengkulu, Telkomsel, Pemda Provinsi Bengkulu, Pemda Kota Bengkulu, Bengkulu Ekspres, and ISEI Cabang Bengkulu who have provided endless support for the conference. Last but not least, I thank all committee members for their effort and commitment to the success of the conference. I hope all participants have sweet memories of visiting our city, Bengkulu. Thank you very much.

Sincerely yours,

Prof. Lizar Alfansi, PhD

Conference Program

Date	Time	Program	Place
12 October 2011	18.30-23.00	Opening Dinner Party	Governor of Bengkulu Place (Resident)
13 October 2011	08.00-10.00	Keynote Speaker 1 Keynote Speaker 2	Rektorat (Main Building)
	10.00-11.00	Coffee Break	Rektorat (Main Building)
	11.00-12.20	Concurrent Session 1	FE-UNIB
	12.21-13.29	Lunch Break	FE-UNIB
	13.30-14.50	Concurrent Session 2	FE-UNIB
	14.51-15.29	Coffee Break	FE-UNIB
	15.30-16.50	Concurrent Session 3	FE-UNIB
	18.30-23.00	Dinner Party	Rektorat (Main Building)
14 October 2011	08.30-09.50	Concurrent Session 4	FE-UNIB
	10.00-13.00	Lunch Break	FE-UNIB
	13.00-18.00	Free Time (City Tour)	
	18.30-23.00	Farewell Dinner Party	City Hall Bengkulu

Concurrent Program

Concurrent Session I (Room MM 1)

Day I

Thursday, 13 October 2011

Track : Accounting - Public Sector

Chairman : Reschiwati

Time	Paper Code	Title	Presenter (s)
11.00-11.20	Non_29	The Influence of Understanding Financing Staff and Personnel Preparation of Financial Statements Based on The Governmental Accounting Standards of Quality Financial Report (Studies in Satuan Kerja Perangkat Daerah (SKPD) Bengkulu City)	Fachruzzaman and Leni
11.20-11.40	Non_30	The Effect Of Effectiveness Taxes Against Increased Revenue Bengkulu City	Rini Indriani and Daniel Kristian
11.40-12.00	Miicema Unib-30	What Makes People Pay Taxes in Self Assesmet System?	Mohd Rizal Palil, Ahmad Fariq Mustapha
12.00-12.20	Miicema Unib-61	The Relationship Between Religiosity and Tax Morale	Maryam Eslami and Mohd Rizal Palil

Concurrent Session II (Room MM 1)

Day I

Thursday, 13 October 2011

Track : Accounting – Education And Management

Chairman : Mohd Rizal Palil

Time	Paper Code	Title	Presenter (s)
13.30-13.50	Non_7	Perception of Accounting Community About Creative Accounting	Lismawati and Desy Nathalia
13.50-14.10	Non_13	Antecedents and Consequences of Comfort Participating in Class Discussion in Management Accounting Course	Paskah Ika Nugroho and Agung Lestari
14.10-14.30	Miicema Unib-3	Perceptions Of Accountants, Users, Organizers, And Students on Indonesian Education Standard For Professional Accountants	Reschiwati
14.30-14.50	Non-54	The Influence Of Pollitical Factors and Organizational Culture to Utilization Information Performance	Robinson

Concurrent Session III (Room MM 1)**Day I****Thursday, 13 October 2011****Track : Accounting - Management****Chairman : Maryam Eslami**

Time	Paper Code	Title	Presenter (s)
15.30-15.50	Miicema Unib-15	Budgetary Participation and Managerial Performance: A Study in Ministry of Home Affairs (Moha), Malaysia	Ida Haryanti Binti Mohd Noor
15.50-16.10	Miicema Unib-39	A Conceptual Framework for Characterizing Strategic Management Accounting and its Implementation	Denny Iskandar Tjandrawan and Utoyo Widayat
16.10-16.30	Non_6	Trends in Management Accounting Research Topics of Bengkulu University Students	Lisa Martiah Nila Puspita and Herawansyah
16.30-16.50	Non_8	Managerial Performance and Performance Measurement System	Lukluk Fuadah

Concurrent Session IV (Room MM 1)**Day II****Friday, 14 October 2011****Track : Accounting - Management****Chairman : Fachruzzaman**

Time	Paper Code	Title	Presenter (s)
08.30-08.50	Non_14	The Effect of Budget Participation to Managerial Performance Using Information Technology Use, Motivation, Job Satisfaction and Stress as Moderating Variables	Sriwidharmanelly, Bella Anindita Putri and Madani Hatta
08.50-09.10	Non_20	The Effect of Budgetary Participation on Managerial Performance Through The Organizational Commitment and Work Motivation as The Intervening Variables	Nila Aprila And Siti Aisyah
09.10-09.30	Non_24	The Impact of Cost Management Knowledge on The Relationship Between Participation Budget and Managerial Performance	Halimatusyariah
09.30-09.50	Non_32	The Effect of Delegation of Authority Between Budget Participation and Managerial Performance on Private University in Indonesia	Isma Coryanata

Concurrent Session I (Room MM 2)
Day I
Thursday, 13 October 2011

Track : Accounting - Financial
Chairman : Daw Tin Hla

Time	Paper Code	Title	Presenter (s)
11.00-11.20	Miicema Unib-45	Earnings Management Practices in Companies Listed In Jakarta Islamic Index-Indonesian Stocks Exchange	Wiyadi and Nanang Prasnowo
11.20-11.40	Miicema Unib-46	Earnings Management Practices: The Comparative Studies Between Shariah Index (Jii) And Conventional Index (Lq-45) In Indonesian Stock Exchange	Rina Trisnawati and Sidiq Permono Nugroho
11.40-12.00	Miicema Unib-81	Pecking Order Theory of Capital Structure: Empirical Evidence From Panel Generalized Method of Moments	Matemilola B.T, Bany Ariffin A.N and Azman-Saini W.N.W
12.00-12.20	Miicema Unib-96	Financial Behavior and Financial Position: A Structural Equation Modeling Approach	Roza Hazli Zakaria, Noor Ismawati Mohd Jaafar and Sabitha Marican

Concurrent Session II (Room MM 2)
Day I
Thursday, 13 October 2011

Track : Accounting - Financial
Chairman : Roza Hazli Zakaria

Time	Paper Code	Title	Presenter (s)
13.30-13.50	Miicema Unib-83	Early Warning Model of Financial Distress	Triyono
13.50-14.10	Non_16	Response Asymmetries in The Mena Stock Markets	Bakri Abdul Karim, Zulkefly Abdul Karim, and Samsul Ariffin Abdul Karim
14.10-14.30	Miicema Unib-29	The Influence of Capital Structure and Growth of Company to Firm Value at Company in Indonesian Stock Exchange	Sri Hermuningsih and Dewi Kusuma Wardani
14.30-14.50	Miicema Unib-85	Simultaneous Relationship Between Managerial Ownership, Institutional Ownership, Debt Policy and Dividend Policy in The Agency Problem Mechanism	D. Agus Harjito , and Dewi Hadiyanti Ningsih

Concurrent Session III (Room MM 2)**Day I****Thursday, 13 October 2011****Track : Accounting - Financial****Chairman : Zulkifli Abdul Karim**

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Miicema Unib-32	Impact of Higher IFRS Compliance in Bursa Malaysia	Daw Tin Hla and Abu Hassan Bin Md Isa
15.50-16.10	Miicema Unib-40	Pengaruh Leverage, Pertumbuhan Aktiva, Dan Ukuran Perusahaan Terhadap Risiko Sistematis	Sri Retno Indrastanti and Agus Endro Suwarno
16.10-16.30	Miicema Unib-68	Identification of Earnings Management on The Company Listed on The Index LQ 45 in Indonesia Stock Exchange	Noer Sasongko and Emi Fauziah
16.30-16.50	Miicema Unib-128	Effecting Price Oil and Variable Moneter to Composite Stock Price Index	Darmawan Ahmad

Concurrent Session IV (Room MM 2)**Day II****Friday, 14 October 2011****Track : Management - Financial****Chairman : Isnuhardi**

Time	Paper Code	Title	Presenter (S)
08.30-08.50	Non_2	A Comprehensive Review of Trading Strategies: In Search an Exellent Strategy For Traders in The Indonesia Stock Exchange	Iskandar Zulkarnain
08.50-09.10	Non_38	Exchange Rate-Interest Differential Relationship: Evidence From Selected East Asian Countries.	Hawati Janor, Mohamed Hisham Yahya, and Abdul Razak Abdul Hadi
09.10-09.30	Miicema Unib-79	Comovements and Stock Market Integration In Asia: Post Financial Crisis 1997	Siti Muliana Samsi and Zarinah Yusof
09.30-09.50	Miicema Unib-122	Financial Stress, Agility And Multiple Crises: Preliminary Study on Aim	Rahana Abdul Rahman, Chamhuri Siwar, Abdul Ghafar Ismail, and Norlida Jaafar

Concurrent Session I (Room MM 3)
Day I
Thursday, 13 October 2011

Track : Management - Human Resources
Chairman : Rosfazila Binti Abd Rahman

Time	Paper Code	Title	Presenter (S)
11.00-11.20	Miicema Unib-127	Reviewing Outsourcing Controversy in Indonesia: an Exploratory Study of Human Resources Outsourcing Controversy in Semarang City	Akbar Faisal
11.20-11.40	Non_10	Career Anchors and Job Satisfaction: The Mediating Effect of Psychological Empowerment	Meiliani, Samuel Garrett-Jones, and Mario Fernando
11.40-12.00	Non_11	Examining The Effects of Transformational Leadership in Indonesia and Australia	Michael K. Muchiri and Meiliani
12.00-12.20	Non_33	The Role of Work Motivation as Mediating Variable on The Relationship Between Leadership Styles and Job Satisfaction at Regional Office Bengkulu Province	Nova Delastri and Fahrudin Js Pareke

Concurrent Session II (Room MM 3)
Day I
Thursday, 13 October 2011

Track : Management - Human Resources
Chairman : Nigama K

Time	Paper Code	Title	Presenter (S)
13.30-13.50	Miicema Unib-20	Quality Management in PT. Consobiz Ventures	Dhiya U Syahidah and Gatot Yudoko
13.50-14.10	Miicema Unib-75	Exploring The Relationship Between Job Satisfaction and Nurse Performances	Supratman and Wiyadi
14.10-14.30	Miicema Unib-42	Modelling The Causal Relationship of Organizational Justice, Job Satisfaction, and Organizational Citizenship Behavior	Fahrudin Js Pareke and Sugeng Susetyo
14.30-14.50	Non_12	The Role Of Leadership in Managing Individuals' Career Anchors: A Theoretical Perspective	Michael K. Muchiri and Meiliani

Concurrent Session III (Room MM 3)**Day I****Thursday, 13 October 2011****Track : Management - Human Resources****Chairman : Fahrudin J.S. Pareke**

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Miicema Unib-9	Entrepreneurial Motivation: The Cases of Indian Restaurant Owners in Selangor and Kelantan, Malaysia	Mohd Rafi Yaacob and Jiviha D/O Ramasamy
15.50-16.10	Miicema Unib-116	The Role Of Cognitive Processes and Social Capital as Determinants of Opportunity Recognition and Evaluation Amongst Entrepreneurs	Nigama K and P David Jawahar
16.10-16.30	Miicema Unib-48	The Impact of Transformational Leadership on Absenteeism: Mediating Role of Psychological Empowerment	Fozi Ali Belhaj, Fais Ahmad and Husna Johari
16.30-16.50	Miicema Unib-119	Tri Dharma Phylosophy Upon Budi Santoso	Hadziq Jauhary and Ahyar Yuniawan

Concurrent Session IV (Room MM 3)**Day II****Friday, 14 October 2011****Track : Management - Human Resources****Chairman : Fozi Ali Belhaj**

Time	Paper Code	Title	Presenter (S)
08.30-08.50	Miicema Unib-6	Budaya Organisasi Islam Moden:Kajian Kes Bank Islam Malaysia Berhad	Rosfazila Binti Abd Rahman
08.50-09.10	Miicema Unib-109	Do Human Resource Practices Influence Employees to Engage in Deviant Work Behavior? an Empirical Investigation in Malaysian Companies	Faridahwati Mohd, Shamsudin, Chandrakant an Subramania m and Hadziroh Ibrahim
09.10-09.30	Non-46	Examining Relationships Among Leadership, Innovation Competencies And Operational Effectiveness	Michael K. Muchiri
09.30-09.50	Non-50	Identification of Training Effect on Small Business Performance	M. Farid Wajdi

Concurrent Session I (Room MM 4)
Day I
Thursday, 13 October 2011

Track : Management – Finance/Strategic
Chairman : Rahana Abdul Rahman

Time	Paper Code	Title	Presenter (S)
11.00-11.20	Miicema Unib-59	A Study on The Effect of Iran Mercantile Exchange on Accepted Metals Prices	Abdolreza Rostaminia and Mehdi Boshagh
11.20-11.40	Miicema Unib-69	Critical Review on Measuring Financial Constraints: Multicriteria Approach	Dr. Saeed Fathi, Farnoosh Moghaddas and Kaveh Shahraki
11.40-12.00	Miicema Unib-27	Resilience of Islamic and Conventional Stock Markets of Indonesia During The 2007 Global Financial Crisis: A Comparative Empirical Examination	M. Shabri Abd. Majid
12.00-12.20	Non_9	Structure of Formality as Moderating on Relationship Between Strategy Implementation And Firm Performance in Indonesia	Mahdani

Concurrent Session II (Room MM 4)
Day I
Thursday, 13 October 2011

Track : Accounting - Corporate Governance
Chairman : Zaitul

Time	Paper Code	Title	Presenter (S)
13.30-13.50	Miicema Unib-19	Malaysian Code of Corporate Governance: The Impact on Quality of Reported Earnings of Kuala Lumpur Composite Index (KLIC) Components	Rizwana Md Yusof
13.50-14.10	Non_19	The Effect of Good Corporate Governance Practices and Bond Rating on Bond Yield to Maturity	Isnuhardi, Dwi Yanti
14.10-14.30	Non_21	Effect on Corporate Governance Audit Qualification	Novita Sari
14.30-14.50	Non_27	The Factors Influencing of Equity Risk Premium of Indonesian Public Listed Companies	Saiful

Concurrent Session III (Room MM 4)**Day I****Thursday, 13 October 2011****Track : Accounting - Corporate Governance****Chairman : Rizwana Md Yusof**

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Miicema Unib-97	Board of Directors, Audit Committee, Audit Characteristics and Timeliness of Financial Report in Listed Companies in Indonesia	Zaitul and Fuadziah Hanim Hj. Fadzil
15.50-16.10	Miicema Unib-104	Director Diversity and Company Performance: A Review of Literature	Desi Ilona, Shamharir Abidin and Nurwati Ashikkin Ahmad Zaluki
16.10-16.30	Non_28	The Influence of Corporate Governance and Risk Factors on Equity Risk Premium of Indonesian Public Listed Companies	Husaini and Saiful
16.30-16.50	Non_26	Analysis of Effect of Investment Opportunity Set, Free Cash Flow, Corporate Governance and Firm Size on Debt Policy	Saiful, Baihaqi, and Alnita Iriani

Concurrent Session IV (Room MM 4)**Day II****Friday, 14 October 2011****Track : Accounting - Auditing and Financial****Chairman : Hilwani Hariri**

Time	Paper Code	Title	Presenter (S)
08.30-08.50	Non_25	Impact of Risk Evaluation on Auditor-Auditee Negotiation Outcome	Nurna Aziza, Andi Agus Salim, and Fransiskus Eduardus Daromes
08.50-09.10	Miicema Unib-88	Factors Associated With Auditor Choice: The Case of Kingdom of Saudi Arabia	Khaled Salmen Aljaaidi and Dr. Shamhrir Bin Abidin
09.10-09.30	Non_35	Seasoned Equity Offerings: Between Agency Theory, Windows Of Opportunity, and Firm Performance	Ridwan N, Fitri Santi, and Liana Deswita
09.30-09.50	Miicema Unib-22	The Effect of Capital Structure on Profitability: The Extended Analysis of Biotechnology Companies Listed on The Bursa Malaysia	Zuraidah Sipon And Nur Liyana Mohamed Yousop

Concurrent Session I (Room MM 5)
Day I
Thursday, 13 October 2011

Track : Management - Marketing
Chairman : Nor Shahrul Nizam Binti Muhamad Nor

Time	Paper Code	Title	Presenter (S)
11.00-11.20	Miicema Unib-87	The Effect of Consumer Materialism Behavior Toward Consumer Purchase Decision on Private Label Products	Oliandes Sondakh, Amelia
11.20-11.40	Miicema Unib-100	A Cross-Cultural Testing The Applicability of Status Consumption In Indonesia and Malaysia	Arief Budiman and Aron O'cass
11.40-12.00	Miicema Unib-41	Investigating The 'Goldilocks Phenomenon' in Branding: What Size and What Place?	Jonathan A. J. Wilson and Jonathan Liu
12.00-12.20	Miicema Unib-12	Consumer Perception Towards Online Shopping: Case Study of Online Store in Bandung	Alia Widyarini Hapsariniaty, R. Aswin Rahadi, Siti Kania Mevianti, Siti Larissa Sarasvati and Tara Putri Paramitha

Concurrent Session II (Room MM 5)
Day I
Thursday, 13 October 2011

Track : Management - Marketing
Chairman : Effed Dartta Hadi

Time	Paper Code	Title	Presenter (S)
13.30-13.50	Miicema Unib-112	Branding Malaysia as 'Halal Hospitality': A Conceptual Paper	Nor Shahrul Nizam Bin Muhamad Nor and Norzaidi Bin Mohd Daud
13.50-14.10	Non_3	Consumer Etnocentism on High Involvement and Low Involvement Products	Ferry Tema Atmaja, Lizar Alfansi, and Nova Astarina
14.10-14.30	Miicema Unib-76	Dilemma of Business Ethics: The Solution	Mohd Nor Bin Yahaya and Mr Azizul Hakim Bin Mashkuri
14.30-14.50	Non_40	Faktor-Faktor Yang Mempengaruhi Pengunjungan Pasar Raya Besar: Suatu Tinjauan di Sebuah Pasar Raya Besar di Melaka	Maisarah Ahmad, Leylawati Joremi, and Lim Eng Jiau

Concurrent Session III (Room MM 5)
Day I
Thursday, 13 October 2011

Track : Management - Marketing
Chairman : Arif Budiman

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Non_43	The Impact of Internal Marketing and Customer Orientation to Service Quality on Hospital Service Management	Effed Darta
15.50-16.10	Non-44	Consumers's Perception and Brand Image in Creating Brand Loyalty	Deni Pratama and Sularsih Anggarawati
16.10-16.30	Non-47	Marketing Study of Fisheries and Marine Products on Sea Coastal Management of Bengkulu City	Seprianti Eka Putri

Concurrent Session IV (Room MM 5)
Day II
Friday, 14 October 2011

Track : Management - Marketing
Chairman : Jonathan A. J. Wilson

Time	Paper Code	Title	Presenter (S)
08.30-08.50	Miicema Unib-67	Effectiveness of Inventory Management of Minute Maid Pulpy Orange at Coca Cola Bottling Indonesia West Java Operation	Muhamad Luthfi Adi Prakosa
08.50-09.10	Non_56	The Influence of Customer Orientation Competitive Orientation, and Coordination Function of Cross Product Innovation (Case Study on Small and Medium Craft Aceh Industries.	Refa Ajrina Subhatin and Iskandarsyah Madjid
09.10-09.30	Non_57	An Analysis of Prospective Collegians Perception to Develop Marketing Opportunities of Higher Education in South Sumatera	Dewi Fadila
09.30-09.50	Miicema-98	How are China Fruit Perceived by Indonesia Consumer	Heny K Daryanto and Maryono
09.50-10.10	Miicema Unib-44	Consumer Ethnocentrism and Attitude Toward Domestic Product in Pekanbaru	Julina

Concurrent Session I (Room SBDCL 1)
Day I
Thursday, 13 October 2011

Track : Economics - Agriculture
Chairman : Roza Hazli Zakarya

Time	Paper Code	Title	Presenter (S)
11.00-11.20	Non_17	Factors Affecting Indonesian Potato Farmers Contracting Decision	Suprehatin
11.20-11.40	Non_23	How Indonesian Crude Palm Oil Export Demands Respond to Exchange Rate Volatility?: An Error Correction Model Approach	Ketut Sukiyono
11.40-12.00	Miicema Unib-82	Technical Efficiency And Input Productivity of Small and Medium Enterprises in The Malaysian Food Processing Industry	Yodfiatfinda, Mad Nasir Shamsudin, Zainalabidin Mohamed, Zulkornain Yusop, Alias Radam and Hanifah N. Lioe
12.00-12.20	Non_34	Development of Forest Area Society Participation In Business Activity Based on Environmental Conservation	Slamet Widodo

Concurrent Session II (Room SBDCL 1)
Day I
Thursday, 13 October 2011

Track : Economics - Social
Chairman : Ketut Sukiyono

Time	Paper Code	Title	Presenter (S)
13.30-13.50	Miicema Unib-11	How Instant Messaging Improves Real Life Interaction: Case Study of Blackberry User Group	R. Aswin Rahadi, Tara Putri Paramitha, Siti Larissa Sarasvati, Siti Kania Mevianti and Alia Widyarini Hapsariniaty.
13.50-14.10	Miicema Unib-95	Household Debt Decision: The Role of Aspiration, Social Comparisons and Attitude Towards Debt	Roza Hazli Zakaria and Noor Ismawati Mohd Jaafar
14.10-14.30	Non-55	Empowering Macro Business: Program Effectiveness Assessment of KPN in Lhokseumawe	Jasafat and M. Rida
14.30-14.50	Miicema Unib-56	Dampak Ekonomi Sektor Pariwisata di Provinsi Kepulauan Bangka Belitung	Ahmad Yani Hazir , Redzuan Othman, and Aulia Dedy Sayogo

Concurrent Session III (Room SBDCL 1)
Day I
Thursday, 13 October 2011

Track : Economics - Social
Chairman : Siti Mariam Ali

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Miicema Unib-23	Analysis of Life Insurance Demand in Malaysia	Zuraidah Sipon and Mohammad Izzat Farhan Che Hashim
15.50-16.10	Miicema Unib-28	Small and Medium-Sized Enterprises Development in The First Malaysia Plan Through The Tenth Malaysia Plan	Mohd Khairuddin Hashim and Sa'ari Ahmad
16.10-16.30	Miicema Unib-91	Studies on The Performance of Microfinance: Local Diversity	Retno Agustina Ekaputri
16.30-16.50	Non-53	The Challenges of Sustainable Transportation: Malaysian Experience	Rosliati Ramli

Concurrent Session IV (Room SBDCL 1)
Day II
Friday, 14 October 2011

Track : Economics
Chairman : Zuraidah Sipon

Time	Paper Code	Title	Presenter (S)
08.30-08.50	Miicema Unib-108	Empowering Women to Reduce Poverty Through Microfinance	Sulaeman Rahman Nidar
08.50-09.10	Non-45	An Integrated Model Proposed for Entrepreneurship Education and Development for Students in Bengkulu University	M Abduh
09.10-09.30	Non-48	Spatial Concentration of Manufacturing Industry in Java Island	M. Wahyuddin
09.30-09.50	Non-49	Strategy Behavior in The Economies of Coffee Farmers Using Protected Forests: Case Study in Protected Forest Bukit Pedinding Hill and Serdang Hill in Sub District Lebong	Praningrum

Concurrent Session I (Room SBDCL 2)
Day I
Thursday, 13 October 2011

Track : Economics - International Trade
Chairman : R. Aswin Rahadi

Time	Paper Code	Title	Presenter (S)
11.00-11.20	Miicema Unib-131	The Implementation of Export Subsidies Elimination by Developed Countries and It	Haryadi and Syaparuddin
11.20-11.40	Miicema Unib-135	Trade Flows of Agricultural Commodities of Indonesia Between Malaysia and China	Niken Larasati A, Abdhu Rochman Soleh and Qiki Qilang Syachbudy
11.40-12.00	Non_15	Determinants of Foreign Trade: A Comparative Study Between Indonesia and Malaysia	Zulkarnain Ishak
12.00-12.20	Miicema Unib-4	Bilateral Trade Relations of Malaysia and Saudi Arabia - an Analysis	Siti Mariam Ali and Norhalawah Ahmad

Concurrent Session II (Room SBDCL 2)
Day I
Thursday, 13 October 2011

Track : Economics - Moneter
Chairman : Retno Agustina Ekaputri

Time	Paper Code	Title	Presenter (S)
13.30-13.50	Miicema Unib-105	The Impact Fiscal Deficit and Macroeconomic Variables on Inflation in Indonesia	Marlina Widiyant, Mansor Jusoh, Md Zyadi Md Tahir, and Abdul Ghafar Ismail
13.50-14.10	Miicema Unib-64	Implication of SBI Interest Rates on Banking Industry in Indonesia	Ida Musdafia Ibrahim and Harries Madiistriyatno
14.10-14.30	Miicema Unib-17	An Optimal Model of Monetary and Fiscal Policy Interaction	Haryo Kuncoro and Dianta Sebayang

Concurrent Session III (Room SBDCL 2)**Day I****Thursday, 13 October 2011****Track : Economics - Moneter****Chairman : Yefriza**

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Miicema Unib-52	Searching for Monetary Policy Indicators in Islamic Financial System	Zuriyati Binti Ahmad and Abdul Ghafar Ismail
15.50-16.10	Miicema Unib-117	Firm-Level Investment and Monetary Policy in a Small Open Economy: Evidence from Malaysia	Zulkefly Abdul Karim
16.10-16.30	Miicema Unib-132	Fiscal Sustainability, Public Debt, and Economic Growth	Haryo Kuncoro
16.30-16.50	Non_41	Foreign and Domestic Shocks: Macroeconomic Responses of Asean-3 Countries	Mohd Azlan Shah Zaidi, and Zulkefly Abdul Karim

Concurrent Session IV (Room SBDCL 2)**Day II****Friday, 14 October 2011****Track : Economics – Public and Regional****Chairman : Haryo Kuncoro**

Time	Paper Code	Title	Presenter (S)
08.30-08.50	Miicema Unib-73	An Empirical Application to Regionalism on Asean Trade: A Temporal Cross-Section and Panel Analysis With The Gravity Model	Putu Mahardika A. Saputra
08.50-09.10	Non_18	Political Influence On Economic Decision-Making in Government-Owned Companies: A Qualitative Assessment	Mohd Fairuz Md. Salleh
09.10-09.30	Non_42	Public Spending and Health Service Performance in Indonesia	Yefriza
09.30-09.50	Non_22	The Disparity of Economic Development Among Provinces in The Region of South Sumatra in The Era of Regional Autonomy	Bambang Agoes Hermanto, Sri Hartika, and Moch. Ridwan

Concurrent Session I (Room SBDCL 3)**Day I****Thursday, 13 October 2011****Track : Management - Islamic Finance****Chairman : Hawati Janor**

Time	Paper Code	Title	Presenter
11.00-11.20	Non_36	Lokalisasi Pengagihan Zakat dan Cadangan Khidmat Sosial: Satu Tinjauan Awal	Hairunnizam Wahid, Sanep Ahmad, and Radiah Abdul Kader
11.20-11.40	Miicema Unib-7	Keberkesanan Menyeluruh Agihan Zakat: Kes Bantuan Modal Kepada Asnaf Fakir dan Miskin	Sanep Ahmad, Rosbi Ab Rahman and Hairunizam Wahid
11.40-12.00	Non-52	Islamic Bank Practices; Idealism and Reality	Imronudin
12.00-12.20	Non_39	A Conceptualization of The Cost of Equity of Islamic Banks	Radziah Abdul Latiff and Noreha Halid

Concurrent Session II (Room SBDCL 3)
Day I
Thursday, 13 October 2011

Track : Economics - Gender
Chairman : Zuriyati Binti Ahmad

Time	Paper Code	Title	Presenter (S)
13.30-13.50	Miicema Unib-129	Socioeconomic and Gender Differences in Access to Health Care in Malaysia: A Non-Linear Decomposition Approach	Zurina Binti Kefeli
13.50-14.10	Non_1	Female Workers Migration and Mistreatment in Malaysia: A Case of Housemaids from Central Java	Tjipto Subadi
14.10-14.30	Non_4	Gender Role Allocation in Selected Coffee Postharvest Activities in Rejanglebong and Lebong District, Bengkulu Province.	Handoko Hadiyanto
14.30-14.50	Non_31	Female Participation in The Labor Market in Bengkulu City	Roosemarina A. Rambe

Concurrent Session III (Room SBDCL 3)
Day I
Thursday, 13 October 2011

Track : Economics - Human Resources
Chairman : Handoko Hadianto

Time	Paper Code	Title	Presenter (S)
15.30-15.50	Non_37	Vulnerabiliti Pekerja Malaysia dalam Persekitaran Kehadiran Pekerja Asing	Zulkifly Osman and Hairunnizam Wahid
15.50-16.10	Miicema Unib-120	Performance Comparison Civil Servants Region Before and After Expansion in The Province Riau	Jumiati Sasmita
16.10-16.30	Miicema Unib-50	Short and Long Run Causality Relationship Between Indonesian Human Resources and Investment Since 1985 until 2007	Agung Riyardi
16.30-16.50	Miicema Unib-53	Pengumpulan Modal Manusia dan Kesannya Terhadap Pertumbuhan Ekonomi	Nik Rayan Bt Nik Mat and Abdul Ghafar Ismail



Keynote Speech¹

“BORDERLESS ECONOMY: OPPORTUNITIES AND CHALLENGES FOR BUSSINESS IN SOUTHEAST ASIA”

Bengkulu, October 13th, 2011

1. Rizal A. Djaafara
Director of Center for Central Banking Education and Studies
Bank Indonesia

*Bismillahirrahmanirrahim,
Asslamu'alaikum warahmatullahi wabarakatuh,
Distinguished Guests, Ladies and Gentlemen,*

I am honored to be here today having a very rare opportunity to speak in this very special conference with the theme: *“Borderless Economy: Opportunities and Challenges for Business in Southeast Asia”*.

Borderless economy which is come from globalization was developed after the end of Cold War and accelerated through every country in the world. What was happened in economy of one country is no longer affect the country itself; it could affect another country both in positive and negative aspects.

The globalization term was acquired rapidly in the 1980s, but the concept is an old one that increasing known after World War II. Globalization means an increasingly integrated world economy, due to the systematic reduction of obstacles in worldwide trade as well as rapid advances in technologies and communcations. The globalization has not only covered international trade in goods and services, but also in exchanges of currencies, in capital movements, in technology transfer, in people moving through international travel and migration, and in international flows of information and ideas. National economies are rapidly being integrated into the world economy. The process can also take place through regional co-operation such NAFTA, AFTA, EU and ASEAN Economic Community (AEC).

Distinguished Guests, Ladies and Gentlemen,

Before I discuss, the oppotunities and challenges fof borderless economy, let me briefly touch the current economy situation. I would like to use the IMF words in describing the world economic situation. It says that the world economy has entered a dangerous new phase, despite all measures taken by advance economies in mitigating the world financial crisis in 2008.

According to September 2011 IMF World Economic Outlook that released revised projection, the projection of world economic growth in 2011 and 2012 have been cut by 0.3 percent and 0.5 percent respectively. This Outlook also revised down the economic growth for advanced in 2011 by 0.6 percent and b 0.7 percent in 2012. The bleak world economy

¹ Delivered in The 12th Malaysia-indonesia International Conference on Economics, Management, and Accounting, Bengkulu, 13th October 2011.

projection also confirmed by Concensus Forecast. It estimates that the probability of stagnancy or double-dip scenario increase to 60 percent in September 2011, compared to 30-40 percent in July 2011. Moreover, the prospects of advanced economies and the world also face downside risks, depending on how euro area resolve the their financial crisis and whether the softening activity of US economy endure further blows, for example, a weak housing market.

With the back drop of current advanced economy situation and intensified of the crisis in US and Euro, prospects of emerging economies have become more uncertain although their growth rates remain considerably strong. The Fund has cut the growth projection of emerging economies in 2011 is slightly revised down by 0.2 percent and by 0.3 percent in 2012. The growth rate of ASEAN is also revised down by 0.1 percent in both years.

The weaker economic growth, for sure, press down the growth of world trade volume. The IMF outlook in September 2011 cut the growth rates of world trade volume by 0.7 percent in 2011 and 0.9 percent in 2012.

Distinguished Guests, Ladies and Gentlemen,

Globalization has made trade between countries more openness and trade linkage between countries event stronger. This cause the measurement impact of worsening economy in one country not only base on direct trade but also depend on input between countries. As we are aware, EU and US tradings play important role in world tradee volume. Therefore, discouraging economic situation in US and Euro zone will put huge challenges to emerging economies, including ASEAN, since demand of US and Euro zone for goods and services from emerging economies will decline. But, this challenging environment have also give opportunity for ASEAN countries to escalate the trade among them. This opportunity is widely opened due to by the fact that share intra trade ASEAN continues to grow from 23 percent in 2005 to 26 percent in 2008.

With these backgrounds, the need of regional cooperation and the most actual issues in ASEAN so called ASEAN Economic Community become more relevant. ASEAN economic integration will bring all of us to a more open economy intra regionally.

There are two broad reasons of the need to integrate ASEAN market. First, the economic links between ASEAN countries are strong and can be stronger through greater market integration. Around 24.5 percent of total ASEAN trade is done between ASEAN members, and 11.2 percent of ASEAN Foreign Direct Investments are intra-ASEAN. We believe that the integration of ASEAN will able to boost the region's GDP and also reduce the operating costs, so it will improve global competitiveness of ASEAN market compare to other regions. In addition, it will also prevent marginalization of individual markets. The second reason, it will induce greater efficiency through increase in economies of scale, and strengthen stability through diversity of players. Moreover, greater market will attract attention of global investors. Thus, local companies can use this advantage to issue more securities to finance their business; it will enhance economic growth. On the other side, local investors will have more choices of investment portfolios. Therefore, the benefits of ASEAN market integration are clear.

Distinguished speakers and chairpersons, Honorable guests, Ladies and Gentlemen

With the increasingly interlinking world economy, there are almost no boundaries between countries, as results competitiveness increase rapidly and it generates complexities of products especially in financial products. Besides giving benefits, the integration of financial markets also give a challenge for ASEAN countries, especially in the current situation when massive capital flows enter the emerging countries. Normal capital inflow is something that should be welcomed by emerging countries, but there are cases when excessive short-term capital flow could disturb sound economic management. Nowadays, capital inflow has been one of the major concerns of emerging market economies since it

affects both macroeconomic management and financial stability. Many emerging markets are facing difficulties to cope with large capital inflows.

Massive capital inflows give significant pressure to currency appreciation and deteriorate competitiveness of export. For instance, as of September 2011, Thailand Bath appreciated around 0.9 percent (*ytd*), while Malaysian Ringgit 3.2 percent, Singapore Dollar 6.1 percent, Philippine Peso 4 percent, and Indonesian Rupiah 5 percent. Capital inflows also give a considerable impact to the capital market as reflected in the spectacular rally of stock prices index in the last several months. This situation is fuelling fears of speculative bubbles in the capital markets of the region.

In respond to those situations, both the government and central bank of each country are trying to introduce some policies to manage capital inflows and its exchange rate. For example, it delivers by imposing withholding tax, intervening foreign exchange market, and other administrative restrictions. From this point, ASEAN countries need to collaborate in managing excessive capital inflows. Policy coordination among the authorities will minimize the negative impact of capital inflows. Therefore, financial system stability in the ASEAN countries remains manageable and the region's economic recovery will continue.

Ladies and Gentlemen,

How about the banking system? Empirical evidence shows that financial sector development, especially banking sector, has a strong correlation with economic development. From this sense, the ASEAN economic or market integration will promote banking sector development in the region through banking globalization. Until the early 1990s, most banks only have national operational activities, afterwards globalization of the banking industry grows rapidly, including to emerging countries. The globalization of the banking industry can be in the form of cross border ownership, operation, and market shares. Nowadays, we can easily find foreign banks not only from developed countries but also from ASEAN countries in our big cities.

The globalization of the banking industry certainly has several positive impacts on the banking industry in each country. Those can be in the form of long term capital inflow, improve intermediary's capacity, and promote better competitiveness and efficiency of the banking industry through the implementation international best practices, transfer of knowledge and technology. Meanwhile, globalization of banking industry would also pose some challenges that need to be addressed, not only by each individual country but together as a region such as ASEAN Countries. The main challenges will be the need of adequate bank supervision for cross border activities banks to protect each nation and regional economies from the adverse impacts from financial crises.

We realize that under banking globalization, adverse shocks that hit one country will affect other countries, yielding business cycle synchronization on both the real sector and financial system. To address those challenges, we need to focus on strengthening banking supervision function for banks with cross border ownership and business activities, through both internal supervision by owner or parent bank as well as cross border supervision by the host and parent banking supervisory authorities. Thus, we need to strengthen cross border supervision among ASEAN Countries. Moreover, in order to avoid the pro-cyclical nature of financial crises, financial authorities need to adopt correct prudential regulations, encourage larger liquidity and capital buffers.

In order to strengthen and reform the banking and financial sector, Bank Indonesia is in the process of reformulating the policies to lay strong foundation for Indonesia's banking system, with the objectives: (a) Strengthening banking system resilience through improving regulation, enhancing banking supervisory practices, reforming competition, and deepening financial markets, (b) Strengthening banking intermediation role through reformulating regulation and provision of supporting infrastructure, including reserve requirement and credit information, (c) Enhancing the role of shariah banking in the economy and its resilience, including provision to encourage capital raising and measures to address the shortage of skilled human resource, and (d) Enhancing the role of rural credit bank in micro financing and its resilience, including provision to encourage the strengthening of capital and addressing the shortage of skilled human resources.

Distinguished Guests, Ladies, and Gentlemen,

I am certain that through commitment, active participation, and strings of coordination among ASEAN countries, we are able to face the various risks and challenges mentioned.

Before closing, allow me to express my appreciation and sincere gratitude to all speakers for their willingness to share their expertise and knowledge. I would also like give my utmost appreciation to Organizing Committee of Malaysia – Indonesia International Conference on Economic, Management, and Accounting to make this conference and meeting possible.

Finally, let me wish you all good health and prosperity, and I hope that you find this conference interesting and beneficial.

Wassalamu'alaikum Wr. Wb.

BANK INDONESIA

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TOURISM INDUSTRY IN SOUTHEAST ASIA

Assoc. Prof. Dr. Aswin Promsopa
Rajamangala University of Technology Srivijaya, Thailand

Excellencies,
Distinguished participants,
Honorable guests,
Ladies and gentlemen,

It is indeed a great honor and pleasure of mine to address this significant international gathering. First of all, I would like to extend my sincerest gratitude to Prof. Lizar Alfansi, chair of organizing committee and University of Bengkulu for inviting me to share my perspective with you regarding to Tourism Industry in Southeast Asia.

Ladies and gentlemen, I would like to start my presentation with a short yet meaningful statement of the third president of United States of America, Thomas Jefferson. He said,

“Traveling makes a man wiser. . .”

I strongly agree that to be wise enough we have to get out of our little boxes, and take the chances to explore things around us, and take advantages of the opportunity that we have to widen our knowledge through others' experiences, cultures, living and learning. We could just be able to achieve that through travel and tourism.

According to the history, wealthy people have always traveled to distant parts of the world, to see great buildings, works of arts, learn new languages, experience new cultures, and taste different cuisines. Nowadays, traveling is not just for wealthy people, but anyone could experience it, all of us, and it is one of the most important components of our lives.

Tourism is defined as a composite of activities services, and industries that delivers a travel experience to individuals and groups traveling fifty (50) miles or more from their homes for purpose of pleasure.

IMPORTANCE OF TOURISM

Nowadays, tourism has become a popular global leisure activity. It is vital for many countries such as France, Egypt, Greece, United States, Spain, Italy, and Southeast Asian countries. Recently bringing together all the countries of Southeast Asia and getting them to cooperate in securing the region's peace, stability and development, Association of Southeast Asian Nation (ASEAN) has been founded. It involves 10 countries such as Thailand,

Indonesia, Malaysia, Myanmar, Philippines, Singapore, Vietnam and Laos PDR. With my presentation, I would just inform you that when I mention Southeast Asia and ASEAN, I am pertaining in the same thing, the Southeast Asian countries.

Tourism industry has experienced a rapid growth and gained an importance in the economy. It is a large exchange earner after manufacturing. Travel and tourism plays an important role in economic activity in most countries around the world.

Southeast Asian countries are all blooming; there are lots of beauties and amazing spots to be proud of when it comes to tourism industry, like **Brunei** that almost seventy percent of the country is covered by grand mosques, river journeys and virgin rainforests but becoming amazing spots. We have **Cambodia** as a well-preserved country. It has a rich culture dating back many centuries when the Angkor Civilization was the region's most developed. The Angkorian temples have attracted archaeologist and fascinated tourists. Indonesia also offers the blend of scenic beauty, flora and fun, culture and marine parks. The naturist beauty and hospitable people of **Indonesia**, also captivates people. The mountainous country of **Laos PDR** retains a remarkable serenity and timeless charm. In the heart of Southeast Asia also lies one of the world's most enhancing lands-**Malaysia**. **Myanmar** also has a rich culture and historical heritage with great places to visit. The **Philippines** as a bejeweled archipelago with over 7,107 islands-sun-drenched islands, beautiful beaches, and magnificent landscapes. **Singapore** as a dynamic city, rich in contrast and colour where you'll find a very harmonious culture, cuisine, arts and architecture. The rewarding country of **Thailand** offers lot of opportunities of sightseeing, accommodations, dining and shopping; the travelers will find plenty to appreciate. **Vietnam** attracts travelers with its cool upland, mountains, untouched coastal stretches, thriving cities, and the relaxed capital Hanoi. We already have resources, well-preserved cultures, beautiful and head turner natural resources, and interesting history. I could even say that we already have the main ingredients in increasing our Tourism Industry, but what we need now is "Strategies"

Currently, tourism is the most important sector and major source of foreign exchange earnings in every country. Tourism has played a significant role to economy and also leads to the expansion in some linking industries such as hotels, restaurants, transportation, retails, shops, and souvenirs and so forth. All of these contributions cause the growth of employment, export, investments as well as the government expenditure.

Tourism remains a global industry. In 2008, tourism arrivals totaled 922 million, and it was in year 2009 when the World Tourism Organization projected modest growth. In its first meeting last January 28, 2009 in Madrid the WTO Resilience Committee declared that tourism could play a major role stimulus programs because of "its immense capacity for creating jobs and its recovery potential."

Many developing countries perceive tourism as a fast track to economic growth. They assume that tourism development requires less investment than other industries. Indeed, tourism is very important to our people simply because of the followings.

First, it's a major job generator as a labour-intensive industry. It can boost the economy by generating jobs. Today the travel and tourism industry with 1.4 million jobs accounts 4.1 percent of jobs in the economy. This includes employment by hotels, travel agents, airlines and other passenger transportation services; it also includes the activities of restaurants and leisure industries directly supported by tourists. By 2021, Tourism will account for 12.1 million jobs directly, an increase of 3.2 million and its 35.3 percent over the next ten years. *(World Travel and Tourism Council-2011 Key Facts)*

Table 1. Travel and Tourism's Total Contribution to Employment 2011
(World Travel and Tourism Council League Table Extract)

1 North East Asia	71,839,000.8
2 South Asia	45,595,000.3
3 Southeast Asia	25,853,000.7
4 North America	22,618,000.9

Southeast Asia ranked 3 with 25, 853,000.7 contributions to world's employment at present. (2011). Looking at this closely we could say that ranked 1-3 are just within the boundaries of ASIA.

Second, it increases foreign exchange income. Tourism is a major dollar earner and every dollar we earn from tourism is classified as exports in the country's book of accounts. Malaysia was using \$100 million and it's producing \$14 billion and Indonesia was using \$15 million to produce \$5.35 billion. According to the data from UN in 2009, the profit gained from tourism in Asia Pacific region was \$2.6 billion. *(Source: October 28, 2009, Bali News Editor)*

In year 2009 Indonesia received 6.5 million visitors. It's a growth of 0.4 percent compared to 2008, and during the period of January-December of 2010 it reached the total revenue of 7.6 billion dollar. Bali received a total 2.3 million foreign visitors who, together are estimated to have contributed US\$ 2.7 billion in foreign exchange to Bali's economy. *(Source: February 8, 2010, Tourism Indonesia)*

Table 2. Travel and Tourism's Total Contribution to GDP 2011
(World Travel and Tourism Council League Table Extract)

1 North America	US \$1,569,000.68
2 European Union	US \$1,248,000.03
3 Northeast Asia	US \$1,071,000.52
4 Latin America	US \$ 329,000.62
5 Other Europe	US \$ 287,000.29
6 Southeast Asia	US \$ 223,000.53

This data provides ranking highlighting comparisons with competing destinations; Southeast Asia ranked 6 with 223,000.53 US billion dollars in terms of its total contribution to the world's GDP.

Third, tourism benefits all places, specifically Southeast Asian countries once they are integrated by adequate infrastructures into the loop of tourism development. Tourism enables us to become more competitive in this vital global industry. This importance pertains to the improvements of different corners, certain countries in connection to infrastructure improvement, accommodations and tourist spots maintenance and it also benefits other nearby Southeast Asian countries especially when we promote an easy travel from one Southeast Asian country to another, for example, travelers of Indonesia could also visit and travel to Malaysia, and could also visit the nearby country such as Thailand and so forth.

CURRENT TOURISM INDUSTRY IN SOUTHEAST ASIA

We are all aware that tourism is a long established economy activity in Southeast Asia, dating back to the turn of the nineteenth and twentieth century, though mass tourism is a relatively recent phenomenon that largely began in the 1970's. The industry grew slowly for decades, but by the 1980's East Asia, Southeast Asia and the Pacific were experiencing the most rapid growth in tourism arrivals in the world, averaging 9.2 percent per annum. *(June 2008, Nordic Institute of Asian Studies Press, p.368)*

Southeast Asia is rich in culture, nature, history and tradition. Tourism has become a significant source of revenue for countries throughout Southeast Asia. Millions of travelers from North and South America, Europe, Australia, New Zealand, and other parts of Asia visit the nations of Southeast Asia each year.

Table 3. Estimated Number of Tourist Annually
(Selected information from Southeast Asia countries)

Year Destination	Number of Visitors (Million)			
	2007	2008	2009	2010
Malaysia	21	23.6	23.7	24.5
Thailand	14.5	14.2	14.1	15.9
Singapore	10.2	10.1	9.6	11.6
Indonesia	5.5	6.4	6.5	7.0

Source: From Wikipedia, the free encyclopedia

Malaysia is the top tourist destination in Southeast Asia. About 24.5 million foreign visitors spent \$16 billion in Malaysia in year 2010. Thailand has the second largest tourism industry in Southeast Asia. About 15.5 million foreign visitors spent 19.5 billion dollars in Thailand in the same year. Singapore comes next, followed by Indonesia.

The development of Southeast Asia's tourism is clearly manifested throughout the years, ASEAN tourism performed an outstanding growth in 2010 with the total international arrivals of more than 73 million an increase of 11 percent compared to 2009. Intra-ASEAN travel was the major source market for the region with share of 47 percent in 2010.

Let's take a look in the tourism industry of Malaysia in terms of INTRA-ASEAN Travel. Malaysia received **11.87 million** visitors in 2010; Singapore remains the key source of tourist visitors to Malaysia with 6.29 million visitors followed by Indonesia with 1.25 million, next is Thailand with 712,410 travelers, next to it is Brunei with 578,636 visitors and China including Hong Kong and Macau sent 516,160 tourists and India with 359,461.

Table 4. Total Number of Visitors Arrived in Malaysia in 2010

RANK	COUNTRY	Total No. Of visitors
1	SINGAPORE	6.29 M
2	INDONESIA	1.25 M
3	THAILAND	712,410
4	BRUNEI	578,636
5	CHINA (inc. Hong Kong and Macau)	516,160
6	INDIA	359,461

Source: Oct.2010, Malaysia Tourism report Q4 2010, Business Monitor Intl, pp.5

Singapore, Indonesia and Thailand are important sources of visitors for the country of Malaysia. Even in Indonesia, Singapore is well known for its efficiency to send most tourists to country of Indonesia, followed by Japan and Malaysia.

So far in 2010, there is a rapid growth in tourism industry and it is the reflection of the region's blooming and diversified economies. When it comes to tourism industry we have to consider the impression of our main client, the people. We have to consider the big question "What do tourists look for?" When we are deciding about where to go, either a trip overseas or within the country. We consider how impressive the countries are, with regards to environments which includes scenic coastal lines, alpine or heritage, also the climate cultures, type of accommodation, societies and different activities that catch visitors' attention such as walking in a scenic area, hiking in the green and famous mountains, observing art works and also architectures, sports, livelihood experiences such as farming and fishing. When we talk about the interest and impression of the people, somehow we are also pertaining to the kind of tourism that we want to offer to the people.

We have the **Healthcare Tourism** that attracts people to visit our country, especially when there is significant price difference among countries for a given medical procedure. **Creative Tourism** is also a kind of tourism, which is related to the active participation of the culture of the host community, through informal learning or interactive workshops, like farming, fishing, and producing specialty products of a certain place. We could also have the **Educational Tourism**, wherein the focus of the tourists here aside from visiting another country is learning. Learning about the culture such as in Student Exchange Programs and Study Tours, or any work that requires the application of the skills learned inside the classroom in a different and real environment. We should consider also the **Ecotourism**, this kind of tourism is committed in promoting natural and cultural conservation, and it aims to inspire visitors through having interesting activities that are related to ecotourism involving activities such as scuba diving, hiking, cave visitation, mountaineering, cultural and historical site visitation.

Strong economic growth in Asia is attributed to a focus on market reforms. Billions of dollars are being poured into the tourism infrastructures to accommodate the Asian tourism industry.

Technological developments have significantly impacted the travel industry in the Southeast Asia region and will continue to do so over the next decade.

In light of the increasingly competitive situation in the Southeast Asia region, traditional methods of marketing a destination to masses has yielded to more focused marketing segmentation strategies and themed campaigns.

For example, Philippines with its “**WOW Philippines**” campaign, Indonesia with the tag line “**Wonderful Indonesia**” Malaysia with the slogan “**Malaysia is Truly Asia**” and even Thailand started the trend towards international and nationwide events when it launched “Visit Thailand Year 1987” to celebrate the Thai King’s 60th birthday. The new marketing slogan which was adopted in mid 2009, “**Amazing Thailand, Amazing Value**” seemed to help the trend for 2009 and the first few months of 2010 up to the present.

TOURISM INDUSTRY GROWTH IN THAILAND

Thailand is very famous of its impressive historical sites, its beautiful beaches, its scenic countryside, with gentle, polite, and genuinely friendly people. That is why sales promotion activities are used at present for tourism marketing; such as, Thai Tourism Festival, Amazing Two Coasts, Amazing Isan Fair, and One Night One Price Campaign. The target for tourism in 2010 was 90 million trips, an increase of 3.38 percent with income of 430,000 million baht, an increase of 5.5 percent. (Source: *Thailand Tourism overview for 2009 and Tourism goals and trends for 2010, Wednesday, January 27, 2010*)

Nowadays, compared to the last decade, Thai tourism accounts for nearly 7 percent of Thailand’s GDP. **Thailand is the 18th most visited country in the world with 15 million tourists annually.** How tourism industry in Thailand develops its strategy? If you have this question in mind, I could share Thailand’s experiences in terms of tourism industry. It was in year 2008; Thailand experienced a global crisis and political turmoil that resulted the inbound tourists, with a decrease of 16 percent in the first half of 2009. The greatest decline included visitors from Northeast Asia, followed by Americas and Oceania. In August 2009, tourism in Thailand has been showing clear signs of recovery. The decline of 5 percent in August, has switched to a growth of more than 10 percent in September and October. From the month of September, there were clear signs of recovery and normalization in all adversely affected markets. Here are some factors that support the recovery of Thai tourism; **First** is the stability of Thai political situation. **Second** is the less-than-feared severity of the flu outbreak. **Third** are the economic stimulus measures such as the exemption of visa fees and take-off and landing fees. **Fourth** is the marketing campaigns implemented by Tourism Authority of Thailand (TAT) since July, 2009, this includes the restoration of Thailand’s image, promotions regarding Value-for-Money visits to Thailand, provisions of accurate information about the situation in Thailand, partnerships in terms of travel programs and sales promotional advertisements.

In 2010, TAT promoted tourism in a way what would create the trend for travel and tourism all year-round, and brought revenue to the country from both domestic and overseas

tourist market. The focus to be promoting Thailand as **“a quality tourist destination that offers good varieties, memorable and impressive experiences”** through operations in three key aspects, which were overseas marketing, domestic marketing, and support for the marketing

I. OVERSEAS MARKETING

Overseas tourism promotion in the year 2010 focused on proactive operation by promoting the good value for money of the “7 Wonders of Amazing Thailand” tourism products through the “Amazing Thailand, Amazing Value” campaign, along with the market protection by reviving Thailand’s image and tourists’ confidence, as well as building existing customers’ loyalty using “Customer Relationship Management: CRM”. This also included the penetration of quality markets and efficiency in the use of online media to promote tourism. The main strategies were as follows:

1. Strengthening the Thailand Brand

This was to revive and promote the positive image of the brand “Thailand”, increase the awareness, and emphasize the positioning of the brand “Thailand” through the “Amazing Thailand, Amazing Value” campaign. Highlighted activities/projects were:

- 1.1 Stimulate travel and tourism by publicizing Thailand’s image through popular television, printed and online media.
- 1.2 Support for the hosting of the pre-pageant preparation for the finalists of “Miss Poland 2009” during October 5-17, 2009, and support for “Miss Belgium 2010”, by facilitating the beauty contestants’ seclusion trip and their visits to tourist attractions in Thailand, as well as participation in various tourism activities.
- 1.3 Invited overseas media traveled to Thailand to inspect and experience Thailand’s tourism products and services, and participated in a product seminar focusing on four future selling points, including Health and Wellness, Experience, Community Based, and Luxury.
- 1.4 Publicize Thailand through “Celebrities” by working in partnership to organize the Tennis PTT Thailand Open 2010 during September 25 to October 3, 2010. Participated by Rafael Nadal, the number 1 world-ranking tennis champion. Before the tournament, Rafael Nadal had selected Thailand for his holiday and preparation, which confirmed that Thailand was ready to welcome international tourists, as well as be the best holiday destination.

- 1.5 Produce advertising brochures to promote tourism attractions covering the 76 provinces in Thailand, which included information about tourist attractions, maps of key attractions, accommodations, tourism activities.

2. Expanding the Quality Tourist Market

The objective was to increase the number of high-end tourists by strengthening the awareness of medical tourism, honeymoon attractions and wedding venues, filming locations, souvenir shopping and golf spots, among the target market. The activities and projects were:

- 2.1 The “Director Trip to Thailand” Project, in cooperation with the National Federation of Thai Film Associations, was to create the trend for travel to Thailand and awareness of Thailand’s readiness to be a filming location. Actors, producers, and directors from Korea, India, and Hong Kong were invited to Thailand to spend their holidays and inspect the country’s readiness.
- 2.2 Present Thailand at world-class tourism promotional events, targeting quality tourist and special interest markets. TAT encouraged Thai tourism operators to participate in worldwide events; such as, the Quality Travel Fair 2010 in Copenhagen, Denmark, the World Medical Tourism & Global Health Congress in the USA.
- 2.3 Organizing the “Amazing Thailand Road Show”, targeting the Health and Wellness markets, by inviting Thai tourism operators (sellers) to meet and discuss business with international buyers worldwide to open a new market.

3. Protecting the Leisure Tourist Market Base

The objective was to secure Thailand’s market share in Asia by maintaining the existing customer base (repeater) while expanding into a new market (first-time visitor). The activities and projects were as follows:

- 3.1 Present Thailand at world-class tourism promotional events encourages Thai tourism operators to meet and discuss business with international buyers, and to publicize Thailand’s positive image.
- 3.2 The “72 Hours in Thailand” Project, which presented Thailand’s selling point as a good value-for-money “Holiday break Destination”.
- 3.3 The “Amazing Thailand Card” Project, which distributed the Amazing Thailand cards to overseas tourists in six markets; namely, the UK, France, Germany, Switzerland, Italy, and the Middle East to offer special privileges for traveling to Thailand, by means of discounts/special bonuses on tourism products and services for the cardholders.

- 3.4 The “Passport to Amazing Thailand” which prepared a book for collecting “Passport” stamps to attract repeat visits from Scandinavian tourists. The books were distributed to sponsors and alliances, and at various promotional events.

4. Increasing Thailand’s Potential and Competitiveness

The objective was to increase the efficiency of TAT and its alliances to compete in the global market by developing an efficient online system and applying contemporary media.

- 4.1 Increase a Tourism Information Channel Through Call Center 1672, by opening the “1672 Tourist Hotline Video Call Center” online on www.tourismthailand.org, in addition to a telephone enquiry. Tourists could directly contact the staff for tourism information online through a “Live Chat” system in both Thai and English.
- 4.2 Support for Public Relations of Flight Inaugurations and Increase in Numbers of Flights to Thailand; such as, the launches of new routes- Incheon – Bangkok by Jin Air, Korea Market; Jakarta – Phuket by Air Asia, Indonesia Market; Singapore – Krabi by Tiger Airways, Singapore Market.
- 4.3 Increase the Tourism Market Potential through the online community on www.facebook.com/amazingthailand opened since September 2009.
- 4.4 The “TAT Digital Party” Project was set up to promote the tourism industry through the online market by applying the “Digital Marketing” strategy as a concept to introduce an information technology system to the tourism industry.
- 4.5 Create a “Trip Planner” Program on www.tourismthailand.org was set up to help tourists plan their own travel, from selecting tourist attractions, hotels, restaurants, and shopping areas, by printing the plan out to carry with them throughout their journey.

II. DOMESTIC MARKETING

The TAT’s tourism promotion in terms of domestic marketing in the year 2010 focused on work that had benefits on both the economic and social dimensions. Highlighted operations could be summarized as follows:

1. Building a Trend for tourism to Become a Part of Life

To create an attitude among Thai people that tourism was part of their lives and stimulate Thais to travel more for tourism. Important activities were:

- 1.1 Domestic advertisements and public relations under the campaign, “Bustling Thai Tourism, Burgeoning Thai Economy”, through various types of media to the target markets: such as, government officials, state enterprise officials, high-income workers.
- 1.2 Organized media familiarization trips to introduce tourist attractions and services of various provinces in all regions, and promoted activities organized in the areas of responsibility of the TAT domestic offices.
- 1.3 Produced both online and offline provincial tourism maps to be disseminated in brochures and on the TAT website for general tourists.
- 1.4 Supported the private sector at three promotional events, the 17th Discovery Thailand Fair, the 18th Discovery Thailand Fair, and the Amazing Thailand Fair.

2. Promoting Linkage Tourism

To encourage Thai tourists to travel more inside and outside the regions. Important activities included:

- 2.1 Amazing I-san Fair 2010, which was held during February 18-21, 2010, in Bangkok.
- 2.2 I-san Revisit 2010, was held during January 26-30, 2010, in Khon Kaen Province
- 2.3 The “Charm of the Royal Coast” Project (Mon Sane Thale Wang) to promote linkage tourism of tourist attractions in the provinces of Samut Sakhon, Samut Songkhram, Phetchaburi and Prachuap Khiri Khan.
- 2.4 The East-West Corridor Tourism Route Project to encourage more linkage tourism with the neighboring countries, by promoting through MCOT radio advertisements, and organizing an “East-West Corridor” tourism route caravan tour from Sukhothai to Phitsanulok, Khon Kaen, and Nakhon Phanom Provinces.

3. Creating a Perception of the Areas' Uniqueness

To create a clear image of each area for tourists to see the areas' differences and to be more interested in traveling there. Important activities included:

- 3.1 The Various Styles of Tours in the Central Region: "Nowhere Else is Newer" Project to promote the different travel styles of the central region, by inviting actors, artists, and celebrities to share their experiences and points of view about new tourist attractions in the central region.
- 3.2 The "A Hundred Stories...about the South" Project to present the identity of the arts, culture, religion, and seas of the Southern region, by joining the alliances to organize tour programs for group tours. Tourist from other regions who joined the program were brought to visit the southern part of Thailand.

4. Campaigning for Tourism with Awareness in Its Value and Preserving Tourist Attractions

To raise the awareness of preserving the environment (nature, history, and culture) and encourage Thai people to be good hosts and tourists. Important projects included:

- 4.1 The TAT's 50th Anniversary Project to campaign for Thai people to be aware of, and take part in, preserving and sustaining Thailand's tourist attractions.
- 4.2 The Tourism with Awareness in Its Value to Preserve the North Project to raise awareness of sustainable tourism and promote the right approach for travel and tourism.
- 4.3 The "Nature Heal" Project to promote activities that help to preserve the environment and natural resources, and publicize the activities to tourists.

5. Promoting Tourism in the Dimension of Learning

To encourage Thai people to embrace an attitude of traveling to increase their knowledge. Important projects included:

- 5.1 The "Caring for the Southern Youth" Project on National Children's Day, taking 100 underprivileged students from Phuket, Nakhon Si thammarat, and Songkhla Provinces on an educational trip to tourist attractions in Bangkok.
- 5.2 The "Fish Habitat Cleaning in the Trang Sea" Project – to campaign for tourism with awareness in its value and preserve tourist attractions, and to stimulate a sense of being a good host. Activities included the cleaning of the fish habitat, involving 200

Thai and foreign divers, garbage collection on Pak Meng Beach by 242 local villagers and students.

- 5.3 The “Western Forest Cultural Route” Project – to promote tourism for learning for the family and self-drive groups, featuring a caravan tour along the Western Forest cultural route, or “Return the Orchids to the Forest, Return the Fish to the River”

III. SUPPORT FOR THE MARKETING OPERATIONS

TAT’s support for the marketing operations in the year 2010 focused on supporting and promoting tourism products and services that offered high quality with good value and created added value, as well as supporting the organization of tourism events in all parts of the country to reflect the clear image, identity, or selling points of each area. In addition, priority was given to proactive database development, personnel development, and key organizational management system. In summary, highlighted performances were as follow:

1. Promoting Tourism Products and Services That Support the Thailand Brand

To explore, select, and promote quality tourism products and services, and give importance to social and environmental tourism that would lead to sustainable tourism.

- 1.1 Produce Tourism Product Guidebooks to reflect an image of the tourism area.
- 1.2 The Project to Produce Guidebooks of 50 Green Destinations in Thailand ready to be presented at the TAT’s 2011 Marketing Action Plan meeting.
- 1.3 Compile and Prepare the Information on Environmentally - friendly Tourism Management according to the 7 Greens Concept. The information was used as a source to produce a manual for distribution to relevant people for further concrete action.
- 1.4 Publicize and Organize Exhibitions/Activities to Promote the “Declaration of the Environmental Protection Program for Sustainable Tourism according to the 7 Greens Concept” to interested tourists and tourism-related business operators.
- 1.5 Promote Thai Traditional Education Products and Services for Tourism by producing a manual of Thai cooking schools and an Education Tourism Thailand 2010 manual for distribution to tour operators in the areas under the six target TAT overseas offices.

2. Promoting and Creating Tourism Activities. Important operations included:

- 2.1 Organizing 29 Activities to Stimulate Travel for Tourism; such as, Lai Rueda Fai Festival in Nakhon Phanom Province, Bang Fai Phaya Nak (Naga Fireballs) Festival at the end of

the Buddhist Lent in Nong Khai Province, Underwater Wedding Ceremony in Trang Province.

- 2.2 Organizing Activities to Promote the Country's Images; such as, the SWATCH FIVB Beach Volley World Tour in Phuket Province, the Royal Trophy Europe vs Asia Golf Championship in Chon Buri Province, Honda LPGA Thailand 2009 in Chon Buri Province, Thailand Ladies Open 2009 in Samut Prakan Province.

3. Developing the Databases

To have in-depth information for developing a strategic tourism plan. Important projects included:

- 3.1 The Project to Survey the Tourism Attitudes and Behavior of Thais Living in Bangkok and the Greater Bangkok to support the preparation of the marketing strategy plan and tourism products.
- 3.2 The Project to Survey the Attitudes and Satisfaction of Foreign Tourists in the Emerging and Major Markets to support TAT's formulation of tourism promotional strategies and plans to maintain the existing customers and expand into new markets.

4. Increasing the Organization's Potential

To develop the TAT's staff capability and the organizational management system to be as efficient as an international standard.

Today, Thailand is promoting itself as an international destination and the gateway to other Indochinese countries such as, Vietnam, Myanmar, Cambodia, Malaysia, and Singapore (McNeil, 1997)

FACTORS INFLUENCING TOURISM INDUSTRY

A number of factors are responsible for the rapid growth and the development of the tourism industry in the Asia Pacific region. These include the **strong economic growth** - so we could provide funds for the improvement of infrastructures, accommodations and other utilities that must be affordable, it could increase the numbers of tourists; **breakdown of political barriers** - politics affects tourism especially when certain country creates barriers from another country that's why we have to build up good relationship and cooperation with each SEA countries; **easing of travel restrictions** as much as possible to welcome more tourists; **liberalization of air transport** for easy travel could also boost increasing in tourism industry including cheaper cause of flights, of course this could attract a lot of visitors and travelers; **focused marketing campaigns** - these could include various

strategies such as product exposition, positive articles and attractive panorama in magazines in any reading materials as well as in any form of advance technology. Television and advertising industry have become powerful tools in expanding materialistic values. There has been a remarkable increase of advertisements related to leisure and tourism activities in both prints and electronic media over recent years. Such powerful symbolic messages spreading through the mass media have certainly contributed to the change of attitudes towards work, leisure and tourism. Internet is also the most preferred medium to gather information by tourists, in 2008 more than 50 percent of the tourists gathered information from internet.

There are also other factors that are considered to have the greatest influence on tourist behaviors. These include weather conditions, economic environment, prices of products and services offered to tourists, and the period of leisure time spending at the visiting places. It is also interesting to note that the health scare such as SARS in 2003 and AH1N1 has much larger impact on tourist arrivals than political events.

For the well-off consumers, shopping has become a major popular leisure activity not only at their own country but also abroad. More than 50 percent of the expenditures are for shopping. The top two destinations for Thai outbound tourists are the regional shopping centers Hong Kong and Singapore, and about half of their expenditure is classified under souvenir purchases.

Mega-shopping centers which are proliferating in Asian cities and greenery and open spaces for outdoor recreation are also spectacular monuments of consumer culture and have become an important part of social life for urban families.

FACTORS AND STRATEGIES TO CONSIDER FOR FURTHER DEVELOPMENT OF TOURISM INDUSTRY IN SOUTHEAST ASIAN COUNTRIES

It is necessary to predict what the future will hold by examining the current trends. By carefully studying what is happening at present and what is planned for the near future, we may be able to forecast something about tourism some distance ahead. According to the World Tourism ranking compiled by the United Nations World Tourism Organization (UNWTO), it was 2010, when Kuala Lumpur with 8.9 million tourists, Singapore with 8.6 million tourists, and Bangkok with 7.2 tourists ranked 5, 6 and 9 respectively in top 10 most visited cities. What does this information suggest to us? Why not we make Kuala Lumpur, Singapore, and Bangkok as a hub of tourism and traveling to Southeast Asia? How much benefit if we work on having direct flight from Western Countries for example USA to Bangkok, or Europe to Kuala Lumpur or Singapore? We could not just help these three cities

to rank higher than that in the year 2010 but we could also help almost every Southeast Asian country with this plan.

One of the best strategies is to promote INTRA-ASEAN TRAVEL; this would require cooperation and participation among Southeast Asian countries. ASEAN Tourism performed an outstanding growth in 2010 with total international arrivals of more than 73 million an increase of 11 percent compared to 2009. INTRA-ASEAN travel was the major source market for the region with share of 47 percent in 2010. (*Source: ASEAN Tourism Ministers Meeting 2010*)

To further improve tourism industry in each country particularly Southeast Asia countries, we also have to work on tourist attractions and activities that should be promoted and introduced through internet, reading materials, and other means of technology.

Organizing international activities and events could also attract visitors and tourists. Some examples of these activities are SEA GAMES in Indonesia, ASEAN Summit in Indonesia, World Expo in South Korea (2012), World Beach Games in Thailand and World Flora in Thailand. We could also include conventions for educational purpose and trips internationally.

Low-cost flights would attract great number of tourists, sometimes people consider first with "HOW MUCH?" rather than "WHAT IS IT?" Even we might experience a decrease with regards to income from international flights; I guess there would be a high increase to total tourist industry income. We could also promote ticket and accommodation reservation online or through internet which could be more convenient to those travelers who want to visit Southeast Asia.

Linkage to other nearby countries could also increase the number of visitors; this linkage could be possible through the improvement of land transportation by having high speed train that could provide a link from China to Vietnam, Laos PDR, Thailand, Malaysia and Singapore. This could attract tourists and make the travel more convenient, because it could have the privilege of travelling not just with a single country but in a big part of ASIA.

Acknowledging the importance of tourism as an economic engine and a tool for development and change, the ASEAN Tourism Strategic Plan (ATSP) 2011-2015 was endorsed by the ASEAN Tourism Ministers at their 14th Meeting as the successor of the Roadmap for Integration of Tourism Sector (RITS) which was completed in 2010. This strategic plan will contribute to the overall goals of the ASEAN community by 2015 through promotion of growth, integration and competitiveness of the tourism sector and at the same time deepen social and cultural understanding as well as facilitating travel into and within ASEAN. The ATSP provides actions and activities to realize its great vision that; by 2015, ASEAN will provide an increasing number of visitors to the region with authentic and diverse

products, enhanced connectivity, a safe and secure environment and increased quality of services, while at the same time ensuring an increased quality of life and opportunities for residents through responsible and sustainable tourism development by working effectively with a wide range of stakeholders.

CONCLUSION

Over the last decade, as the tourism industry has developed rapidly in the Southeast Asia, many policies and projects related to tourism have been implemented in order to cope with the increased demand by international tourists. However, further policy development is needed to ensure that future tourism development will be sustainable.

People now live in a world in which tourism and tourist experiences are major components. Such a world is one in which image, advertising, and consumerism as framed by style, taste, travel and leisure.

Economic recovery results in growth in travel and tourism. By 2021, International Tourist Arrivals are forecast to total 103.9 million an increase of 4.2 percent generating expenditure of USD 148.8 billion.

With this statement, almost all the South East Asian countries predicted to be among the world's top ten tourist destinations by 2016. Different tourism sectors are striving to receive millions foreign visitors at present, and also to attract foreign direct investments for the industry's development during this period.

Tourism is vital to our economy and our countries development. We must accelerate now more than ever tourism development all over our archipelago and the world. We just need unity and cooperation to make this dream into reality, and I am quite sure that the major purpose of this convention; it's for us to realize that the success is in our hands only if we just intentionally work on it together.

Thank you very much for your kind attention

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2. Status and Expectation of Educational Service Department on perceived by faculty Members of Rajamangala Institute of Technology, Southern Campus.
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**THE EFFECT OF BUDGET PARTICIPATION TO MANAGERIAL
PERFORMANCE USING INFORMATION TECHNOLOGY USE,
MOTIVATION, JOB SATISFATION AND STRESS
as
MODERATING VARIABLES**

(Empirical Study at the Branch of Financial Firms in Bengkulu City)

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ABSTRACT

This study aims to analyze the effect of budget participation on managerial performance using the information technology, work motivation, job satisfaction and stress as moderating variables. The sample used in this study were top, middle and lower level managers in the corporate finance branch at Bengkulu City whose were participated in budget arrangement. The financial companies covered in this research is the branch of banking and finance company at Bengkulu City. The independent variable was budget participation and the dependent was managerial performance while the moderating variables were information technology, work motivation, job satisfaction and stress. This study use simple regression and moderated regression analysis.

The results of this study showed that budget participation has positive and significantly influence on managerial performance. The information technology used for communication (ITC), work motivation, job satisfaction variables were not a moderating variable, whereas, the job stress variable was a quasi moderating variable.

Fields of research: Management Accounting, Behavioral Accounting

1. INTRODUCTION

Budget participation is process in which the subordinates are involved in developing their budget in order to reach an agreement between the supervisor and the subordinate (Ompusunggu and Bawono, 2006). Through the budget participation, allowing subordinates to exchange and seek information from their superiors, which can certainly support the creation of a deeper understanding of the budget process and other organizational matters. In addition, participation also allows subordinates to express criticism, and to seek information for completion of tasks (Brownell and Hirst, 1986 in Wasisto and Mahfud, 2004).

Performance will be declared effective if the budget goal is reached and the subordinates have the opportunity to involve and participate in the budgeting process and motivate subordinates to identify and negotiate with their supervisor about the budget target, accept and implement the budget agreement (Indiantoro, 1993) in Poerwati (2002). Mahoney et al. (1963) in Supriyono (2004) argues that the performance of managers is the ability of managers in carrying out its responsibilities in the execution of managerial tasks which include planning, investigation, coordination, evaluation, supervision, staff selection, negotiation, representation and overall performance.

Researchers have done a lot of research on the relationship between budget participation and managerial performance, but there is still much debate because the relation between the two variables is not consistent. The research results of Brownell (1982), Brownell and McInnes (1986), Argyris (1952), Indriantoro (2000), Supriyono (2004), and Riyadi (1999) indicate a positive and significant relationship between budget participation and managerial performance, while research results of Milani (1975), and Kenis (1979) showed no significant positive relationship between budget participation and managerial performance. On the other hand, the research results of Campbell and Gingrich (1986), Bryan and Locke (1967) in Yustina (2006) showed that there is a negative and significant relationship between budget participation and managerial performance, while research of Mia (1988), Brownell and Hirst (1986) indicates that the relationship is negative and not significant between budget participation and managerial performance.

Inconsistent of research results on budget participation in relation to managerial performance, provide opportunities for further researchs. Govindarajan (1986) in Supriyono (2004) using a contingency approach to overcome the inconsistency of research results. In the contingency approach in management accounting is based on the premise that no management accounting system are universally always appropriate to be applied to the entire organization in every conditions, but the it depends also on the conditional factors (other factors which may be interacting in certain conditions) that exist within the organization. Kennis (1979) in Sulaksono (2005) states that conditional variables such as personality, organizational culture, reward expectancy, and uncertainty environment variables can be used as a mediating variable that affecting the relationship between budget participation on managerial performance. In this study, researcher used contingency theory to evaluate the effectiveness of relationship of budget participation on managerial performance, by conducting the tests on the use of information technology for communication (ICT), motivation, job satisfaction and stress that were as moderating variables.

Manager's performance can be triggered by their active participation (involvement) in the process of budget formulation and information technology use for communication (ICT) (Winata and Mia, 2005). With the availability of the necessary information timely, ICT can improve the effectiveness of managers to participate in the budgeting so as to improve their performance (Andersen, 2001). Proponents ICT argue that computerized

communications technology can support participation in decision-making and lead to better management of the organization (Bettis and Hitt, 1995; Barua et al., 1995; Benbasat and Taylor, 1978; Brynjolfsson and Hitt, 1998; Ragowsky et al., 2000) in Winata and Mia (2005). An interpretation of this argument is that managers, who use ICTs, can be timely in providing the necessary information, increasing the effectiveness of their participation in the budget, which increases their performance.

Work motivation is one factor that can determine the individual's performance. Bigger or smaller influence of motivation on a person's performance depends on how much the intensity of the motivation provided (Uno, 2007). According to Martoyo (2000) work motivation is something that supports spirit of work or boosts morale. Related to the budgeting, the budget process would be more effective in conditions of high employee motivation and reversely (Ghozali and Adiputra, 2002). Meanwhile, job satisfaction is the emotional state of pleasant or unpleasant to which employees view their jobs (Handoko, 2001). Each individual organization must have a degree of satisfaction vary according to the system and the values espoused in all organizations, job satisfaction is always a place of great importance to organizational behavior (Landhy, 1995) in Supriyono (2006). In the budgeting process, managers should feel satisfied with the budget that had been developed, so as to improve their performance. On the other side, stress is an adaptive response, linked by the characteristics and/or individual psychological processes, which is a consequence of any external action, situation, or event that puts the demands of psychological and/or physical special someone (Kreitner and Kinicki, 2005). Generally, a person experiencing stress due to a combination of various stressors. Each condition may lead to the emergence of work stress on employees; this depends on how they will react to stress. The manager should have a low stress job in order to take wise decisions in the budgeting process so that their performance can be improved.

This study is basically a replication and development of the research has been done by Winata and Mia (2005) who studied the influence of information technology linked to the relationship of budget participation and the of manager performance in the hotel industry. This research results show the presence of a positive and significant influence of the use of information technology to the relationship of the budget participation and the manager performance. This research will reexamine previous studies with some differences. In this study, researchers still use information technology to communications technology (ICT) as a moderating variable within motivation, satisfaction and job stress variable. Previous studies using a sample of hotel managers in Australia, the manager of the accounting and finance, administration, maintenance, sales and marketing as well as food and beverages, while the samples used in this study were top, middle and lower level managers in the branch of finance corporate in Bengkulu City. Researchers take an object of research at financial firms of Bengkulu City branch because these companies have been using ICT in the company activities, while the reasons for sampling in this study because managers generally participate in budget preparation and use of ICT help the management of enterprise exchange information and data between headquarters and branch offices. Then, the purpose of this study was to analyze: 1. the influence of budget participation on managerial performance, 2. The effect of information technology use for the communication on the relationship of budget participation and managerial performance, 3. The influence of motivation on the relationship of budget participation and managerial performance, 4. The influence of job satisfaction on relationship of budget participation and managerial performance, and 5. The influence of work stress on the relationship of budget participation and managerial performance.

2. LITERATURE REVIEW

2.1 Some Past Research

Various researchers have examined the relationship and the influence of budget participation on managerial performance, but the research results show a difference results even reversely. Brownell (1982), Argyris (1952), and Brownell and McInnes (1986) found that there are positive and significant relationship between participation and managerial performance. However, some empirical evidence found that participation in the preparation of the budget has not always a positive influence. The research of Milani (1975), Kenis (1979), Brownell (1981), Riyanto (1997), Supomo (1998) in Wahyuni (2008) found evidence that budgets participation does not affect significantly on managerial performance. Even, research by Locke and Bryan (1967), Milani (1975) and Cherrington (1973) in Yustina (2006) proves the negative effect of budget participation on managerial performance.

Several previous studies on the effects of budget participation on managerial performance can be seen in Table 1 below:

Table 1 Summary of Some past Research

No.	Variable	Reseachers	Research results
1.	Budget Participation on managerial performance	Merchant (1981), Frucot and Shearon (1991), Chenhall dan Brownell (1988), Early (1985), Steers (1975), Becker dan Green (1962), Rynita dan Zulfikar (2005) in Yustina (2006), Brownell (1982), Brownell dan McInnes (1986), Argyris (1952), Indriantoro (2000), Supriyono (2004), Riyadi (1999).	Positive and Significant
		Latham dan Marshall (1982), Latham and Yukl (1976), Cherrington dan Cherrington (1973), Brownell dan Hirst (1986), Schlluer dan Kim (1976) in Yustina (2006), Kenis (1979), Milani (1975),	Positive and no Significant
		Campbell dan Gingrich (1986), Ivancevich (1977), Stedry (1960), Bryan dan Locke (1967) in Yustina (2006)	Negative and Significant
		Dosett, Latam dan Mitchell (1979), Mia (1988), Milani (1975), Brownell and Hirst (1986), Bass and Leavit (1963) in Yustina (2006)	Negative and no Significant
2.	Organization's commitment to the relationship between budget participation with performance of manager	Peter's dan O'connors (1980), Blumberg and Pringle (1982), Randall (1990), Nouri and Parker (1998), Firdaus dan Supomo (2003), Hariyanti and Nasir (2002) in Yustina (2006), Supriyono (2004).	Positive and Significant
3.	Influence budget participation on managerial performance; delegation of authority as moderating variables	Riyadi (1999), Wijayanti (2002) in Yustina.	Negative and significant
		Riyadi (1999), Coryanata (2004), Ryninta and Zulfikar (2005) and Aprilla (2005) in Yustina.	Positive and Significant
4.	The influence of budget participation on performance of manjerial: motivation as a moderating variable	Hofstede (1967), Seaforss dan Monczka (1973), Kenis (1979) in Riyadi (1999), Merchant (1988) in Fitri dan Zein (2000), Mia (1988) in Wijayanti and Solichatun (2005).	Positive and Significant
		Riyadi (1999)	no Significant
		Wijayanti and Solichatun (2005)	Positive and no Significant
5.	Influence of budget participation on managerial performance: job satisfaction as a moderating variable	Frucot and White (2006), Trisnawati (2000), Lestari and Sudaryono (1994), and Abriani (1998) in Mandasari (2007)	Positive and significant
6.	Influence of budget participation on managerial performance; job stress as a moderating variable	Kenis (1979), Brownell & Hirst (1986), Lau <i>et.al.</i> (1995), Harrison (1992), Beehr (1985), Jex & Beehr (1999) in Mandasari (2007)	Negative

2.2 Budget Participation and Managerial Performance

Participation in budgeting shows the involvement of all stakeholders in the organization to draw up the budget. According to Brownell (1982) in Gasperz (2003), budget participation shows how large the involvement and influence of managers in the organization in determining a budget, while Anthony and Govindarajan (2005) mentions that budget participation has a positive influence in motivating manager. Participation in the budget is a mechanism in information exchange that allows employees to have better understanding of the tasks assigned to them, other than that participation can also help company personnel to improve their performance (Hoopwood, 1976 in Riyadi, 2000). In contrast to studies that have been described previously, Milani (1975) conducted a study of the budgeting process at a large international company where results of these studies was that there is no significant relationship between participation in budgeting with managerial performance.

In addition, the research of Brownell (1981), Merchant (1981), Brownell (1982), Brownell and McInnes (1986) Argyris (1952), Indriantoro (2000), Supriyono (2004), Rynita and Zulfikar (2005) has the result that there is positive significant relationships within budget participation on managerial performance. Sumarno (2005) investigated the influence of leadership style and organizational commitment to the relationship between budgetary participation and managerial performance. The study states that there is influence and a significant negative relationship between managerial performance and participation in the budget, there is a significant positive influence of the organization's commitment to the relationship of managerial performance and budget participation, and influence of leadership style on the relationship between budgetary participation and managerial performance is not significant.

Based on these findings, the researchers propose hypotheses as follows:
H1: The budget participation has a positive relationship to managerial performance.

2.3 Use of Information Technology for Communication (ICT), Budget Participation and Managerial Performance

The use of ICT by the managerial has implications that they can participate in the preparation of the budget and affect their performance. The reason for this assumption is that the computerized network can increase the volume, speed, efficiency, and capacity of data handling by the manager and interpersonal communication that can make the use of information effectively (Malone et al, 1987; Morell and Fleischer, 1988; Weill, 1992; Brynjolfsson, 1993; Malone and Rochardt, 1993, DeSanctis and Poole, 1994; Johansen et al. 1995; Brynjolfsson and Hitt, 1996; Powell and Dent-Mitcallef, 1997 in Winata and Mia, 2005). It can be concluded that managers who use ICT could strengthen the influence of participation budget on the performance of managers.

Results of research conducted by Winata and Mia (2005) showed a positive relationship between budget participation on managerial performance with the use of ICT. Managers who use ICT will have a budget participation more effective and it can facilitate their performance. For example, using ICT, managers are able to develop a network for communication and access to employment information, both inside and outside their organizations and they actively participate in setting an accurate budget for their work units, which in turn can motivate managers to succeed in implement the budget.

Based on the explanation above, then the hypothesis can be formulated as follows:
H2: There is influence of the use of information technology for communication on the relationship of budget participation on managerial performance.

2.4 Motivation, Participation and Managerial Performance Budget

Work motivation is one factor that determines the individual's performance. Bigger or smaller influence of motivation on a person's performance depends on how much the intensity of the motivation provided (Uno, 2007). According to Martoyo (2000) work motivation is something that supports spirit of work or boosts morale. Related to the budgeting, the budget process would be more effective in conditions of high employee motivation and reversely (Ghozali and Adiputra, 2002). The relationship between motivation and managerial performance has been widely studied by researchers and the results show that motivation has a positive effect on managerial performance (Kenis, 1979; Merchant, 1981; and McInnes Brownell, 1986 in Andrianto, 2008).

The research of Becker and Green (1992) in Andrianto (2008) found that budget participation has a positive effect on managerial performance with the motivation to work as a moderating variable. Research by Mia (1998) in Ghozali and Adiputra (2002) found also that motivation has a positive impact on the relationship between budget participation on managerial performance. The research results of Ghozali and Adiputra (2002) showed also that the motivation acts as a moderating variable on the positive effects on the relationship of participation in budgeting and managerial performance. So in this case the employees who have a high motivation will correct the error or worried when their performance is below the level of expectations. Based on the description above, the hypothesis can be formulated as follows:

H3: There is influence of work motivation on the relationship of budget participation on managerial performance.

2.5 Job Satisfaction, Budget Participation and Managerial Performance

Job satisfaction is the emotional state of pleasant or unpleasant to which employees view their jobs (Handoko, 2001). Job satisfaction reflects a person's feelings towards his job. This is evident in the positive attitude of employees towards work and everything else encountered in the work environment. Job satisfaction defined by Locke (1986) in Ehrman and Solichin (2006) as a form of a positive emotional that reflects response to the work situation influence, work evaluation or work experience. Setton and Liden (1996) in Andrianto (2008) found that job satisfaction acts as a moderating variable on the positive effects on the relationship of participation in budgeting and managerial performance. Based on the this description, the hypothesis can be formulated as follows:

H4: There is influence of the job satisfaction on the relationship of budget participation on managerial performance.

2.6 Job Stress, Budget Participation and Managerial Performance

Stress is an adaptive response, linked by the characteristics and/or individual psychological processes, which is a consequence of any external action, situation, or event that puts the demands of psychological and/or physical special someone (Kreitner and Kinicki, 2005). According to Handoko (2001), stress is a condition that affects emotions, thinking processes and the person's condition.

Research conducted by Kenis (1979), Brownell & Hirst (1986), Lau et al (1995), Harrison (1992), Beehr (1985) and Jex & Beehr (1999) found that there is a negative relationship between budget participation on managerial performance with work stress as a moderating variable. A study conducted by Kenis (1979), Brownell and Hirst (1986), states that budget participation has a significant negative relationship to job stress, while research by Beehr & Bhagat (1985), Van Harrison (1985) Edwards, (1996), and Michael D Shield et.al. (2000) has the result that the pressure of job stress is a positive function

between the demands of performance with the performance capabilities. Based on this description, the hypothesis can be formulated as follows:

H5: There is influence of the job stress on the relationship of budget participation on managerial performance

3. DATA AND METHODOLOGY

3.1 Operational Definition and Measurement of Variables

a. Independent Variables

Independent variables are the variables that explain or influence the other variables (Indriantoro and Supomo, 2002). Independent variable in this research is budget participation. Participation is the process whereby subordinate given the opportunity to engage in and influence in the budgeting process (Chong and Sun, 2002). Budget participation variable in this study were measured using instruments developed by Milani (1975) and modified by Winata and Mia (2005) by submitting six questions. The question posed in this variable aims to measure the level of budget participation on corporate finance branch of Bengkulu City. All questions were measured using 5-point Likert scale (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). Based on the respondents answers, the answer score 1 indicates very low participation, while a score of 5 showed a very high participation.

b. Dependent Variables

Dependent variable is a variable that is explained or influenced by the independent variables (Indriantoro and Supomo, 2002). Dependent variable in this study is the managerial performance. Managerial performance is the result achieved by a person or group of people within an organization, in accordance with the authority and responsibilities of each. Managerial performance variables measured using the instrument of Mahoney et.al (1963) in Veranika (2006) with 7 questions. In this instrument, the question was measured using 5-point Likert scale (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). Based on the respondents answers, the answer score 1 indicates very low performance and scale of 5 showed very high performance.

c. Moderating Variables

Moderating variables are variables that affect the relationship between the independent variables with the dependent variable (Indriantoro and Supomo, 2002). Moderating variables in this study are:

1. Use of Information Technology for Communications (ICT)

In this study, ICT consists of Intranet and Internet. Intranet refers to the use of computer networks by managers to improve internal communications among employees within an organization, while the Internet refers to communication with others outside the organization. This variable was measured using an instrument adapted from Andersen (2001) in Winata and Mia (2005) which consists of 5 questions in 5-point Likert scale (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). Based on the respondents answers, the answer score 1 indicates the use of ICT is very low and 5 represents the use of ICT is very high.

2. Work Motivation

Motivation is the degree to which an individual wants and trying to execute a task or a good job and a willingness to issue a high level of effort toward organizational goals, conditioned by the ability of an effort to meet individual needs. Motivational variables measured using questionnaires developed by Lawler et.al (1977) in Riyadi (1999). The

questionnaire consists of 8 questions by using 5-point Likert scale (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). Based on the respondents answers, the answer score 1 indicates very low motivation, and the scale of 5 showed a very high motivation.

3. Job Satisfaction

Job satisfaction is the emotional state of pleasant or unpleasant to which employees view their jobs. Job satisfaction reflects a person's feelings towards his job. This is evident in the positive attitude of employees towards work and everything else encountered in the work environment. The variable job satisfaction was measured using 8 questions adopted from Sulaksono (2000), which each question was measured using a 5-point Likert scale (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). Based on the respondents' answers, the answer score 1 showed very low job satisfaction, while the scale of 5 for very high job satisfaction.

4. Job Stress

Stress is a condition of tension that affects emotions, thinking processes and the person's condition. Measurement of job stress variables in this study using the instrument by Syarmawijaya (2004) in the form of 6 questions using 5-point Likert scale (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree). Based on the respondents' answers, the answers score 1 showed very low stress, while the point 5 represents the very high stress.

3.2 Sampling Method

Population is a group of people, events or anything that has certain characteristics (Indriantoro and Supomo, 2002). The population of this study is the all manager at finance company branch in Bengkulu City. The sample is part of the elements of the population (Indriantoro and Supomo, 2002). The way the sampling is done by non-probability sampling. The sample in this study using purposive sampling of selected samples based on the consideration or particular characteristics, so that all the populations that meet specified characteristics will have the same opportunity to be selected as a sample (Indriantoro and Supomo, 2002).

Samples selected in this study were top, middle and lower level manager of the the banking and finance companies branch in Bengkulu office with the criteria for at least 1 (one) year or participate in budgeting. The top-level managers in corporate banking is branch chief, middle-level manager is the deputy head of the branch managers and lower level is supervisors, while the finance company's top level managers in corporate finance is the branch chief, middle-level manager is the administration head, and lower level managers includes supervisors collection and marketing supervisor. The data in this study were obtained from the primary data is data obtained directly from the original source or through the media without an intermediary (Indriantoro and Supomo, 2002). This data was obtained by directly delivering the questionnaire to the respondent and the questionnaire took back in accordance with the agreed time with the respondent.

3.3 Data Analysis Method

a. Test Validity

The validity test was conducted to determine the extent of accuracy and precision measuring instruments in performing its functions. An instrument can be declared valid if the instrument is measuring what it should be measured. Validity test is used to calculate the correlation between the scores of each item questions with a total score of each constructs (Ghozali, 2007). This test uses Pearson correlation method. To see the validity of the instrument is use significant level of 5%. The instrument is valid if the correlation

between the scores of each item questions with a total score of each constructs different at a level below 5%, or by comparing the value of t-test with the t-table for degree of freedom (df) equal to n-2, in which case n is number of samples. If the t-test is greater than t-table and a positive value then the item or question or indicator is declared valid (Ghozali, 2007)

b. Reliability Test

This test was conducted to test the freedom of the measurement of random error and therefore produces a constant shape. Reliability is an index that indicates how far a measure trustworthy or reliable. A measuring instrument is said to be consistent or reliable when measuring devices can provide the same results when used to measure the same object again. The items tested were the items passed or declared valid in the validity testing. Testing the reliability of the data will be using Cronbach's alpha technique. Cronbach's alpha is one of the best measurements for determining the internal consistency reliability of the dependent variables and independent (Ghozali, 2007). Cronbach's alpha coefficient of the test results are close to the value of one means that the internal consistency was measured also higher. If the value of Cronbach's alpha of the test result is greater than 0.6 it is said that these variables are reliable (Nunnaly, 1969 in Ghozali, 2007).

c. Classical Assumptions Test

Normality test

The most fundamental assumption in multivariate analysis is normality, which is a form of a distribution of data on a single metric variable in generating a normal distribution (Hair et al., 1998). If the assumption of normality did not meet and there are large deviations of normality, none of the statistical test results are valid because the t-test calculations, etc., are calculated on the assumption of normal data. To test whether or not the assumption of normality is violated, one can use the z-statistic for skewness and kurtosis. If the value of z, for both z-kurtosis and/or z-skewness are significant (less than 0.05 at 5% level), it can be concluded that the data distribution is not normal. In contrast, if the value of z-kurtosis and/or z-skewness are not significant (greater than 0.05), it means that the data distribution is normal.

Multicollinearity Test

Multicollinearity is a condition that describes the use of a perfect linear relationship or certainly among some or all of the independent variables of the model (Ghozali, 2007). Multicollinearity will result in the regression coefficient is uncertain or result in the standard error becomes infinite, giving rise to biased specifications. Multicollinearity can be known by seeing the value of tolerance or Value Inflation Factor (VIF). If the VIF value is less than 10 and tolerance values more than 0.10 then it does not happen multicollinearity, and the multicollinearity occur among the independent variables when VIF value greater than 10 and tolerance values less than 0.10 (Ghozali, 2007). To overcome the problem of multicollinearity can be solved by using the data center, which a number of scores of answers obtained for each variable is reduced by its each average (Ghozali, 2007).

3.4 Hypothesis Testing

Statistical model used to test each hypothesis in this study, that is:

1. To test hypothesis 1 (H1) using a simple regression analysis, the regression equation can be formulated as follows:

$$Y = \alpha + e + \beta_1 X_1 \dots \dots \dots (1)$$

The first hypothesis (H1) is acceptable if the value of the coefficient β_1 have a significance value at the 0.05 level.

- To test hypothesis 2 (H2) to hypothesis 6 (H6) using the Moderated Regression Analysis (MRA). MRA is a special application of linear regression where the regression equation contains elements of the interaction (multiplication of two or more independent variables) (Ghozali, 2007).

To test the influence of information technology, motivation, job satisfaction and stress variable in the relationship between budget participation on managerial performance, then the regression equation can be formulated as follows:

To test Hypothesis 2 (H2):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 \dots \dots \dots (2)$$

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_2 + e \dots \dots \dots (3)$$

To test Hypothesis 3 (H3):

$$Y = \alpha + \beta_1 X_1 + \beta_4 X_3 \dots \dots \dots (4)$$

$$Y = \alpha + \beta_1 X_1 + \beta_4 X_3 + \beta_5 X_1 X_3 + e \dots \dots \dots (5)$$

To test Hypothesis 4 (H4):

$$Y = \alpha + \beta_1 X_1 + \beta_6 X_4 \dots \dots \dots (6)$$

$$Y = \alpha + \beta_1 X_1 + \beta_6 X_4 + \beta_7 X_1 X_4 + e \dots \dots \dots (7)$$

To test Hypothesis 5 (H5):

$$Y = \alpha + \beta_1 X_1 + \beta_8 X_5 \dots \dots \dots (8)$$

$$Y = \alpha + \beta_1 X_1 + \beta_8 X_5 + \beta_9 X_1 X_5 + e \dots \dots \dots (9)$$

Notes:

- Y = Managerial Performance
- α = constant
- $\beta_1 \dots \beta_9$ = coefficient of regression
- X1 = Participation Budget
- X2 = Use of Information Technology for Communications (ICT)
- X3 = Motivation
- X4 = Job Satisfaction
- X5 = Job Stress
- X1X2 = Interaction between X1 and X2
- X1X3 = Interaction between X1 and X3
- X1X4 = Interaction between X1 and X4
- X1X5 = Interaction between X1 and X5
- e = error

Multiplication variable between X1 and X2, X1 and X3, X1 and X4, X1 and X5 are moderating variables that describe the influence of moderating variables (X2, X3, X4, X5) on the relationship of X1 to Y. Hypothesis H2 - H6 will be accepted, if the coefficient β_3 , β_5 , β_7 and β_9 significant at level 0.05 or 0.10 (Ghozali, 2007).

4. FINDINGS AND DISCUSSION

4.1 Profile of respondents

Based on 80 questionnaires concerning the demographics of the respondents was obtained as a reference to identify their characteristics. The demographics of respondents in the study are gender, education level, age, and long-serving. Concerning the sex of the respondents, most are male with a percentage of 63.75% (51 people). From the level of education reached, the majority of respondents are S1 with a percentage of 88.75% (71 people). When viewed from the age group most of the respondents are in the group of 26-30 years, with the percentage of 43.75% (35 people). The length of the respondents served as manager for 1-5 years have a percentage of 93.75% (75 people) and most respondents are in lower level managerial with a percentage of 57.5% (46 people).

4.2 Descriptive Statistics

The managerial performance variable (Y) has an average value of 4.1893; it means that the managerial performance of respondents is high. The budget participation variable (X1) has an average value of 4.1042; it indicates that the respondents' budget participation is high. The use of information technology for communication Variable (X2) has an average value of 3.6975; it shows also that the use of information technology by the respondents is high. The work motivation variable (X3) has high the average value (4.0703), it means that the respondent has high motivation to do their works. The job satisfaction variable (X4) has on average value of 3.7946; it also indicate that the job satisfaction of respondents tends to be high and the job stress variable (X5) has on average of 2.3542; it is quite low. It describes that the respondents in condition that their in low job stress. When viewed from the standard deviation (0.354: 0.305: 0.706: 0.341: 0.482: 0.797) which is smaller than the average value indicates that the respondents' answers to all the variables are not too varied from one respondent to another respondent.

4.3 Validity and reliability Test

The results of validity test in this study show that the results of testing on six variables are all at 0.05 and 0.01 significance level which means that all the questions in the questionnaire was able to measure a variable that is expected. Reliability testing results in this study have a Cronbach alpha value greater than 0.6 so that it can be concluded that all the variables used are reliable.

4.4 Classical Test Assumptions

a. Normality Test

The results of data normality test from six variables in the study show that all variables have the Kolmogorov-Smirnov value is greater than 0.05 so that it can be concluded that all variables in this study are normally distributed.

b. Multicollinearity test

The result of multicollinearity test shows that model 2, 3, 4, and 5 have multicollinearity problems. It can be seen from the tolerance value for almost all variables in all four models are smaller than 0.10 and VIF value is larger than 10. To overcome the problem of multicollinearity can be solved by using the data center (Ghozali, 2007). Multicollinearity test results for model 2, 3, 4, and 5 by using a data center can be seen that model 2, 3, 4, and 5 are free from multicollinearity. It can be seen from the value of tolerance for all variables in all four models is greater than 0, 10 and VIF values are smaller than 10.

4.5 Hypothesis Test Results

The first hypothesis of this study was that the budget participation has a positive relationship to managerial performance. The results of regression analysis for the first

hypothesis showed that the F-value is 30,229 with a significance value of 0,000. T-test results show the coefficient value is 1,302 with a significance level at 0,000 (<0.05), which means that there is a positive and significant relationship between the budget participation and the managerial performance, **thus the first hypothesis is accepted**. In addition, the adjusted R² value of 27% indicates that the variability of managerial performance that can be explained by 27% the variability of budget participation, while the rest 73% influenced by other variables outside the model of this study.

The second hypothesis in this study is that there is influence of the use of information technology for communication on the relationship of budget participation on managerial performance. The second hypothesis was tested by using Moderated Regression Analysis (MRA). Based on the test results of the second hypothesis, F-value is 11.303 with a significance value of 0,000. A coefficient value of β_1 is 1,604 and t-test is 5.258 with a significance level of 0.000 (<0.05). A coefficient value of β_2 is -0.079 and t-test is -1.265 with a significance level of 0.210 (> 0.05), while the interaction coefficient for β_3 is -0.593 and t-test is -1.691 with a significance level of 0.095 (> 0.05). Based on the test result of level significant of β_3 that is not significant, **thus the second hypothesis can not be accepted (rejected)**.

The third hypothesis in this study is the moderating influence of motivation on the performance of managerial participation in budgeting. The third hypothesis was tested also by using MRA. Based on the test results of the third hypothesis, F-value is 16.055 with a significance value of 0.00. A coefficient value of β_1 is 0,699 and t-test is 2,036 with a significance level of 0.045 (<0.05). A coefficient value of β_4 is 0.446 and t-test is 3,507 with a significance level of 0.001 (< 0.05), while the interaction coefficient for β_5 is -0,439 and t-test is -0,729 with a significance level of 0,468 ($>0,05$). Based on the test result of level significant of β_5 that is not significant, **thus the third hypothesis can not be accepted (rejected)**.

The fourth hypothesis in this study is that there is influence of the job satisfaction on the relationship of budget participation on managerial performance. The fourth hypothesis is tested also by using MRA. Based on the test results of the fourth hypothesis, F-value is 11.624 with a significance value of 0.000. A coefficient value of β_1 is 1,031 and t-test is 3,399 with a significance level of 0.001 (<0.05). A coefficient value of β_6 is 0.160 and t-test is 1,938 with a significance level of 0,056 ($>0,05$), while the interaction coefficient for β_7 is -0,018 and t-test is -0,042 with a significance level of 0,967 ($>0,05$). Based on the test result of level significant of β_7 that is not significant, **thus the fourth hypothesis can not be accepted (rejected)**.

The fifth hypothesis in this study is that there is influence of the job stress on the relationship of budget participation on managerial performance. The fifth hypothesis is tested also by using MRA. Based on the test results of the fifth hypothesis, F-value is 13.724 with a significance value of 0.000. A coefficient value of β_1 is 1,383 and t-test is 4,858 with a significance level of 0,000 ($<0,05$). A coefficient value of β_8 is -0,134 and t-test is -2,467 with a significance level of 0,016 ($<0,05$), while the interaction coefficient for β_9 is 0,605 and t-test is 2,397 with a significance level of 0,019 ($<0,05$). Based on the test result of level significant of β_9 that is significant, **thus the fourth hypothesis can be accepted**.

According to the framework of Sharma et al., (1981) which states that to identify the moderating variables, it proceed to second step. The results of regression analysis between the job stress and managerial performance shows that the value of the regression coefficient of 0.176 with a significance of 0.000 (<0.05), this indicates that there is a positive and significant relationship between job stress with managerial performance, so

it can be concluded that job stress is a quasi moderating variable of the relationship between the budget participation and the managerial performance.

4.6 Analysis and Discussions

The participation of budgeting has positive and significant impact on managerial performance at the finance company branch manager in the Bengkulu city. The managers have a high level of budget participation which influenced their managerial performance. Participation of budgeting is the involvement all managers within an agency to conduct activities in achieving the targets in the budget (Andrianto, 2008). Given that engagement will encourage managers to be responsible for each task that is entrusted to the managers will improve their performance so that they can achieve the goals or targets set in the budget. This study results are consistent with the results of research conducted by Winata and Mia (2005), Riyadi (1999), and Indriantoro (2000) which states that participation in budget preparation and significant positive effect on managerial performance.

The use of information technology for communication (ICT) is not a moderating variable. The hypothesis result showed that the use of information technology for communication is not affected the relations between budget participation and managerial performance. From the descriptive statistics of respondents, the use of ICT for the managers of the finance company branch in the Bengkulu city is high but it still is limited to communication of the operational activities between work units, not in the budget preparation intensively. These results contradict with a study conducted by Winata and Mia (2005) which showed a positive relationship between budget participation on managerial performance with the use of ICT.

The work motivation is not a moderating variable; it can be as antecedent, exogenous, intervening, or suppressor variable. The hypothesis results showed that work motivation does not moderate the relationship between budget participation and managerial performance, but job motivation can affect the managerial performance directly. From the descriptive statistics of respondents, the motivation of managers to work in the corporate finance branch of Bengkulu city is high, but the motivation is covered in responsibility of the managers at work units but not in the budget process specially. The results are consistent with the results of research conducted by Riyadi (2000) which suggests that the motivation of managers does not affect the relationship between participation in budgeting with managerial performance.

The job satisfaction is not a moderating variable; it can be as antecedent, exogenous, intervening, or suppressor variable. The results also indicate that job satisfaction did not moderate the relationship between budget participation and managerial performance. From the results of descriptive statistics of respondents, job satisfaction of managers in the corporate finance branch of Bengkulu city is high, but in terms of participation in the budget, the managers did not have a high level of job satisfaction even they participated in budget preparation. Job satisfaction can affect the managerial performance directly. These results contradict with a study conducted by Andrianto (2008) which states that the interaction between budget participation and job satisfaction can increase managerial performance; this means that job satisfaction may act as moderating variables.

The job stress is a quasi moderator variable. The results showed that work stress moderate the relationship between budget participation on managerial performance, job stress means to strengthen this relationship. The job stress condition of managers is lower, so the managers can work happily and it could increase their performance. The reason based on the inverted U (stress-performance model) which states that if the stress is at low to moderate levels, it stimulates the body and increases the ability to react the goals. It was then that individual will usually be able to do a good job, more intense, or

faster. But too much stress puts demands that can not be achieved or obstacles to a person, resulting in decreased performance (Robbins, 2007).

5. CONCLUSIONS AND IMPLICATIONS

This study was conducted to analyze the effect of budget participation on managerial performance with the use of information technology, motivation, satisfaction and job stress as a moderating variable (study on managers of financial firms Bengkulu City branch). Based on these results, it can be concluded that:

1. Participation budgeting has positive and significant impact on managerial performance. Finance company branch manager in the city of Bengkulu, have a high level of budgetary participation so the managerial performance increased too. With the involvement of managers in the preparation of the budget will encourage managers to be responsible for each task that is entrusted to the managers and section heads will improve its performance so that they can achieve the goals or targets set in the budget.
2. The use of information technology for communication (ICT) is not a moderating variable. The results also showed that the use of information technology for communication is not affected relations with managerial performance and budget participation. The use of ICTs for the finance company branch manager in the city of Bengkulu limited to the operational activities of communication between work units, but not in the budget process specially.
3. The work motivation is not a moderating variable, can be as antecedent, exogenous, intervening, or suppressor variable. The results showed that motivation does not moderate the relationship between budget participation and managerial performance. Motivation to work directly affect managerial performance. The managers have a high motivation in carrying out its responsibilities in the work units not only in the budget process.
4. The job satisfaction is not a moderating variable, can be as antecedent, exogenous, intervening, or suppressor variable. The results indicate that job satisfaction did not moderate the relationship between budget participation and managerial performance. Job satisfaction can directly affect the managerial performance. The job satisfaction of managers in the corporate finance branch of Bengkulu city is high, but in terms of participation in the budget, the managers did not have a high level of job satisfaction.
5. The job stress is a quasi moderator variable. The results showed that job stress moderate the relationship between budget participation and managerial performance, job stress means to strengthen this relationship. Based on the inverted U (stress-performance model) which states if stress is at low to moderate levels, it stimulates the body and increase the ability to react. It was then that individual will usually be able to do a good job, more intense, or faster. But too much stress puts demands that can not be achieved or obstacles to a person, resulting in decreased performance.

The implications of this research is expected to be a reference in the field of management accounting research (behavioral aspect), especially for variables that addresses as the moderating effect of budget participation on managerial performance. In addition, for companies, research is expected to provide input and consideration to implement more effective participation in budget preparation for managerial to improve their performance for the company concerned. The job stress was proved as a quasi moderating variable, but this study did not measure the causes of stress; further research is expected to consider the conditions that can cause stress, both in the level of groups, organizations or extra-organization (the environment outside the organization).

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