



Kampus
Merdeka
INDONESIA JAYA

ICOMBEST



International Conference on Management, Business, and Technology

"Post Pandemic Economic Recovery: Business, Management, and Technology"

Co Hosts:



October 12, 2021



 Aston Hotel, Jember

PROCEEDINGS
ICOMBEST

International Conference on Management, Business, and Technology

“Post-Pandemic Economic Recovery: Business, Management and Technology”

October 12, 2021

PROCEEDINGS

ICOMBEST

International Conference on Management, Business, and Technology

"Post-Pandemic Economic Recovery: Business, Management and Technology"

A. Organising Committee

| | |
|--------------------------|---|
| Person Responsible | : Prof. Dr. Isti Fadah, M.Si. |
| Conference chair | : Dr. Ika Barokah Suryaningsih, S.E., M.M. |
| Conference co-chair | : Dr. Mohammad Farid, SE., M.Si |
| Secretariat | : Ema Desia, S.E., MM. Alif Mirzania, S.E., MBA. |
| Treasurer | : Fajar Destari, S.E., M.M. Hermanto |
| 1. Event Management | : Dr. Drs. Markus Apriono, M.M Drs. Marmono Singgih, M.Si. |
| 2. Paper and Publication | : Dr. Arnis Budi Susanto, S.E., M.Si. Salma Fauziah, S.E., M.M |
| 3. Co-organizer Division | : Dr. Handriyono, Drs., M.Si. Dr. Sumani, M.Si. Drs. Didik Pudjo M, M.S. Drs. N.G. Khrisnabudi, M. Agb. |
| 4. IT and Media | : Gusti Ayu Wulandari, S.E., M.M. Abdul Muhsyi, S.Kom., MMSI. Erfandy Chandra Prasetyo, S.Kom Fit Hariono Taufik Purwanto Totok Yuswantoro |
| 5. Logistics | : Dra. Lilik Farida, M.Si Ika Agusdini Putri, S.E Marjo Taufik |

B. Advisory/Technical Committee : Prof. Slamini, M.Comp.Sc, Ph.D.
Prof. Dr. Isti Fadah, M.Si.

C. Internal Reviewer : Dr. Diana Sulianti K. Tobing, S.E., M.Si
Dr. Purnamie Titisari, S.E., M.Si
Dr. Yosefa Sayekti, S.E., M.Com
Dr. Yulia Indrawati, S.E., M.Si
Taufik Kurrohman, S.E., M.SA, Ak.
Dr. Sudaryanto, MBA, Ph.D
Dr. Sri Wahyu Lely Hana M.Si.
Dr. Novi Puspitasari, SE, M.M.
Dr. Ahmad Roziq, SE., MM

D. Editor : Dr. Intan Nurul Awwaliyah, S.E., M.Sc.
Kristian Suhartadi Widi N., S.E., M.M
Cempaka Paramita, S.E., M.Sc
Vanya Pinkan Maridelana, S.P., MBA

E. Cover Design : Fahmi Dwiki Setiawan

F. Layout Design : Rosa Nuril Safitri, Mohamad Dito Pratama, Hellwa Dwi Nanda,
Meileni Nurhayati, Alief Rizaldy Rachman, RR Ashilah Fithri
Hakim

Publisher:

UPT Percetakan & Penerbitan Universitas Jember

Publisher address:

Jalan Kalimantan 37

Jember 68121

Phone: 0331-330224, Voip.0319

e-mail: upt-penerbitan@unej.ac.id

Distributor:

Jember University Press

Jalan Kalimantan No.37 Jember

Telp. 0331-330224, Voip.0319

e-mail: upt-penerbitan@unej.ac.id

ISBN: 978-623-6039-66-3

Hak Cipta dilindungi Undang-Undang. Dilarang memperbanyak tanpa ijin tertulis dari penerbit, sebagian atau seluruhnya dalam bentuk apapun, baik cetak, photoprint, maupun microfilm.

Preface

ICOMBEST proceedings consist of selected papers of the International Conference on Management, Business, and Technology (ICOMBEST) held on 12 October 2021 as a hybrid conference conducted by the Management Study Program, Faculty of Economics, and Business, the University of Jember, Indonesia.

ICOMBEST aims to provide a platform where all stakeholders from academia, business, government, and society can interact through a series of academic research presentations, panel discussions, and keynote speeches. The theme of the ICOMBEST 2021 is “Post Pandemic Economic Recovery: Business, Management, and Technology.” We accepted papers in 5 thematic ideas with various methodologies and approaches. These include articles with the following topics: business, management and technology, accounting, economics and sharia, and strategy. More than 250 participants attended ICOMBEST and 81 papers were submitted by authors from five countries, including Indonesia, Malaysia, China, Nigeria, and Vietnam.

We would like to take this opportunity to express our sincere gratitude to:

1. Dr. Ir. Iwan Taruna, M.Eng. IPM (Rector of University of Jember)
2. Prof. Dr. Isti Fadah, M.Si., CRA (Dean of the Faculty of Economics and Business University of Jember)
3. Ir. H. Hendy Siswanto (Regent of Jember, Indonesia)
4. Ipuk Fiestiandani, S.Pd (Regent of Banyuwangi, Indonesia)
5. Prof. Dr. Ahmad Azrin Adnan (Universiti Sultan Zainal Abidin, Malaysia)
6. Shih-Wei Wu, Ph.D. (National Taipei University of Technology, Taiwan)
7. Prof. Badri Munir Sukoco, S.E., MBA., Ph.D (Universitas Airlangga, Indonesia)
8. Prof. Dony Dahana Wirawan (Osaka University, Japan)

for their excellent presentation as invited speakers in the ICOMBEST 2021.

We also would like to express our heartfelt thanks to our co-hosts and sponsors for their great support, the internal and external reviewers for providing valuable suggestions in the review process, the authors for contributing their research results to the conference, Atlantis Press, Jurnal BISMA, eJEBA, and UPT Penerbitan Universitas Jember as our publication partner. Lastly, we would like to thank the committees for their outstanding contribution to the ICOMBEST's success.

Hopefully, the ICOMBEST 2021 could provide excellent opportunities to develop the networking and important channels to share ideas and experiences, and these proceedings could be beneficial in providing further insights for the economic recovery in the post pandemic era.

Conference chair

Dr. Ika Barokah Suryaningsih, S.E., M.M.

Table of Contents

| Title | Page |
|--|-------|
| Sustainable Entrepreneurship in Patchouli Cultivation: a Conceptual Framework <i>Harifuddin Thahir, Suryadi Hadi, Femilia Zahra, Irdinal Arief, Elimawaty Rombe, Roy Irawan Mendi</i> | 1-5 |
| Analysis of Personality and Local Culture: The Effect on Employee Performance <i>Irwan Idrus, Andi Fitriani, Hajriana</i> | 6-11 |
| The Effect of Inflation and Currency Exchange Rates on Stock Price of Cigarette Sub-Sector on the Indonesia Stock Exchange <i>Arfianty, Fatimah, Selfy Maulidya</i> | 12-15 |
| Bali Van Java Tourism Village Development Model Based on Local Wisdom in Patoman Village Banyuwangi <i>Mochamad Ardi Setyawan, Aditya Rachman</i> | 16-19 |
| Difference Strategy and Innovation in Competitive Advantage to Increasing Sales in Godho Batik Banyuwangi <i>Elok Rosyidah</i> | 20-24 |
| The Relevance of the Application of Tat Twam Asi Local Wisdom in Managing Human Resources at Untag Banyuwangi <i>Ni Made Nadia Suta Pradhani, Ni Kadek Yuliandari</i> | 25-28 |
| Quality and Service Innovation Affecting Customer Satisfaction Through PDAM Billing Awareness <i>Ady Setiawan, Ni Nyoman Putu Martini Ghotama, Novita Ekasari</i> | 29-42 |
| Analysis of Consumer Complaint Handling on Indonesian Consumer Site Using K-Means Cluster Method <i>Risma Petrus, Erma Suryani, Makarius Bajari</i> | 43-46 |
| Analysis of the Role of Tourism Aware Groups in Developing the Potential of Olean Village During Pandemic <i>Anies Firdyanti Kusuma, Maria Ulfa Nur Rahmatillah, Isti Fadah</i> | 47-51 |
| Making Concepts the Application Towards Consumer Behavior Through Bali Tourism as A Stimulation After Pandemic to Improve the Economy of Local Population <i>Dwi Vita Raudatul Jannah, Marceila Zahra Nindita Pramesti, Sahira Dwi Cahyani Syam</i> | 52-55 |
| Development of the Bejjong Majapahit Village Tourism Village as an Effort to Grow the Regional Tourism Sector in the Era of the Covid-19 Pandemic <i>Johan Chrisna Bintoro, Siti Sri Wahyuni, Ika Barokah Suryaningsih</i> | 56-60 |
| The Impact of Consumer Behaviour Megashift on Unilever's Product Strategy During COVID-19 Crisis <i>Annissa Nur Imani Fithry, Muhammad Irhas Zulfani Putra Hariyanto, Elok Sri Utami</i> | 61-65 |
| Inspecting the Impact of WFH Policy on Indonesian Workers to Help Improve Human Resources Quality During Pandemic <i>Nusrhotun Aristia Zulfa, Mona Zulfa Aszar, Markus Apriono</i> | 66-70 |

| Title | Page |
|---|---------|
| Economic Condition of the People of Bromo Tengger Semeru as International Tourism in Indonesia During the Pandemic <i>Anastasya Kristi, Annisa Ilman Nafia, Handriyono</i> | 71-74 |
| Analysis of Feasibility of the Dairy Cattle Business at the Bestcow Company Jember Regency <i>Wilda Mufarriyah Indah Uhrowiyah, R. Abdoel Djamali</i> | 75-79 |
| During the Pandemic Perceived Quality Forms Customer Loyalty via Brand Equity Oppo Smartphone Users <i>Ade Onny Siagian, Dodi Prasada, Agus Sudarsono, Hadion Wijoyo</i> | 80-86 |
| Modeling of Three-Stage High Pressure Heater with Heat Mass Balance in Business Steam Power Plant <i>A Haqqo, E Tridianto, HE Gayuh Prasetya</i> | 87-94 |
| Contribution of Availability and Needs to Price Stability of Shallot Products (Early Cases of the Covid-19 Pandemic in Semarang) <i>Karnowahadi, Endang Sulistyani, Dody Setyadi, Clarissa Putri Kharisma</i> | 95-99 |
| Monitoring Information System of Regional Potential Management Through Village Owned Business Entity (BUMDES) in Banyuwangi <i>Izzato Millati, Siti Nur Hilmin, Nelly Romauli, Minadatur Rohma, Fadhilah Khoiruwnia, Trisma Listiani</i> | 100-105 |
| Influence of Customer Experience, Location, and Price On Loyalty Through Positive Word of Mouth on Customers of Kai Logistics Express Daop IX <i>Diah Yulisetiari, Olza Yahzunka Edcintha, Mochammad Farid Afandi</i> | 106-113 |
| Community Economic Recovery Strategy During The Covid-19 Pandemic Through Optimalization of Rural Economic Potential in Licin District, Banyuwangi Regency <i>Kanthi Pangestuning Prapti</i> | 114-119 |
| Muslim Consumer Behavior Towards Halal Industry 4.0: Attitudes And Perceived Risk <i>Anifatul Hanim, Ivana Rosediana Dewi, Nanik Istiyani</i> | 120-125 |
| Cost-Benefit Analysis of Government Policies in Supporting SMEs in COVID-19 Pandemic <i>Nelly Romauli Simamora, Ratna Dwi Lestari, Dicky Andriyanto, Izzato Millati</i> | 126-132 |