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HALLYU WAVE SYNDROME: DOES COUNTRY OF ORIGIN MATTERS?

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Abstract

Hallyu Wave or Korean Wave is becoming a world hit, recently. It is a terminology that describes the spread of Korean culture globally and it began from the success of Korean Pop or K-Pop that successfully released their albums in China, followed by Korean Drama. Consequently, countries such as Hongkong, Vietnam, Thailand, Indonesia, and The Phillipines experienced this syndrome. This phenomenon attracts world society to know and learn more about Korean culture. In Indonesia, Hallyu Wave started from the release of Korean Drama, Korean Girl Band and Boy Band, and Korean reality shows on TV. The popularity of Hallyu Wave in this country not only benefit Korean music industry, but also other industries such as electronics, cosmetics, fashion and also culinary. Recently, the increase use of Korean cosmetics in Indonesia arises this shows by the increasing number of Korean cosmetics brand enter Indonesian market, such as Etude House, Missha, Skinfood It’s Skin, The Face Shop and many more. This research aims to study the perception of youngsters towards country of origin of Korean Cosmetics Product, the description of purchase decision of Korean Cosmetics Product, and to analyze whether there is an influence on country of origin to purchase decision of Korean Cosmetics Product. Questionnaires were distributed to youngsters who recently uses Korean Cosmetics Product using purposive sampling technique. Multiple regression method was used to analyzed the data. Result shows that majority of youngsters perceived Korea as a country that produced high quality product, moreover, they bought the product because of country’s popularity. There is a positive influence between country of origin and purchase decision of Korean Cosmetics Product.

Keywords: Country of Origin, Purchase Decision, Hallyu Wave

MODEL OF RELATIONSHIP MARKETING AND E-COMMERCE TO IMPROVE MARKETING PERFORMANCE OF BATIK SMALL-MIDDLE ENTERPRISES

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Abstract

This study aims at developing and testing model of Relationship Marketing, that is, a relationship between companies or batik artisans and dealers to determine the improvement of marketing performance. This model considers the quality of relationship, social capital, entrepreneurship orientation, market capabilities and e-commerce. The model is tested by using 41 batik Small-Middle Enterprises (SMEs) and sensus as sampling technique. The hypothesis is tested by using sampling. Technique of analysis use the analysis of Parsial Least Square (PLS) with validity and reliability testings. The result of analysis is supported by the confirmation of the quality of relationship, entrepreneurship orientation, market capabilities, e-commerce and social capital to market capabilities which is rejected. This research emphasizes on the role of relationship quality and market capabilities as mediation of e-commerce and marketing performance. Based on the research, it is recommended that the relationship of SMEs with the distributors and good market capabilities will be able to improve marketing performance.

Keywords: Relationship Marketing, E-commerce, SMEs Marketing Performance