

**LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : *PROSIDING***

Judul karya ilmiah (paper) : University Innovation Through Quality Matters (QM): Daryono, Sri Supriyati, Syaiful Bakhri, Ahyar Yuniawan, Fuad Mas'Ud, Sigit Wibowo Dwi Nugroho, Adi Indrayanto, Suharnomo and Sugeng Wahyudi

Jumlah Penulis : 9 orang

Status Pengusul : Penulis Kedelapan

Penulis Karya Ilmiah : **Dr. Suharnomo, SE, M.Si**

Identitas prosiding : a. Judul Prosiding : 4th Business Management International Conference (BMIC 2017)
Theme: Challenges of Creative and Innovative Management

: b. ISBN / ISSN :

: c. Tahun terbit, Tempat pelaksanaan : November 1-2, 2017, Holiday Inn Pattaya, Chonburi, Thailand

: d. Penerbit / organiser : BBS Faculty of Management and Tourism, Burapha University

: e. Alamat repository PT / web prosiding : <http://eprints.undip.ac.id/75658/>

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• Kecukupan dan Kemutakhiran Data & Metodologi	Lengkap dan mutakhir		
• Kelengkapan unsur dan kualitas penerbit	Lengkap, jelas dan baik		
• Indikasi plagiasi	Tidak ada plagiasi		
• Kesesuaian bidang ilmu	Sesuai bidang ilmu manajemen		

Semarang, 30-8-2019
Reviewer I

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 Jumlah Penulis : 9 orang
 Status Pengusul : Penulis Kedelapan
 Nama Penulis : **Dr. Suharnomo, SE, M.Si**

Identitas : a. Judul Prosiding : 4th Business Management International Conference
 Jurnal Ilmiah (BMIC 2017) Theme: Challenges of Creative and Innovative Management
 : b. Nomor ISSN/ISBN :
 : c. Tahun Terbit/Tmp Pelaksanaan : November 1-2, 2017, Holiday Inn Pattaya, Chonburi, Thailand
 : d. Penerbit/Organiser : BBS Faculty of Management and Tourism, Burapha University
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	Internasional (Maks. 15)	Nasional	
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c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	4,5		2.70
d. Kelengkapan unsur dan kualitas terbitan/prosiding (30%)	4,5		4.5
Total = (100%)	15		11.55
Nilai Pengusul			0.66

KOMENTAR / ULASAN PEER REVIEW

• Kelengkapan dan kesesuaian unsur	Naskah prosiding ini memiliki unsur: introduction, literature review, Result and Analysis, Recommendations.
• Ruang lingkup dan kedalaman pembahasan	Pembahasan dilakukan secara garis besar mengenai kerangka mutu dalam pendidikan.
• Kecukupan dan Kemutakhiran Data & Metodologi	Tidak jelas alat analisis apa yang digunakan, nampak hanya mendeskripsikan fenomenanya.
• Kelengkapan unsur dan kualitas penerbit	Konferensi ini dilakukan di Pattaya Thailand dengan host Faculty of Management and Toursim Burapha University.
Indikasi plagiasi	Tidak ada indikasi plagiasi.
• Kesesuaian bidang ilmu	Isi naskah sesuai dengan bidang Manajemen SDM

Semarang, 30 Agustus 2019

Reviewer 2,



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University Innovation Through Quality Matters (QM)

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Theme: Challenges of Creative and Innovative Management

November 1-2, 2017

Holiday Inn Pattaya, Chonburi, Thailand

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The

4th Business Management International Conference

“Challenges of Creative and Innovative Management”

Cost Reduction in Service Management through Queuing Technique

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Abstract

The purposes of this study are to optimize the incurred cost at airline's check-in counter through queuing method. The result will allow service providers to decide on the number of check-in counter being open within the acceptable waiting time. Currently, all service counters are opened with full staff team standing by. This has incurred a high level of cost and inflexibility of staff allocation. Information such as passenger arrival rate and servicing rate throughout the day from September to October 2016 has been collected and used as input data for queuing method. The result of the queuing analysis has been compared with the result with the acceptable waiting time and the simulation model to check for consistency and validity. The result revealed that the airline can reduce the required staff and the check-in counters in each shift for an estimated sum of 18.75% or 54,000 baht per month. This would allow airline to optimize the cost for the service each month and increase flexibility of staff allocation without affecting customer's acceptable waiting time.

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Key words— Service management, Queuing method, Simulation method.

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Customer insight in tourism product development – Importance of cultural pre-understanding

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Abstract

Customer insight and involvement are central issues in developing new services. Development of new products and brand extensions should be driven by the creation of holistic experiences especially in industries offering experiential services, e.g. tourism and hospitality. It is argued that businesses and developers should involve customers already in earlier phases of NSD processes when new opportunities and ideas are identified. Given that tourism product development starts with the development of a service concept, it is important to try to ascertain exactly what issues and components offer value to whom. It is noted that differing value expectations create differing demands – also for the service process and service system of a tourism product. There is a need to explore appropriate ways to deal with cultural diversity for tourism purposes. This study aims to increase understanding about the importance of cultural pre-understanding of potential target groups when certain types of tourism products are developed. The case will focus on important issues related to developing nature-based tourism offerings in Finland for international target groups.

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Keywords: Customer insight; tourism product development; pre-understanding; cultural perspective

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“Challenges of Creative and Innovative Management”

Does Emotional Intelligence Moderate the Relationship between Role Ambiguity and Employer Brand: The Case of Tourism Employees in Taiwan

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Abstract

The purpose of this study is to examine the impact of tourism employees' role ambiguity on their employers' brand, and also tests whether emotional intelligence is a moderating factor for the relationship between role ambiguity and employer brand. This study employs an online self-administered questionnaire and a hardcopy survey. Using a random sampling approach, a total of 248 usable responses were collected from tourism employee (including tour managers and tour guides) in Taiwan. Simple liner regression and hierarchical regression analysis were adopted to test the hypotheses of the study. The finding of the study reveals that role ambiguity is negatively related to employer brand on reputation value dimension. It implicated that employees' level of role ambiguity can negatively influence how employees perceive the reputation of employer's brand. Another finding is that emotional intelligence plays as a moderating factor weakening the negative relationship between role ambiguity and employer brand on reputation value dimension. It proves that those who have good emotional intelligence skills can handle role confusion issue better and therefore will less likely to view employer brand as negative. From this finding, the tourism agent should emphasize on their human resource management in order to avoid the role confusion problem that their employee might have. The result of the study provides important implications for the tourism firms in their employment, selection, recruitment, and training strategies.

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Keywords: role ambiguity , employer brand, tourism employee, emotional intelligence

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The 4th Business Management International Conference

“Challenges of Creative and Innovative Management”

Investigating International Migrant Labors Demographic Profile: A Study on Tourism and Hospitality Industry in Langkawi

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Abstract

International migration is seen as a vital contribution in today's global economy as it is a significant source of skilled particularly to many developed regions of the world. As for the tourism and hospitality industry, the international migrant labors have led to a greater experience of labor shortages in the future by resulting poor working conditions and low rewards and the issue to sustain such growth in fulfilling the industry's labor needs. Hence, international migrant labors are hired by organizations specifically in the local workforce, thus minimizing the labor cost and increasing the number of international migrants worldwide. Taking Langkawi as a scope of the study, the main purpose of the study was to investigate the demographic profile of the international migrant labors employment in the Langkawi tourism and hospitality industry. A total of 258 international migrant labors had participated in the study and the findings indicated that majority of them are male, ranged of age between 18 – 30 years old and single. Additionally, the findings also highlighted that majority of the international migrant labors in Langkawi are semi-skilled workers and have ability to speak good English. Most of them had migrated from Indonesia and have been working in the accommodation sector, hence more towards customer service sectors. They also earned an income between RM1,000 – RM4,999 a month. The findings of the study are expected to assist the Workforce Department in designing and preparing a comprehensive policy regarding the international migrant labors employment in Malaysia.

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Keywords: Demographic profile; international migrant; labors; tourism and hospitality; Langkawi

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