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The Proceedings of The 2nd IRCMB

INTERNATIONAL RESEARCH CONFERENCE
ON MANAGEMENT AND BUSINESS

2017



Golden Flower Hotel, Bandung



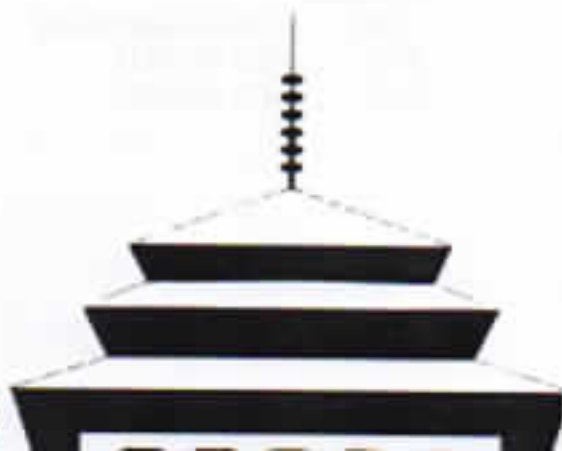


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FOREWORDS

Assalamualaikum warahmatullahi wabarakatuh.

First of all I would like to ask all of you to give thanks to the presence of Greatest ALLAH SWT, who has given us the blessing and guidance, so that we can gather here in this beautiful place. And I also I ask you to deliver your prayer and greetings to our prophet Nabi Muhammad SAW, who has brought us which has brought us from dark-age to the age-lit, so we are always on the right path until the end of the world.

It is a great pleasure for me to declare open the Second International Research Conference on Management and Business and to welcome the participants from five countries who came here to exchange experience and work together a day on the exciting field of business and management. This meeting is indeed an eclectic one, bringing together the academic community to explore the challenges faced by today's academicians and to identify promising approaches to addressing their needs.

The issues you will be discussing today are critical to everyone with not only interest in the business and management research but also success of our nation's entrepreneurs, and, by extension, of the economy as a whole.

Last but not least, I would like to great thank to Prof Chotibhak (Pab) Jotiakasthira as a keynote speaker, all participants and all joint-host of The Second International Research Conference on Management and Business.

Wasallamuallahikum Warahamanallahii Wabarakatuh

Dr. M. Arief Muftrini, Lc, M.Si

The Second IRCMB Conference Chair & Dean of FEB UIN Syarif Hidayatullah Jakarta

KEYNOTE SPEECH

"ACCOUNTING RULES, TRADING INCENTIVES, AND SYSTEMIC RISK"

Professor Chotibhak (Pab) Jotikasthira, PhD, CFA
Cox School of Business Southern Methodist University, USA

Mark-to-market accounting (MTM) has been blamed as one of the major factors that exacerbated the recent financial crisis. As asset prices decline, financial institutions have to immediately revalue their assets and capital, causing widespread capital constraints and fire sales of troubled assets. As a result, many scholars and policy makers call for the return to historical cost accounting and stronger regulating financial institutions. We argue and provide some evidence that both MTM and HCA have their own disadvantages; while MTM may lead to fire-sale feedback effects, HCA may encourage financial institutions to take potentially excessive risk during normal times, which leads to the build-up of systemic risk in the financial system.

PATRONS

Keynote Speaker:

Prof. Chonithrak (Pab) Jotikasthira, PhD, CFA (Cox School of Business, Southern Methodist University, USA)

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Universitas Jenderal Achmad Yani

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THE ROLE OF LOCAL COMMUNITY AND QUALITY OF DESTINATION FOR INCREASING THE SATISFACTION OF TOURISTS

Sahnaz Ubud
Universitas Trilogi

Abstract

The purpose of this research is to determine the influence of local communities and the quality of tourist destinations in increasing the satisfaction of tourists. One of the national development agendas set forth in the RPJMN 2015 - 2019 is the promotion of tourism. Where tourism is one dimension of superior sector development. So it takes the role of local communities and also the improvement of the quality of destinations in developing the leading sectors.

The method used in this research is quantitative method. Data analysis technique used is Partial Least Square (PLS). Respondents in this study are tourists who is visiting in Tanjung Kelayang beach at Belitung.

The result of this research is the influence of local people to the satisfaction of tourists when considering the quality of tourist destinations. So if a tourist area wants to increase the satisfaction of tourists needed the role of the local community and also the improvement of quality in these tourist destinations.

