

2ND INTERNATIONAL RESEARCH CONFERENCE
ON ECONOMICS BUSINESS AND SOCIAL
SCIENCES - UMI CHAPTER

AL'RIZ Wthree Hotel Lagaligo Makassar Indonesia

Nov 25-26
2017



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CONFERENCE
PROCEEDINGS

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Center for
Sustainability Research
and Consultancy



2nd IRC 2017
RESPONSIBLE SOLUTIONS



UMI
MAKASSAR
UNIVERSITAS MUSLIM INDONESIA



PRME

Principles for Responsible
Management Education

BOOK OF CONFERENCE PROCEEDINGS

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**2nd International Research Conference on
Economics Business and Social Sciences**

LA'RIZ Wthree Hotel Lagaligo Makassar Indonesia

November 25-26, 2017

Linking Businesses with People and Planet in Developing Economies

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Editorial

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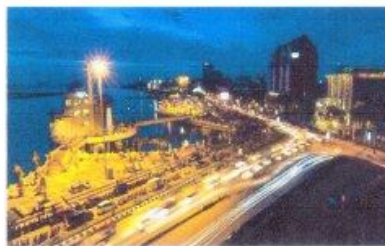
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Foreword



Assalamualaikum w.b.t and warm greetings,

On behalf of the Center for Sustainability Research and Consultancy, it is my great pleasure to welcome you to this galaxy gathering at 2nd International Research Conference on Economics Business and Social Sciences - 2ndIRS 2017-UMI chapter Makassar Indonesia on this day of November 25-26, 2017.

I want to mention that 2nd IRC 2017 has achieved international acclaim by hosting its chapter meetings in Pakistan, Malaysia, Indonesia and Lebanon in 2017 in collaboration with esteemed co-host universities there. It has thus helped realize the vision of CSRC to become a credible platform to discuss and advocate sustainable business and society by research scholars and practitioners in developing and emerging economies.

In line with the conference themes: “**Linking Business with People and Planet in Developing Economies**”, this conference will serve as an ideal platform to the academicians, researchers, practitioners and students to accomplish and further advance research and practice relevant to their economy, businesses and society. The focus of 2nd IRC 2017 is in areas of economics theory and policy, management, human resource, organizational behavior, marketing, entrepreneurship, finance, accounting, and various sub-disciplines of social sciences and humanities.

I am very grateful to our conference patrons at Universitas Muslim Indonesia, collaborating institutions, keynote speakers, scientific committee, paper presenters and dedicated organizing committee members as well as to those who have contributed directly or indirectly to the success of 2nd IRC 2017-UMI chapter Makassar Indonesia.

Thank you.

PROF. DR. HAYAT MUHAMMAD AWAN
President
Center for Sustainability Research and Consultancy

Conference Leadership

On behalf of the organizing and scientific committee, I am honored and delighted to welcome you to the 2nd International Research Conference on Economics Business and Social Sciences 2017-UMI chapter Makassar Indonesia. The title and themes of the conference reflect the shared vision of CSRC and collaborating institutions to encourage and align research and policy discussion with issues of sustainability and relevance in developing and emerging economies. I am grateful to the leadership of co-host institutions, learned scientific committee, committed organizing committee and valued participants for making this conference a success and keeping the cost to the participants low. On the technical side, the conference program includes 2 keynote addresses, and about 104 research papers split into 04 parallel sessions in 5 rooms. There are also special parallel sessions on key themes of the conference in which relevant papers will be presented. I hope the guests and participants will enjoy the hospitality of Universitas Muslim Indonesia and brainstorm ideas for business and society.



Prof. Dr. Abdul Halim Abdul Majid
Conference Chair
Universiti Utara Malaysia



Prof. Dr. H. Syahnur Said, SE, MSi
Conference Chair
Universitas Muslim Indonesia

Professor Syahnur Said is a man with lots of responsibilities. He has an important role in ensuring the academic standard of UMI with his position as Vice Rector 1, Vice Rector for Academic Affairs. He is also one of assessors of Indonesia National Accreditation Board for University (BAN PT). BAN PT is a very important body in Indonesia to maintain quality of higher educations. Professor Syahnur obtained his doctorate degree from Universitas Airlangga Surabaya in Management. Since then, he has been giving lectures and supervised students in the area of Strategic management, Operational Management and other areas in management in UMI and other universities for bachelor, master and doctoral students. His research interests are in the area of management and Islamic Economics. Professor Syahnur has also been involved as speakers in many workshops, seminars and training related to his expertise as professor in management and his position both as vice rector for academic affairs and BAN PT assessor.

CONFERENCE BRIEF

Saturday, November 25 (DAY 1)

REGISTRATION AND ARRIVAL OF GUESTS 07:30 am – 08:20 am

PLENARY SESSION 08:20 am – 10:30am

National Anthem of Indonesia 08:20 am – 08:25 am

Recitation of Holy Quran by H. Syaib Arifin, SSI 08:25 am – 08:30am

Welcome Note By Conference Chair 08:30 am – 08:45 am

Prof. Dr. H Syahnur Said, SE, MSI, Universitas Muslim Indonesia

Briefing By Conference Chair 08:45 am – 09:00am

Assoc. Prof. Dr. Abdul Halim Abdul Majid, Universiti Utara Malaysia

Keynote address 09:00 am – 09:50am

Prof. Dr. Rosna Awang Hashim, Ex Deputy Vice Chancellor, (25 Minutes)

Universiti Utara Malaysia

Prof. Dr. Jamal Bin Ali, UniversitiUtara Malaysia (25 Minutes)

MoU Signing between UMI and CSRC 09:50am – 10:00am

Souvenir Distribution and Photo Session 10:00am – 10:30 am

TEA AND NETWORKING BREAK 10:30 am – 11:00 am

PARALLEL SESSION 1 11:00 am – 12:30 pm

Parallel Session 1.01: Issues in Sustainable Business Strategy in Emerging Economies

Meeting Room 01

Parallel Session 1.02: Issues in Sustainable Business Strategy in Emerging Economies

Meeting Room 02

Parallel Session 1.03: Issues in Business Strategy in Emerging Economies: Accounting and Finance

MeetingRoom 03

Parallel Session 1.04: Issues in Political Economy in Emerging Economies

Meeting Room 04

Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Accounting and Finance

MeetingRoom 05

LUNCH AND PRAYER BREAK 12:30 – 01:30 PM

PARALLEL SESSION 2	01:30pm – 03:00 pm
Parallel Session 2.01: Issues in Business Strategy in Emerging Economies Meeting Room 01	
Parallel Session 2.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance Meeting Room 02	
Parallel Session 2.03: Issues in Business Strategy in Emerging Economies Meeting Room 03	
Parallel Session 2.04: Issues in Business Strategy in Emerging Economies MeetingRoom 04	
Parallel Session 2.05: Issues in Social Sciences in Emerging Economies: Education, Linguistics, Sociology and Psychology MeetingRoom 04	
TEA AND NETWORKING BREAK	03:00 pm – 03:30 pm
PARALLEL SESSION 3	03:30pm – 05:00 pm
Parallel Session 3.01: Issues in Business Strategy in Emerging Economies Meeting Room 01	
Parallel Session 3.02: Issues in Social Sciences: Education, Psychology, Sociology MeetingRoom 02	
Parallel Session 3.03: Issues in Social Sciences: Education, Social Work, Psychology MeetingRoom 03	
Parallel Session 3.04: Issues in Social Sciences: Education, Linguistics, Psychology MeetingRoom 04	
Parallel Session 3.05: Issues in Social Sciences: Sociology, Psychology, Public Health MeetingRoom 05	
PARALLEL SESSION 4	05:00pm – 06:00 pm
Parallel Session 4.01: Issues in Social Sciences: Sociology, Psychology, Public Health Meeting Room 01	
Parallel Session 4.02: Issues in Social Sciences: Education, Sociology, Psychology, Public Health Meeting Room 02	
Parallel Session 4.03: Issues in Business Strategy in Emerging Economies: Leadership Meeting Room 03	
Parallel Session 4.04: Issues in Business Strategy in Emerging Economies: Marketing Meeting Room 04	
Parallel Session 4.05: Meeting Room 05	
Breathing Time	06:00 pm – 07:00 pm
BBQ and Dinner by The sea side Hotel La'riz Wthree Hotel	07:00 pm – 10:00 pm

CONFERENCE BRIEF

Sunday, November 26 (DAY 02)

Workshop on Guide to Getting Published in High Impact Journals 09:30 am – 11:30 am

Moderator:

Prof. Dr. Rosna Awang Hashim,
Editor in Chief, Malaysian Journal of Learning and Instruction, UUM.

MAKASSAR CITY TOUR

01:00 pm – 03:00 pm

DETAILED CONFERENCE PROGRAM

Saturday, November 25 (DAY 01)

PARALLEL SESSION 1 – November 25 (DAY 01) 11:00am – 12:30 pm

Parallel Session 1.01: Issues in Sustainable Business Strategy in Emerging Economies

Room: Meeting Room 01

Session Chair: Dr Ir Syarifuddin Nojeng, MT

Time: 11:00 – 12:30 (Day 01)

Implementation of Health Care Policy for the Poor at the Era of National Health Insurance(UMISUS-39). Nugroho Mardi Wibowo, University of Wijaya Putra Indonesia; Yuyun Widlastuti, University of Wijaya Putra Indonesia.

Presenter(s):Nugroho Mardi Wibowo

Economic Impact of Community Forest Management on Household Conditions of Farmers: Case Study of Farmers' Household in Bulukumba Regency South Sulawesi, Indonesia(UMISUS-42). Nuraeni, Universitas Muslim Indonesia; Aminah Muchdar, Universitas Muslim Indonesia; Mais Ihsan, Universitas Muslim Indonesia.

Presenter(s): Nuraeni

Poverty Alleviation through Institutional Empowerment of Social and Economy on Poor Society in Gowa District (UMISUS-51). Syamsu Nujum, Universitas Muslim Indonesia;Pratiwi Fadhia Ratu, Universitas Muslim Indonesia.

Presenter(s):Syamsu Nujum

Social Perception of the Community to the Existence of Budi Power of the Birds of the Birds in the Sub-District KAB. LUWU(UMISUS-94). Nursalam, Muhammadiyah University of Makassar; Risfaisal, Muhammadiyah University of Makassar.

Presenter(s):Nursalam

Institutional Quality and Human Capital Panorama: Universities as MNCS Bootstrap and its Interaction with Economic Growth of Some Developing Countries (UMISUS-103). Zulaiha A. Zubair, Universiti Utara Malaysia; Nor Aznin Abu Bakar; Universiti Utara Malaysia; Muhammad Azam, Universiti Utara Malaysia.

Presenter(s):Zulaiha A. Zubair

The Urgency of Child Empowerment in Developing a Community Based Tourism: A Case Study of Kampung Wama-Warni in East Java Indonesia(UMISUS-104). Nurul Ratna Sari, Universitas Airlangga, Indonesia.

Presenter(s):Nurul Ratna Sari

Parallel Session 1.02: Issues in Sustainable Business Strategy in Emerging Economies

Room: MeetingRoom 02

Session Chair: Ir Syamsuddin Yani, ST, MT, IPM, PhD

Coordinator:

Time: 11:00 – 12:30 (Day 01)

Mind the Gap: What are the Barriers to Pro-Environment Behavior among Students? (UMIMS-110). Anissa Lestari Kadiyono, Universitas Padjadjaran Indonesia; Diana Harding, Universitas Padjadjaran Indonesia; Hanny Hafiar, Universitas Padjadjaran Indonesia; Hery Wibowo, Universitas Padjadjaran Indonesia.

Presenter(s):Anissa Lestari Kadiyono

Women Leadership in Inclusion Education (UMISUS-139). Nurjannah, Universitas Muslim Indonesia.

Presenter(s):Nurjannah

Institutional Social Responsibility in Realizing Economic Sustainability in the Makassar City Indonesia (UMISUS-141). Syamsu Alam, Indonesia Muslim University; Roslina Alam, Indonesia Muslim University; Eka Ariaty Arfah, STIE Wira Bhakti Makassar.

Presenter(s):Syamsu Alam

*Revitalization of PKK Cooperative as Controller of Women Empowerment in Improving Family Welfare (Implementation of Sharia Savings and Lending in PKK Semarang City Indonesia)(UMISUS-82).*Siti Hasanah, Politeknik Negeri Semarang Indonesia.

Presenter(s):Siti Hasanah

The Influence of Discipline, Leadership and Organizational Culture on the Employees' Performance of Gorontalo Mayor Office, Indonesia(UMIMS-13). Meimoon Ibrahim, Universitas Gorontalo Indonesia.

Presenter(s):Meimoon Ibrahim

Performance Appraisal Instrument of Embroidery Entrepreneurs Project in Tasikmalaya Regency, West Jawa(UMIMS-16). Rodhiah, Tarumanegara University Jakarta; Kartika Nuringsih, Tarumanegara University Jakarta.

Presenter(s):Rodhiah

Parallel Session 1.03: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: MeetingRoom 03

Session Chair: Prof Dr Hattah Fattah

Time: 11:00 – 12:30 (Day 01)

Application of Local Property Assets Accounting Based on Government Accounting Standards at Local Government of South Sulawesi Province (UMIAF-21). Syamsuri Rahim, Universitas Muslim Indonesia; Dewi Utami Putri Djaka, Universitas Muslim Indonesia.

Presenter(s):Syamsuri Rahim

Analysis of Potential of Hotel Tax in Jayapura City of Papua Province Indonesia (UMIAF-28). Gratiana Deodata, University of Science and Technology Jayapura Indonesia; Mugiati A, University of Science and Technology Jayapura Indonesia, Saudi Arabia; Apner Siang, University of Science and Technology Jayapura Indonesia.

Presenter(s): Gratiana Deodata

Influencing Factors in Choosing Revaluation Models of Fixed Assets and the Effect on the Value of the Company (UMIAF-65). Muhammad Hidayat, Riau Islands University, Batam Indonesia.

Presenter(s):Muhammad Hidayat

Islamic Social Funds as Tools for Eradicating Poverty: Case in Indonesia (UMIAF-93). Vita Arumsari, Politeknik Negeri Semarang Indonesia.

Presenter(s):Vita Arumsari

Degradation of Accounting Students' Ethics (Study at Accounting Students of Muslim University of Indonesia) (UMIAF-98) Tenriwaru, Muslim University Of Indonesia;Nina Yusnita Yamin, Tadulako University Indonesia.

Presenter(s):Tenriwaru

Ownership and Financing Risk: Case of Islamic Bank in Indonesia (UMIAF-99). Wahyu Trinarningsih, Universitas Sebelas Maret; Arif Lukman Santoso, Universitas Sebelas Maret.

Presenter(s):Wahyu Trinarningsih

Parallel Session 1.04: Issues in Political Economy in Emerging Economies

Room: Meeting Room 04

Session Chair: Prof Dr Jamal Bin Ali

Time: 11:00 – 12:30 (Day 01)

Building the Character of Creative People in Creative Industries: The Accelerated Development Program of the Indonesian Creative Economy (UMIEC-37). Nugroho J. Setiadi, Bina Nusantara University Indonesia; Engkos A. Kuncoro, Bina Nusantara University Indonesia; Devy M. Puspitasari, Widyatama University Indonesia.

Presenter(s): Nugroho J. Setiadi

Dynamics of Indonesian-Timor Leste Relationship: The Long Road of East Timor towards an Independent State through a Referendum in 1999 (UMIEC-47). Agussalim, Universiti Utara Malaysia; Mohd Azizuddin bin Mohd Sani, Universiti Utara Malaysia.

Presenter(s): Agussalim

Capacity Building Resource Apparatus in Regional Areas in Indonesia: A Case Study on Regional Expansion (UMIEC-60). Suraji, Universiti Utara Malaysia; Muhammad Ali Embi, Universiti Utara Malaysia.

Presenter(s): Suraji

Analysis of Economic Development Policy Strategy in Bantaeng District South Sulawesi Indonesia (UMIEC-74). Dahliah, Universitas Muslim Indonesia; Agus Kurniawan, Universitas Muslim Indonesia.

Presenter(s): Dahliah

The Protection of Indigenous People from Negative Effect of Development Case Studies in Brazil, Ecuador and Kenya (UMIEC-113). Citra Hennida, Universitas Airlangga, Indonesia.

Presenter(s): Citra Hennida

Protected Areas in Marine Resource Management: Economics and Research Issues (UMIEC-149). Jamal Ali, Universiti Utara Malaysia.

Presenter(s): Jamal Ali

Deconstruction Of Accounting Model And Government Performance Concept Perspective Political Economy of Accounting Pancasila (UMIEC-77). Darwis Said, Universitas Hasanuddin, Makassar Indonesia; Grace T. Pontoh, Universitas Hasanuddin, Makassar Indonesia; Nurleni, Universitas Hasanuddin, Makassar Indonesia.

Presenter(s): Darwis Said

Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Meeting Room 05

Session Chair: Dr. Syamsu Alam, SE., M.Si., Ak., CA., ACPA

Time: 11:00 – 12:30 (Day 01)

Bank Lending (Credit) Channel of Monetary Transmission Mechanism (UMIAF-102). Quratulain Ezam, Institute of Business Management, Karachi Pakistan.

Presenter(s): Quratulain Ezam

Death Awareness and Investment Behavior (UMIAF-120). Putu Saroyini Piartrini, University of Udayana Indonesia.

Presenter(s): Putu Saroyini Piartrini

Analysis of Factors Affecting the Application of Zakat Accounting Based on Statement of Financial Accounting Standard (Psak) 109 On Zakat (UMIAF-126). Khusnul Hidayah, Universitas Ahmad Dahlan Indonesia; Rintan Nurul Ainy, Universitas Ahmad Dahlan Indonesia.

Presenter(s): Khusnul Hidayah, Rintan Nurul Ainy

Bank Competitiveness Model in the Era of the Acceleration of Indonesia's Economy Growth(UMIAF-133). Devy M. Puspitasari, Widyatama University Indonesia; Nugroho J. Setiadi, Bina Nusantara University Indonesia; Erie Febrian, Padjadjaran University Bandung Indonesia.

Presenter(s): Devy M. Puspitasari

Increasing Profit by Driving Capital Adequate Ratio and Indonesian Central Bank Rate on Islamic Banking in Indonesia (UMIAF-146). Agus Ridwan, Universitas Bina Nusantara Indonesia; Sambudi Hamali, Universitas Bina Nusantara Indonesia; Cecep Hidayat, Universitas Bina Nusantara Indonesia.

Presenter(s): Agus Ridwan

Marketing Performance and Organizational Commitment to Syariah Banks in Makassar City, Indonesia(UMIMS-137). Ida Farida, Universitas Fajar Indonesia; Syah Nur Said, Universitas Muslim Indonesia.

Presenter(s): Ida Farida

LUNCH & PRAYER BREAK

12:30 pm – 01:30 pm

PARALLEL SESSION II – November 25 (DAY 01)

01:30 pm – 03:00 pm

✓ **Parallel Session 2.01: Issues in Business Strategy in Emerging Economies**

Room: Meeting Room 01

Session Chair: Dr.Eng. Kusno Kamil, ST., MEngMngt.

Coordinator:

Time: 01:30 – 03:00 (Day 01)

✓ *Guest service training model development the case of the waitresses' local at restaurant in Manado, North Sulawesi-Indonesia (UMIMS-12)*. Benny Towoliu, Manado State Polytechnic Indonesia; Fonyy Sangari, Manado State Polytechnic; Dimas Permana, Manado State Polytechnic.

Presenter(s): Benny Towoliu

Implication of External and Internal Factors Consumer Mall in Indonesia and the Impact to Impulsive Buying Behavior(UMIMS-17). Aditya Halim Perdana Kusuma Putra, Universitas Muslim Indonesia; Muhammad Ashoer, Universitas Muslim Indonesia.

Presenter(s): Aditya Halim Perdana Kusuma Putra

Identification of Organizational Change Factors in Higher Education Institutions: A Case study of New Public Universities in Indonesia (UMIMS-32). Gusti Tia Ardiani, Siliwangi University Indonesia; Adhitya Rahmat Taufiq, Siliwangi University Indonesia; Andina Eka Mandasari, Siliwangi University Indonesia.

Presenter(s): Gusti Tia Ardiani, Adhitya Rahmat Taufiq, Andina Eka Mandasari

A Preferred Leadership Portrait of Successful Cross-Cultural Leadership (UMIMS-41). Chow Tong Wool, University Putra Malaysia; Lailawati Mohd Salleh, University Putra Malaysia; Ismi Arif Ismail, University Putra Malaysia.

Presenter(s): Chow Tong Wool

The Real Insights of Individual Concerns on Commitment to Change the Government Link Companies (GLCS) (UMIMS-63). Leonis Marchalina, Universiti Utara Malaysia; Assoc. Prof. Dr. Hartini Ahmad, Universiti Utara Malaysia; Prof. Dr. Abdul Malek bin a Tambi, Universiti Sultan Zainal Abidin; Dr. Johari Jalil, Universiti Utara Malaysia.

Presenter(s): Leonis Marchalina

Guest service training model development: The case of the waitresses' local at restaurant in Manado,
(North Sulawesi-Indonesia)

Benny Towoliu, Tourism Department, Manado State Polytechnic Indonesia*

Fonny Sangari, Tourism Department, Manado State Polytechnic

Dimas Permana, Tourism Department, Manado State Polytechnic

Abstract: The development of tourism industry includes two things: products that include the location and infrastructure and human resource tourism development. Manado is the capital city of North Sulawesi province which is in the last decade has determined tourism as a featured program. Accelerated development of facilities such as accommodation and restaurants have proved that local governments are concerned with the development of tourism sector. However, the success is not supported by local human resources development; especially waitresses at the local restaurant who do not have upgraded skills, knowledge, and attitude. The purpose of this study is to develop a model of service training. The research method used is descriptive qualitative supported by quantitative data. In this study, we get the model by using questionnaires-surveys, interview, and observation. Research result of the integrated training model will be effective because the capability of staff can be appraised based on the background of education and job experience. Besides, the training model does not make the staff bored because they will be separated per group referring to the background. At the end of the training, the staff will get the certificate of competence. Subsequently, this information could assist the industries to conduct training for waitresses.

Keywords: Guest, service training, model development, waitresses, local restaurant

Paper ID: UMIMS12

*Corresponding author's email: benny.tourism@gmail.com

INTRODUCTION

The tourism industry is also known as the labor-intensive industry, it means that it involves many human resources in there who interact with each other; including with tourists as a consumer. In addition, tourism is an art industry where the man who plays it must show an element of his art to play tourist (guests) emotions, so they always loyal and travel to a destination accommodation and catering (restaurant) are the two elements that mostly play the role of human resources involved in it, to attract tourists (guests) to visit it. Inherent Factor to the human resources is the hospitality attitude. This attitude is a very enforced standard in hotel or restaurant business. The worker in a hotel or restaurant should always apply the standard in interacting with tourists. That is how it shows that workers are friendly, polite and emphatic in serving tourists (guests).

So far, these quality service standards only have been applied in the hospitality industry. While in the food service industry (culinary) did not seem to get attention. This trend occurred at various local restaurants in the city of Manado. The stakeholders of the local culinary businesses in hiring do not really notice the good quality of service, meanwhile, the service will also affect the business career.

Currently, several cases have occurred where many workers from outside dominated jobs in the restaurant industry in the city of Manado. Especially in restaurants that are well known and have formed the franchise, very rare original local employees (Manado). It has become a general issue that the information obtained that local human resources are not ready to work in the local culinary industry. The quality low of service indeed is very felt by the guests who enjoy the culinary Manado. It is not only felt by the visitor from outside even local people who daily enjoy local cuisine also proved that the quality of services delivered by local workers is below a standard of a culinary industry. Moreover, now the city government strongly supports the development of original culinary Manado as a tourist attraction beside marine tourism attraction.

Given the local restaurants have a very competitive product with the franchise from outside the area, in terms of visitors who come to enjoy a menu that is offered, then the local workers also need to be considered, so that a single package of quality services. How readiness of the servants who worked in the local restaurants in favor of Manado as a tourist destination? The purpose of this study is assessing the training model of service for a waitress at a local restaurant in the city of Manado.

Theoretical Framework

Service quality should be seen from the technical and functional aspects that can affect the company's image and impact on service delivery. While the criteria of good service quality are the presence of skill and professionalism, attitude and behavior, access and trust, repair (recovery) and reputation (reputation's credibility). Grönroos, 1998 (in Nasution, 2004: 47).

Assessment of service quality involves five key dimensions (five dimensions serv qual) are: (1) tangible (direct evidence), formed the appearance and capabilities of facilities, equipment, tools and facilities and physical infrastructure that is reliable, (2) reliability; the ability to provide the promised service with immediate, accurate and reliable including timeliness, the same service to all customers, the level of error skimp and other things, (3) responsiveness; provide fast service to customers and understand what is needed, in it includes responsiveness, awareness and other matters, (4) assurance (collateral) is the guarantee get the service properly and appropriately so as to develop a sense of trust and comfort for the customers, could include knowledge, skills, politeness, and trustworthiness owned by the staff, free from danger, risk or doubt (competence, credibility, courtesy and security) and (5) empathy, is giving special attention or personal to its customers in terms of satisfying the needs of consumer. Empathy also includes the communication, contacts, and presence (ease of contact and approachability) and understand the needs, Parasuraman et.al in Tjiptono, (1996: 70).

Culinary is part of the appeal of a destination, which is in development is strongly influenced by the service provided is good from food products offered as well as human resource service (delivery). The customer or guest satisfaction also further affects the development of a tourist destination, in a comprehensive manner (Canny, I. U. 2013). Tan, Oriode and Fallon (2014), highlighting the lack of assurance and empathy on Chinese fast food, so they suggest the need for spending on training both for the quality of food and food supervisors to be trained. While Markovic, Raspor and Segaric (2010) highlights the quality of service in Croatia with the advanced measurement Restaurants Serv qual and DineServ modified; they find that there is a gap between the expectations and the reality of the respondents, which is the high service

expectation, while in fact, the result of the service is low; This research despite the small sample with limited geography they also provide recommendations for improvement against the food industry in Croatia.

In the service concept, the role of the service conductor is important, as players will directly deliver services products to consumers. Horney, 1996 (in Olsen, 1996: 71) states that in a series of service are important aspects, namely the conductor of service or human resources (HR) itself. One aspect to note is the importance of human resources training in order to increase the performance of the service process. The important thing to note is the knowledge and skills of human resources. Based on the approach, it can be said that the formation of the delivery of services performed by the actors and the affected service will be based on the ability or competence of human resources which can be formed from the educational background. While the service process itself also influenced the formation of the functional aspects of service quality, such as consumer contact, attitudes, internal relations, behavior, service mindedness, appearance, accessibility (Grönroos 1998 in Nasution, 2004: 47)

There are four strategies for improving human resources to create customer satisfaction. The fourth strategy is to hire the right employees, building workers to deliver services properly, providing system services that support and retain workers who have the capability. The study of human resource aspects of the service or in relation to the quality of service will be seen as part of the product services are offered in one of activity in the room section (Zeithaml, 1996 (in Tjiptono, 2004: 126).

Some of the basic theories about the training of human resources in order to solve the problem of the phenomenon, and also to formulate the suitable training model. Sikula (1981: 227) training is improving the knowledge and skill of an employee to apply certain work activities, While Flippo (1995: 75) mentions training as an effort to increase knowledge and skills of an employee to apply specific work activities. By training companies to obtain good input to face the management challenges that continue to grow by having employees who can meet the settlement of existing problems. More Gary Dessler (1997: 263) defines the training as the process of teaching new employees or existing, basic skills they need fatherly perform their jobs while Cushway (1997,2002.114), mentions training is the process of teaching skills and provide knowledge needs, and attitudes so that they can carry out their responsibilities in accordance with the standards. While Kepmenaker 261/Men/XI/2004 in Haryono (2015:238) mentioned job training as to give the overall activities, acquire, enhance and develop job competence, productivity, discipline, attitude and work ethic on the level of skill and expertise that match the grade and qualifications and job positions. Compared to Simamora (2006: 276) that held goal of training and development work directed to provide, improve, and develop job competence in order to improve the capability, productivity, and prosperity.

From several experts' definitions before it can be concluded that basically, the training aims to improve the knowledge, skills, and attitudes so that workers can master the occupied areas as well as the competence.

Training has a big hand in determining the effectiveness and efficiency of the organization. Some of the tangible benefits of training and development programs are: (1) improving the quantity and quality of productivity, (2) reduce the learning time required employees to achieve a standard of acceptable performance, (3) forming an attitude , loyalty, and cooperation is more profitable, (4) to meet the needs of human resources planning, (5) reducing the frequency and costs of workplace accidents, and (6) help employees in their personal improvement and development. Simamora (2006: 276-278)

In increasing the skills of human resources to achieve optimal competence in a particular field, it takes the right training methods. Training methods include; hands-on as well as on the job training which consists of simulations, case studies, business games, role play and behavior modeling. Then on the job training method that consists of coaching, demonstration, job rotation, and projects. Besides off the job

training method which has various types such as lectures, simulation, role playing, game management, vestibule training, experiential learning, audiovisual and case study. Suparyadi (2015:199-210)

RESEARCH METHOD

Currently, Manado City has developed a culinary as a tourist icon to support marine tourism which is the region's flagship tourism. In development as a culinary tourism icon in Manado; there are two places that become the local culinary center of *Mega Mas Area* and *Sabua Bulu Malalayang* Manado. Indeed there is one more place that characterizes the identity as the original traditional culinary named "Wakeke". It is located in the middle of the city center, while the place only sells one mainstay menu that is Manado Porridge in the local language called "Tinutuan". Research considerations take data in two places previously caused in two places the tourists can get a variety of culinary menu of the original Manado as well as in the two locations that tourists can enjoy the menu Manado and also enjoy the view of Manado sea facing the Bunaken National Park Area. In addition, the object of research is the behavior of local workers who work in the local culinary industry.

This study involved a mixed method approach, combining quantitative and qualitative research techniques. Data collection methods used were questionnaires-surveys, interviews, and observation. Questionnaire surveys were calculated and analyzed by descriptive statistics, mean and displayed in graphical form or chart. The Likert scale used in the questionnaire to generate numerical indicators of the importance of respondents attached to their responses. Interviews were conducted to ascertain how their assessment of local workers working in the culinary industry and participant was chosen based on snowball technique. Informants selected based on their competence and experience in the culinary industry. Observation is done as a comparison in formulating training model that will be developed. The Observer assesses the effectiveness of the training model that has been carried out by the training provider. While the documentation is done to see previous researchers that are considered relevant and associated with this research.

RESULT AND DISCUSSION

The findings of this study are blended of results of surveys, interviews and field observations. Culinary Area *Sabua Bulu Malalayang* and *Mega Mas Manado*.

Sabua Bulu Malalayang is the name of a typical traditional culinary area of Manado located on the coast of Malalayang in Manado City. Before being cultivated as a culinary area with the name Sabua Bulu; This beach location is already crowded by the people of Manado city when Saturday and Sunday or other holidays. Malalayang Beach is a free tourist attraction, because in addition to presenting the natural conditions close to the city center, also faced with a beautiful natural sea scenery where in front of this Malalayang coast seen Bunaken National Park as a marine tourism icon Manado.

In the vicinity of Malalayang Beach, people living in that location often sell typical culinary of Manado, such as Pisang Goreng, Manado Porridge, Tahu Isi, and Mie Cakalang. The people of Manado are very happy to spend the weekend or holiday in this area. Therefore, on holidays it is certain that the traffic through this area must have congestion. Sabua Bulu Malayayang Manado was arranged by Mayor of Manado on July 30, 2012. The number of Field Creative Merchants (PKL) doing business in the location at the time of inauguration is 46 people, arranged and get government assistance and supported by PT Sinar Sosro through CSR Program (Corporate Social Responsibility).

While Megamas Region is a coastal reclamation area of 36 Ha, which was built by PT.Megasurya Nusalestari. From its history the reclamation process itself began in 1996. The concept of Megamas Region is an integrated Business and Tourism Area. In Megamas Manado area stands shops, malls, and trade centers as well as restaurants along the Mega Mas beach.

Construction of the mall began in 2000. Until now it has been present in this Megamas Area hundreds of store units consisting of 4 types of stores that are distinguished from the width and style of the building, namely Mega Style, Mega Profit, Mega Bright, and Mega Smart. The shops in the Megamas area have become prestigious shops, because the quality of the building is indeed selected with a high specification, especially concerning construction and safety, in addition to the location of a very strategic shopping, located right in the area of BoB (Boulevard on Business). In Megamas Area built a culinary area that presents a variety of local, nusantara and foreign culinary. Special local culinary entrepreneurs who invest in competing culinary fields offer special serving Minahasa region

Result from Questionnaire-based Survey

116 respondents filled in the questionnaire and they consists of 97.50% respondents came from the province of North Sulawesi (Manado, Minahasa, Sangir Bolmong and Bitung), and 2.50% from outside. They came from Bogor and Ternate. The respondents' characteristics based on their professions: 28.45% private sectors, 25.86% government officials, 19.83% students, 13.79% professionals and also 6.90% entrepreneurs.

Good service quality is certainly expected by the guests when they visit or want to enjoy the restaurant menu, this is seen from the expectation of the guests to the service to be gained by the waiter who works at local restaurant t in Manado city. This gave guests expectations: 60% was very expecting, 36% expect, 3% quite expect and also 1% not expecting. Nobody person answered very not expecting. (Figure 1.1)

The quality of service greatly affects the satisfaction of guests visiting the restaurant even guests are willing to pay more when the guest feels well served (Homburg, 2005). At certain stages will have an impact on the creation of customer loyalty to the product so that in the long term can reduce the cost of product promotion. This means that the business will benefit where guests or customers are satisfied unwittingly will be a free promotional channel for businesses. Satisfied guest will deliver to the next prospective guest so that will form the positive chain of promotion by word of mouth (Widyaratna, 2001; Yang, 2013).



However, in reality, high expectations of the quality of service provided inversely with the results obtained, the following performance results assessed by respondents: 5% very, 38% Satisfied, 30% quite satisfied, 21% less satisfied and 6% not satisfied (figure 1.2).

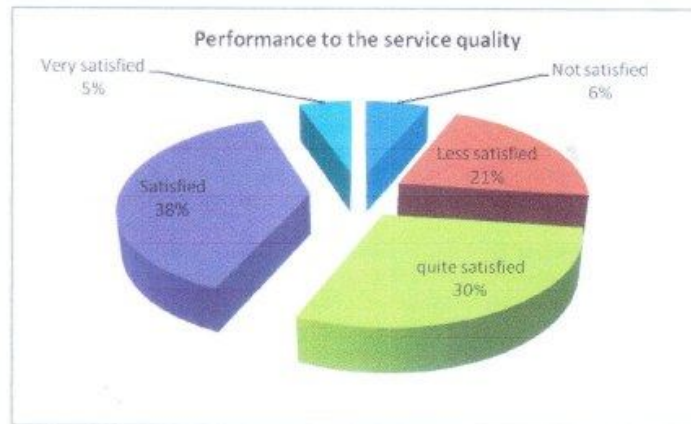


Figure 1.2. Performance to the service quality

In line with research from Towoliu. B.I et al (2017) to the quality of service from staff working in various local restaurants in Manado City. Through a ser-qual approach with five dimensions of service are tangible, reliable, responsiveness, assurance, and empathy. The research found that the quality of service workers at local restaurants is still far from customer expectations, where the comparison between service expectations and average service performance is -1.14, indicates that service quality is concluded poorly and needs to improve the quality of service workers at local restaurants.

Result from Interview

Information was collected from several interviewees who had eaten at the culinary site. They were chosen because they were able to explain about the services gained during a local culinary experience. In-depth interviews were conducted with 5 individuals with a snowball technique. At the time of the interview, transcription was made and coded based on research objectives and interview questions. Quotations (translated into English by the author) "written in italics surrounded by double quotes" to indicate that these are the words of the informant.

The participants strongly support the development of tourism in the city of Manado with various facilities and infrastructure of tourism supporters, but they are also concerned with the readiness of local workers who work in the Tourism Industry. The informant was worried and hoped that the workers in the Culinary Industry should be trained and improved the behavior, knowledge, and skills of those who work in culinary. The participant also sincerely hopes for the industry not to fire their employees but continue to be trained. Local governments and culinary industries should work with training providers for employees. The demand to provide the best service is needed to sustain guests or tourists:

"As a resident of Manado, I highly appreciate the local government and the private sector have built various tourism facilities and infrastructure, in Manado city, ...but I also need to express my concerns about the workers in the local industry who need to improve their knowledge and skills.... I expect the government and the private sector to work with educational institutions that provide culinary training services to train the attitudes, knowledge, and skills of local workers working in local restaurants."(local community)

Other informants also provide reinforcement that the waiter who works the local culinary industry on average do not have the competence of working as a waiter. They are recruited by relatives or close relatives, with no background in tourism education graduates. So to improve the image of Manado as a culinary destination, informants advise local government and local restaurant or culinary owners to train these waiters by entrusting to a certain institution that is competent in hospitality training. They also reminded that hospitality is very important for the development of tourist destinations.

So the quality of service workers who work in the local restaurant needs to be improved. The academic participant also highlights the same thing that local workers are very far from the standard of service as expected in the hospitality industry. In addition, they highlighted the training methods to employees in the hospitality industry, including the culinary field. It disclosed that the training provided remained the same and there was no improvement in training methods, resulting in saturation. According to informants, the training did not pay attention to the method, and the background of the trainees:

"I know that the servants generally work under the quality service standards, it is also often found by me several times that I have eaten at local restaurants, but I have also asked them if they have ever been given training, ... they answered yes but the presentation of the material is always the same. Bored, besides that, we have been getting the same material beforehand getting more training, we are reunited with new participants with the material we've got before, ... we are bored sir ... I agree with their opinion that surely each of us who are given any briefing of any given period with the same materials and methods will surely be bored ... (Academics).

A criticism of the quality of service of waitress workers in local restaurants as well as to monotonous training materials providers as well as non-development of training methods. However, this has become an appropriate input for the improvement of generally accepted learning and training model's.

Result from Observation

As a region designated as a culinary tourist attraction, Mega Mas and Sabua Bulu Malalayang areas become the main focus for tourists who will visit in Manado City. Located in downtown Manado and adjacent to National Bunaken National Park this area has a strategic value for the development of culinary tourism. But the readiness of human resources as a front-runner is needed even to be balanced with the development of infrastructure of tourism infrastructure facilities. In relation to the readiness of local workers involved in the culinary industry, the results of observations indicate that; Workers do not have basic skills in service, less of product knowledge, and disrespectful behavior against the interests of guests (Hsiao, Y. H.et.all,2016). Here is a graph (figure 1.3) that illustrates the percentage of observation results of workers at local restaurants in the culinary area (figure 1.3).

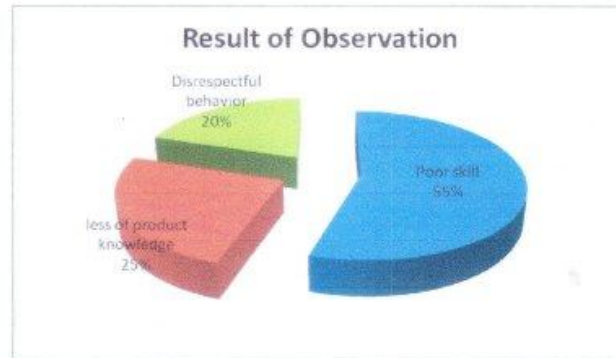


Figure 1.3. Result of Observation (source by research 2016)

The basic things that are categorized in low skills for example: when guests visiting guests are not addressed, do not invite in and sit, guests are not offered menus, not interactive in talking with guests, communication is not polite, then to knowledge of the product, When guests ask about the menu: ingredients from their food products do not know, even until the menu is sold out even sometimes the waiter had to ask first to the kitchen. As for the bad behavioral categories, the things that are encountered when the guests need help, they tend to be apathetic and even guests are left to take their own, even the guest complaint is ignored (Siu, N et.all2013). So from the results of these observations indicate that the skills, knowledge, and behavior of waiters in local restaurants need to be trained to improve employee competency.

Integrated training Model

The poor quality of service from workers in local restaurants, this is caused by the imbalance of tourism development where only focus on one aspect of the development of tourist attraction infrastructure with everything in it. Tourism development should be balanced between attractiveness and human resources. Currently, tourism is the largest industry and has been established as a leading sector in Indonesia. As an industry, tourism involves many supporting components in it, such as 1) accommodation, (2) catering or restaurant, (3) transportation or transportation facilities, (4) money changer, (5) attractions, (6) souvenirs, 7) travel agency. (Endar and Sulartiningrum, 2001).

Meanwhile, as a new region that promotes tourism as a leading sector. It basically requires a competent workforce through labor recruitment process that has an educational background appropriate to the work and training required in the culinary industry. In relation to services involving human resources working in local restaurants, the current workforce at local restaurants is far behind the national and international franchise operations system. During this time the model of recruitment of workers in local restaurants based on the recommendation of family and relatives, although the prospective worker does not have the educational background that is relevant to the work and not sufficient training experience suitable to his job (Liwan, C 2015). This process, in the long run, will weaken the regional culinary tourism industry. The solution for local restaurant owners is to train employees in the restaurant. If any recruitment of new workers who have good skills in accordance with the needs of the restaurant, certainly a bit difficult to do considering the availability of educational institutions that work to provide labor in the sector is still lacking, where until now educational institutions engaged in tourism in the city of Manado Amounting to 11

institutions are divided into various elements of competence that exist in the tourism industry. Outside labor recruitment methods are highly unlikely, this is confronted with the ability of local restaurant owners to pay employees, provide lodging facilities even in the face of regulations that require industries in the area to use local labor.

Training for employees at local restaurants is mandatory considering the quality of service that will affect the tourism industry in the region. What kind of training model suits the needs of the industry and can accommodate all the backgrounds of employees working in local restaurants? Based on the observation that the pattern of training approach for employees in the hospitality industry including culinary is general, where the training service provider institution places trainees who already have a skill education background and the participants who do not have the skills and educational background and who have experience in their work are placed on the same training session. Then the coach presented the same method of the training method to all the trainees. The results of the training for all participants are given the same award without any different disagreement. Models like this that are always valid today, the result is that participants tend to have education and work experience is apathetic, due to the application of materials and methods are the same. Below in Figure 1.4, a model of training approach generally applies.

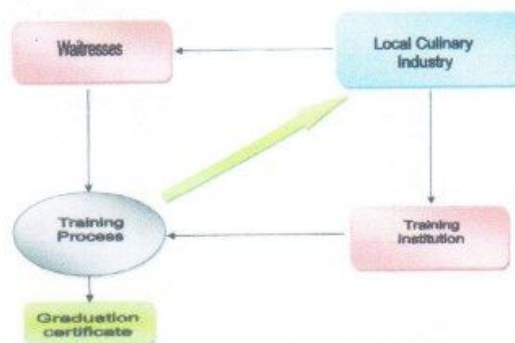
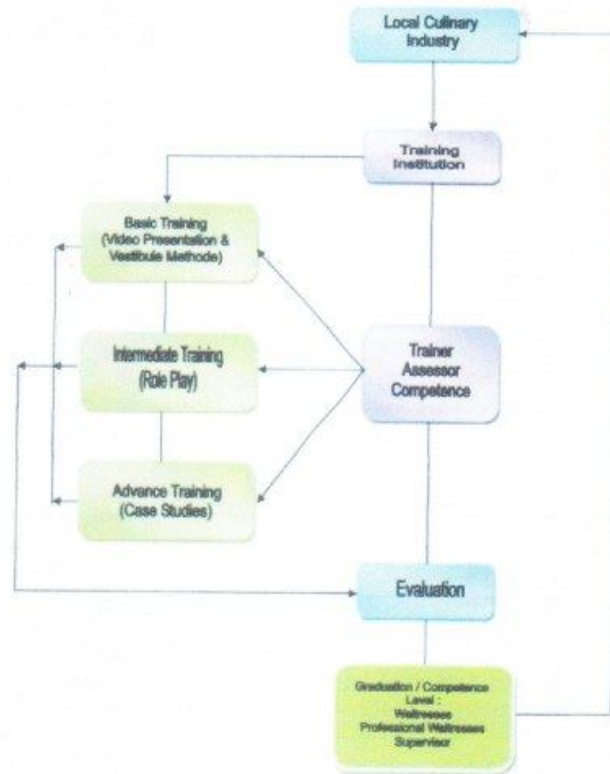


Figure 1.4. Previously model training

Source: research observe

Image visualization based on qualitative analysis conducted by researcher through observation approach in recent years, training institute conducting training and competency test in the hospitality industry where competency testing and training cover food and beverage product, food and beverage, front office, and household. The model approach can be described as follows; (Figure 1.1), contact the culinary industry training institute, and the training institute asks participants of the data to be trained regardless of the educational background and work experience of the participants gathered in a certain place to be trained after the trainee is given a graduation training certificate. The disadvantages of the model training approach are, (1) the generalized method of training provided, may be lectures, video presentations, role-plays or simulations, (2) participants are placed in the same class exercises regardless of educational background or work experience. Of the participants, (3) the likelihood of participants who have the experience to be

saturated with training, (4) a training completion certificate only to mention one word is "pass". The virtues of this model are practical, do not require much time and effort, and participants may be in large numbers. Based on the model of the previous approach, then we propose a model of an integrated approach to development based on observations supported by various theories of training and human resource development. Figure 15. the following describes a model of integrated waiter training, where the following explanation is given:



Culinary industry contact to training institute and test competencies, then the training implementing agency will ask the data participant who will follow the training. Next training institutions will examine the data of participants who will be trained, educational background, and work experience is the data that are needed by the institution. After that, the institution will submit to the coach who already has a certificate of assessors to divide the class based on the data received by the participants. Institutions through competency assessors inspect files at once divided the participants based on the biographical data of participants who have appropriate educational background or work that is not appropriate, then who already have work experience

or new ones to come to work. Then the class will be divided based on the biographical data that have been checked to be trained or tested the ability of the participants. For participants who have never received training and have no education that supports them will occupy the classes Basic Training and getting training methods video presentation or vestibule, for those who have the educational background but do not have work experience or who first entered industry occupy Intermediate class training and receive training methods role play or simulation. Lastly, those who have experience would occupy advanced training classes, and receive training solving cases occurred in the industry as well as ways of handling managerial approach.

The process continues to the level of training when taken it up to 2 to 3 days depending on the needs of training and competence of the class that will be achieved. After the last day, they will be evaluated to get a certificate of graduation. In the graduation status will be given training institutes, each different grade graduation last statement passed as waitresses then graduated as a professional waiter and also graduated as a supervisor. Once the evaluation process is completed and the participants have received their certificates, the participants will be returned to the culinary industry.

CONCLUSION

From the previous discussion, it can be concluded that the quality of service of waitresses who worked at a local restaurant in the city of Manado is low as evidenced by average ratings between expectations and performance figures at the level-1.14. That means the overall guest is not satisfied with their service. Thus, there is a need to restore the service of waitresses in a local restaurant, considering that tourism is an important point in which there is hospitality service. The local government needs to suggest the culinary industry entrepreneur, to immediately upgrade them. An easy way to be taken is to work together with tourism competence training institution.

Integrated service training model is a solution for service improvement of the local culinary industry because in this model, would explore every basic capability of the waiters at the same time giving recognition of the basic competencies that are already owned by waitresses.

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