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ANALYSIS THE IMPACT OF PRODUCT QUALITY AND CUSTOMER SERVICE ON SATISFACTION AND LOYALTY OF PEST CONTROL OPERATORS IN PT BAYER INDONESIA

Widyariset Vol. 18, No.1, April 2015, page: 1–11

Abstract

The aims of the research are to identify the importance level of attributes of product quality and customer service on customer satisfaction and loyalty, to analyze the impact of product quality and customer service on customer satisfaction and loyalty, and to recommend the corporate strategy to PT Bayer Indonesia on customer satisfaction and loyalty. Types of research are descriptive and explanatory survey and the sampling method is convenient sampling. Unit of observation is two hundreds respondents through the distribution of questionnaires to the pest control operators in Jakarta, Bandung, Semarang, Surabaya, Denpasar, Balikpapan, Medan, and Pekanbaru. Attributes and its influence was analyzed using Structural Equation Model (SEM). Respondents of the study are from Jakarta (46.0%), Bandung (2.5%), Semarang (3.0%), Surabaya (25.0%), Denpasar (5.5%), Balikpapan (2.5%), Pekanbaru (4.0%), Medan (8.5%), and Batam (3.0%). The score of importance level of product quality is for effectivity (91.6%), ease of use (96.1%), flexibility (96.8%), technical specification (95.3%), durability (94.3%), and prestige (97.1%), while for customer service is tangibles (88.6%), reliability (87.0%), responsiveness (89.0%), assurance (94.6%), and empathy (96.8%). The results of explanatory research are product quality ($R^2 = 0.788$; $p = 0.003$) and customer service ($R^2 = 0.820$; $p = 0.001$) influence significantly on customer satisfaction, whereas customer satisfaction influence significantly on customer loyalty ($R^2 = 0.946$; $p = 0.000$). Pest control operators as the applicator of pesticides for urban pest from PT Bayer Indonesia have satisfaction on product quality (95.2%) and customer service (90.5%).

Keywords: *Product quality, Customer service, Satisfaction, Loyalty, Pest control operators*

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MARKETING SECTOR DEVELOPMENT AS SUPPORT FOR FISHERIES INDUSTRIALIZATION (CASE STUDY: TILAPIA FISH IN MUSI RAWAS DISTRICT, SOUTH SUMATRA)

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Abstract

Fisheries industrialization announced by the Ministry of Marine and Fisheries Affairs aims to increase production, productivity, and value added of fishery products. However, increased production without increasing marketing efforts will make less successful impact for the program. This research examines the aquaculture, market, channel marketing, and trading of tilapia from Musi Rawas, South Sumatra. Field studies were conducted in March–June 2012. Survey method was used as the main instrument of this study, with the help of questionnaires and in-depth interviews with key informants. Respondents consisted of farmers, collectors, traders, and policy makers related tilapia. Descriptive analysis was conducted for the method of analysis. Results of the study showed that despite an increase in production experienced by farmers, commodities are marketed only to the local market. Farmers are still the price takers which means they cannot increase the bargaining power. The structure of farmers markets are perfectly competitive, while the structure is oligopsonistic merchant. So the prices at the level of farmers are

controlling nature merchants. To improve the welfare of farmers aquaculture, should diminishing patron client relationship and search for new marketing channels need to be done as the customer looking for a restaurant or doing marketing tilapia up to another area.

Keywords: Marketing, Tilapia fish, Price taker, Oligopsony, Musi Rawas

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**INVESTMENT POTENTIAL AND THE EFFECT OF FINANCIAL RATIOS STOCK RETURN
IN MINING SECTOR IN ENVIRONMENT PRO STOCK INDEX AND SHARIA**

Widyariset Vol. 18, No.1, April 2015, page: 25–35

Abstract

Investment is an investing activity on a company of aimed to obtain the return. One of the interesting investments for investors is investing in the mining sector because of large amount of return obtained in a short time. Before choosing which stocks to be invested in the mining companies, investors need to look at the company performance to avoid the risk. The purposes of this study are to examine the investment potential and analyze the influence of financial ratios (CR, DER, EPS, ROE, TATO, ROA, PER, NPM) on stock returns in the mining sector. The object of this research is mining companies who are listed on index SRI-Kehati and Jakarta Islamic Index (JII) period 2010–2013 consistently. The method used was descriptive analysis to calculate Tobin's *Q* score to look at potential investments. Panel data regression analysis was conducted to see the effect of financial ratios to stock return. The results show that PTBA and MEDC have high investment potential from 2010–2013. Because the company's Tobin's *Q* score acquired above 1 for four consecutive years, while the explanatory variables have a positive and significant effect on stock returns is CR, EPS, ROA, and PER. PTBA is the highest average score of CR, EPS, ROA, and PER compared to the other mining companies. Therefore, PTBA is the best choice of investment for investors, specifically in the mining sector.

Keywords: Investment potential, Tobin's *Q* score, Stock returns, Financial ratios

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IDENTIFICATION OF GROWTH AND HINTERLAND AREA IN DEVELOPING NIAS DISTRICT

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Abstract

Growth center is the area or region that is growing very rapidly because it is used as a development central development affecting other areas in the vicinity. Given that areas be the center of that growth is expected in the surrounding areas also affected and stimulated to advance. The aim of the research was to identify subdistricts which have the opportunity or the potential to be the centers of economic growth in Nias District and to analyze the interaction (correlation) between growth center and the hinterlands of supporting subdistricts. The data were analyzed descriptive qualitatively, using skalogram analysis in order to know the centers of regional development based on the availability of economic, social, and governmental facilities and gravitation analysis in order to estimate the attraction of a location in the regional development, compared with the other locations or with the hinterlands. The result of the analysis showed that the first growth center in Nias district is Gido subdistrict, the second growth center is Idanogawo subdistrict, and the third growth center is Botomuzoi subdistrict.

Keywords: Growth center, Interaction, Regional development

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THE EFFECT OF MARKETING MIX AND WEBQUAL ON SITE'S CREDIBILITY

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Abstract

In the practice of e-Commerce, another word for online-based sales activity conducted by firms or organizations via the internet, the credibility of the host site is important. A credible site will be able to attract more visitors, thus increasing the probability of selling the goods or services offered in that particular site. Credibility assessment is not only based on the usability, information quality, and interaction quality of the site alone, but is also based on attributes of marketing mix, which include the originality of the product, the promotion that is currently available,

the existence of additional information in the site, as well as other factors. This research aims to link the attributes of marketing mix and site quality assessment (WebQual), such as the usability, information quality, and interaction quality to the credibility of a site. The research models the relation by constructing a structural equation modeling (SEM) and uses two data analyzing techniques: descriptive analysis using cross tabulation and frequency table, and a variance based model analysis using the Partial Least Square (PLS) method. The results show that site credibility assessment on marketing mix improves due to occurring bonus or promotions, selling well known brands, and the availability of delivery services that can be monitored by buyers. In WebQual metrics, site credibility improves due to visitor's ease of understanding, trust/reliability, and security while visiting or conducting purchases. Site credibility constructions rely on additional vendor information such as contact numbers, vendor ID (address, structure, awards, etc.), shopping guidelines, and feedback speed to customers queries.

Keywords: E-Commerce, Marketing mix, WebQual, Descriptive statistics, SEM, PLS

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PERFORMANCE AND PROSPECTS FOR CATTLE FARM BUSINESS FRIENDLY ENVIRONMENT IN WEST SUMATERA

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Abstract

Most of the farmer groups managing cattle in West Sumatera have not achieved the business goals with little regard for the potential well and local resources that surround them and the lack of attention to environmental impact. The purpose of this study was to describe the performance of the enclosure management, feeding management, livestock waste management with respect to the concept of Green Marketing, and describes prospects for the cattle business in West Sumatra sustainable future. The research was conducted in 2012 in farmer groups Sejahtera Rambatan, Tanah Datar and groups Sejahtera Dua, in West Pasaman. The method used is the qualitative and quantitative approaches. The results of this study were (1) cage is best for beef cattle business is to facilitate the enclosure of communal feeding and cleaning cages. Need a good cage equipped breeding tank waste. (2) Management of by-product feed by utilizing skin cocoa plantations, palm leaf midrib and Solid largely able to substitute concentrate feed and forage with greater economic value. (3) By processing waste in the form of cattle faeces, cow urine and feed residue into organic fertilizer for farmers and provide benefits to cover the cost of feed production. (4) By applying the concept of Green Marketing in the cattle business is to provide economic benefits and environmental friendly.

Keywords: Beef cattle, Livestock waste, Organic fertilizer, and Green marketing

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EFFECTIVENESS OF FISH LANDING BASE (PPI) BUNTOK SUPPLY CHAIN IN THE MARINE CAPTURE FISHERIES IN THE DISTRICT PUBLIC LANDS OF SOUTH BARITO, CENTRAL KALIMANTAN

Widyariset Vol. 17, No.1, April 2014, page: 71–78

Abstract

Barito River is one of the typology of inland waters that has the potential of abundant fish resources as much as 3-4 million tons of fish everyday. Fisheries marketing purposes in the district of South Barito are divided into two, they are inside and outside the district. This study aims to determine the supply chain system of the fish and examine measures to improve the effectiveness of PPIs in the distribution of fisheries in the South Barito regency. Data were collected through observation and interviews with key informants. The method of analysis used in this study with supply chain analysis and gap analysis described descriptively. From the research, it can be concluded that it is still not optimal in the presence of PPI Buntok distribution fisheries in the South Barito regency which recorded only 15% of fish catches are marketed in PPI Buntok while 85% is marketed outside the district. It is therefore necessary building repairs PPI adequate physical and managerial improvement in the management of the PPI.

Keyword: Effectiveness, Fish landing bases, Distribution, Supply chain

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BEEF CATTLE BUSINESS RESOURCES AND LAND TENURE: CATTLE BUSINESS PERFORMANCE INCOME FARMERS CONTRIBUTION

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Abstract

Integrated farming is an alternative effort in order to improve business efficiency in beef cattle farming land. The extent to which it can flourish and contribute to is an exciting thing to assess. Research conducted at the center of beef cattle in Nagari Sungai Kamuyang, Subdistrict Luak, District Lima Puluh Kota, West Sumatra in 2013. The aim is to analyze the relationship mastery of agricultural resources (land) with cattle control, and its impact on business performance of livestock and household income structure of farmers, survey collection methods, data collection using structured questionnaires and in-depth interviews. Determination of the respondents conducted by purposive sampling involved 30 farmers. Data were analyzed by descriptive quantitative and qualitative and presented in tabular form as well as a SWOT analysis. The results showed: (a) The relationship between the area of agricultural land ownership by the number of cattle is that the more the number of farms ownership increasing numbers of livestock. Land tenure of >0.5 ha has 5 cattles. (b) Contribution of the cattle business in research area with agricultural land <0.5 ha is <35 % of total farm household income. (c) Contribution of the cattle business with land holdings >0.5 ha is >40% of total farm household income. Profits per three cows Rp2,786,500.00/periode. $R/C = 1.129$. This means cattle business is well worth the effort. $B/C = 0.129$ profits earned is 12.9% of the costs incurred. (d) Priority beef cattle business development strategy is cooperation with other agencies in the development of feed by utilizing the available land, the provision of knowledge and technology to farmers in order to develop the cattle business, collaboration with agencies planter capital.

Keywords: *Beef cattle, Land resources, Revenue structure, SWOT analysis*

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DYNAMIC OF FISHERMEN EXCHANGE RATE ON TUNA FISHERIES IN BITUNG CITY

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Abstract

Fishermen exchange rate (NTN) is one of the tools or indicators to see the welfare of fishing communities. This paper aims to analyze the structure of received value index, paid value index and dynamic of NTN. This study uses a quantitative approach through surveys. The study was conducted in the Batu Lubang Village, South Lembeh District, Bitung City, North Sulawesi Province in 2012. 31 respondents determinant by purposive sampling. This research using value index as a NTN instrument, is the ratio between fishermen received value index (It) with the fishermen paid value index (Ib). The results showed that received value index is strongly influenced by the production and price of tuna catch. Paid value index is strongly influenced by the variable cost of fishing. Fishermen exchange rate index experienced a downward trend so that it can be said that the welfare of fishermen also decreased.

Keywords: *Fishermen exchange rate, Tuna fisheries, Level of welfare*

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SOCIETY'S WILLINGNESS TO PAY FOR ENVIRONMENTAL FRIENDLY WASTE MANAGEMENT IN DUSUN TOISAPU LANDFILL, AMBON DISTRICT

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Abstract

Waste is a national problem in Indonesia. This is related to the old paradigm of waste management which is only collected, transported, and disposed to the landfill. The same problem occurred in Dusun Toisapu, Ambon. Since its establishment in 2003, Dusun Toisapu landfill used open dumping and it's caused the increased negative externalities of environmental quality for the people who lives nearby. Ambon district officer has a new integrated waste management in 2012 but the implementation is not going well because there was no sorting of waste (organic and anorganic) on source of waste. The governments financial limitation causes the waste management services not

running properly. Based on the results of research in Baguala and Nusaniwe, most people are willing to pay higher retribution for better services in Dusun Toisapu landfill with four scenarios. The highest average WTP in Baguala is Rp24.250,00/family/month for biogas scenario and the lowest is Rp20.804,00/family/month for incineration scenario. In Nusaniwe, it is obtained the highest average WTP is Rp21.228,00/family/month for composting scenario and the lowest is Rp18.220,00/family/month for sanitary landfill scenario. Value of WTP from people can cover operational costs for implementing four waste management scenarios that offered.

Keywords: TPA, Benefit transfer, Contingent valuation method, Environmental quality

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DUPLICATION IN INDONESIAN JOURNAL ARTICLE: QUALITY ANALYSIS

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Abstract

There are several cases of duplicate articles in Indonesian scientific journal. This study provide inputs to the journal publisher in Indonesia to prevent duplication. This paper conducted analysis of quality articles and journals, data obtained from the Indonesian Scientific Journal Database (ISJD) and printed journals in PDII LIPI. The results show (1) the duplication are written by the same author, but published in different journals, in the same or different year; (2) articles published in the same journal but in different volume; (3) articles from a similar research team, but published as sole author under the name of each member of the group. Most journals already include a requirement that the article submitted has not been published in other journals. This paper suggests in order to avoid duplication, each journal should add the prerequisite, such as authors should not submit the article to other publishers before the selection process has been completed. In addition, to address duplication, while the selection is in process, publisher should conduct a benchmarking script analysis to search articles that have been published. ISJD, is a database for comparing articles and managed by PDII LIPI. Currently, ISJD already manages more than 5,000 journals with more than 140,000 articles. This study is expected to provide input to the journal publisher in Indonesia, so there is no duplication of publication of the article.

Keyword: Duplication, Scientific journals, Quality, Database

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EFFECT OF PARENTAL HARMONY ON ADOLESCENTS SEXUAL RISK BEHAVIOUR IN URBAN AREAS OF INDONESIA

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Abstract

Adolescents are at high risk for a number of negative health consequences associated with early and unsafe sexual activity. This study is aimed to analyze the effect of parental harmony on adolescents sexual risk behaviour in urban areas. There were 1,491 adolescents entered into the analysis. The result shows that adolescents who had good parental harmony relationship accounted for 66% of the reduction to had sexual risk behaviour rather than who did not had. Adolescents who had juvenile delinquency increased 3.2-fold to had sexual risk behaviour rather than who did not. Main policy implication of this finding is the importance of parental harmony relationship to reduce adolescents sexual risk behaviour.

Keywords: Sexual risk behaviour, Parental harmony

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ECONOMIC VALUE AND POTENTIAL FOR TOURISM DEVELOPMENT OF TWAL POMBO ISLAND, SALAHUTU, CENTRAL MALUKU, MALUKU

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Abstract

Small island region has the potential of natural resources and high environmental services and can serve as the basis for implementing the capital of Indonesia's development in the future. This area provides a productive resource such as coral reef, seagrass, mangrove forests, fisheries, and conservation areas. TWAL Pombo Island is

a nature conservation area used for tourism and outdoor recreation. Some of the factors that inhibit Pombo Island tourism development areas such as; the lack of local government partisanship the management of the island, defense and safety, lack of basic infrastructure, and environmental degradation. The development of tourism in the region needs to be done as foreign exchange earnings for the region given the island's natural beauty, and the location is very strategic because it is more easily reached from the city center. Based on those factors, this study aims to identification of Pombo Island tourism potential based on the preception of tourists, estimates of the economic value that can be generated from the tourist island of Pombo, policy formulation development potential as a tourist attraction in the region Pombo Island.

Keyword: Economic value, Travel cost method, Policy strategy, Pombo Island

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KEARIFAN LOKAL PENGELOLAAN HUTAN OLEH MASYARAKAT SEKITAR KAWASAN TAMAN WISATA ALAM SICIKE-CIKE, SUMATRA UTARA

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Abstract

The presence of local wisdom in Sicike-Cike Nature Park, North Sumatra, was studied. The result shows that local wisdom is important in forest conservation and tourism related purposes. The result also indicates that the conservation of The Nature Park and its water source is also supported by the existence of traditional customs still largely followed and believe in nature as a sacred area. The preservation of forest management in The Nature Park through local wisdom is influenced by three group factors: basic factor, supporting, and motivating. Co-management that incorporates both local people and goverment is regarded as the best solution offered in the forest management of Sicike-Cike Nature Park.

Keyword : Co-management, Conservation, Local wisdom, Nature Park, Sicike-Cike, North Sumatra