SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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Faculty of Business and Economics
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SOCIAL RESPONSIBILITIES AS A COMPETITIVE ADVANTAGE IN GREEN BUSINESS

Editors:
Werner R. Murhadi, Dr.
Christina R. Honantha, S.E., M.M,CPM (Asia)
Noviatty Kresna D., Dr.
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Reviewers:
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Ning Gao, Ph.D. (Manchester Business School)
Wahyu Soedarmono, Ph.D. (Research Analyst, The World Bank, Jakarta)
Yuanto Kusnadi, Ph.D. (City of Hongkong University)

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Department of Management, faculty of Business & Economics
Universitas Surabaya
Jl. Raya Kalirungkut
Surabaya, Indonesia 60293
Phone : +62-31-2981139
Fax : +62-31-2981239


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FOREWORD

INSYMA has become a tradition of its own for the management department of Universitas Surabaya. For more than a decade this event has become a forum for academics and practitioners to share knowledge. Every year management department always brings the latest theme that becomes an important issue for the development of science.

This year, INSYMA raise the theme "SOCIAL RESPONSIBILITIES AS A COMPETITIVE ADVANTAGE IN GREEN BUSINESS". This theme interesting, considering that at this time all the business need to be more accountable to the public and the environment. Corporate social responsibility is not only an obligation, otherwise it would be a distinct competitive advantage for the company.

Hundreds of scientific papers are sent to a conference committee, and the results of a rigorous selection of more than 100 elected. This paper is derived from a variety of authors, both within and outside the country, academics and practitioners. All the articles are then presented at the symposium and documented in these proceedings.

We hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection. We look forward to your participation in next INSYMA.

Batu, East Java, Indonesia
15th-16th March 2014
CONTENTS

FOREWORD iii

CONTENTS iv

MARKETING

1. THE INFLUENCE OF ENTREPRENEUR EDUCATION, INTERNAL LOCUS OF CONTROL, THE NEED OF ACHIEVEMENT, CREATIVITY, GENDER AND FAMILY TOWARD THE ENTREPRENEURSHIP INTENTION
Andi Asdani, Anik Kusmintarti 3

2. CAN THE GOOD CORPORATE ETHICS STATEMENTS AND CORPORATE SOCIAL RESPONSIBILITY CREATE POSITIVE CONSUMER RESPONSES ON THE COMPANY AND ITS PRODUCTS? A CASE STUDY OF DJARUM’S CSR IN FACULTY OF ECONOMICS AND BUSINESS DIPONEGORO UNIVERSITY
Ari Setiyaningrum 4

3. COMPARATIVE ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT AT GRAND ASTON HOTEL MEDAN AND POLONIA HOTEL MEDAN AND ITS IMPACT TO THE CUSTOMER LOYALTY
Arlina Nuraiby Lubis, Yeni Absah 5

4. ECOPRENEURSHIP: CONCEPT OF RESPONSIBLE ENTREPRENEURSHIP
Dhian Tyas Untari 7

5. THE EFFECT OF RELIGIOSITY DIMENSIONS TO THE QUALITY AND PRICE CONSUMER
6. THE EFFECT OF CUSTOMER EXPERIENCE DESIGN, RELATIONSHIP QUALITY, AND EMOTION CONNECTION ON LOYALTY (EMPIRICAL STUDY ON HOTEL INDUSTRY IN SOLO, INDONESIA)
Elia Ardyan

7. ANALYSIS OF FACTORS THAT INFLUENCE ON MARKETING PERFORMANCE (STUDY ON SMES IN INDONESIA FACE ASEAN ECONOMIC COMMUNITY 2015)
Endi Isnarno

8. DEFENSIVE MARKETING MIX STRATEGIES BASED ON CUSTOMER SATISFACTION COMPARISON OF DIGITAL PRINTING IN SURABAYA
Esti Dwi Rinawiyanti, Rosita Meitha, Rendy Wibisono

9. THE EFFECT OF GREEN PERCEIVED VALUE AND GREEN PERCEIVED RISK TOWARD GREEN PURCHASE INTENTION THROUGH GREEN TRUST
Fran Sindu Vinta, Dudi Anandya, Indarini

10. SHORT AND LONG-TERM PRICE ELASTICITY OF ROOM DEMAND-A TOOL FOR REVENUE MANAGEMENT: A HOTEL CASE STUDY IN BALI
Ida Bagus Made Wiyasha, I Nyoman Arcana

11. THE EFFECT OF PRODUCT INNOVATION, ENDORSEMENTS AND REPUTATION RELATION WITH BRAND IMAGE AND BRAND AWARENESS TOWARD

AFFIRMATIVE OF PURCHASE DECISION ON AIR MANCUR COMPANY SOLO
Ida Bagus Nyoman Udayana

12. MEETING, INCENTIVE, CONVENTION, EXHIBITION (MICE) AS A POTENTIAL MARKET CHALLENGES TO ENHANCE THE CITY BRANDING OF SURABAYA IN FACING GLOBAL TOURISM
Indrianawati Usman, Afifah Rahmania

13. FIRM ADVANTAGES-BASED CSR: STRATEGY TO SUSTAIN & MAINTAIN GREEN BUSINESS PERFORMANCE (EVIDENCES FROM LARGE SCALE ENTERPRISES IN INDONESIA)
Kardison Lumban Batu, Yoestini

14. GREEN MARKETING: ISLAMIC ECONOMIC PERSPECTIVE
Lindiawatie, Khoirul Umam

15. E-WOM BOMB EFFECT ON SOCIAL MEDIA INFLUENCE TO BRAND: CASES IN HALAL PRODUCTS
Liza Mumtazah Damarwulan

16. THE EFFECT OF THE IMPLEMENTATION OF RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION AT PT. BANK DANAMON (PERSERO) TBK., CITRA GARDEN MEDAN BRANCH
Marhayanie, Yulinda

17. THE INFLUENCE OF GREEN MARKETING AND TRIPPLE BOTTOM LINE TO COMPETITIVE ADVANTAGES THROUGH SUSTAINABLE MARKETING, CORPORATE SOCIAL RESPONSIBILITY, BRAND EQUITY, CONSUMER BEHAVIOUR AND CONSUMER SOCIAL RESPONSIBILITY IN HYPERCOMPETITION OF GLOBALIZATION:
AN ECONOMIC VALUE-ADDED (EVA) APPROACH
Maria Mia Kristanti 25

18. ROLE OF NETWORK IN INCREASING SHAREHOLDER VALUE
Masmira Kurniawati 27

19. THE INFLUENCE OF PRODUCT AND SERVICE QUALITY, LOCATION AND CSR PROGRAM TOWARD CUSTOMER SATISFACTION
Muchsin Muthohar, R. Ardyanto Bowo Laksono 28

20. FACTORS INFLUENCING GREEN PACKAGING FOR SMALL INDUSTRY (CASE STUDY ON CHIPS INDUSTRY)
Mutia Tri Satya, Lina Said, Abdul Fidayan 30

21. CONSUMER AWARENESS AND BUYING INTEREST GREEN RESIDENTIAL IN SURABAYA
Njo Anastasia 31

22. CORPORATE SOCIAL RESPONSIBILITY PROGRAMME AS PART OF COMPLEMENTOR RELATIONSHIP IN HOTELS’ NETWORK: THE CASE OF HOTEL INDUSTRY IN BALI, THE REPUBLIC OF INDONESIA
Nyoman Indah Kusuma Dewi 32

23. GREEN CORPORATE SOCIAL RESPONSIBILITY: A NEW DIMENSION OF CUSTOMER - BANK BOND FOR SUSTAINABILITY OF INDONESIAN BANKING
Rahmad Wijaya, Lalu Edy Herman Mulyono 34

24. INTEGRATED MARKETING COMMUNICATION AS A CONCEPTUAL MODEL
Resanti Lestari, Prihartono Aksan Halim 35

25. EFFECT OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY ON DECISION TO CHOOSE STATE UNIVERSITY IN SURABAYA
Ria Astuti Andrayani, Sri Setyo Iriani, Purwohandoko 37

26. THE INFLUENCE OF THE PATIENT PERCEPTION IN NURSING SERVICE ON THE 3RD CLASS IN – PATIENT LOYALTY AT DR. R.M. DJOELHAM GENERAL HOSPITAL BINJAI
Retno Sari Dewi, Ritha F. Dalimunthe 38

27. EFFORT TO INCREASE MARKETING CAPACITY AMONG SME CLUSTER MEMBER IN MONOPSONY MARKET STRUCTURE
Rizal Hari Magnadi 40

28. INCREASING HYPERMARKET RETAIL COMMUNICATION MIX EFFECTIVENESS BY DIGITAL CATALOG
Robby Ardijanto, Indri Hapsari, Zulaicha Parastuty 41

29. THE INFLUENCE OF ECONOMIC CONTENT, CONTENT RESOURCE AND SOCIAL CONTENT TOWARD TRUST, SATISFACTION, COMMITMENT, AND RELATIONSHIP INTENTION (CASE STUDY ON ASKES HEALTH INSURANCE COMPANY IN PURWOKERTO)
Salohuddin Nurdwiantoro 42

30. AWARENESS AND USAGE OF INTERNET BANKING ANALYSIS AND ITS DEVELOPMENT STRATEGY: CASE STUDY IN YOGYAKARTA SPECIAL REGION
Singgih Santoso 43

31. IDENTIFICATION OF THE FACTORS IN BUILDING CUSTOMER LOYALTY AT RESTORANS TULANG JAMBAL BANDUNG
Sri Wiludjeng SP, Rully Faturachman 44
32. MAPPING ORGANISATIONAL CULTURE AND RELATIONAL CAPABILITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN LOMBOK INDONESIA
Sulhaini, Djoko Suprayetno

33. SATISFACTION INDEX MEASUREMENTS OF COMMUNITY SERVICES IN SERDANG BENDAGAI SUMATERA UTARA
Syafiriza Helmi Situmorang, Endang Sulistya Rini

34. THE EFFECTS OF PRODUCT ATTRIBUTES AND PRICING POLICY TO NETBOOK PURCHASE DECISION (CASE STUDY OF UNIVERSITAS WIDYATAMA STUDENTS)
Taufik Rachim, Iwan Setiawan

35. THE IMPLEMENTATION OF INFORMATION TECHNOLOGY AND INNOVATION STRATEGY IN CREATING COMPETITIVE ADVANTAGE IN SMALL AND MEDIUM ENTERPRISES BEADS IN JOMBANG
Widyastuti, Monika Tiarawati

36. THE EFFECTS OF CONSUMER ENVIRONMENTAL CONSCIOUSNESS AND GREEN LABELS ON THE CONSUMER PURCHASE BEHAVIOR
Yessy Artanti

37. THE INFLUENCE OF SERVICE QUALITY AND ADVERTISING MESSAGES ON INTENTION TO USE OF MOBILE BANKING SERVICE (CASE STUDY IN BPR-KS BANDUNG)
Zulganef, Taufik Rachim, Eric Pardede

38. PENGARUH CONSUMER PERCEPTION FIT DAN CORE BRAND ATTITUDE TERHADAP PURCHASE INTENTION PRODUK PERLUASAN MICROSOFT DI SURABAYA
Albert Louis Hanjaya, Dudi Anandya, Christina R. Honanatha
39. THE ROLE OF MESSAGE FRAMING AND INVOLVEMENT IN PROMOTING POSITIVE ATTITUDE OF USE ORGANIC PRODUCTS: A CONCEPTUAL FRAMEWORK
Andhy Setyawan 52

40. MODEL DEVELOPMENT STRATEGY FOR THE EFFECT OF GREEN MARKETING CORPORATE IMAGE IN RETAIL BUSINESS USING GSCA
Erna Andajani, Rini Oktavera 53

41. IN THE REFERENCE GROUP ANALYSIS VIRAL MARKETING ON CONSUMER DEMAND PT AURIN BIZ
Teguh Iman Basuki 54

42. THE EFFECT OF TAX PROPAGANDA TOWARD TAXPAYER COMPLIANCE OF SMALL BUSINESS CATEGORY IN KIARACONDONG DISTRICT BANDUNG CITY
Atin Hafidiah, Dusa Sumartaya 55

43. THE USE OF REUSABLE SHOPPING BAG AS FORM AS GREEN MARKETING IN RETAIL INDUSTRY
Chicilia Nova Yatna, Andhy Setyawan 57

44. THE LINK BETWEEN OFFLINE BRAND ATTRIBUTE AND CORPORATE BRAND IMAGE OF GRAMEDIA TUNJUNGAN PLAZA BOOKSTORE IN SURABAYA
Amelia Hutomo Chandra, Christina R. Honantha, Silvia Margaretha 58

FINANCE & ACCOUNTING

45. SOCIAL RETURN ON INVESTMENT AND ECONOMIC INCENTIVES IN PUBLIC COMPANIES
Amelia Setiawan, RiaSatyarini 61

46. RELATED PARTY TRANSACTIONS AND EARNINGS MANAGEMENT IN INDONESIAN PUBLICLY LISTED MANUFACTURING COMPANIES PERIOD 2010-2012
Anastasia Fenella Sutanto, Felizia Arni Rudiawarni

47. PERFORMANCE BASED BUDGETING IMPLEMENTATION: CASE STUDY AT STATE POLYTECHNIC OF MALANG
Atika Syuliswati

48. ANALYSIS OF INFLUENCE OF PERFORMANCE AUDIT TO PUBLIC SERVICE QUALITY AT SOCIAL HEALTH INSURANCE (CASE STUDY AT DR. HASAN SADIKIN HOSPITAL BANDUNG)
Dini Arwati, Kuspratama

49. THE INFLUENCE OF FINANCIAL PERFORMANCE AND INSTITUTIONAL OWNERSHIP ON DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY (EMPIRICAL STUDIES: THE COMPANIES LISTED ON INDONESIA STOCK EXCHANGE IN 2012)
Dwi Puryati

50. APPLICATION DIVERSIFICATION OF SOCIAL RESPONSIBILITY (SRD) FOR CREATION FIRM VALUE
Eka Handriani

51. VAR ANALYSIS ON MUTUAL RELATIONSHIP BETWEEN STOCK PRICE INDEX AND EXCHANGE RATE AND THE ROLE OF WORLD OIL PRICE AND WORLD GOLD PRICE
Filus Raraga, Harjum Muharam

52. THE EFFECT OF MOMENTUM STRATEGY TO PORTFOLIO PERFORMANCE: EMPIRICAL STUDIES BASED ON SRI KEHATI STOCK
INDEX IN THE INDOONESIAN CAPITAL MARKET
Hasanudin 68

53. THE INFLUENCE OF COMPLEXITY OF OPERATION ON THE AUDIT DELAY
I Putu Edy Arizona 69

54. THE INFLUENCE OF THE COMPONENTS OF INTERNAL CONTROL STRUCTURE ON CREDIT PROVISION EFFICIENCY ON LOCAL CREDIT INSTITUTIONS (LPD) IN DENPASAR
I Gede Cahyadi Putra 70

55. THE IMPACT OF FINANCIAL DECISIONS, PROFITABILITY AND SIZE OF THE COMPANY ON FIRM’S VALUE (AN EMPIRICAL STUDY FROM MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE PERIOD 2009-2011)
I Gusi Ary Suryawathy 71

56. DETERMINANTS OF BANK LIQUIDITY IN INDONESIA
I Made Surya Negara Sudirman 72

57. THE EFFECT OF REPUTATION, ETHICS, SELF ESTEEM AND RISK PREFERENCES ON BUDGETARY SLACK MANAGERS BANK PERKREDITAN RAKYAT (BPR) IN BALI
I Nyoman Putra Yasa 73

58. IMPACT OF FINANCIAL QUALITY AND FIRM SIZE ON CORPORATE FINANCIAL LEVERAGE CHOICE IN REGIONAL BANK INDONESIA
Istieni Sadalia, Fivi Rahmatus Sofyiah 74

59. THE FINANCIAL BEHAVIOR OF INVESTORS USING DISCRIMINANT ANALYSIS APPROACH
Julia Meliza, Istieni Sadalia, Khairia Amalia Fachrudin 75
60. COMPARISON ANALYSIS OF FINANCIAL PERFORMANCE BETWEEN THE COMPANIES WITH FOREIGN AND LOCAL OWNERSHIP STRUCTURE
Kartikawati Danusasmita, Achmad Feriansyah, Edhi Juwono

61. THE PREDICTION OF FINANCIAL DISTRESS ANALYSIS AND ITS IMPLICATION TO STOCK PRICE'S SUB SECTOR TRANSPORTATION IN INDONESIA STOCK EXCHANGE PERIOD 2007-2011
Lasmanah, Lia Amaliawati, Larasati Lestari

62. MACROECONOMIC FACTORS INFLUENCE OF COMPOSITE STOCK PRICE INDEX VALUE SHARES TRANSACTIONS AS AN INTERVENING VARIABLE
Lely Fera Triani

63. ANALYSIS THE INFLUENCE OF EFFECTIVENESS INTERMEDIATION FUNCTION BANKS ON EFFICIENCY BANK (CASE STUDY: CONVENTIONAL BANKS AND ISLAMIC BANKS IN INDONESIA)
Lia Amaliawati, Lasmanah

64. HOW FAR FIRM CHARACTERISTIC PLAYS A ROLE IN CORPORATE SOCIAL RESPONSIBILITY PROGRAM AND REPORTING: STUDY IN INDONESIAN MINING AND BANKING INDUSTRY
Liza Veronica Yahya, Dianne Frisko

65. FINANCIAL CONDITION MODERATED THE EFFECTIVENESS OF AUDIT COMMITTEE TO REDUCE EARNINGS MANAGEMENT
Michella Maria Virgine Prayogo, Yie Ke Feliana, Aurelia Carina Christanti Sutanto
66. EFFECT OF FINANCIAL LITERACY ON STUDENTS CONSUMPTIVE BEHAVIOUR (STUDIES IN FACULTY OF ECONOMIC, STATE UNIVERSITY OF SURABAYA)
Novi Khoiriawati, Tri Agastya Kharismawati, Dian Anita Nuswantara

67. ANALYZED THE FUNDAMENTAL FACTORS OF STOCK RETURN (EMPIRICAL STUDY OF SRI KEHATI GROUP WHICH WERE REGISTERED IN INDONESIAN STOCK EXCHANGE)
Perwito, Rika Zulbetti

68. EVALUATING CORPORATE SOCIAL RESPONSIBILITY TO FINANCIAL PERFORMANCE IN BANKING COMPANIES
Reni Marlina

69. ANALYSIS OF FACTORS AFFECTING THE STOCK UNDERPRICING: CASES OF INITIAL PUBLIC OFFERING IN INDONESIA STOCK EXCHANGE
Reza Widhar Pahlevi, Sutrisno

70. EFFECT OF NET PROFIT MARGIN, OPERATING PROFIT MARGIN, ECONOMIC VALUE ADDED, AND EARNING PER SHARE TO STOCK PRICE OF PHARMACEUTICAL INDUSTRY COMPANIES LISTED IN INDONESIAN FOREIGN EXCHANGE IN 2008-2011 PERIODS
Rosemarie Sutjiati Njotoprajitno

71. THE INFLUENCE OF CAPITAL STRUCTURE, LIQUIDITY, AND EARNINGS GROWTH ON EARNINGS RESPONSE COEFFICIENT (STUDY OF BANKING COMPANY IN INDONESIA STOCK EXCHANGE)
Siti Purayandani

72. THE ROLE OF FINANCING DECISIONS TO FINANCIAL PERFORMANCE ON ISLAMIC BANKING EMPIRICAL
EVIDENCE FROM INDONESIA
Sutrisno 89

73. DETERMINANTS OF CORPORATE DEBT MATURITY IN ASIA PACIFIC
Vina Veriana Limtione, Deddy Marciano, James Bartle 90

74. DETERMINANT FACTORS THAT IS CONSIDERED BY SME’S IN CHOOSING FINANCING THROUGH BMT (BAITUL MAAL WAT TAMWIL) IN WEST SUMATERA
Yasri, Rosyeni Rasyid, Gesit Thabrani 91

75. THE EFFECT OF CAPITAL STRUCTURE TO FINANCIAL PERFORMANCE
Yeye Susilowati 93

76. THE INFLUENCE OF TAX PAYER’S AWARENESS, TAX SERVICE, AND TAX MORALE AGAINST TAX PAYMENT AND TAX EVASION
Yohanes Mardinata Rusli, Candra Sinuraya 94

77. ANALYSIS OF FINANCIAL PERFORMANCE ROA AND ROE BJB SYARIAH BANK BEFORE AND AFTER SPIN OFF IMPLICATIONS OF THE COMPANY IMAGE
Yudi W. Suwandi 95

78. PRACTICE OF CURRENT STATE MAPPING AS PART OF VALUE STREAM MAPPING TO INCREASE PROCESS EFFICIENCY AT PT X’S FINANCE SERVICES DEPARTMENT IN SURABAYA
Albertus Herry Sulistiyono, Stevamus Hadi Darmadjii, Imanuel Goestaman 96

79. ANALYSIS OF DIFFERENCES IN FINANCIAL PERFORMANCE BEFORE AND AFTER OBTAINING ISO 9001:2000 CERTIFICATION IN
MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE
Gerry Geraldo Yonatan, Liliana Inggrit Wijaya

80. THE INFLUENCE OF SOCIAL CAPITAL ON LOAN PAYMENT BEHAVIOUR COMMUNITY SELF HELP GROUP (CASE STUDY AT FINANCIAL MANAGEMENT UNIT INSTITUTE FOR COMMUNITY SELF-RELIANCE IN BLIMBING SUB DISTRICT MALANG CITY)
Moh.Fakhruddin Mudzakkir, Sri Wilujeng

81. ABNORMAL RETURN ON UNDERPRICED IPO IN INDONESIAN STOCK EXCHANGE DURING 2009-2012
Angela Yosevin Florencia, Putu Anom Mahadwartha, Endang Ernawati

HUMAN RESOURCES

82. CREATING GOOD CITIZEN THROUGH ETHICAL VALUES
Ade Irma Anggraeni

83. COWORKERS INTERPERSONAL RELATIONSHIP AS ONE WAY TO EFFORT AN EMPLOYEE’S PERFORMANCE IMPROVEMENT
Andi Deby Grecia

84. HOW TO GENERATE SUSTAINED COMPETITIVE ADVANTAGE IN A SMALL FAMILY BUSINESS?
Andreas Heryjanto, Christiantius Dwiatmadja

85. MODERATING EFFECT OF MOTIVATION ON THE RELATIONSHIP OF EMOTIONAL INTELLIGENCE AND JOB PERFORMANCE
Artha Febriana

86. THE USE OF PERSON ORGANIZATION FIT AS
MODERATING VARIABLE IN RELATION AMONG QUALITY OF WORK LIFE, ORGANIZATIONAL COMMITMENT, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND PERFORMANCE
Bambang Suko Priyono, Tristiana Rijanti

87. HUMAN CAPITAL AND THE SUCCESS OF SME BUSINESS PERFORMANCE
Christianus Dwiatmadja

88. LEADERSHIP DEVELOPMENT, CHANGE-ORIENTED OCB: COMMUNICATION FORUM QUALITY AS AN MEDIATING VARIABLE
Didik Subiyanto

89. THE IMPACT OF RECRUITMENT SYSTEM AND CAREER DEVELOPMENT ON THE ENHANCING OF WORKING EFFECTIVENESS THROUGH COMPENSATION AS INTERVENING VARIABLE AT NIAGARA HOTEL PARAPAT
Elisabet Siahaan, Parapat Gultom

90. TRIPLE BOTTOM LINE OF BUSINESS AS A PERSPECTIVE BUSINESS ETHICS IN CREATING GREEN BUSINESS ON THE CORPORATE ORGANIZATION
Farida Yuliaty

91. SPIRITUALITY IN WORKPLACE, INDIVIDUAL SPIRITUALITY AND WORK BEHAVIOUR: THE STUDI OF HIGHER EDUCATION IN INDONESIA
Fitri Wulandari

92. THE IMPACT OF ORGANIZATIONAL COMMITMENT ON JOB SATISFACTION AND EMPLOYEES PERFORMANCE
Helmi Buyung Aulia Safrizal

93. THE EFFECT OF TRANSFORMATIONAL LEADERSHIP AND QUALITY OF WORK LIFE
TOWARD ORGANIZATIONAL CITIZENSHIP
BEHAVIOR AT UNIVERSITAS TERBUKA
Helmiatin

94. FORMING ORGANIZATIONAL COMMITMENT
THROUGH THE FACTORS OF THE
PERFORMANCE LECTURER (A CASE STUDY
AT SEKOLAH TINGGI ILMU EKONOMI
HARAPAN MEDAN)
Ilham Mubaraq Ritonga, Prihatin Lumbanraja

95. ORGANIZATIONAL IDENTIFICATION AS A
BASIS OF ALUMNI BEHAVIOR SUPPORT ON
THEIR ALMA MATER (STUDY IN INDONESIAN
STATE UNIVERSITY ALUMNI)
Intan Novela Q. Aini

96. ECONOMIC LEARNING BASE EDUCATIONAL
FOR SUSTAINABILITY DEVELOPMENT ESD
THROUGH MANGROVE FOREST
Jun Surjanti, Budiono

97. THE MEDIATING EFFECT OF HIGH
PERFORMANCE WORK SYSTEMS IN THE
ORGANIZATIONAL CULTURE AND
INFORMATION TECHNOLOGY TOWARDS
MANAGERIAL PERFORMANCE: A STUDY AT
COOPERATIVE IN SEMARANG CITY,
PROVINCE OF CENTRAL JAVA, INDONESIA
Maskudi

98. GREEN HUMAN RESOURCE MANAGEMENT IN
THE CREATIVE INDUSTRY
Meily Margaretha, Ratna Widiastuti

99. THE INFLUENCE OF PERSONALITY TYPE ON
THE RELATION OF AUDITOR
CHARACTERISTICS, WORKLOAD,
PROFESSIONAL SKEPTICISM TOWARD THE
ABILITY TO DETECT FRAUD
N. Made Sunarsih
100. CSR MODEL: COOPERATION BETWEEN BUSINESS CORPORATION AND SURABAYA CITY GOVERNMENT FOR IMPROVING COMPETITIVENESS OF SMES THROUGH GREEN BUSINESS ORIENTED TIERED TRAINING
Noviay Kresna Darmasetiawan 123

101. EXAMINING THE INFLUENCE OF ORGANIZATIONAL CLIMATE AND ATTITUDE TOWARD KNOWLEDGE SHARING ON KNOWLEDGE SHARING INTENTION
Rini Sarianti, Rahmiati 124

102. THE INFLUENCE OF RELIGIOSITY ON GREEN CAMPUS BEHAVIOR
Siti Zulaikha Wulandari, Intan Ratnawati 125

103. DETERMINANTS OF LEARNING ORIENTATION AND MOTIVATION ON EMPLOYEES PERFORMANCE
Sri Ismulyaty, Etty Puji Lestari 126

OPERATION MANAGEMENT

104. CONSUMER PERCEPTIONS OF PRICE, QUALITY, VALUE ON LOW COST GREEN CAR IN SURABAYA AND SIDOARJO
Fitri Novika Widjaja, A. Budhiman Setyawan, Prita Ayu Kusumawardhany 129

105. BUS RAPID TRANSIT AS A SOLUTION FOR TRANSPORTATION PROBLEM IN SEMARANG
Novan Reza Pahlevi, Naafilah Lailatirrohmah 130

106. VIETNAM’S URBAN ENVIROMENTAL MANAGEMENT IN GLOBALIZATION WITH SOME ASIAN COUNTRIES’S EXPERIENCE
110. GREEN BUSINESS MODEL: A HOLISTIC APPROACH TO BECOME A GREEN BUSINESS
Boedi Hartadi Kusliina 137

111. DETERMINING FACTORS OF ENTREPRENEURIAL COMPETENCY
Endi Sarwoko 138

112. ANALYSIS THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND THE WELFARE SOCIETY PT X IN BANDUNG
Florentina Andre, M.Sienly Veronica 139

113. INTERRELATIONSHIP AMONG COMPETITIVE ADVANTAGE, BUSINESS STRATEGY AND ORGANIZATION ARCHETYPES
Heru Santosa Hadiyanto 140
114. SERVICE MANAGEMENT STRATEGY BY IMPLEMENTING THE ACADEMIC INFORMATION SYSTEMS IN INDONESIA HIGHER EDUCATION CASE STUDY: CHRISTIAN UNIVERSITY OF INDONESIA
John Tampil Purba 141

115. THE ROLE OF CSR IN BUSINESS TO ACHIEVE THE COMPETITIVE ADVANTAGE POSITION
Maria F. Lies Ambarwati 142

116. THE DEVELOPMENT OF MODEL AND STRATEGY FOR SMALL MEDIUM ENTERPRISE (SME)s IN GERBANGKERTOSUSILO
Bambang Suratman, Nadia Asandimitra Haryono, Harti 143

117. SOCIAL CAPITAL, HUMAN CAPITAL AND THE MEDIATING ROLE OF STRATEGY ON FIRM PERFORMANCE
Nurita Andriani 144

118. CULTURAL DIMENSION AND CORPORATE SOCIAL RESPONSIBILITY
Nurul Aini, Santianingrum Soebandhi 145

119. CLUSTER STRATEGY AS A SUSTAINABLE COMPETITIVE ADVANTAGE FOR SMALL AND MICRO BUSINESSES
Ria Satyarin, Amelia Setiawan 146

120. GREEN BUSINESS PLAN BY REDUCING PACKAGING WASTE IN FOOD AND BEVERAGE INDUSTRY IN SURABAYA
Linda Herawati, Benny Lianto, Evita Tania 147

121. FUNDAMENTAL OF VIRTUE ON CORPORATE SOCIAL RESPONSIBILITY (STUDY BASED ON ARISTOTLE’ CONCEPTS AND IDEA)
Fauzan, Diana Suryaningtyas 148

122. THE PRACTICES OF REGIONAL AUTONOMY IN
CENTRAL JAVA AND ITS IMPLICATION ON
ECONOMIC COMPETITIVENESS
Muhammad Kholis, Etty Puji Lestari
SERVICE MANAGEMENT STRATEGY BY IMPLEMENTING THE ACADEMIC INFORMATION SYSTEMS IN INDONESIA HIGHER EDUCATION

CASE STUDY: CHRISTIAN UNIVERSITY OF INDONESIA

JOHN TAMPIL PURBA

Lecturer of Magister Management STIE Pengembangan Bisnis dan Manajemen Jakarta

Email: jpoeba88@gmail.com

Any higher institution has the service strategy to accommodate their needs the students to accomplish all the contracts in as stated in the curriculum. In fulfilling the requirements, the management should have controlling tools. The tools are varied according to the top management's choices. For Christian University of Indonesia, they choose Academic Information Systems (AIS) as a system that is based on the principle of ERP. The application that tailored regarding to Evaluasi Program Studi Berdasarkan Evaluasi Diri called EPSBED (Program studies evaluations based on self-evaluation). It is based on government regulation. Almost services by the university as well as lectures to the students can be controlled through this application such as teaching and learning activities, the absenteeism of the students and lectures, the grades, rooms management, computers usage management. By using AIS application, the top management can implement the strategy of service towards the university students as well as the faculty members and facilities by using the recorded data in the systems, either short term or in the long term. This paper discusses the strategies of service that can be done by using AIS. By this tools help the management to implement the concept of good university governance in the university, so it will be helpful to see the sustainability and growth of the organization, and have the accurate data as well as speed delivering report to Kopertis and also to Dikti can be fulfilled.

Key word: Service management strategy, Academic Information Systems, Higher Education

RESEARCH BACKGROUND

Towards the global competitions as well the needs of market place, each higher institution shall evaluate their existing performance of services to face hyper and global competitions. Beside the regulations from government also to force any higher institution to comply all regulations accordingly. The service management shall have quality of all the administrative activities such as online registration even for new students and also for existing students, subjects schedule and classrooms information. The teaching learning activities such as; absenteeism, grades, syllabus, lecturers absenteeism, etc.

As one the old University in Indonesia with thousands students. Due to those requirements, one of the main things to do is developing new technology in information systems in order to give the best services to the university students. This tool can be use to manage the activities in giving services to the stakeholders/students. In 2008 the university still use mostly manual
system and some still using the information systems and technology by desktop based, without using the integrated LAN Server to communicate the data, consequently the management get very difficult to get data in real time and accurately from the inside organization. Otherwise the government (Higher Education Directorate General Ministry of National Education), students and parents need the data accordingly. Due to the situation and requirements as described above, the top management believe that the system information with the new technology base can fulfill the requirements to give better and faster services to the stakeholders, so the management decide to choose the Academic Information Systems (AIS) for real and accurate data in giving services to stakeholders, regulators and management as well. For submitting the reports of higher education data (EPSBEd and BKD) to the regulator related (Kopertis and DIKTI) can be taken

LITERATURE REVIEW

Change in the global situation can not be stopped, so any organization shall prepare good servive management. Turban and his friends stated that, Environmental, the organizational, and technological factors are creating a highly competitive business environment in which customers are the local point. Because the pace of change and degree of uncertainty in tomorrow’s competitive environment are expected excelerate. (Turban, Leidner, McLean and Wetherbe, 2006)

For further, the meaning of service management in using the application of information systems and technology can be derived as described in the hand book of ITIL version 3 about service in the area of information technology said; Service is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific cost and risks. The customers want to be served with the sufficient facilitation in order to run their works or business. The running of customer business they need good and sufficient service with specific and best cost, so their business will be grow and grow. In the other pages the book says; the service management is a set of specialized organizational capabilities for providing value to customers in the form of services (ITIL v3 Foundation p. 24 module)

Fandy Tjiptono, in his book Service Management said“ Productive capacity of services depends on 3 aspects: First, physical facility that can accomodate or storage the people or goods, for example medical clinical room, hotels, airplanes, busses, trains, ships, shelves, departement stores, storage rooms, school buildings, etc. Second aspect is, service equipements, such as : telephones, computers, diagnostic equipment, cash register, oven, airport security scanner, etc. Third aspect is human resources, either clerical or professional staffs. ( Fandy Tjiptono, 2012)

Toward the quality of outputs of the higher education the service managment by implementing the information systems for the higher education, the International organization also care on the quality of service like Organization for Economic Co-operation and Development state; the goal of the OECD Institutional Management in Higher Education (IMHE) project on quality teaching was to highlight effective quality initiatives and to encourage practices that may help other institutions to improve the quality of their teaching and thereby, the quality of their graduates. (OECD Report).
For further discussion Orna also stated that the information in higher education is very important in sustaining the education running. The term ‘information’ is extremely wide-ranging and underpins every aspect of university life: "Information [is] the lifeblood of Higher Education Institutions (HEI). It is a resource which[needs] to be managed on a par with finance and human resources. Information must be considered to be part of the infrastructure of an HEI whether it is information for teaching and learning, for research, or for management”. Orna, E (2004).

As discussed by R.Krishnaveni and J.Meenakumari in the International Journal of Environmental Science and Development, Vol. 1, No. 3, August 2010; HosseinZainally (2008) stated “Information and Communication technology provides several facilities and possibilities for educational administrators to do their tasks. The comments on this added by Ashish K“dynamic new shift occurred in higher education” due to the application umar and Arun Kumar (2005) highlighted the importance of Information Technology (IT) as a modern day techno-management tool. The author has concluded by providing a conceptual model for implementing a good technical system. It is mentioned that ICT is used in administration to support the business strategy of ICT in University administration.

From the discussions above and other sources, can be concluded that there are a number of research studies conducted to the usage of Information technologies in many aspects for higher education revealed that the management of institution utilized information technology for making plan, service management and monitoring academic affairs, student affairs, financial affairs and administrative affairs. According to that research and studies the impact of information technologies in the higher education has significant increase of the level of service management and service quality to the faculty members, students, and administrator as well.

The Academic Information Systems in Higher Education is the main application tools to manage all the activities in related with academic in that institutions. Before discussing that, it is better to understand about the running of the application of Academic Information Systems it is better to know what are the requirements how the systems run.

According to George Marakas and O’Brien, 2013) Any information system depends on the resources of people (end users and IS specialists), hardwares (machines and media), software (programs and procedures), data (data and knowledge bases), and networks (communication media and network support) to perform input, processing, output, storage and control activities that transform data resources into information products. One of major things to do in the area of information systems in our organization even now a days other higher education academic information systems. The application of academic information systems in various aspects of public and private life has advanced to a large degree because modern information systems are reliable, performing, scalable, and responsive in the types and size of information they can manage. Higher education institutions such as colleges and universities are increasingly making use of information systems to support their service mandate of providing high-quality education to their stakeholders, i.e. students. Services of Information Systems such; Academic Information Systems including room management, Webs, IT Infrastructures can be used by lecturers, students, staffs and management for internal and external communication. (Maruli Gultom, 2009).

The main idea of the service towards the students, lecturers, as well as administrator is respectively to provide the institutions by giving the optimum support in achieving the
institution objectives with the support of IT services, to utilize the IT resources in a responsible and sustainable way as well as to minimize and deal with the IT risks to optimum effect. To this end it is recommended that a coordinated set of rules be drawn up in the form of policies, plans, processes and specific detailed documentation. These represent binding standards in the performance of the day-to-day business. The focus of attention should be placed both on the relevant individual aspects as well as on the development and implementation of an IT governance strategy. It pays in most cases to consult a specialist partner who will contribute an outside, neutral viewpoint as well as experience gained from many other IT governance projects and who possesses the corresponding know-how in the area of IT service management. (itil.org/en/zumtun/servicemanagement/index.php), (UNESCO, 2009).

Bader A. Alyoubi and Adel A.alyoubi (2013); Academic Information systems are increasingly being adopted in various industries and enterprise organisations due to the unparalleled benefits they offer compared to other kinds of information management. They have been attributed with enhancing the productivity and efficiency of organisations and act as a catalyst in sharing information without much effort leading to a better performing organisation.

The choice of the management of Christian University of Indonesia in implementing AIS in managing the institutions is already the best choice in serving the stakeholders, regulators, parents of students and management itself. Having good data in the systems can be used by top management and board of trustees of the institutions for making the strategy service management.

RESEARCH METHOD

The objectives of the research is to see how the conceptual and operational perspective toward the service management by implementing the academic information systems. This research is quantitative research. The data collected are using purposive sampling where the data presented are parts of whole data from the AIS that already stored in data storage. The data are actual and accurate because already use for a few semesters. The data use for this research is the recently semester academic year 2013/2014. The data that have been collected will be processed by using space utilization formula in the part of discussion of this paper.

The goal is to assess the data recorded by systems compared to the avail capacity of the classrooms inside the institution. Through the tools present can be seen how the systems reporting data by actual classroom usage and the actual data maximum capacity of the classrooms. The findings are used by managements of the institution to maximize the avail capacity and to reduce cost of operation. The analyzed outputs of the recorded data are very useful for the top management to implement the strategy service management especially classroom management.
For operational research of this paper data derived from the usage of the classrooms by departments of the colleges in building A and B campus Cawang East Jakarta Indonesia.

RESULT AND DISCUSSION

Academic Information System (AIS)

The flow diagram of AIS as figured below will describe the activities how the system works; the data entry staffs in every college input the data through their personal computers by using the AIS application that already installed and connected to Database Server.

![Flow diagram AIS](image)

Figure-1 Scheme of Academic Information System

The data entry staffs who responsible in every college to input data in the daily absenteisms of the students and lecturers. For grades of assignments, mid semester, and final semester input into the system by the lecturers according their subjects teaching. All of those data stored in the data storage server, and the server works 24 hours x 7 days. The outputs of the data display can be used by the students, lecturers and managements overall the institution.

Flow diagram AIS in getting data for this research is as follows:

![Flow diagram AIS](image)

Figure-2: Flow diagram to room report of AIS

The classroom usage is set in semester based, any subject identified by the amount of the subjects unit, as we see the figure below based on odd semester 2013/2014. In department accounting in College of Economics, the subject of Introduction to Business, subject code 32207, has 2 units in classroom A no. 03289, Monday from 13.30-15.05, with twenty students enrolled for that subjects. We can see also the capacity of the classroom is forty seats, but only used half from the maximum capacity.
Figure-3. Some of the classroom data and students enrolled

Figure 3 proven that system can show the maximum seats capacity and also show how many students enrolled for each subjects. The rooms still many available to be occupied. So the management can make decision for marketing division and the facility manager to optimize every classroom by coordination with all Deans entire in the institution. The capacity shown in the class 3289 aboved there are 40 seats but only occupied 20 and 11 students in a different time. The other classrooms reported that the occupied students still far from the available seats, the system can show the data of all the classrooms for each building. The AIS system provides information for every classroom based on available seats compared to seats actual demand.

For details of figure 3, AIS can also display the rooms usage by time as described herewith in the figure 4.

Figure-4. Some classroom usage.
The figure 4 above shown that there are a lot of rooms vacant without usage during the working/studying hours. For example room 03286, 03283, 03287, and 03241 are vacant from 11.20 until 20.05, it is happen in every Friday. It means the systems can illustrate the occupied and the vacant rooms all the days.

The below figure is the barchart statistics report of the usage of the classrooms in a weekly report, it is illustrated that only a few rooms of 64 rooms operated according to the maximum usage. There are a lot of rooms can be optimized by the college deans. The application AIS can help the university management to prepare the strategy of service management even for the short term also for the long term.

![Figure-5 Grafic of classrooms usage in building A and B](image)

Based on the above graphs, it is known that at Building A and B there are 64 rooms. Monday to Saturday is shown that the frequency of usage are varied. Based on the graphic of data, the management can make service strategy, how to optimize space effectively, by determining in advance how many times the room will be used in a given day. Total frequency for 64 rooms is 936 times. Frequency of usage preference ranged from once up to 41 times. So the average use of classroom within a week and the frequency average is 14.625 times in a day is 2.44 times.

Tabel 1 describe about the occupancy of the classrooms usage by colleges derived from fig. 3. The lowest occupancy of classrooms usage is on college of letters, departement D3 with 10.95 percent. The highest occupancy of classrooms usage is on college of social science,
department international affairs with 58.66 percent. Average classrooms usage is 34.57 percent, so the average idle capacity is 65.43 percent.

Table 1: Classroom occupancy by department

<table>
<thead>
<tr>
<th>No</th>
<th>Department</th>
<th>Occupancy (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CE_accounting</td>
<td>42.81</td>
</tr>
<tr>
<td>2</td>
<td>CE_management</td>
<td>35.68</td>
</tr>
<tr>
<td>3</td>
<td>CSS_Communication</td>
<td>50.57</td>
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<td>4</td>
<td>CED_English</td>
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<tr>
<td>5</td>
<td>CED_BIO</td>
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<td>6</td>
<td>CED_Math</td>
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<td>7</td>
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<tr>
<td>8</td>
<td>CE-D3_Tax</td>
<td>18.49</td>
</tr>
<tr>
<td>9</td>
<td>C. Law</td>
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<td>10</td>
<td>CSS-International Affairs</td>
<td>58.66</td>
</tr>
<tr>
<td>11</td>
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<tr>
<td>12</td>
<td>CED_Chemistry</td>
<td>16.36</td>
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<tr>
<td>13</td>
<td>CED_Mandarin</td>
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</tr>
<tr>
<td>14</td>
<td>CED_C.Religion Edu</td>
<td>44.42</td>
</tr>
<tr>
<td>15</td>
<td>C.Letter_D3</td>
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</tr>
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<td>16</td>
<td>C. Letters_s1</td>
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<td></td>
<td>Total</td>
<td>553.05</td>
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<tr>
<td></td>
<td>Average Occupancy</td>
<td><strong>34.57%</strong></td>
</tr>
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</table>

Tabel 2 describe about the frequency of the classrooms usage in weekly based derived from fig. 4. Total frequency of classroom usage is 936 times. The lowest frequency of classrooms usage are 8 classrooms with only once usage. The highest frequency of classrooms usage is only one that is classroom no.03206 with 41 times usage. Average frequency of classrooms usage is 14,625 times per week.

Table 2: Classrooms frequency weekly rate by classroom

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<tr>
<th></th>
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<th>03207</th>
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<th>03218</th>
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By assuming one of college subject consume time with 2 hours, resulting 1872 hours the usage of classroom for buildings A and B. By assuming one classroom usage with 7 hours per day so the available time for all classrooms 2688 hours. Total frequency rate of classrooms is hours consuming of classrooms divided by time available times 100 resulting 69.64 percent.

Based on average occupancy and total frequency of classrooms resulting of the space utilization percentage is 24.07. By the presented the result of discussions the top management can make the strategic service management to improving and to optimize the classroom usage and space utilization.

Through that findings we will see how the Information Communication Technology usage is a compulsory in the big organization with thousands students is very important tool to run the most of administrative activities inside organization.

According to discussion above, the impact of implementing academic information systems in higher education directly make results to the improvement academic performances one of those is service management on classroom management entire the universities and other such institutions.

CONCLUSIONS

1. Academic Information Systems (AIS) is very usefull tool to collect the data in supporting decision making for the top management either for the short term or long term.

2. AIS is one of the tools to optimize the classroom usage.
3. By using this tool the management can make the service management strategy.

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