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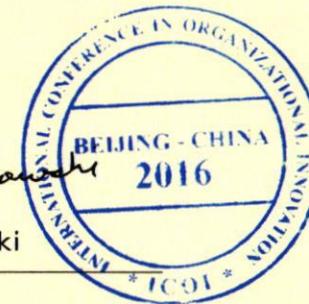
**2016 International Conference
in Organizational Innovation**

July 26 - 28

Beijing, China

Dr. Frederick L. Dembowski

Dr. Frederick L. Dembowski



ICOI 2016 Honorable Chair
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Nanjing Audit University, Nanjing, China

Conference Date

July, 26-28 2016

Location

Hall of Meeting Center , Beijing, China



PROCEEDINGS OF 2016 ICOI THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION

July, 26 – 28, 2016

Editor

Dr. Charles Shieh

Institute of Quantitative Economics, Huaqiao University, China

Mr. T. Aria Auliandri

Department of Management, Faculty of Economics and Business,
Airlangga University, Surabaya, Indonesia

HOSTED & ORGANIZED

Institute of Sponsor:

International Association of Organizational Innovations, USA
Airlangga University, Faculty of Economics and Business, Indonesia
Huaqiao University, Institute of Quantitative Economics, China

Institute of Cosponsor:

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International College of Suan Sunandha Rajabhat University, Thailand
La Trobe University, Department of Management & Marketing, Australia
Nanjing Audit University, School of Economics and Trade, China e
La Salle University, Ramon V. del Rosario College of Business, Manila,
Philippines

WELCOMETO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION, BEIJING, CHINA



On behalf of the International Association of Organizational Innovation, I welcome you to the 2016 The International Conference on Organizational Innovation. This conference is the largest ever!

It is an honor and a pleasure for me to be in this great city of Beijing and to interact with all of you distinguished scholars and business men & women at this conference! I look forward to exploring the city and the country of China.

The International Association of Organizational Innovation has had a great year! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. As a presenter at this Conference, you are automatically included as a member of the Association.

Besides hosting this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal (You will receive a 33% discount if you submit the paper you present at this conference - see the details in your Conference Materials). Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. Send an email to me if you are interested in serving as an Assistant Editor of IJOI.

I would like to thank all of the people who worked very hard to organize this conference. I know the effort that they had to use in getting this conference together. I especially thank the Administrators, Faculty and Staff of the College of Economics and Management at the Beijing University of Chemical Technology for hosting this conference. I would also like to thank my colleague and former student, Dr. Chich-Jen Shieh for his hard work organizing this conference.

I look forward to meeting you all and working with you over the next few days.

For those of you who have published in the Journal or serve as an Assistant Editor, please come up and introduce yourself to me.

Please take the opportunity to explore this exciting city and country. Enjoy the conference!

Dr. Frederick Dembowski,

President, The International Association of Organizational Innovation

Editor, The International Journal of Organizational Innovation

Hibernia National Bank Endowed Professor, Southeastern Louisiana University

ijoinnovation@aol.com

FOREWORD



As the Dean of Faculty of Economics and Business at Universitas Airlangga Indonesia, firstly I would like to congratulate the organizing committee from Beijing University of Chemical Technology China, and Department of Management Faculty of Economics and Business Universitas Airlangga Indonesia, for their enormous effort and good collaboration towards the detailed arrangement for hosting this annual ICOI conference.

The ICOI-2016 activity will enhance good relationship between academic scholars and business practitioner in Organisation. An important goal of the conference is to encourage learning from each other by exchanging ideas, views, and building networks.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the ICOI-2016 conference as well as reviewers for their contribution and effort to an excellent conference proceeding.

Finally, let me welcome all of you to the ICOI-2016. I hope you will enjoy the conference and have a wonderful time during your stay in Beijing China.

Regards,

Prof. Dr. Dian Agustia

Dean

Faculty of Economics and Business

Universitas Airlangga

Indonesia

FOREWORD

Welcome to the 10th International Conference of Organizational Innovation (2016 ICOI, Beijing, China)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 10th ICOI Annual Conference 2016 in China. Our previous 9 conferences in China, Thailand, Malaysia and Indonesia were a resounding success, and on this positive note, we continue the primary activity of our esteemed association, The International Association of Organizational Innovation (IAOI). This year, Institutional Sponsor, Airlangga University, Surabaya, Indonesia has facilitated an excellent venue and associated social activities to complement the academic exchanges over the next few days. The organising committee, on behalf on Conference Chair, Dr Charles Shieh, is truly appreciative of your willingness to both attend and participate in this conference. We extend a special word of appreciation to Dr Sri Gunawan and Mr T. Aria Auliandri for their efforts in hosting the conference.

We are greatly encouraged by the attendance of established leaders in the worldwide network of organizational innovation researchers along with many outstanding leaders from the region. We are particularly indebted to our VIPs and organisers of the conference. Please note the contribution of our sponsors as listed in the program, without whom we could not provide such a professional conference. We welcome our internationally reputable Keynote Presenters, and appreciate their dedication to the 2016 ICOI.

We are also fortunate to remind all delegates of our esteemed journal publication, The International Journal of Organizational Innovation (IJOI), under the editorship of Dr Frederick. L. Dembowski. This year, selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals. This year, we had 201 refereed paper applications, with 138 acceptances. All papers went through a double-blind review process. We thank all applicants, and congratulations to all who had papers accepted for the conference proceedings. We thank our dedicated reviewers for their concerted scholarly efforts in reviewing the papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. Last but certainly not least, please unwind, relax and take some time out during the networking functions organised by our hosts.

Kind Regards

Dr Alex Maritz

Vice President: The International Association of Organizational Innovation

Professor in the department of Management & Marketing, La Trobe University, Australia

Email: a.maritz@latrobe.edu.au

FOREWORD



Welcome to the 2016 ICOI the International Conference on Organizational Innovation. The aim of the 2016 ICOI Conference is to serve as a forum for scholars of the business, education and information disciplines.

This ICOI conference, being one of the largest academic meetings ever held in this city Beijing, will be a grand gala of growing trend of international meeting. We hope this conference will provide all the global family of industry and engineering professionals in the area of Industrial globalization and Technology Innovation with a meeting to share and exchange research interests and applications.

The 2016 ICOI Conference has been established on a global basis. We have received 201 submissions from Australia, China, South India, Indonesia, Egypt, South Africa, Spain, UK. and United States

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 138 papers are accepted for presentation in the conference. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2016 ICOI Conference for their precious time and expertise.

We hope you enjoy this conference and this city Beijing. We are delighted to announced at the 2016 ICOI conference would be held.

Dr. Ridong Hu

Dean and Professor, Institute of Quantitative Economics,
Huaqiao University, China

Address: 362021 Quanzhou City, Fujian Province, China, PRC

Email: j_rdhu@hqu.edu.cn

FOREWORD



Dr. Fernando Cardoso de Sousa holds a Ph.D. and is a professor in Organizational Behaviour; and director of the Bs C. in Real Estate Mediation and the M.A. in Human Resource Management, at the INUAF, Loule, Portugal. Founder and director of the Marketing Research Office (GAIM) and the president of the Portuguese association of Management of Innovation and Creativity in Organisations (www.apgico.pt).

Dr. Fernando Cardoso de Sousa is a speaker in universities and a Business consultant. He is the director of the Academic Cabinet of Research and Marketing (www.gaim.pt). As an author, he has published “A Criatividade como Disciplina Científica” (Creativity as a scientific subject) in Spain, and several articles about business creativity in the magazine of Asocrea, entitled “Creatividad y Sociedad” (Creativity and Society) Guest speaker in universities and companies in Portugal, Brazil, Spain, South Africa, UK and EUA. Author of books and articles on subjects like creativity, innovation, leadership, human resources, psychology and military sociology.

Dr. Fernando Cardoso de Sousa

Portuguese Creativity and innovation Association

Email: cardoso_sousa@hotmail.com

FOREWORD



It is my great pleasure to welcome you all in the 2016 International Conference in Organizational Innovation (ICOI) in Beijing - China.

I would like to deliver my sincere thanks to the working team from Beijing University of Chemical Technology, and Department of Management Faculty of Economics and Business Universitas Airlangga, for their enormous contribution towards the detailed arrangement of this

conference.

I also want to thank the kind support of Sponsor Institutes: International Association of Organization (IAOI) USA, Huaqiao University of China,; and Co-Sponsor Institutes: De la Salle University of Manila Philippines, Shanghai Institute of Technology China, La Trobe University Australia, Suan Sunandha Rajabhat University of Bangkok Thailand, University Kebangsaan Malaysia, Nanjing Audit University China, and Tunghai University of Taiwan.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Sincerely,

Sri Gunawan, DBA

2016 ICOI Conference Co-Chair,
Department of Management
Faculty of Economics and Business
Universitas Airlangga

FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2016ICOI- the International Conference on organizational Innovation in beautiful city, Beijing. The conference will take place during July, 26 to 28; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2016 ICOI Conference has been established on a global basis. we have received 201 submissions from 10 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 138 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America and Australia attend the meeting. Accepted papers are scheduled for presentation in 28 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2016ICOI Conference for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers. We would like to take this opportunity to specifically thank Dr. Charles Shieh and Mr. T. Aria Auliandri who did an outstanding job in organizing these conferences.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, 2 keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Yogyakarta, Indonesia.

Prof. Jenn-Yang Lin

Department of Creative Product Design and Management
Far East University, Taiwan, China
2016 ICOI, Conference Chair

FOREWORD



Dr. Harold G. Kaufman is Professor of Management and Academic Director of the Organizational Behavior, Systems and Analytics graduate program in the Department of Technology Management and Innovation at the New York University Polytechnic School of Engineering. He established this graduate program as a unique and pioneering curriculum integrating the management of people, organizations, technology and analytics. He has kept the program, as well as the annual conferences he initiated in Human Capital Innovation in Technology & Analytics, at the cutting edges of technology in HRIS, talent management, work engagement, human capital engineering and data analytics.

Dr. Kaufman specializes in the study of the utilization, obsolescence and career development of technical professionals. He has reported his research in numerous publications, including three books, the first one receiving recognition as advancing the state of knowledge in the field. Dr. Kaufman's research has been supported by grants from the National Science Foundation and other government agencies as well as from private foundations. He was elected Fellow of the Society of Industrial and Organizational Psychology as well as the American Psychological Association. Dr. Kaufman earned his PhD at New York University in Industrial Psychology.

Dr. Kaufman specializes also holds a Master of Industrial Engineering from New York University and a Bachelor of Mechanical Engineering from the Cooper Union.

Contact Information

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FOREWORD



About 8 years ago, when I first attended this former conference named as 2009 International Conference Industrial Globalization and Technology Innovation (2009 ICIGTI) in Xian City of China, I thought I was going to take on the world's broadest and toughest innovation challenges, and it turns out to be worthy of the reputation. From 2010, the conference renamed as the International Conference of Organizational Innovation (ICOI). The purpose of this change is to let conference topic pluralism and to strengthen the exchange of various countries scholar. As a result, in the following years, I never give up the chance to take part in this event, and every time I leave refreshed and inspired. Congratulations on organizing and facilitating such a cutting-edge event every year.

Today, thank all of the people who worked very hard to organize this conference. ICOI is truly provides an excellent summary of the state-of-the-art in modern technology and business management both in terms of the theoretical knowledge of the field and in its practical application to real-world projects.

This year we now have the opportunity to attend and meet again at the 2016 ICOI, Indonesia, which will be held in Manila, Philippines on July 26-28, 2016, hosted by University of Airlangga in partnership with ICOI. It is a joint conference organized both by the International Association of Organizational Innovation (IAOI), USA, and the University of Airlangga and will bring hundreds of scholars and experts from different countries to get together. This conference offers a great podium for business people, college faculty, graduate students, engineers and practitioners from a variety of background to present and discuss the latest research results, ideas, developments, and applications. This conference will be a key meeting place for all of those involved in the agenda. We look forward to welcoming you.

Dr. Chih Yuan Huang

Professor of Kao Yuan University, Taiwan, China

Email:t10067@cc.kyu.edu.tw

KEYNOTE SPEAKER



Dr. Sydney Engelberg grew up in South Africa and attended the University of the Witwatersrand (Wits), the Hebrew University in Jerusalem and SUNY/Buffalo.

Dr. Sydney Engelberg is currently on the faculty of the Schwarz Program in Non-profit Management and the Community Leadership and Management Program, both at the Hebrew University; Associate Professor at Gratz College, Philadelphia and the Lander Institute in Jerusalem.

Dr. Sydney Engelberg has been Master of a Residential University College in Sydney, Australia; Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia; taught at Clarke University, USA and Derby University, England.

Dr. Engelberg has his own consulting company and current and past clients include the World Bank, UNICEF, IBM, Microsoft, Intel and the Neumo-Ehrenberg Group of Companies, amongst others. Dr. Engelberg has published widely and run Marketing and Executive training workshops in Latin America, Europe, Great Britain, Australia, Israel, Canada and the USA.

ACKNOWLEDAGES



The 2016 ICOI- International Conference of Organizational Innovation was held in Beijing University of Chemical Technology, Beijing. Beijing is one of the world's great ancient capitals, Beijing is a must-see because it is home to some of the finest remnants of China's imperial past Beijing is brightened by its glorious past, but is by no means struck in the past. Behind its rich and complex historical tapestries, everyday life unfolds with bewildering variety. From the commanding austerity of the Forbidden City to the hectic bar street at Sanlitun, Beijing is overflowing with a unique charm, beckoning visitors from around the world to lose themselves in the furious pace. 2016 ICOI brings together the best of this city at Beijing to present and have academic discussion.

The 2016 ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 138 papers were accepted for oral presentation at 2016 ICOI. These papers were presented in a single track of 28 sessions spanning two days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 2 invited keynote address : 1 Dr. Sydney Engelberg, Hebrew University, Jerusalem, 2 Dr. Fred Dembowski, President of International Association of Organizational Innovation, USA are given. I also thank all authors and participants for their contributions.

Beijing is the centre of Chinese culture, and it has grown to become the political, social and economic center of China , you can enjoy gourmet food and different cultures. Moreover , this is a city of order and efficiency. Finally I wish all of you to have a wonderful time in Beijing, China. Please let us know if there is anything we can do to make your stay more enjoyable.

Prof. Dr. Shieh, Chich-Jen (Charles)

2016 ICOI, Executive Director

International Association of Organizations Innovation,USA

Email: Charles@iaoiusa.org

2016 ICOI ORGANIZATION LISTING

Honorable Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. Lean Yu	Dean of School of Economics And Management, Beijing University of Chemical Technology, Beijing, China
Dr. Dian Agustia	Dean of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
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Dr. Hu Ridong	Dean of School of Institute of Quantitative Economics, HuaQiao University, China
Dr. Alex Maritz	Professor in department of Management & Marketing, La Trobe University, Australia
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Dr. Giampaolo Campana	Professor in department of Industrial Engineering DIN - University of Bologna, Italy

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Dr. Yu-Jia Hu	Department of Marketing and Distribution Management Fortune Institute of Technology, Taiwan, China

2016The International Conference on Organizational Innovation Agenda

DATE : July, 26 2016, Tuesday

LOCATION : Hall of Meeting Center , Beijing, China

TIME	ACTIVITY	PLACE
08 : 30—09 : 00	REGISTRATION	
09 : 00—10 : 00	<p><u>Conference Host :</u> Dr. Alex Maritz: La Trobe University, Australia</p> <p><u>Conference Grand Opening Speech :</u> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Dian Agustia, Universitas Airlangga, Indonesia</p> <p><u>Honored VIP Speech :</u> 1. Dr. Yuming Zhai, Shanghai Institute of Technology, China 2. Dr. Harold G. Kaufman, NYU Tandon School of Engineering, USA 3. Dr. Alex Maritz: La Trobe University, Australia 4. Dr. Muhammet USAK, Gazi Universitesi, Turkey 5. Dr. Zh. Kalitchin, Bulgaria 6. Dr. Bal Kishan Dass, Department of Mathematics, University of Delhi, India 7. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 8. Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan 9. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan</p>	Hall of Conference Center
10 : 00—10 : 30	Tea Time and Academic Exchange	
10 : 30—11 : 15	<p>Keynote Presentation (1) Speaker : Dr. Sydney Engelberg Topic: Master Class Workshop on "Paradoxical Leadership in Organizational Innovation and Change."</p>	Hall of Conference Center
11 : 15—12 : 00	<p>Keynote Presentation (2) Speaker : Dr. Frederick L. Dembowski Topic: Business and Education: A Symbiotic Relationship</p>	Hall of Conference Center
12 : 00—13 : 30	Lunch	

DATE : July, 26 2016, Tuesday

LOCATION :

Room A , Beijing, China

Time	Topic of Seminar	Country/Region
	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA	
Session 1.1 13 : 30 14 : 50	1.16R-177: Cognition of Computer Software Learning Operation of Image on Elementary School	Ya-Chi, Chiu Taiwan China
	2.16R-168: Design thinking from Paradigm Shift - To Predict ICT's Product Life Cycle by Grey prediction	Kwo-Shiuan Chiou, Taiwan China
	3.16R-191: NIKE AIR MAX THEA Sneakers Color Consumer Awareness Exploration	Hsin-Fang Tu, Taiwan China
	4. 16R-201: Research of TRIZ and DSM in Product Development	Xu Dandan, Taiwan China
	5. 16R-028: The Knowledge Management Model in Developing Managerial Competency for Small Industry Entrepreneur in West Java	Suwatno, Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Muhammet USAK, Gazi Universitesi, Turkey	
Session 1.2 15 : 10 16 : 30	1.16R-023: Corporate Financial Flexibility and Investment Activities; Evidence from Indonesia	Rahmat Heru Setianto, Indonesia
	2.16R-087: Systematic Risk and Bank Healthy Components of The Commercial Banks on Indonesia Stock Exchange	Mudjilah Rahayu Indonesia
	3.16R-101: Effect of Good Corporate Governance, Voluntary Disclosure of Cost of Debt	Soengeng Soetedjo Indonesia
	4.16R-052: The Effect of Foreign Exchange Rate and Gold Price to Indonesia Composite Index	Ika Yanuarti, Indonesia
	5.16R-141: Dynamics of International Economical Relationships in The Global Context of Innovative Modernization	Ushakov Denis, Thailand
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room B , Beijing, China

Time	Topic of Seminar	Country/Region
Session 2.1 13 : 30 14 : 50	Chair : Dr. Sony Kusumasondjaja, Universitas Airlangga, Indonesia	
	1.16R-051: Analyzing the Readiness of Batik SMES to Export (A Case Study of Pekalongan Batik SMES)	Roos Kities Andadari Indonesia
	2.16R-053: Strengthening Small and Medium Businesses in Indonesia in the ASEAN Market Integration	Moh. Agung Suriyanto Indonesia
	3.16R-034: Analysis on the Effect of Brand Equity on the Purchase Decision of Smartphone I-Phone 6 (Case Study on The Students of Economic Faculty, Islamic University of Indonesia/UII)	Murwanto Sigit, Indonesia
	4. 16R-038: Managerial Ties, Market Orientation and Export Performance: Chinese Firms Experience	Xinming He, UK
	5. 16R-047: Commitment to Online Community and Continuance Intention: Issue Involvement, Interactivity, and Social Interaction	Sony Kusumasondjaja Indonesia
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Dwi Ratmawati, Universitas Airlangga, Indonesia	
	1.16R-048: The Role of Academic Motivation as an Intervening Variable for The Relationship between the Big Five Personality and Academic Performance	Ida Bagus Gede Adi Permana, Indonesia
	2.16R-083: The Influence Of The Charismatic Leadership Style and Work Motivation On Job Satisfaction (Case Study AT PT .XYZ)	Ari Anggarani, Indonesia
	3. 16R-015: Do Altruistic Attribution Affecting Corporate Philanthropy Performance? The Moderating of Gen Y Hedonic Behaviour	Rahmawati, Indonesia
	4. 16R-091: Entrepreneurship Education as a Strategy for Improving the Economical Independence and Competitive Ability of Society in ASEAN Economic Community (AEC) ERA	Tukhas Shilul Imaroh Indonesia
	5.16R-064: Personal Meaning Analysis of Lecturers in Order to Build Entrepreneurship Spirit in Students	Dwi Ratmawati Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room C , Beijing, China

Time	Topic of Seminar	Country/Region
Session 3.1 13 : 30 14 : 50	Chair : Dr. Tri Siwi Agustina, Universitas Airlangga, Indonesia	
	1.16R-018: Application of ABC (Always Better Control) to Control Inventory of Drugs in Hospital	Baling Kustriyono, Indonesia
	2.16R-019: Analysis of Critical Success Factor for ERP Implementation to Achieve Competitive Advantage	Zulfa Fitri Ikatrinasari, Indonesia
	3.16R-049: The Implementation of Business Ethics in Online Taxi Business in Indonesia	Aris Armuninggar Indonesia
	4.16R-063: The Analysis of Delisting Decision of Garment Companies Observed from the Aspect of Bankruptcy Prediction, Compatibility with Income Statement and Auditor's Opinion	Norita Indonesia
	5.16R-076: Ethical Value and Perception of Ethical toward Contra-Productive Behavior's Students	Tri Siwi Agustina Indonesia
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Indrianawati Usman - Universitas Airlangga, Indonesia	
	1.16R-036: Supply Chain Flexibility: Drivers and Enablers-Literature Review	Nanik Linawati, Indonesia
	2.16R-050: Supply Chain-Demand Chain Management and Competitive Advantage	Olivia Laura Sahertian Indonesia
	3.16R-057: Fraud Detection in Non-Cash Transactions Using Information System Audit (A Case Study of Government Banking in Bandung, Indonesia)	Nanang Sasongko, Indonesia
	4. 16R-012: The Impact of Earnings Management on Delisting Risk	Amalia Rizki, Indonesia
	5.16R-080: From Entrepreneurs Leadership Components to Business Success. the Journey to Grow SME through Sustainable Value Creation.	Edwyn C. Putra, Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room D , Beijing China

Time	Topic of Seminar	Country/Region
	Chair : Dr. Bal Kishan Dass, University of Delhi, India	
Session 4.1 13 : 30 14 : 50	1.16R-020: The Impact of Job Satisfaction, Organization Commitment, Organization Citizenship Behavior (OCB) on Employees' Performance	Dyah Sawitri, Indonesia
	2.16R-037: Organizational Culture Assessment at Faculty of Economics and Business, Diponegoro University	Ismi Darmastuti, Indonesia
	3.16R-027: Finished Products Damage Analysis in the third Party Logistics Facility	Puspandam Katias Indonesia
	4.16R-061: Financial Distress and Corporate Information Disclosure	Fitri Ismiyanti Indonesia
	5.16R-081: Quality Culture and Capabilities Process Supply Chain of SMES	Ayi Tejaningrum Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Tanti Handriana, Universitas Airlangga, Indonesia	
Session 4.2 15 : 00 16 : 30	1. 16R-035: Determining Priority of Service Quality Measurement in Students Perspective through Higher Education Performance Instruments and Importance Performance Analysis, A Case Study	Febriana Wurjaningrum, Indonesia
	2.16R-079: The Antecedents and Consequences for the Absorptive Capacity of Export	Nurullaily Kartika, Indonesia
	3.16R-033: Organizational Trust and Organizational Identification : As Mediator of The Relationship between Procedural Justice and Employee Engagement	Praptni Yulianti, Indonesia
	4.16R-029: Entrepreneurial Competencies of Agribusiness in East Java, Indonesia	Y. Lilik Rudianto Indonesia
	5.16R-032: Antecedents and Consequences Online Trust in the Context of C2B Relations	Tanti Handriana Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room E , Beijing China

Time	Topic of Seminar	Country/Region
	Chair : Dr. Alex Maritz, La Trobe University , Australia	
Session 5.1 13 : 30 14 : 50	1.16R-031: Analisis of Work Motivation and Organizational Commitment as a Consequence of Job Involvement in Private University Jakarta Indonesia	Lia Amalia, Indonesia
	2.16R-086: Co-Workers' Impression Management, LMX, and Interpersonal Deviance: The Moderating Effect of Fellow Employees' LMX	Fenika Wulani, Indonesia
	3. 16R-071: Student Entrepreneurs: Motivation, Achievement & Globalization. A Case Study of Students Entrepreneur Who Run Business Online and Offline	Trias Setiawati, Indonesia
	4.16R-077: The Role of Entrepreneurs Strategic Orientation and Management Characteristics on SMEs Performance in District of East Ende, Regency of Ende.	Fitri Lukiastuti, Indonesia
	5. 16R-135: The Role of Informal Networks in the Knowledge Sourcing of Technology SMES	Denny Thomas Australia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan China	
Session 5.2 15 : 10 16 : 30	1.16R-116: A Study of Service Innovation, Satisfaction and Customer Loyalty on Mobile Telecommunication Services	Cheng-Ju Hsu, Taiwan China
	2.16R-139: An Application of Integrated Marketing Communication Fangshan Mango Cultural Festival	Chen-Yin Liu, , Taiwan China
	3.16R-145: Procrustes Analysis based Prediction Model of Emotional Factors for Bicycle form Design	Tsung-Hsing Wang, Taiwan China
	4.16R-174: The Impact of Community Incentives and User-Enterprise Communication on Knowledge Transfer Performance of Enterprise	Chun-Pei Lin, Taiwan China
	5.16R-181: A Study on Construction and Application of Persona Based on RVS Model and Behavior Driving Force Analysis	Xinhui Hong China
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room F , Beijing, China

Time	Topic of Seminar	Country/Region
Session 6.1 13 : 30 14 : 50	Chair : Dr. Sydney Engelberg Hebrew University Jerusale, Israel	
	1.16R-072: Understanding Housewife's Loyalty: Is there Pure Loyalty?	Gancar C Premananto, Indonesia
	2.16R-084: Managing Organizational Resources, Business Environmental Analysis and Evaluation of Competitive Advantage: The Case of East Java Manufacturing Companies	Lena Ellitan, Indonesia
	3.16R-046: Creating Knowledge Using SECI Model as a Knowledge Management Phase to Improve Nurses' Ability in Undertaking Parenteral Therapy	Tatin Wahyanto, Indonesia
	4.16R-056: Management Accounting and Control Systems Effect on Knowledge Management of University	Sondang Mariani Rajagukguk, Indonesia
	5.16R-021: Exploration on the Chinese E-Retailers' Home Delivery Strategy	Chengbo Wang, UK
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Dien Mardiyah, Universitas Airlangga, Indonesia	
	1.16R-060: The Effect of Service Quality Atribut in Academic to Student Satisfaction	Yetty Dwi Lestari, Indonesia
	2.16R-093: Implementation of Blended Learning in The Learning at Malang Regency High School	Enny Sustiyatik, Indonesia
	3.16R-119: The Rainbow Signal System: The Concept of one International M&A (Mergers & Acquisitions) Computer Software Patent	David Chih-Hsiang Chen, Taiwan China
	4.16R-120: The Lighthouse Signal System: The Concept of one Domestic M&A (Mergers & Acquisitions) Computer Software	David Chih-Hsiang Chen, Taiwan China
	5.16R-067: Antecedent and Consequences of Share Responsible in Service Exchanges	Dien Mardhiyah, Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room G , Beijing China

Time	Topic of Seminar	Country/Region
	Chair : Dr. Harold G. Kaufman, NYU Polytechnic School of Engineering, USA	
Session 7.1 13 : 30 14 : 50	1.16R-003: Differences in Financial Performance Before and After Obtaining ISO 9001:2000 Certification in Manufacturing Companies Listed in Indonesia Stock Exchange	Putu Anom Mahadwartha, Indonesia
	2.16R-024: Leading Sectors in the Economy of District/City as Center of Economic Growth in West Java Province Dealing in ASEAN Economic Community (AEC)	Eeng Ahman, Indonesia
	3.16R-013: Information Technology Utility Through E-Commerce to Increase Business Services Study Case in Bandar Lampung Lampung Province Indonesia	Muhammad Nashar, Indonesia
	4.16R-094: The Multichannel Behavior of Gen Y Women: Perceived Price, and Perceived Quality by Using Online and Physical Store in Shopping for Fashion Products	Phima Ruthia Dwikesumasari Indonesia
	5.16R-095: The Relationship between Learning Achievement Technician with Aircraft Technician Performance	Dewi Nusraningrum Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Badri Munir Sukoco, Universitas Airlangga, Indonesia	
Session 7.2 15 : 10 16 : 30	1.16R-007: The Analysis of Banking Consumers' Attitude toward Non-Cash Transactions Through the Theory of Planned Behavior	Zulganef, Indonesia
	2.16R-085: Habitual Consumers on Modern Grocery Retailing	Diyah Tulipa, Indonesia
	3. 6R-090: Selective Exposure and Consumer Behavior (Interpretative Phenomenological Analysis in Consumer Behavior of Z Generation Adolescent on The AD Information of Smartphone Selection)	Inge Hutagalung Indonesia
	4.16R-128:Organizational Innovation and Innovation Adoption among Technology-Based Food Manufacturers: Towards the Development of a Training Design	Roslyn D. Tambago, Philippines
	5.16R-078: Do Identification and Knowledge Sharing Lead to Loyalty among LOMO'S Community Member? A Comparison Study of Taiwan and Philippines	Badri Munir Sukoco, Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room H , Beijing China

Time	Topic of Seminar	Country/Region
	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava Czech Republic	
Session 8.1 13 : 30 14 : 50	1.16R-002: Corporate Governance and Company Performance: The Comparison of state-Owned Enterprise and Private Companies Listed on Indonesian Stock Exchange (IDX)	I Made Sudana, Indonesia
	2.16R-062: The Comparative of Corporate Performance Analysis Between Pre and Post Mergers & Acquisitions Companies in the Indonesia Manufacturing Industries Listed on The Stock Exchange In 2007-2012	Rosiwarna Anwar, Indonesia
	3.16R-006: Innovation Strategy as the Value Driver of Financial Performance : Empirical Research in the Manufacturing Companies	BambangTjahjadi, Indonesia
	4.16R-009: Strategy to Integrate Environmental, Health and Safety Management and its Effects to Financial Performance	Agustinus Hariadi, Indonesia
	5.16R-142: On the Impact of Various Formulations of the Boundary Condition within Numerical Option Valuation by DG Method	Tomáš Tichý, Czech Republic.
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Windijarto, Universitas Airlangga, Indonesia	
Session 8.2 15 : 10 16 : 30	1.16R-016: Value Added Intellectual Capital Coefficient (Vaictm) and Its Effects To Financial Performance and Market Performance	Amalia Rizki Indonesia
	2.16R-070: Asymmetric Effect of Good News and Bad News on the Relationship between Information Asymmetry and Cost of Equity Capital	Puput Tri Komalasari Indonesia
	3.16R-045: Income, Financial Risk Tolerance, Financial Literacy and Participation in Capital Market	Wisudanto, Indonesia
	4.16R-099: The Company's Stock Price Valuations on the Cement Subsector Registered in BEI 2014 Period	Aty Herawati, Indonesia
	5.16R-058: Corporate Governance and Finance Pattern	Windijarto, Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room I , Beijing China

Time	Topic of Seminar	Country/Region
	Chair : Dr. K.K. Rajendran, Bharathidasan University ,South India	
Session 9.1 13 : 30 14 : 50	1.16R-005: Analysis of Causes, Risk and Impact Using Integration Fuzzy Analysis, Bowtie-Analysis, and Fishbone Diagram (Case Study on Manufacturer 3 KG LPG CV. Maju Mapan)Roles of Perceived Person-Environment Fits	Abdurrahman Faris, Indonesia
	2.16R-143: Innovation Process Design	Akeem Abujade, South African
	3.6R-022: Regional Development Strategy of People In Industry (A Case Study in three District of Cianjur Regency)	Yuyus Yudistria, Indonesia
	4.16R-123: A Correlative Analysis on Mental Health and Examination Stress of Higher Secondary Students	K.K. Rajendran, South India
	5.16R-150: A Study on Metacognition and Teaching Competency among Students of Colleges of Education	K.K. Rajendran, South India
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Masmira Kurniawati, Universitas Airlangga, Indonesia	
Session 9.2 15 : 10 16 : 30	1.16R-126: Banking Market Competition And Corporate Innovation: State Level Evidence from U.S	Lin Tian, U.K
	2.16R-132: Long-Term Orientation, Marketing and Technological Capabilities, and Social Responsibility in New Ventures	Taiyuan Wang, Spain
	3.16R-010: The Identification of The Determinant Factors for Water Losses (Non Revenue Water- NRW) During Distribution Process Using Cause-Effect Diagram and Analytical Hierarchy Process (AHP) at the Local Water Supply Company (PDAM) Delta Tirta in Sidoarjo	T. Aria Auliandri , Indonesia
	4.16R-183: Financial Marketization, Audit Opinion and the Cost of Debt: Evidence from China	Fang fang Han, China
	5.16R-069: Effect of Autotelic and Haptic Clueson Product Evaluation	Masmira Kurniawati, Indonesia
18 : 00	Welcoming Dinner	

DATE : July, 26 2016, Tuesday

LOCATION :

Room J , Beijing, China

Time	Topic of Seminar	Country/Region
	Chair : Dr. Dian Ekowati, Universitas Airlangga, Indonesia	
Session 10.1 13 : 30 14 : 50	1.16R-042: The Role of Career Satisfaction in Reducing Turnover Intention Rate and Enhancing Organizational Commitment and Career Commitment	Nuri Herachwati, Indonesia
	2.16R-075: The Effects of Career Satisfaction and Work Attitude : Social Comparison Perspective	Jovi Sulistiawan, Indonesia
	3.16R-068: Analysis of Relationships Korean Wave, Country Image, Attitude toward Korean Product and Visit to Korean Destination	Sri Hartini Indonesia
	4.16R-154: Social Tourism in Egypt	Mostafa Mahmoud Hussein, Egypt
	5. 16R-059: Organizational Change in Public Service: Institutional Logics Underlying Changes in Public Organizations – Cases of Collaborative Changes Initiatives	Dian Ekowati Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Prof. Jenn-Yang Lin, Far East University, Taiwan China	
Session 10.2 15 : 10 16 : 30	1.16R-194: Propelling the Growth in Taiwanese SMEs: The Imperative of Design-led Innovations	Kim C. K. Lee, Taiwan China
	2.16R-125: Exploration on Micro Film Courses in Common Universities	Xiao-Jing Yu, China
	3. 16R-147: A Study on the Confused Factors of Trademark Identification	Ming-Hui Shao, China
	4. 16R-149: Change Trends of Editing Frequencies for Emotion Clips in Films	Xiao-Jing Yu, China
	5.16R-180: Study on Different Mentalities for Viewing Individual Faces in Chinese and Western Arts	Huang Chao-Cheng, China
18 : 00	Welcoming Dinner	

DATE : July, 27 2016, Wednesday

LOCATION :

Room A , Beijing, China

Time	Topic of Seminar	Country/Region
Session 1.3 09 : 00 10 : 20	Chair: Shu-Hen Chiang Chung-Yuan Christian University, Taiwan China	
	1.16R-138: Method of Building an Innovative Language Exam System without Proctor by Using Information Technique	Chih Yuan Huang, Taiwan China
	2.16R-195: The Effect of Science Teachers the Pedagogical Content Knowledge on Students Science Attitude and Achievement	Muhammet USAK, Turkey
	3.16R-196: A Study on the effects of Self-efficacy and Professional Commitment on Career Planning of Employees	Charles Shieh, Taiwan China
	4.16R-198: Entrepreneurial Risk, Financing Constraints and Innovation	Ying Liao, China
	5.16R-131: Ripple Effects in China's Submarkets	Shu-hen Chiang, Taiwan China
10 : 20 10 : 30	Tea Time	
Session 1.4 10 : 30 12 : 00	Chair : Dr. Yeh ,Shang-Pao, I-Shou University, Taiwan China	
	1.16R-137: Low Academic Achievement of Disadvantaged: Explore from Urban-Rural Gap, Grandparent Rearing and Taiwanese Communication	Chao-Ching, Chen, Taiwan, China
	2.16R-148: An Investigation of Business Reputation on Customers' Behaviors. Three Different Kinds of Supermarkets as Example	Hao-Te, Lu, Taiwan China
	3.16R-175: The Empirical Research of the Relationship between Internal Social Capital and Relational Psychological Contract and Employee' Innovation Behavior	Tung-Ju Wu, China
	4.16R-187: "Mentorship", The Innovation of Personnel Training Modes- A Case Study Based on a Real Estate Company	Fu Feiqiang, China
	5.16R-188: The Spatial Statistics Analysis of Housing Market Bubbles	Sun Qian, China
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DATE : July, 27 2016, Wednesday

LOCATION :

Room B , Beijing China

Time	Topic of Seminar	Country/Region
	Chair: Ching-Jui Keng, National Taipei University of Technology, Taiwan China	
Session 2.3 09 : 00 10 : 20	1.16R-182: The Economy-wide Effect of Quantitative Easing in US and China	Xiaoyang Cui, China
	2.16R-184: Ego Social Network, Self-efficacy and Entrepreneurial Intention	Tang Yong, China
	3.16R-185: Study on Inventory Model for Deteriorating Drugs with Stochastic Lead Time	Jian Li, China
	4.16R-186: Green Supplier Selection based on QFD and Grey Correlation Model	Yan Li, China
	5.16R-173: The Impact of Social Customer Engagement Experience on Customer Experiential Value: The Moderating Roles of Brand Types and Self-affirmation	Ching-Jui Keng Taiwan China
10 : 20 10 : 30	Tea Time	
	Chair : Ping-Hong Kuo, Tunghai University, Taiwan China	
Session 2.4 10 : 30 12 : 00	1.16R-161: A Study of the Elderly People's Perception of Wearable	Meng-Dar Shieh Taiwan China
	2.16R-162: Application of Concurrent Design Strategy to Designs by Taiwanese Flower Parameters	Tsai-Ping Yuan, Taiwan China
	3.16R-163: Integration of Concurrent Design Strategies in Nail Clippers for the Elders	Yi-Chieh Wang, Taiwan China
	4.16R-164: Integration of Concurrent Design Strategies in the Hair Dryer Research	Bo-Hsiang Peng, Taiwan China
	5.16R-165: A Study on the use of Geometric Figures to help Students in Taiwan with Mental Retardation to improve their Cognitive capabilities	Yi-Hsien Lin, Taiwan China
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DATE : July, 27 2016, Wednesday

LOCATION :

Room C , Beijing China

Time	Topic of Seminar	Country/Region
Session 3.3 09 : 00 10 : 20	Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan China	
	1.16R-130: Study on Urban Architecture Landscape Image	Shuo-Fang Liu, Taiwan China
	2.16R-160: Applying QFD to Vehicle Remote Design	Ching-Hu Yang, Taiwan China
	3.16R-176: Application of Green Quality Function Deployment and Fuzzy Theory to the Design of Notebook Computers	Ya-Chuan Ko, Taiwan China
	4.16R-178: Study of The Effect of a Product's Visual Thresholds at A View Angle on Theaesthetic Perception	Chi-Hung Lo, Taiwan China
	5.16R-136: An Integrated Approach for Sustainable Product Design	Jyh-Rong Chou, Taiwan China
10 : 20 10 : 30	Tea Time	
Session 3.4 10 : 30 12 : 00	Chair : Dr. I-Ying Chang, Chung Hua University, Taiwan China	
	1.16R-115: Managing Cocreation Value: A Strategic Approach to Product Innovation and Design	Yen Hsu Taiwan China
	2.16R-169: A Study of Innovative Product Marketing Strategies for Technological SMEs	Jui-Hung Cheng Taiwan China
	3.16R-190: Exploring a Collaborative Teaching Mode in Primary and Secondary Schools: Experience of English Class In Beijing, China	Tian-Tian Zhu, China
	4.16R-200: The Role of a Strategic and Sustainable Orientation in Green Supply Chain Management	Hui-Chun Chan, Taiwan China
	5.16R-179: Research on the Recognition of Green Hotels by Students in College of Tourism, Chung Hua University	I-Ying Chang Taiwan China
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DATE : July, 27 2016, Wednesday

LOCATION :

Room D , Beijing China

Time	Topic of Seminar	Country/Region
Session 4.3 09 : 00 10 : 20	Chair : Yi-Chou, Wang, Tainan University of Technology, Taiwan China	
	1.16R-167: Design Optimization of Axial-Flow Fans for Personal Computers	Hsin-Hung Lin, Taiwan China
	2.16R-189: A Study of Integrating the Grey Relational Multi-Attribute Decision Making Analysis into the Selection of Product Seriation Scheme	Yu-Ting Hsiao, Taiwan China
	3.16R-146: The Moderating Role Between Product Trust and Price Consciousness Affecting Consumers' Perspectives on Group-Buying Tourism Products	Wan-Yu Chang, Taiwan China
	4.16R-140: A Study of Toms Shoes Business Model to Explore the CSV Strategy	Yi-Chou, Wang, Taiwan China
10 : 20 10 : 30	Tea Time	
Session 4.4 10 : 30 12 : 00	Chair : Dr. Ya-Chuan Ko, Asia University, Taiwan China	
	1.16R-122: Meshes Optimization in 3D Printing Manufacturing for the Prototype of a Product	Chuan-Chuan Wang, Taiwan China
	2. 16R-170: Application of Gray Relational Analysis on the Flow Fields of Dual-Impeller Fans	Hsin-Hung Lin, Taiwan China
	3.16R-192: A Preliminary Study of The Differences between Adults and Children on Their Preferences for the Aesthetic Perception of Kids Toys	Hsin-Hui Lin, Taiwan China
	4.16R-193: A Preliminary Study of the Attractiveness Factors for Elderly Healing Toys	Kuo-hsuan chiu, Taiwan China
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Habitual Consumers on Modern Grocery Retailing

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Abstract

The study investigated the repeat purchase intentions of experienced grocery shoppers by integrated behaviour habits (i.e. familiarity and habits). Habitual behaviour with purchasing occurs when the product is a low involvement and bought routinely and repeatedly, such as with groceries. These hypotheses are developed and then tested by using a Stimulus – Organism – Response (SOR) model. An extraordinary store environment, as stimulus, was considered to be one that can change habit behaviours. This study employed 200 customers of grocery stores in Surabaya. Sampling was based on store intercepts. Structural Equation Modelling was applied to measure the relationships among variables. The data analysis was performed by Analysis of Moment Structure (AMOS Graph version 16). The results suggest that habitual behaviour those are familiarity and habit within an extraordinary retail environment influence repurchase intention. Extraordinary retail environment has negative relationship with familiarity and familiarity has positive relationship with habit. Otherwise, extraordinary retail environment was not seen as antecedent of habit.

Keywords: grocery, extraordinary retail environment, habit, familiarity, repurchase intention

INTRODUCTION

The growth of retail business, especially groceries, in Indonesia is marked by the emergence of modern retail formats (Euromonitor_International, 2011). With more outlets comes greater competition for consumer business. All retail outlets need to be able to develop strategies for sustainable business. Understanding consumers' behaviour in acquiring and consuming a product is the key for retailers. This understanding requires knowledge of how consumers begin the process of purchase decision making and how to stimulate consumers in purchasing habits. The aim of this study was to examine consumer habits as an antecedent of repurchase intentions. It is important to identify consumer's habits as they are affected by the strategies applied by retailers.

Most of studies on consumer behaviour consider consumer as rational decision maker. When consumer choose a product, the decision making process is begin by needs and goals (Wendy Wood & Neal, 2009) that lead to formation of attitude towards product (Martin & Morich, 2011). Grocery is characterized as a low involvement product those bought frequently by consumers (Assael, 1998). Moreover, if the store presented the product in the same display will establish a stable environment and familiar situation (Verplanken & Orbell, 2003). In this respect, the action of the consumers tend to be habitual (Wendy Wood & Neal, 2009). Consumers purchase decision for a daily routine product which is groceries is a repeated action (Foxall, 2010). The results of studies (Seetharaman, 2004) on grocery purchasing habits suggested that consumers tend to buy the same brand of product at various visit to store.

According to Cognitive Learning Theory (Solomon, 2007), habitual decision making process is a cognitive process. Consumers memorize their knowledge of products and stores. This cognition produces a response when it is triggered by the environment (Aarts, Verplanken, & Knippenberg, 1998; Fiore & Kim, 2007). Extraordinary retail environment is atmospheric of the store that presented different from the usual that meant to different display, different layout and different sign at store. These atmospherics is considered to break the habitual behaviour since it bring new environment to the store.

The aim of this study is to understand habitual behaviour within an extraordinary retail environment that influences consumer familiarity and habit on repurchase intention. This study will make an important contribution to the literature on purchasing behaviour of groceries as it includes habitual behaviour measurement of habit as cognitive learning.

LITERATUR REVIEW

The conceptual outline is presented in Figure 1.

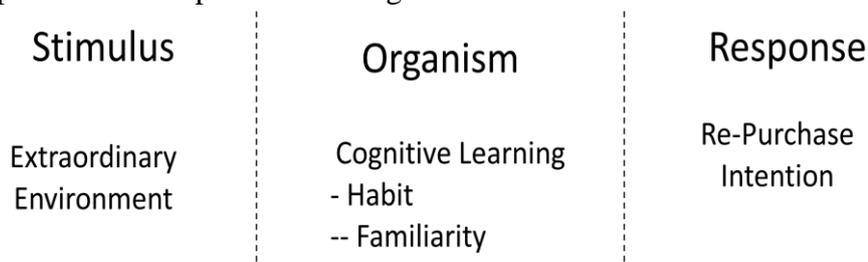


Figure 1. Conceptual Framework

Based on the term of S-O-R, the shopping environment and consumer's characteristics influence consumer decision making processes and responses (Fiore & Kim, 2007). For this

research Stimulus is represented as an extra ordinary retail environment. Organism is represented through cognitive learning (e.g. habit and familiarity) while Response is represented by repurchase intention. In detail, each of the variables is described below:

Extraordinary Retail Environment

Retail environment is the atmosphere of a store that can influence consumers' psychology. An ordinary design or typical store environment is a design that matches as reflected in the minds of consumers, and similar to those presented by other retailers (Babin & Babin, 2001). The impact of an ordinary retail environment is that the consumer would not change their shopping behaviour. Atypical or extraordinary retail environment reflects a store environment that is different from the usual or the atmosphere is not as envisaged by the consumers. Kaltcheva, Patino, and Chebat (2011) state that the concept of extraordinary retail environment as an environment that is different from the normal environment. Extraordinary is as an amazing source, a new world which is interpreted by consumers as something contrary to fact (Kozinets et al., 2004) and has aesthetic value (Vieira, 2010).

Creating a different retail environment of new, exciting, unpredictable and aesthetic can attract consumers to visit the store and make a purchase. The strategy of presenting an extraordinary retail environment is used to obtain some of these goals including influencing consumers' emotion, store and shopper image, and changing familiarity. An empirical study by W. Wood, Tam, and Witt (2005) showed that different environments can change habitual behaviour. Based on a review of extraordinary retail environment, we proposed two research hypotheses.

H1: Extraordinary retail environment will have negative relationship with habit

H2: Extraordinary retail environment will have negative relationship with familiarity.

Cognitive Learning

The individual as a mediator between stimulus and behaviour plays an important role in building behaviour. Interactions within environment are interpreted by an internal process. As noted by Aarts et al. (1998) showed the cognitive processes involvement in habitual behaviour. When consumers make repetition actions in a stable environment, then it will be easier for the consumers to access the memory associated with the environment. This context is called cognitive learning (Solomon, 2007). Thus, cognitive learning is used to measure the individual's internal processes.

The concept of cognitive learning in habitual behaviour is presented by two variables: familiarity and habit. Familiarity is one's knowledge of the context where decisions are made, while a habit is the reduction of cognitive processes because of repeated actions.

Familiarity

Gefen (2000) states that familiarity is an understanding based on previous interactions, past experiences and learning about the what, why, where and when someone does something. Familiarity involves the understanding of human actions or an object that is happening right now (Chiu, Hsu, Lai, & Chang, 2010). As a cognition or knowledge of a certain product, familiarity can be used in brand selection process (Bettman & Park, 1980; Zinkhan & Muderrisoglu, 1985). For this research and based on (Gefen, 2000), (Chiu et al., 2010), (Bettman & Park, 1980) and (Zinkhan & Muderrisoglu, 1985), familiarity will be defined as an understanding or one's knowledge of a product, place or way of doing something that is gained from past experiences or learning which is stored in the present memory. Familiarity

measurement applied by Edwards, Lee, and Ferle (2009) who measure through three indicators namely products familiarity, retailer familiarity and place / location familiarity.

Familiarity is an antecedent to performing repeated actions. Following continued exposure to an object, a consumer will form an attitude toward that object on the basis of the stimulus (environment). If consumers perform an action in the context of a stable environment due to continuous exposure, then the familiarity is a habit (Chiu et al., 2010; Limayem, Hirt, & Cheung, 2007). Moreover, familiarity is seen as antecedent of repurchase intentions (Limayem et al., 2007). When consumer familiar with the product, place and store that make consumer easier to choose the product (Edwards et al. (2009). This context leads to consumer intents to buy a product. Following this logic we argue:

H3 : Familiarity will have positive relationship with habit.

H4 : Familiarity will have positive relationship with repurchase Intention.

Habits

Habit is the tendency of repeated behaviour, such as regular past actions in a stable environment (Danner, Aarts, & de Vries, 2008; Ouellette & Wood, 1998) and repeated actions caused by the declination of cognitive processes (W. Wood et al., 2005). Repeated action is taken as a response of a stable environment where actions are given merely based on context and require no interest or intention to be achieved (Wendy Wood & Neal, 2009). The stable context means that the individual circumstances and objectives are similar across related different situations (Limayem et al., 2007). There are 4 essentials of habit including a repeated past actions, a form of learning process (reduction in cognitive processes), series of interactions between behavior and situations, and occur in the stable context. Verplanken and Orbell (2003) use the Self-Report Habit Index (SRHI) to measure habit dimensions, such as history of repetition, lack of awareness, lack of control, mental efficiency and expressing self-identity.

The mechanism effects of completing an action are stored in the memory and predominantly located in the individual mind. This thought dominance will appear when individuals get stuck in routine activities; so it can reduce an individual's capacity in taking alternative action. When an action is performed on a continuous basis in a stable context, then the experience will be recorded in the memory of consumers and become an intention to do the same thing, if performed in the same context (Aarts et al., 1998). Therefore, in the consumers' purchasing decision, a repetitive behaviour in buying will generate intentions to repurchase. In the stable context that performs repetitive behavior, we argue:

H5 : Habit will have positive relationship with re-purchase intention

Re- Purchase Intention

The final aspect of SOR concept is an action or consumers' behaviour. An individual action in a variety of life is often under the control of desire. The action is a profit made by an individual based on the goals to be achieved. One's interests or desires will influence the actions of what they will do, lead to an intention that stored in human memory. Intention will continue as a tendency to take action until there is time and the right opportunity, and then the intention will turn out into an action (Azjen, 2005). Behavioural measurement in term of intention are when, where and how consumers will continue their intention to an action.

METHOD

Participants

This study involved 200 consumers composed of 129 female (64.5 %) and 71 male (35.5%) with most age ranged from 35 - 54 years old. Money spent for each visit shopping mostly ranged from Rp.100.000 – Rp.500.000 (about US\$10-50) with personal/household needs being the greatest use of shopping. Of the sample, 102 (52 %) were employees. All sample characteristics are presented in Table 1.

Table 1
Participant Characteristics

	Numbers (N=200)	Percentage
Gender		
Males	71	35.50
Females	129	64.50
Age		
20 – 34 years old	57	28.50
35 – 54 years old	105	52.50
55 – 65 years old	38	19.00
Occupation		
Students	10	5.00
Employees	102	52.00
Housewives	77	38.50
Entrepreneurs	11	5.50
Money Spent (IDR)		
< 100.000	14	7.00
100.000 – 500.000	99	49.50
500.000 – 1.000.000	54	27.00
> 1.000.000	33	16.50
Numbers Visited (April – May 2015)		
2 - 3 times	108	54.00
4 – 5 times	79	39.50
> 5 times	13	6.50
Uses		
Personal/household	168	84.00
Office	21	10.50
Re-sell (as small retailer)	11	5.50

Measures

The measures used were Extra Ordinary Retail Environment (3 indicators) based on Seock (2009) and Turley and Milliman (2000). These included Layout, Display and Point of Purchase. Familiarity was measured by 3 indicators those are familiarity to product, to place of product and to store (Edwards et al., 2009; Gefen, 2000). Habit was measured by the Self-Report Habit Index (SRHI: Verplanken & Orbell, 2003) with 5 sub-scales. These included history of repetition, lack of awareness, lack of control, mental efficiency and expressing self-identity. Repurchase intention was measured by asking when, where and how consumers would continue their intention to action (Azjen, 2005).

Responses to all items were recorded on 5-point Likert Scale, ranging from 1 (completely disagree) to 5 (completely agree).

Procedure

Sampling was based on store intercepts (Aaker, Kumar, & Day, 2007). In determining the respondents, there were four aspects that needed to be considered: store selection, place

determination, interview allocation and shop visitors. Data were collected at one chain hypermarket in Surabaya, Indonesia. Customers were approached as they exited the store in order to get fresh memory about the store atmospheric. Data were collected in a two week period in June 2015. The number of visitation to the store was used to indicate customer who visited the store at least twice in the last two months (April – May 2015).

Statistical Analysis

Structural Equation Modelling was applied to measure the relationships among variables. The data analysis was performed by Analysis of Moment Structure (AMOS Graph version 16).

Results

Single factor con-generic model evaluation, test of outliers, validity and reliability were conducted in order to confirm that data supported further analysis. The first step assessed con-generic model for each latent construct to identify indicators that do not fit to model. After the assessment, one indicator on habit which is history of repetition was dropped because this indicator does not meet the requirement to validity test.

The second step examined the data for multivariate outliers and was examined with Mahalanobis Distance, $p < .001$. An outlier is an observation that has significant differences from other observations. All observations were not identified.

The next step was assessment of the reliability. Composite Reliability was adopted in assessment of reliability. Each latent construct had satisfactory internal consistency that ranged from 0.86 to 0.90. The standardized factor loadings ranged from .65 to .87 at $p < .05$. That is, every item loaded significantly on its construct. Please refer to Table 2 for a summary of the reliability and validity data.

Table 2
Assessment of Reliability and Validity for All Variables in the Model

Latent Constructs	Indicators	#item	Factor Loadings	Composite Reliability
Extraordinary Retail Environment	1	3	.80	.86
	2	3	.65	
	3	3	.79	
Familiarity	1	2	.72	.88
	2	2	.84	
	3	1	.76	
Habit	2	2	.76	.90
	3	3	.87	
	4	3	.72	
	5	2	.67	
Re-Purchase Intention	1	1	.81	.87
	2	1	.69	
	3	1	.76	

The hypothesised model was tested using structural equation modelling. The fit statistics of the structural model showed good fit, $\chi^2 (60 N=200) = 131.255$; $\chi^2/df = 2.188$; $p < .001$; CFI =

.931; RMSEA = .07. Thus, data is fit to model and could justify to further analysis. Path coefficients for structural equation modelling are shown in Figure 2.

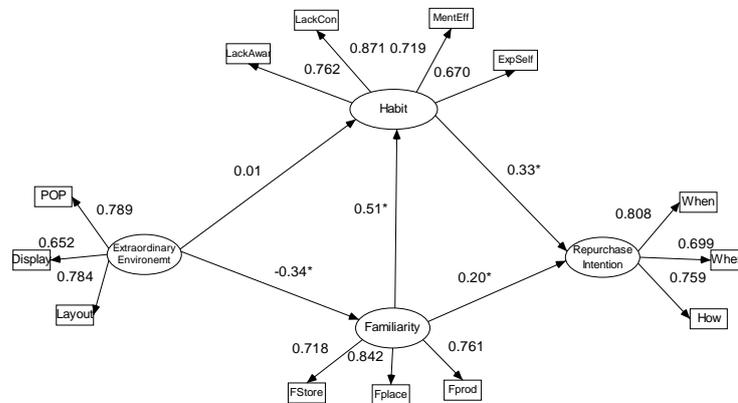


Figure 2

Path Coefficient of Structural Model of Extraordinary retail environment, familiarity, habit, and repurchase intention.

*Numbers represent standardized coefficients (all $p < .05$)

Completed hypotheses result is shown at Table 3. The set of hypotheses establish the model that extra ordinary environment related in habitual behaviour have relationship with repurchase intention. H1 stated that extraordinary retail environment will have negative relationship with habit. The result show that extraordinary retail environment do not influence habit ($\gamma_1 = 0,01$, $p > 0.05$). Thus, H1 was not supported. Extraordinary retail environment is considered as stimulus that could break habitual behaviour. The results of this study indicate that extraordinary retail environment could not break habit directly but indirectly extra ordinary retail environment affect habit through familiarity. It is mean that habit not directly perform by an environment, habit perform by cognitive learning which is familiar to product, place and store.

H2 predicted that extraordinary retail environment will have negative relationship with familiarity. In line with H2, the result shows that extra ordinary retail environment have a negative relationship with familiarity ($\gamma_2 = -0.34$, $p < 0.001$). Thus, H2 is supported. Since familiarity is consumer knowledge about environment as a context to do repeatedly action. Then stable environment could support the formation of consumer familiarity ((Edwards et al., 2009). On the other hand, a different environment which is extraordinary retail environment could break the familiarity. This result support the study of Wendy Wood and Neal (2009).

H3 stated that familiarity will have positive relationship with habit. As hypothesized, the results show that familiarity have positive relationship with habit ($\beta_1=0.51$, $p < 0.001$). So, H3 is supported. Cognitive learning theory that proposed by Solomon (2007) state that habitual behaviour is a part of cognitive learning. Habit purchasing that indicated by repeatedly purchasing over time. Action that is performance more than one make consumer easier to identify their decision making in order to fulfil consumer needs and goals. In this context familiarity, when consumer more familiar with product, place and store then consumer tend to perform habit.

Table 3
Hypotheses Test for H1- H5

Hypotheses	Variables	Path Coefficient	
H1: Extraordinary retail environment will have negative relationship with habit.	Extraordinary Retail Environment → Habit	0.01	Not Supported
H2: Extraordinary retail environment will have negative relationship with familiarity.	Extraordinary Retail Environment → Familiarity	- 0.34*	Supported
H3: Familiarity will have positive relationship with habit.	Familiarity → Habit	0.51*	Supported
H4: Familiarity will have positive relationship with re-purchase intention	Familiarity → Re-Purchase Intention	0.51*	Supported
H5: Habit will have positive relationship with re-purchase intention	Habit → Re-purchase Intention	0.33*	Supported

*p < .05

Related with familiarity, H4 is predicted familiarity will have positive relationship with re-purchase intention. The result shows that familiarity have positive relationship with re-purchase intention ($\beta_2=0.20$, $p < 0.05$). Thus, hypothesis 4 is supported. When consumer familiar with the product, place and store, consumer comfortable with the environment and situational, as well. This feeling makes consumer easier to make a decision making. So, consumer has more intention to buy a product (Limayem et al., 2007).

H5 predicted that habit will have positive relationship with re-purchase intention. In line with hypothesis 5, the result shows that habit has an effect on re-purchase intention ($\beta_3=0.33$, $p < 0.001$). Thus, H5 is supported. When consumer performs an action in the same way over and over, it makes consumer will perform the same action in the future as in the past. Consumer action is not only based on rational decision making that begins with needs and specific goals but also based on habitual behaviour. Since consumer at the relatively stable environment, performs routine activities and bought the low involvement product then consumer become a habitual consumer and tend to consume, buy the same product and revisit the same store (Aarts et al., 1998).

DISCUSSION

Groceries are daily needs purchased repeatedly by consumers. When doing repeated actions in a stable atmospheric, consumer tend to choose a product based on their familiarity that lead consumer to perform habitual behaviour. Wendy Wood and Neal (2009) identify the stimulus that can be used to make a person changes his/her familiarity. One of them is to change the environment such as physical condition or form of a place. At the store context is atmospheric store including layout, display and point of purchase. An extraordinary environment is considered to be able to change habit behaviour.

The full model of this research confirmed S-O-R model and consistent of flow model, Stimulus → Organism → Response. The results show that extraordinary retail environment influence cognitive learning which is familiarity and familiarity influence habit then repurchase intention. As such it is supports previous research at the frame of S-O-R (e.g., Chen & Hsieh, 2011; Jang & Namkung, 2009). Otherwise, the result also shows that extraordinary retail environment does not influence habit directly. It meant that to perform habitual behaviour consumer have to familiar to place, store and product.

The research supported the idea that extraordinary retail environment influences consumer familiarity and habits on repurchase intention. This result is similar to (Kaltcheva et al. (2011)) who suggest an extraordinary retail environment changes habitual behaviour. When retailer puts the product in different way, consumers become aware. This moment decreases the familiarity and breaks habitual behaviour. Changes in store environment (e.g. display, layout and point of purchase) affect consumer familiarity. The more extraordinary a retail environment perceived by consumer, the less familiarity for the consumer. Familiarity has a positive relationship with habit, the more familiarity to product, to place of product and to retailer then consumer becomes a habitual consumer. Habitual consumer will repeat actions in the future, in this study shown by buying the same product and shopping at the same retailer and it is becomes an intent to re-purchase.

Research Contributions

This study makes a contribution on cognitive learning theory with respect to habits. Habit is a cognitive process since it is measured not only by frequency but also by an index of self-reports habits. Consumers have less cognitive activity because they memorize the product and place. So when consumer makes an evaluation to choose a product under the same circumstances, they recall what they had memorized. This research has shown that familiarity and habits act as mediators between environment (extraordinary retail environment) and behaviour (re-purchase intention).

Based on the results of this study, grocery retailers could develop an extraordinary retail environment to break habit shopper. So the retailers knows whether the consumer has a commitment or not. Re-purchase intention that performed under different extraordinary retail environment is a reflexion of true loyalty. Retailers could maintain the truly loyal consumer by changing display, layout and point of purchase regularly.

Limitations and Future Research

The limitation of this study is that the data collection was completed only with one chain of a modern grocery retail format, a hypermarket. This limits generalized ability and more research with a variety of modern retail formats such as supermarkets and other convenience stores is necessary. Future research should be broader than this research by expanding the scope of research on a variety of modern grocery retail formats.

Besides the existing limitations, this study has important results on study of consumer behaviour in grocery supported that habit is cognitive learning and confirmed that habitual is a characteristic of grocery shopper. This result of this study also provides practical benefit for retailers to influence shopper decision making at the store. Retailers should provide different store environment to maintain truly loyal consumers.

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