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# BOOK OF CONFERENCE PROCEEDINGS

International Conference and Global Forum

**MULTIDISCIPLINARY  
RESEARCH FOR  
SUSTAINABILITY**

9-10  
**NOV**

Official Partner: Lintas Cakra Pusaka (Scholarvein)



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Multidisciplinary Research for  
Sustainability  
(MRS 2017)

**November 9-10, 2017**

**Seoul, South Korea**



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of  
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(MRS - 2017)**

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through academic research”*

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# CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani  
Conference Chair of MRS 2017

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# **ORGANIZING COMMITTEE**

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## KEYNOTE SPEAKER



Arief budiman, Ph.D. is a researcher and lecture at Lambung Mangkurat University. He serves as Chief of International Service Department at his campus. Arief received Bachelor's degree from Lambung Mangkurat University and Master and his Ph.D. from University of Newcastle Australia under supervision of Professor Aron O'Cass.

His research focus are marketing Management, Consumer Behavior, International Marketing, and Consumer Behavior. He had involved in various research both national and international project. His recent research activities entitled "Service Quality in PDAM" was sponsored by Local Water Supply Utility (PDAM). He was winner of Research Higher Degree Excellence Award for the Best Dissertation from Faculty of Business and Law University of Newcastle Australia in 2008.

## Track: Business and Management

## **Factors that Affect Purchasing Behavior Rental Stores on the Department Stores in Bangkok**

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### **Abstract**

*The purpose of this research was to study factors that affect purchasing behavior rental stores on the department stores in Bangkok. The survey aims to (1) study the personal information of customers shop in a shopping in Bangkok, (2) study the purchasing behavior of customers shopping on the department stores in Bangkok, (3) study the marketing mix of shops on the department stores in Bangkok, (4) study the relationship between personal data with purchasing behavior rented shop on the department stores in Bangkok, (5) study the relationship between marketing mix behavior purchase rental stores in shopping malls in Bangkok. The samples consisted of the purchase of rental stores on the department stores. Total of 400 people used in the study was a questionnaire. Data collection the researcher and research assistant distributed and statistics used were percentage, average, standard deviation, chi-square, and Eta. The results of this research found that most women with a bachelor's degree. Private employee income per month 10,001-20,000 baht and the type of car used is private car respectively. Purchasing behavior store in a shopping mall in Bangkok, most often purchase 2-4 times a month. Time to shop is during the day shopping with no involvement in the purchase. The reason for the purchase, since visited shopping malls. The average pay for each product is 100-1000 baht. The marketing mix of rental stores in shopping malls in Bangkok. Overall customer opinions on the market factor were at a high level in descending order of importance of market factors on purchases. From descending below is the distribution channel. Marketing promotion the corporate image, price, service and product support staff. The personal data of customers, relationships with purchasing behavior rented shop in department stores in Bangkok while significant statistically error at 0.05 which is consistent with the hypothesis. The marketing mix has no relation to the purchasing behavior rented shop on the department stores in Bangkok. This is not consistent with the hypothesis.*

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Keywords: Purchasing Behavior, Rental stores on the department stores,  
Marketing Mix for rental stores, Bangkok

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## **I. Introduction**

The retail sector is a major economic activity. In driving the process of economic and social development as well as a critical development in the standard of living and quality of life for citizens in both countries (Institute of Strategic Retail, Local, 2007). SMEs, mainly in the retail and wholesale sectors, In Thailand, a total of 1,193,038 people are currently estimated at 2.75 million, representing 98.5 percent of all enterprises. SMEs are the cornerstone of economic development in Thailand (the economic base in the 34th edition of the 2932 20-22 March 2014 on commercial strategies to leverage SMEs in Thailand to AEC) and contributes to the employment of about 11,783,143 people, representing 80.4 percent of total employment and SMEs to generate economic results as a percentage of GDP of the 37 countries of SMEs expect GDP to grow at 4.3 to 4.7 percent, the most SMEs in the wholesale and retail sector. International trade, export of SMEs in 2013 worth 1.86 trillion baht, representing 27 percent of total exports, imports, SMEs accounted for 31.91 of total imports. In the month of January 2014, exports of SMEs worth 1.37 billion baht, up from 10 percent the same month of 2013. Therefore it is important to expand trade opportunities and competitiveness of SMEs, particularly SMEs in the sectors of trade in goods and services (economic base year of 2932 34 No. 20-22 March 2014 regarding commercial strategy lifts. SMEs in Thailand to AEC). The current results of the glasses are infinite honor, Assistant Vice President for Research. Mahidol University in Thailand on the last bend, economic, political vision 57 years, SMEs, SMEs Thailand's 2.8 million people are at risk and to invest. Most of the retail business due to the impact of the purchasing power of consumers and economic slowdown since mid-2013, with the government's stimulus measures have not clearly seen. The operator of the risk of loss is mostly a group with the hiring of up to five people and groups that employed less than 50 people, resulting in the need to increase the business cost reduction measures. (Suppara Charoenpoom, 2014). Including layoffs reduce the cost of logistics posts. Production cuts In addition, the purchasing power of customers decreased. The closure of SMEs with up to 15%, although the business opened 10% already (Daily News 2014 Wednesday, November 12, 2014). The government now has a policy of promoting and encouraging people to turn as SMEs, greater is the chance of a good and interesting idea to retailers as their own. In order to become retailers entrepreneurs more easily, therefore, the researchers are interested in purchasing behavior rental stores. It is the customer's choice of shopping malls, and in 10 of Bangkok. The consumer is at the heart of the business retail rent in the mall. By studying the behavior of customers and the

marketing mix towards products and services that cater respectively and was instrumental in bringing research results to the consideration of strategic marketing. For rental stores in the future and the rent may be updated or changed the form of the business in line with the behavior and changing needs of consumers as to be able to compete with modern retailers in the future.

## **II. Objectives and Research Methodology**

### **Objectives**

1. To study the personal information of customers shop in a shopping in Bangkok.
2. To study the purchasing behavior of customers shopping on the department stores in Bangkok.
3. To study the marketing mix of shops on the department stores in Bangkok.
4. To study the relationship between personal data with purchasing behavior rented shop on the department stores in Bangkok.
5. To study the relationship between marketing mix with purchasing behavior rented shop on the department stores in Bangkok.

### **Hypotheses**

1. Personal information of the customer's relationship with purchasing behavior rented shop on the department stores in Bangkok.
2. The marketing of rental stores are associated with purchasing behavior rented shop in department stores in Bangkok.

### **Research Methodology**

This research is a survey research. The tools used in this study were a questionnaire. The data collected were distributed and collected questionnaires on their own statistics used were percentage, average, standard deviation, chi-square, and Eta.

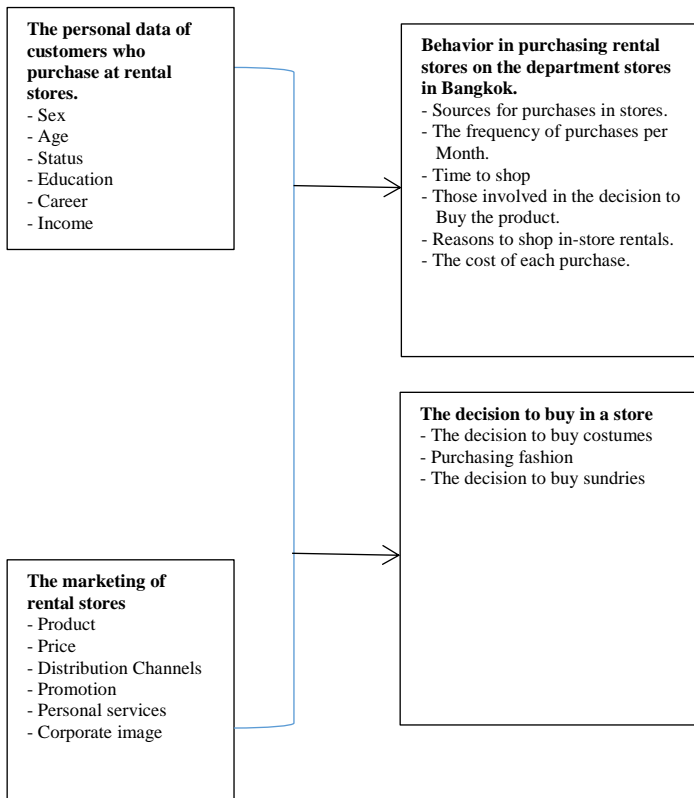
### **Population and sample**

Population including those who buy goods rental stores in 10 malls in September 2016 in Bangkok. The exact number is unknown.

The sample including rental stores, 10 malls in Bangkok, the unknown number of people on the course. The sample is obtained by opening a sizing samples of Taro Yamane has 400 sample using random sampling.

### **Research Framework**

The study theory and related research. Researchers can determine the framework.



### III. Conclusions

The results were as follows:

1. Personal information of customers rental stores on the department stores in Bangkok, found that the majority were females aged 19-25 years, 55.3 percent, 30.3 percent had a bachelor's degree, 57.8 percent, 79.3 percent, private employee monthly income. 10,001-20,000 Baht 50.3 percent and 58.3 percent use private cars.
2. Purchasing Behavior rental stores on the department stores in Bangkok mostly shop at Tesco Lotus Rama 4 percent to 18.5 FM in order 2-4 times

- per month, per cent 87.3 times to shop is during the day, 86.0 percent customer makes a purchase with a percentage of 52.5 reason. to shop The shopping mall is already 34.3 percent cost 100-300 baht per purchase 60.8 percent of fashion items in the stores to buy clothes for women is 87.8 percent, miscellaneous goods bought in shops is rented. Gift is like 89.5 percent.
3. Marketing Mix rental stores on the department stores in Bangkok on purchases overall customer focus at a high level  $X = 3.99$ , ordered by priority from descending below is the distribution channel  $X = 4.07$  Marketing Promotion  $X = 4.07$  for image enterprise  $X = 4.07$   $X = 3.99$  for the services and products of  $X = 3.93$   $X = 3.72$ .
  4. Personal relationships with purchasing behavior rental stores on the department stores in Bangkok. Significant statistically 0.05 which is consistent with the hypothesis.
  5. The marketing of rental stores on the department stores in Bangkok. No relationship. The purchasing behavior rented shop in department stores in Bangkok. This is not consistent with the hypothesis

## Discussion

The Researcher suggests the findings as follows.

1. Personal information of customers rental stores found that most women with a bachelor's degree. Private Employee which consistent with the findings in 2014, a study of Phabada Thavorn Setth, about purchase in hypermarkets Bangkok rental shop that should pay more attention to these customers.
2. The purchasing behavior of rental stores in the mall was shopping together during the day. There are reasons to shop I was shopping at the mall anyway. Item purchased is Fashion Consistent with the findings of a 2014 study on the Phabada Thavorn Setth (2014) who studied about purchase in retail stores, hypermarkets Bangkok rental shop, so you will find a wide range during the day the Fashion Women's Gift Shop.
3. The marketing mix of rental stores in the mall. Customer focus is on high level. By giving priority to the distribution channels, so businesses should focus on distribution channels by providing a channel for direct online communication with the modern market. Rental stores in the mall have to come in handy. Nearby community is consistent with the research results of Willywan Paiboon (2006) about the strategy of successful hypermarket on location in Thailand where that location is very important and successful in the business of the hypermarket. The rental shop should be in a suitable location. And findings Rental stores in the mall. Customers were less important and the rental shop should focus on the product. The product standards Available in a variety of The Fashion The product is a multi-category brand to choose. And respond to

teen Sellers can explain the properties of the product and answer questions about all products in the store rent. The relationship between the personal data of customers lease with purchasing behavior shows that personal influence to shop in-store rentals. Consistent with the research results of Willywan Paiboon (2006) who studied about behavior and purchase decisions Tesco Lotus Rangsit. The rental shop to cater to the general information of clients affects the purchase of rental stores. The marketing mix rental stores have resulted in the purchase of rental stores on the department stores in Bangkok. Therefore, you should analyze the reasons that influence purchase such as location of the communications market. In buying, the efficient service and satisfaction to its clients to get the maximum benefit and meet the expectations of customers and standardize production to customer confidence in the product.

#### **Suggestions of this research.**

1. Rental stores should find its fashion range to buy.
2. Rental stores should pay more attention to product quality and up to date.
4. It is important to build the reputation of rental stores, to be accepted to the purchase of goods, and demonstrate social responsibility.
5. Store rental should pay more attention to training employees to have a better understanding of the product liability.
6. The product should be classified into categories for ease of selection.
7. Rental stores should take into account the location and marketing communications to customers to keep pace with the ever-changing.

#### **Suggestions for further research.**

1. Research about the services of sub-rental stores on the department stores.
2. Research Promotion affecting the rental shop to shop.
3. Research on The location of the rental stores.
4. Should research on the image of the service's rental stores.
5. Should the research about shopping stores in another district.

#### **Acknowledgment**

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## **FUTURE EVENTS**

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic  
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,  
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and  
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and  
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science  
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social  
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic  
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,  
Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

