

LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : PROSIDING

C-5

Judul karya ilmiah (paper) : ANALYSIS OF FACTORS AFFECTING BEHAVIOR OF STUDENTS
 ONLINE SHOPPING (CASE: DIPONEGORO UNIVERSITY)
 Jumlah Penulis : 4 orang (**Zainal Fanani Rosyada**, Naniek Utami Handayani, Manik Mahacandra,
 Ega Rizkiyah.)
 Status Pengusul : Penulis ke-1
 Identitas Makalah : a. Judul Prosiding : the 2nd African International
 Conference on Industrial
 Engineering and Operations
 Management
 b. ISBN/ISSN : 2169-8767
 c. Tahun Terbit, Tempat Pelaksanaan : 24 Februari 2021, Harare,
 Zimbabwe
 d. Penerbit/organiser : IEOM Society International
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 f. Terindeks di (jika ada) : SCOPUS
 g. Turnitin Similarity : 11 %

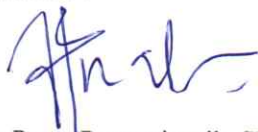
PROSIDING
 ARTIKEL

Kategori Publikasi Makalah : ☒ **Prosiding Forum Ilmiah Internasional**
 (beri ✓ pada kategori yang tepat) ☐ Prosiding Forum Ilmiah Nasional

Hasil Penilaian Peer Review :

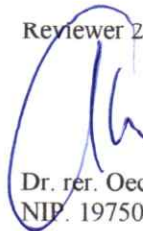
Komponen Yang Dinilai	Nilai Maksimal Jurnal Ilmiah		Nilai Yang Diperoleh
	Reviewer 1	Reviewer 2	
a. Kelengkapan unsur isi prosiding (10%)	3	3	3
b. Ruang lingkup dan kedalaman pembahasan (30%)	8,4	6,8	7,6
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	6	6,1	6,05
d. Kelengkapan unsur dan kualitas penerbit (30%)	8	8,5	8,25
Total = (100%)	25,4	24,4	24,9
Nilai Pengusul = $60\% \times 24,9 =$ 14,94			

Semarang,
 Reviewer 1



Dr. Ratna Purwaningsih, ST, MT, IPM.
 NIP. 197212311998022001

Reviewer 2



Dr. rer. Oec Arfan Bakhtiar ST MT
 NIP. 197503062000121001

LEMBAR
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ARTIKEL

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Hasil Penilaian Peer Review :

Komponen Yang Dinilai	Nilai Maksimal Prosiding		Nilai Akhir Yang Diperoleh
	Internasional	Nasional	
	30	<input type="text"/>	
a. Kelengkapan unsur isi prosiding (10%)	3		3
b. Ruang lingkup dan kedalaman pembahasan (30%)	9		8,4
c. Kecukupan dan kemutahiran data/informasi dan metodologi (30%)	9		6
d. Kelengkapan unsur dan kualitas terbitan/prosiding(30%)	9		8
Total = (100%)	30		25,4
Nilai Pengusul = (60%)*25.4 = 15.24			

Catatan Penilaian Paper oleh Reviewer :

- Kesesuaian dan kelengkapan unsur isi paper:** Penulisan artikel sesuai dengan Author Guidelines (Title, Abstract, Introduction, Materials and Methods, Results and Discussion, Conclusion, Acknowledgement, References). Substansi artikel sesuai bidang ilmu pengusul/penulis pertama (Teknik Industri). Mengetahui faktor-faktor yang mempengaruhi perilaku belanja online sesuai dengan beberapa MK di TI spt Perancangan dan Pengembangan Produk, Kewirausahaan, Analisa dan Perancangan Perusahaan, Manajemen Pemasaran dll
- Ruang lingkup dan kedalaman pembahasan:** penelitian memberikan kontribusi yang signifikan untuk memperoleh informasi tentang perilaku siswa dalam belanja online dengan data primer yang dikumpulkan melalui kuisioner dan diolah dengan multiple regression.
- Kecukupan dan kemutahiran data/informasi dan metodologi** disajikan dengan baik dengan model dan hasil uji statistik yang sesuai. Penulisan artikel kurang rapi banyak bentuk list yang tidak ditabelkan dan output SPSS yang belum ditulis ulang.
- Kelengkapan unsur dan kualitas terbitan:** Prosiding diterbitkan oleh penerbit prosiding Internasional, yaitu AIP Web of Conferences terindeks Scopus, Inspec, CAS, ADS, SJR= 0,18 e-ISSN: 1551-7616

Semarang,
Reviewer


Dr. Ratna Purwaningsih, ST, MT, IPM.
NIP. 197212311998022001

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Komponen Yang Dinilai	Nilai Maksimal Prosiding		Nilai Akhir Yang Diperoleh
	Internasional 30	Nasional 	
a. Kelengkapan unsur isi prosiding (10%)	3		3
b. Ruang lingkup dan kedalaman pembahasan (30%)	9		6,8
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	9		6,1
d. Kelengkapan unsur dan kualitas terbitan/prosiding(30%)	9		8,5
Total = (100%)	30		24,4
Nilai Pengusul = (60%)*24.4= 14.64			

Catatan Penilaian Paper oleh Reviewer :

- Penulisan artikel sesuai dengan Author Guidelines (Title, Abstract, Introduction, Materials and Methods, Results and Discussion, Conclusion, Acknowledgement, References). Substansi artikel sesuai bidang ilmu pengusul/penulis pertama (Teknik Industri). Terdapat benang merah dalam struktur penulisannya. Format penulisan tidak konsisten.
- Substansi artikel sesuai dengan ruang lingkup Seminar (International Conference on Engineering, Technology and Industrial Application). Artikel ini membahas tentang faktor-faktor yang mempengaruhi perilaku mahasiswa dalam berbelanja online. Jumlah referensi tidak sama dengan yang tercantum disitasi
- Data-data hasil penelitian dan pembahasan kurang menunjukkan adanya kebaruan informasi. Sebagian rujukan menunjukkan kemutakhiran (6 rujukan berusia kurang dari 10 tahun). Dari 18 rujukan, 5 diantaranya berupa jurnal.
- Prosiding diterbitkan oleh penerbit prosiding Internasional, terindeks Scopus.

Semarang,
Reviewer 2

Dr. rer. Oec Arfan Bakhtiar ST MT
NIP. 197503062000121001



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Analysis of factors affecting behavior of students online shopping (Case : Diponegoro university)
Rosyada Z.F., Handayani N.U., Mahacandra M., Rizkiyah E.

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^a Department of Industrial Engineering, Diponegoro University, Semarang, 50275, Indonesia

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Abstract
Author keywords
Sustainable Development Goals 2021
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Metrics

Abstract
Shopping online is a phenomenon that is growing rapidly nowadays. The growth of the industry indicates that there is still great potential in the e-commerce market. The internet provides new opportunities for marketers to improve marketers' practices when developing marketing strategies. The younger generation (18 to 30 years old) is not only more familiar with e-commerce, but also processes information on the website five times faster than the older generation (58 to 75 years old). Students are the biggest potential market in Indonesian for online shopping. This research provides a significant contribution to obtaining information about student behavior in online shopping. This study aims to understand market segmentation for online shopping in Indonesia. Knowing factors that influence online shopping behavior is fundamental and important for providers of products or services in online shopping. The hypothesis of this research is processed using multiple linear regression analysis. The result of the analysis is a recommendation to improve business strategy. Based on the research results, factors that significantly influence online shopping behavior are perceived risk, online advertising, trust and security, and enjoyment. The recommendations are completeness of the information and good handling in shipping goods, innovative advertising concepts, ensuring the confidentiality and security of consumer data in conducting transactions, as well as providing products quickly, safely, and easily. © IEOM Society International.

Author keywords
Multiple linear regression; Online shopping behavior; Recommendations; T-test

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1 Lim, Y.J., Osman, A., Salahuddin, S.N., Romle, R.A., Abdullah, S. Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention (2016) *Procedia Economics and Finance*, pp. 401-410. Cited 128 times.

2 Kuswanto, H., Hadi Pratama, W.B., Ahmad, I.S. Survey data on students' online shopping behaviour: A focus on selected university students in Indonesia (Open Access)
(2020) *Data in Brief*, 29, art. no. 105073. Cited 4 times.
<https://www.journals.elsevier.com/data-in-brief>
doi: 10.1016/j.dib.2019.105073
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3 Zheng, Q. Introduction to E-commerce

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ONLINE PURCHASE INTENTION: A STUDY ON CONSUMER BEHAVIOUR IN INDIAN DIGITAL ENVIRONMENT

Sriram, K.V. , Arora, M. , Varshney, K. (2021) *ABAC Journal*

Determinant Factors Affecting Customer Satisfaction among Filipinos in Lazada Online Shopping during COVID-19 Pandemic: A Structural Equation Modeling Approach

Prasetyo, Y.T. , Fuente, D.G.D.D. (2020) *2020 7th International Conference on Frontiers of Industrial Engineering, ICFIE 2020*

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IEOM

The Second African International Conference on Industrial Engineering and Operations Management

December 7-10, 2020
Harare, Zimbabwe

Host:
University of Zimbabwe



University of Zimbabwe



IEOM Society International

Industrial Engineering and Operations Management Society International
21415 Civic Center Dr., Suite 217, Southfield, Michigan 48076, USA

Welcome to the 2nd African IEOM Society Conference Harare, Zimbabwe

To All Conference Attendees:

We want to welcome you to the 2nd African IEOM Society Conference in Harare, Zimbabwe hosted by the University of Zimbabwe, December 7-10, 2020. This unique international conference provides a forum for academics, researchers, and practitioners from many industries to exchange ideas and share recent developments in the fields of industrial engineering and operations management. This diverse international event provides an opportunity to collaborate and advance the theory and practice of significant trends in industrial engineering and operations management. There were more than 400 papers/abstracts submitted from 43 countries, and after a thorough peer review process, approximately 300 have been accepted. The program includes many cutting-edge topics of industrial engineering and operations management. The theme of the conference is “**Operational Excellence in the era of Industry 4.0**”.

Our keynote speakers:

- Prof. Kuzvinetsa Peter Dzvimbo, Chief Executive Officer, Zimbabwe Council for Higher Education (ZIMCHE), Harare, Zimbabwe
- Dr. Esther T. Akinlabi, Director, Pan African University for Life and Earth Sciences Institute (PAULESI), Ibadan, Nigeria - African Union Commission
- Henk Viljoen, Siemens – Xcelerator, Portfolio Development Manager Siemens Digital Industries Software, Pretoria, Gauteng, South Africa
- Dr. Douglas Mboweni, Ph.D., Group Chief Executive Officer, Econet Wireless Zimbabwe Limited, Harare, Zimbabwe
- Dr. Robert Van Til, Chair and Pawley Professor of Lean Studies, Department of Industrial and Systems Engineering, Oakland University, Michigan, USA
- Professor Mqhele Dlodlo, Vice-Chancellor, National University of Science and Technology (NUST), Ascot, Bulawayo, Zimbabwe
- Corrado La Forgia, VP Operations Manager and Managing Director, BOSCH VHIT – CR, Offanengo, Lombardy, Italy
- Dr. Marco Lübbecke, Professor of Operations Research, RWTH Aachen University, Aachen, Germany
- Prof. Quinton Kanhukamwe, Vice Chancellor, Harare Institute of Technology, Harare, Zimbabwe
- Professor Paul Mapfumo, Vice Chancellor, University of Zimbabwe, Harare, Zimbabwe
- Professor Maneesh Kumar, Professor in Service Operations, Cardiff Business School, Cardiff University, UK
- Prof. Nidhal Rezg, Professor & Director of LGIPM, Director General of UPS DITEX, University of Lorraine Metz, France
- Prof. Ephraim Tobela Gwebu, Vice Chancellor, Solusi University, Bulawayo, Zimbabwe
- Professor David Simbi, Vice-Chancellor, Chinhoyi University of Technology, Chinhoyi, Zimbabwe
- Professor Thong Ngee GOH, Emeritus Prof., Dept. of ISE and Former Head of Industrial and Systems Engineering & Dean of Engineering, National University of Singapore

The 19th IEOM Society Global Engineering Education session will feature distinguished speakers who will discuss the workforce readiness and engineering education challenges and opportunities. Industry Solutions and Industry 4.0 will showcase major topics including IoT, AI, data analytics, iCloud, cybersecurity, automation, digital manufacturing, and MSV. Industry Solutions will showcase the best industry practices as well as shared experiences. Women in Industry and Academia panel session is organized.

The IEOM Society would like to express our sincere appreciation to the University of Zimbabwe for hosting it and special thanks to our sponsors, university partners, organization partners, authors, reviewers, keynote speakers, panelists, track chairs, advisors, the local committee, and the many volunteers. They have given so much of their time and talent to make this unique international conference an overwhelmingly successful event.

Our best wishes to all conference participants for a successful and enjoyable event.

Enjoy the conference!



Professor Charles Mbohwa
Conference Chair
Pro-Vice Chancellor Strategic Partnerships and Industrialisation
University of Zimbabwe



Dr. Perkins Muredzi
Conference Co-Chair
Dean, School of Industrial Sciences & Technology,
Harare Institute of Technology, Zimbabwe



Dr. Londiwe Cynthia Nkiwane
Conference Co-Chair
Associate Professor and Chairperson, Dept. of Fibre and Polymer Materials Engineering,
National University of Science and Technology, Zimbabwe



Dr. Wilbert Mtangi
Conference Co-Chair
Director: Institute of Materials Science, Processing and Engineering Technology,
Chinhoyi University of Technology, Zimbabwe



Dr. Ahad Ali
Conference General Chair
Associate Professor and Director of Industrial Engineering Program
Lawrence Technological University, Michigan, USA

Keynote Speakers

Opening Keynote - Tuesday, December 8, 2020, 2:00 – 4:30 pm

December 8, 2020, Tuesday

Conference Chair Remarks and Welcome Address: December 8, 2020, Tuesday, 1:45 - 2:00 pm - Zoom Meeting Room 1

Opening Keynote: Tuesday, December 8, 2020, 2:00 - 2:30 pm (Zimbabwe Time) / 8:00 am - 8:30 am (USA EST)



Prof. Kuzvinetsa Peter Dzvimbo
Chief Executive Officer
Zimbabwe Council for Higher Education (ZIMCHE)
Harare, Zimbabwe

Prof. Dzvimbo has been working in tertiary education and training; management training and consulting, open and distance learning; and the use of ICTs in higher education in Africa since 1979. He currently works as Chief Executive Officer of the Zimbabwe Council of Higher Education, previously he was a Deputy Vice-Chancellor (Academic and Research) of the Vaal University of Technology, South Africa. From March 2009 to July 2011, Prof. Dzvimbo was a Deputy Executive Dean in the College of Human Sciences, then an Executive Dean in the College of Education at the University of South Africa (UNISA). Professor Dzvimbo was a member of the UNESCO international jury on Electronic Learning for five years which met annually in Paris to assess global projects in eLearning.

Prior to his appointment to UNISA, he was a Professor of Education Management and Head of the Department of Education Management at the University of Johannesburg. He became Rector of the African Virtual University (AVU) in Nairobi, Kenya, for four years from the World Bank in Washington, DC where he was a Senior Education Specialist in tertiary education and training. As Rector of the AVU in Kenya, he worked with almost 60% of the major universities on the African continent in the field of ICTs in education. During that time, he gained valuable experience in working in education development, leadership and management in Francophone Africa (Burundi, DRC, Djibouti, Madagascar, Malawi, Mali, Mauritania, Niger, Rwanda, Senegal), Lusophone (Mozambique) and Anglophone Africa (Ghana, Kenya, Lesotho, Namibia, Nigeria, Somaliland, Swaziland, Uganda, South Africa, Tanzania, Zambia, and Zimbabwe.). He was responsible for strategic direction and leadership of the AVU and its activities in Africa and its partners in Canada, the USA and Australia. While in the World Bank, he worked in the fields of strategic planning and management, sector studies, program evaluation and monitoring, ICTs in education, education policy and planning, tertiary education and training, capacity development at national level and teacher education in Ghana, Grenada, Jamaica, Mozambique, Namibia, Sierra Leone, St. Lucia, Tanzania, Trinidad and Tobago. He also provided sector support to a number of education projects globally.

He was the founding Vice-Chancellor of the Zimbabwe Open University. Prior to that appointment, he was a Pro-Vice Chancellor at the University of Zimbabwe and a Dean in the Faculty of Education at the same institution for five years. He held teaching positions at the University of Zimbabwe, the University of Wisconsin-Madison (USA); the University of the Witwatersrand (RSA); the Rand Afrikaans University (1995-1998) (RSA); and the School of Basic Studies at Ahmadu Bello University (Nigeria) from 1979-1981. He was a deputy principal of a secondary technical teachers college and trained primary school teachers through open and distance learning in Zimbabwe during the early 1980s. His first teaching career was as a secondary school teacher in Freetown, Sierra Leone in 1977.

Prof. Dzvimbo obtained his PhD from the University of Wisconsin-Madison (USA) in Educational Policy Studies; a M.Ed. in Administration and Planning from Ahmadu Bello University in Nigeria; a Post Graduate Diploma in Education from Fourah Bay College, the University of Sierra Leone; and a BA from the same university. He has worked in over 20 countries in Africa in teacher education; change management in education; the use of ICTs in higher education; and open, distance and electronic learning (ODEL) since 1990. His main areas of interest are basic and applied research in ODeL.

Keynote II: Tuesday, December 8, 2:30 - 3:00 pm (Zimbabwe Time) / 8:30 am - 9:00 am (USA EST)



Dr. Esther T. Akinlabi
Director
Pan African University for Life and Earth Sciences Institute (PAULESI)
Ibadan, Nigeria
African Union Commission

Professor Esther Titilayo Akinlabi is a Full Professor of Mechanical Engineering. She was recently appointed as the Director of the Pan African University for Life and Earth Sciences Institute (PAULESI), Ibadan, Nigeria. The Pan African University (PAU) is a continental initiative of the African Union Commission, Addis Ababa to revitalize Higher Education and Research in Africa. PAULESI represents the West African Hub of the Pan African University hosted by the University of Ibadan, Nigeria.

Prior to joining PAULESI, she had a decade of meritorious service at the Department of Mechanical Engineering Science, Faculty of Engineering and the Built Environment, University of Johannesburg (UJ), South Africa. During her period of service at UJ, she had the privilege to serve as the Head of Department of the Department of Mechanical Engineering Science and as the Vice Dean for Teaching and Learning for the Faculty. Her research interest is in the field of modern and advanced manufacturing processes – Friction stir welding and additive manufacturing. Her research in the field of laser based additive manufacturing include laser material processing and surface engineering. She also conducts research in the field of renewable energy, and biogas production from waste. She is a rated National Research Foundation (NRF) researcher in South Africa and has demonstrated excellence in all fields of endeavors.

Prof Akinlabi has supervised to completion 22 PhD candidates and 28 Masters Students. Her leadership, mentorship and research experience is enviable as she guides her team of postgraduate students through the research journey. She is a recipient of several research grants and has received many awards of recognition to her credit. She is a registered member of the Engineering Council of South Africa (ECSA), Council for the Regulation of Engineering Profession in Nigeria (COREN), South African Institution of Mechanical Engineers (SAIME), the Nigerian Society of Engineers (NSE) and the American Society of Mechanical Engineers (ASME), USA. Prof Akinlabi has filed two patents, edited four books, published seven books and authored/co-authored over 500 peer reviewed publications.

Keynote III: Tuesday, December 8, 3:00 - 3:30 pm (Zimbabwe Time) / 9:00 am - 9:30 am (USA EST)



Henk Viljoen
Siemens - Xcelerator
Portfolio Development Manager
Siemens Digital Industries Software
Pretoria, Gauteng
South Africa

Keynote IV: Tuesday, December 8, 3:30 - 4:00 pm (Zimbabwe Time) / 9:30 am - 10:00 am (USA EST)



Douglas Mboweni, Ph.D.
Group Chief Executive Officer
Econet Wireless Zimbabwe Limited
Harare, Zimbabwe

Douglas Mboweni is the CEO of Econet Wireless Zimbabwe Limited, the country's leading provider of telecoms services and has over 20 years of senior management experience in the Information Technology and Telecommunications industry. Under his stewardship, Econet Wireless Zimbabwe used innovation in the face of difficult economic conditions to grow its subscriber base from 200,000 in 2002 to over eleven million today, a commanding market share of above 65%. Dr Mboweni was instrumental in the promotion of local mobile

financial services through EcoCash, up to the unbundling and listing of its parent company, Cassava Smartech on the Zimbabwe Stock Exchange as well as the set up of Mascom (Botswana) and Econet Wireless Nigeria. Dr. Mboweni graduated with a Doctor of Philosophy (PhD) Degree in Business Leadership from the Zimbabwe Open University (ZOU) in 2019. In his doctorate thesis, he proposed the Leadership-Driven Resilience Model (LDRM), which theoretically proffered possibilities for business leaders to develop sustainable coping strategies in response to extreme business operating environments. Dr. Mboweni is also a visiting Professor of Practice at the University of Johannesburg since 2018 and is a holder of a Masters in Business Leadership (UNISA), and a BSc Mathematics and Computer Science degree from the University of Zimbabwe (UZ). In recognition of his leadership and his success, Dr. Mboweni has won several national and international accolades. He continues to show leadership through a number of youth mentorship programmes in the community and is an opinion leader on telecommunications and technology in Zimbabwe and abroad. Dr. Mboweni is married to Sarudzayi and they are blessed with 3 children.

Keynote V: Tuesday, December 8, 4:00 - 4:30 pm (Zimbabwe Time) / 10:00 am - 10:30 am (USA EST)



Dr. Robert Van Til
Chair and Pawley Professor of Lean Studies
Department of Industrial and Systems Engineering
Oakland University
Rochester, Michigan, USA
Lessons Learned Integrating Industry 4.0 into an Educational Program

Robert Van Til is the Pawley Professor of Lean Studies and Chair of Oakland University's Industrial and Systems Engineering Department. He earned a B.S. in Mechanical Engineering from Michigan State University as well as M.S. and Ph.D. degrees in Mechanical Engineering from Northwestern University. Dr. Van Til is also associated with Oakland University's Pawley Lean Institute.

Dr. Van Til's educational and research interests focus on the modeling, analysis and control of manufacturing systems, lean and Industry 4.0. His projects have been supported by the National Science Foundation and the Michigan Economic Development Corp. as well as by companies such as Fiat Chrysler Automobiles, Ford.

2nd Day Keynote - Wednesday, December 9, 2020, 2:00 – 4:30 pm**December 9, 2020, Wednesday**

Conference Co-Chair Remarks: December 9, 2020, Tuesday, 1:45 - 2:00 pm - Zoom Meeting Room 1

Keynote VI, Wednesday, December 9, 2:00 - 2:30 pm (Zimbabwe Time) / 8:00 am - 8:30 am (USA EST)

Professor Mqhele Dlodlo, PhD (FZweIE; Pr.Eng. (ECZ); FZAS)
Vice-Chancellor
National University of Science and Technology (NUST)
Ascot, Bulawayo, Zimbabwe

Innovative Industrialisation – the Impact of Education 5.0 on University Operations in COVID-19 Times

Mqhele Enock-Hershal Dlodlo (FZweIE, MIEEE, Pr.Eng. (ECZ), FZAS) earned a PhD (1996) from Delft University of Technology, a master's degree in electrical engineering (1989) from Kansas State University, and two bachelor's degrees in electrical engineering (1980), mathematics and independent studies in engineering management (1983), from Geneva College, Beaver Falls, PA, USA.

He is the Vice-Chancellor of the National University of Science and Technology. At the University of Cape Town, Rondebosch, South Africa, he is an Emeritus Associate Professor in telecommunications in the Electrical Engineering Department. His research interests are in wireless communication systems and applications.

An active member of the Communications Research Group (CRG) in the Telkom Centre of Excellence (CoE) for Broadband Networks and Applications he continues to co-supervise PhD students. His CoE projects have attracted substantial funding to the CoE from industry and THRIP since 2007. The research has led to over eighty international refereed publications, eight PhD theses and numerous master's dissertations.

Between May 2008 and August 2011, he successfully led a departmental team working on an Innovation Fund (TIA) Project T70026 on low-bandwidth video streaming, with a patent application filed in South Africa, and a number of international refereed publications. Team members: an Emeritus Professor, a PhD candidate and four MSc (Eng) students - two of the masters' students graduated with nearly error-free dissertations. Spin-off: an online business linked to a consortium consisting of UCT, CSIR (Meraka in Pretoria) and East Coast Access (Pty) Ltd (a media solutions provider in Durban). The research and development consortium handed the project over to a spin-off company, Tuluntulu (Pty) Ltd. The project brought R 2 477 410 to the department and commercialisation may bring in some profits in the medium term.

In the time at UCT, Prof. Dlodlo served as Assistant Dean for Internationalization and Programme Convener for the Master of Engineering (Telecommunications) degree programme. He has also designed curricula, taught, consulted, researched, headed departments and faculties at NUST as well as the Bulawayo Polytechnic over twenty-one years. In 2003 he became a Fulbright Senior African Scholar at Virginia Tech in America, studying Learning and Information Technology Initiatives for academic leadership in research, learning, and fundraising..

Keynote VII, Wednesday, December 9, 2:30 - 3:00 pm (Zimbabwe Time) / 8:30 am - 9:00 am (USA EST)

Corrado La Forgia
VP Operations Manager and Managing Director
BOSCH VHIT - CR
Offanengo, Lombardy, Italy

Title: "Digitalization of production processes"

How can we let the machines "talking", transforming data in precious information
 How can we use artificial intelligence and how can we digitalize also old equipment (digital revamping)
 Born in 1965, Mr. la Forgia Corrado Felice graduated at University in Bari as Mechanical Engineer and he started his career as manufacturing manager in companies like ANSALDO, OSRAM, MAGNETI MARELLI and BOSCH Group, for which he has been working for 12 years.

He had working experiences abroad (Germany and Austria) and he has been working as Managing Director and Operational Manager in Bosch plant in Crema (manufacturing plant for components in automotive market) for more than 7 years.

He is also Vice President and Deputy for Innovation in regional Confindustria Cremona (Industrial Association) and a member of National Task Force of Federmeccanica (Mechanical Companies Association) on Industry 4.0 topic.

He worked together with Economics Department of University in Genova on digital innovation. Interested in innovation issues and in particular in enabler technologies of Industry 4.0, he is the author, together with Nicola Intini, Luca Beltrametti e Nino Guarnacci, of the book: 'La Fabbrica Connessa - La manifattura italiana (attra)verso Industria 4' (Edizioni Angelo Guerini e Associati S.r.l.).

In 2019 his second book 'Ada, Alan and the Mysteries of The IoT', written with Nicola Intini, Raffaella Miscioscia, Sabrina De Santis and Pierpaolo Pontrandolfo (Angelo Guerini Editions and Associates S.r.l.) was published.

Keynote VIII, Wednesday, December 9, 3:00 - 3:30 pm (Zimbabwe Time) / 9:00 am - 9:30 am (USA EST)



Dr. Marco Lübbecke
Professor of Operations Research
RWTH Aachen University
Aachen, North Rhine-Westphalia, Germany

Keynote IX, Wednesday, December 9, 3:30 - 4:00 pm (Zimbabwe Time) / 9:30 am - 10:00 am (USA EST)



Prof. Quinton Kanhukamwe
Vice Chancellor
Harare Institute of Technology
Harare, Zimbabwe

Keynote X, Wednesday, December 9, 4:00 - 4:30 pm (Zimbabwe Time) / 10:00 am - 10:30 am (USA EST)

Professor Paul Mapfumo
Vice Chancellor
University of Zimbabwe
Harare, Zimbabwe



3rd Day Keynote - Thursday, December 10, 2020, 2:00 – 4:30 pm

December 10, 2020, Thursday

Conference Co-Chair Remarks: December 10, 2020, Tuesday, 1:45 - 2:00 pm - Zoom Meeting Room 1

Keynote XI, Thursday, December 10, 2:00 - 2:30 pm (Zimbabwe Time) / 8:00 am - 8:30 am (USA EST)



Prof. Maneesh Kumar
Professor in Service Operations
Cardiff Business School
Cardiff University, Cardiff, UK

Maneesh Kumar is a Professor of Service Operations at Cardiff Business School, Cardiff University. He conducts cross disciplinary applied research in the area of Operational Excellence including topics such as Quality Management, Lean Six Sigma (LSS), Lean, Green, and Innovation (iLEGO), Healthcare Process/Service Innovation using Big Data Analytics, Knowledge Clusters for capability enhancement within SMEs. This has resulted in publications of over 120 journals and conferences papers, edited books, and conference proceedings. His research participants encompasses range of industry including Automotive Industry (India, UK, Japan), Service Industries and Public Sector organizations including NHS. His current research interests are integration of Operations Excellence with Industry 4.0 and Big data environment,

Operational Capabilities development in micro and small companies through cluster formation, sustaining operations excellence, Innovative Circular Economy Business Models.

He is co-hosting 25th Lean Enterprise Research Centre (LERC) conference on 10th September 2019 in Cardiff university. He co-chaired 21st Quality Management & Organisational Development Conference hosted in Cardiff University from 22nd-24th August, 2018. He has also initiated a first practice based forum on Lean Green and Innovation (iLEGO) that brings practitioner community together to have engaged discussion on synergies and misalignments between the three topics and promote cross learning between different industries. The 3rd iLEGO workshop was hosted on 15th January 2019 in Cardiff University.

He has been recognised for his outstanding contributions to teaching at Cardiff University's Celebrating Excellence Awards 2018 in the category of 'Excellence in Teaching including Training & Development'.

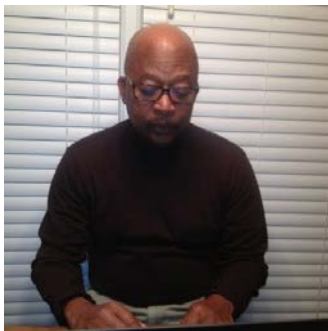
He has been involved in delivering LSS training up to Black Belt level and delivered several workshops on LSS application in different type and size of industries including Kwik-Fit Insurance Services, Standard Life, Admiral, Principality, Bakkavor Group, Norbert Dentressangle, Norgine Ltd., Celsa Steel, NHS Grampian, NHS Sheltand, Edinburgh City Council, Aberdeenshire Council, Automotive Component Manufacturers Association of India (ACMA) and Tata Motors. He is also a regular speaker at International Conferences and Seminars on LSS & Process Excellence.

Keynote XII, Thursday, December 10, 2:30 - 2:00 pm (Zimbabwe Time) / 8:30 am - 9:00 am (USA EST)



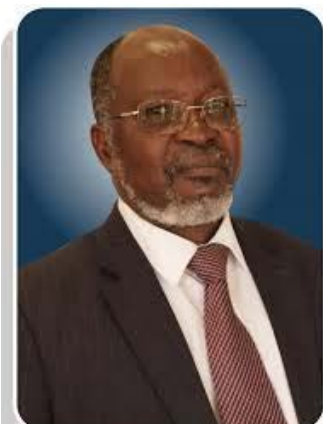
Prof. Nidhal Rezg, Ph.D.
Professor and Director of LGIPM
University of Lorraine
Metz, Grand Est, France
Secretary General of the MATERIALIA Pole
Director General of UPS DITEX

Keynote XIII, Thursday, December 10, 3:00 - 3:30 pm (Zimbabwe Time) / 9:00 am - 9:30 am (USA EST)



Professor Ephraim Tobela Gwebu, PhD
Vice Chancellor
Solusi University
Bulawayo, Zimbabwe

Keynote XIV, Thursday, December 10, 3:30 - 4:00 pm (Zimbabwe Time) / 9:30 am - 10:00 am (USA EST)



Professor David Simbi
Vice-Chancellor
Chinhoyi University of Technology
Chinhoyi, Zimbabwe



Keynote XV, Thursday, December 10, 4:00 - 4:30 pm (Zimbabwe Time) / 10:00 am - 10:30 am (USA EST)

Professor Thong Ngee GOH

Emeritus Professor
Department of Industrial Systems Engineering and Management
Former Head of the Industrial and Systems Engineering Department
Former Dean of Engineering
National University of Singapore

Title: Megatrends facing the Industrial Engineers

GOH, Thong Ngee holds a PhD from the University of Wisconsin-Madison and is a Registered Professional Engineer. A Project Specialist at Lockheed Aircraft before joining the National University of Singapore, he has served as Head of the Industrial and Systems Engineering Department and Dean of Engineering; he was also Director of the University's Office of Quality Management. He was CEO of Design Technology Institute International, a joint venture between Singapore and the Netherlands.

Professor Goh is a Founding Fellow of the Singapore Academy of Engineering, and Founder President of the Singapore Institute of Industrial Engineers. He has been named "Educator of the Year" by the IEEE Engineering Management Society, was recipient of the inaugural Masing Book Prize of the International Academy for Quality, Harrington-Ishikawa Medal of the Asia-Pacific Quality Organization, the William Hunter Award and the Eugene Grant Medal of the American Society for Quality.

Professor Goh has been on the editorial boards of some ten international research journals, published more than four hundred technical papers and six specialized books. A frequent invited speaker at professional conferences and corporate meetings, he has served variously as advisory board member, awards judge, external examiner or reviewer for academic institutions and government agencies in various countries.

Abstract: Many Industrial Engineering and Operations Research curricula today in universities and colleges are still built upon traditional paradigm along the line of "Scientific Management". While canonical techniques are useful, new breeds of IEOR practitioners should deliberate beyond them and consciously make themselves relevant in the days to come. In this presentation, some notable megatrends that exist in the real world are highlighted to bring about awareness of various related issues.

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 Department of Management Information Systems and Production Management, College of Business and Economics, Qassim University, Buraydah, Saudi Arabia

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IoT - Internet of Things

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Lean and Six Sigma

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Parallel Sessions

December 7, 2020 (Monday) - Session: 8:00 – 9:30 am

8:00 – 9:30 am, MONDAY
Business Management
Room 2

Session Chair: Dr. Ikshan

ID 261 Green Brand Awareness Factors on the Body Shop Product

Nadya Moeliono, Devilia Sari, Benny Kurnia, Mahendra Fakhri, and Diaz Adia Anindita, School of Communication and Business Telkom University, Indonesia

ID 347 Evolution of Strategic Indian Defence

PARUL MEHTA India

ID 235 Hospital Pharmaceutical Vendor Managed Inventory Supported by Internet of Things

M. Dachyar and Rebecca Yolanda, Department of Industrial Engineering, Universitas Indonesia, Depok, Indonesia

ID 218 Implementation Barriers in the Establishment and Management of Bumdesa in Deli Serdang City, Indonesia

Nelly Armayanti, Department of Office Administration, Universitas Negeri Medan, Medan, Indonesia

Dodi Pramana, Department of Office Administration, Universitas Negeri Medan, Medan, Indonesia

Indra Maipita, Department of Business Education, Universitas Negeri Medan, Medan, Indonesia

Ranga Restu Prayogo, Department of Entrepreneurship, Universitas Negeri Medan, Medan, Indonesia

ID 429 Improving the Management Quality of Research and Community Service Institute using SIMPEMAS

Deden Ardiansyah, Department of Computer Technologies, Vocational School, Universitas Pakuan, Indonesia

Prihastuti Harsani, Department of Computer Science, Faculty of Mathematics and Natural Sciences, Universitas Pakuan, Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 085 Market Risk and Market Value of Listed Deposit Money Banks in Nigeria

Ahmadu Abubakar, Department of Business Management, Federal University Dutsin-Ma, Katsina State, Nigeria

ID 536 Need for Resilience Healthcare Facilities Management (RHFM) in Malaysia's Public Hospitals. A Critical Literature Review

Noralfishah Sulaiman, Sheikh Kamran Abid, Umber Nazir, Nur Putri Najwa Mahmud, Siti Kursiah Kamalia Abdul Latib, Haridzah Fathini Muhammad Hafidz, KANZU Research: Resilient Built Environment (RBE), Department of Real Estate, Faculty of Technology Management & Business, Universiti Tun Hussein Onn Malaysia (UTHM), 86400, Johor, Malaysia

Ahmed Farhan Roslan, Construction Research Institute of Malaysia (CREAM), Malaysia

Norbaya Ab Rahim, Department of Estate Management, Faculty of Architecture, Planning & Surveying, Universiti of Teknologi Mara (UiTM)

8:00 – 9:30 am, MONDAY
Artificial Intelligence
Room 3

Session Chair: Henrique Ewbank de M. Vieira, Facens University, Sorocaba, São Paulo, Brazil

ID 087 Adaptive Radial Basis Function Artificial Neural Network Control for Two-Flexible-Link Robots

Francis Kunzi Tekweme, Department of Mechanical and Industrial Engineering Technology, University of Johannesburg, Johannesburg, South Africa

ID 113 Anomaly Detection on the High Throughput Network of the ATLAS DAQ System

Mitchell Phiri, Simon H. Connell, and Pathmanathan Naidoo, Department of Mechanical Engineering Science, University of Johannesburg, Johannesburg - 2006, South Africa

Mikel E. Pozo Astigarragay, ATLAS Trigger and Data Acquisition, European Organisation for Nuclear Research, Meyrin - 1217, Switzerland

Dave Nicholls, NESCA Board, South African Nuclear Energy Corporation, North West Province - 0240, South Africa

ID 053 Attempt for an Expert Systems Leading to Intelligent Extraction of Cobalt and Copper from Co-Cu Complex Ore

Antoine F. Mulaba – Bafubiandi and Divin Shabani,

Mineral Processing and Technology Research Centre, Department of Metallurgy, School of Mining, Metallurgy and Chemical Engineering, Faculty of Engineering and The Built Environment, University of Johannesburg, P.O Box 17911, Doornfontein, Johannesburg 2028, South Africa

ID 304 Automatic Detection of Surface Defects in Fused Deposition Modeling (FDM) using Computer Vision and Deep Learning

Naquib Mahmud Chowdhury and Md. Galib An-Noor Amio, Department of Industrial and Production Engineering, Bangladesh University of Engineering and Technology, Dhaka-1000, Bangladesh

ID 365 FEA of a Lab-Scale IC Engine Connecting Rod

Daramy Vandi Von Kallon, Department of Mechanical Engineering Technology, University of Johannesburg, Johannesburg, South Africa

Bai Kamara, Department of Mechanical Engineering Technology, University of Johannesburg, Johannesburg, South Africa

ID 054 Simultaneous Resin and Coal Recovery from Coal Bearing Resin

Antoine Mulaba - Bafubiandi and Nokubonga G. Zulu, Mineral Processing and Technology Research Centre, Department of Metallurgy, School of Mining, Metallurgy and Chemical Engineering, Faculty of Engineering and The Built Environment, University of Johannesburg, 37 Nind Street Doornfontein, Johannesburg, 2028, Johannesburg, South Africa

Firdaus Pratama Wiwoho, Department of Civil Engineering, Institut Teknologi Sepuluh Nopember, Surabaya, 60117, INDONESIA

ID 490 Performance Comparison and Indoor Air Quality Exposure Assessment of a Fan-Powered Cook Stove

Dustin Mariel G. Cabangal, Daniel Joshua N. Festin, Neil Darren P. Marasigan and Mark Christian E. Manuel, PhD,

School of Mechanical and Manufacturing Engineering, Mapua University, Intramuros, Manila, Philippines

Ma. Janice J. Gumasing, School of Industrial Engineering and Engineering Management, Mapua University, Intramuros, Manila, Philippines

11:30 am – 12:00 pm Break

December 7, 2020 (Monday) - Session: 12:00 – 1:30 pm

12:00 – 1:30 pm, MONDAY

Optimization

Room 2

Session Chair:

ID 435 Mitigation Efforts and Natural Disaster Insurance Schemes in Indonesia

Kalfin, Doctor Program of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia

Sukono, Sudradjat Supian, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia

Mustafa Mamat, Faculty of Informatics and Computing, Universiti Sultan Zainal Abidin, Kuala Terengganu, Malaysia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 445 On Line One Stop Government and Open Government from Citizens Perspective (Case: Bogor City and District, West Java, Indonesia)

Eneng Tita Tosida, and Fajar Delli Wihartiko, Department of Computer Science, Faculty of Mathematics and Natural Sciences, Universitas Pakuan, Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 433 Optimization JKN Mobile for Informal Sector of BPJS Health Insurance Membership Growth

Fredi Andria, Meli Deranti, and Lisa Mila Sari, Department of Management, Faculty of Economics Pakuan University, Bogor Indonesia

Department of Law, Faculty of Law Pakuan University, Bogor Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 434 Reserve of Life Insurance Prospective Dwiguna Joint Life and Last Survivor With Gompertz Law

Hasriati, Tumpal Parulian Nababan, and Ihda Hasbiyati, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Riau, Indonesia

Sukono, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, Indonesia.

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 450 The Characteristics of Alpha Cut on Fuzzy Graphs and Its Application in Scheduling System

Triyani, S. N. Nurshiami and N. Larasati, Department of Mathematics, Faculty of Mathematics and Natural Science, Jenderal Soedirman University, Central Java, Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 448 The Graphically Analysis of the Power of Hypothesis Parameters on Discrete (Binomial) and Continuous (Gamma) Distributions

B. Pratikno, A. Kurniasih, Mashuri and N. Azizah, Department of Mathematics, Faculty of Mathematics and Natural Sciences, Universitas Jenderal Soedirman, Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

ID 437 Usability testing on the Drug e-Dictionary using the Think-Aloud Retrospective Method and USE Questionnaire

Halimah Tus Sadih and Ema Kurnia, Information System Department, Universitas Pakuan, Bogor, 16143, West Java, Indonesia

Eneng Tita Tosida, Computer Science Department, Universitas Pakuan, Jl. Pakuan, PO Box 452, Bogor, 16143, West Java, Indonesia

Abdul Talib Bon, Department of Production and Operations, University Tun Hussein Onn Malaysia, Malaysia

12:00 – 1:30 pm, MONDAY

Industry 4.0

Room 2

Session Chair:

ID 306 Addressing Covid-19 in Higher Learning Institutions through Implementing Cryptocurrency Payments Based on Blockchain Technologies

Chimuka Moonde, Jackson Phiri, Computer Science Department, University of Zambia, Lusaka, P.O. Box 32379, Zambia

ID 147 Analysis of Factors Affecting Behavior of Students Online Shopping (Case: Diponegoro University)

Zainal Fanani Rosyada, Naniek Utami Handayani, Manik Mahacandra, Ega Rizkiyah. Department of Industrial Engineering, Diponegoro University, Semarang, 50275, Indonesia

ID 308 Designing e-Commerce Supply Chains

Tri Pujadi, Yosafati Hulu, and Tumar, Information Systems Departments - School of Information Systems, Bina Nusantara University, Jakarta, Indonesia

Vikas Kumar, Bristol Business School, University of the West of England, Bristol, BS16 1QY, UK

Bachtar H. Simamora, Department of Management Binus Business School, Bina Nusantara University, Jakarta, Indonesia

ID 348 E-procurement Application for a Distributor Company

Performance Comparison and Indoor Air Quality Exposure Assessment of Fan-Powered Stove versus Charcoal-Fueled Stoves

**Dustin Mariel G. Cabangal, Daniel Joshua N. Festin, Neil Darren P. Marasigan, and
Mark Christian E. Manuel, PhD.**

School of Mechanical and Manufacturing Engineering

Mapua University

Intramuros, Manila, Philippines

afrombaoa@mymail.mapua.edu.ph, eboang@mapua.edu.ph

Ma. Janice J. Gumasing

School of Industrial Engineering and Engineering Management

Mapua University

Intramuros, Manila, Philippines

mjgumasing@mapua.edu.ph

Abstract

The Philippines still has struggled in energy distribution throughout the country that nearly 35% of Filipino households still make use of charcoal as their fuel for cooking especially in rural areas. Using the traditional way of cooking leads to some serious health problems as charcoal is not burned efficiently leading to produce harmful contaminants that affect the indoor air quality (IAQ). This is the reason why Chen et al. (2015) made a study about designing and fabricating three improved charcoal-fueled stoves that were efficient and produce lesser harmful contaminants than the traditional stove. These stoves have undergone testing to check their efficiency and performance by using the water boiling test (WBT) provided by the Global Alliance for Clean Cook Stoves. For this reason, it became the research interest of the authors to design and fabricate a fan-powered stove and compare its IAQ exposure and performance to the charcoal-fueled stove developed by Chen et al. Major contaminants which are carbon dioxide (CO₂), carbon monoxide (CO), and particulate matter (PM), were recorded in the IAQ assessment, while other IAQ criteria, which are temperature, relative humidity, fuel consumption, firepower and thermal efficiency were also measured and evaluated in the study. Based on the results of the water boiling test, the fan-powered stove developed by the researchers was much better than the charcoal-fueled stove in terms of performance except on the firepower. Furthermore, the fan-powered stove was efficient enough to lower the parameters within standards except for the Particulate Matter (PM).

Keywords

Indoor air quality, carbon monoxide, carbon dioxide, particulate matter, fan-powered cookstove

1. Introduction

According to Lawrence Berkeley National Laboratory, about three billion people around the world use wood-fired cookstoves to cook their meals because of its low-cost biomass fuels, such as wood or charcoal. However, these common cook stoves are not properly designed and regulated to limit the emission of air pollutants which can affect the indoor air quality (IAQ) in household areas leading to indoor air pollution. Around 25% of black carbon emission in global output comes from traditional cookstoves which is a major factor contributing to indoor air pollution and climate change (Bond et al. 2007; Bond et al. 2004). These are all produced by inefficient cookstoves with poor combustion of its biomass fuel. Indoor air pollution is produced by biomass fuel such as charcoal which can cause several pulmonary sicknesses (Fullerton et al. 2008). According to the World Health Organization, exposures to this indoor air pollution lead to an estimated 4.3 million people dying every year. This study is part of a series of studies aimed at replicating the methodology used in the previous studies, but with more trials per cookstove.

Cryptocurrency Payments Implementation Based on Blockchain Technologies in Addressing Covid-19 in Higher Learning Institutions

Chimuka Moonde, Jackson Phiri

Computer Science Department

University of Zambia

Lusaka, P.O. Box 32379, Zambia

2018248898@student.unza.zm, jackson.phiri@cs.unza.zm

Abstract

With regard to higher education institutions in Africa, it is undoubtedly ineffective, inconvenient, and time-consuming for students to pay student fees. In addition, the rise in the number of students studying in higher learning institutions has led to long frustrating queues and severe overcrowding in the majority of financial institutions when paying student fees. With the advent of Covid-19, the financial institutions and students do not have a favourable situation. This paper seeks to implement a cryptocurrency for higher education institutions. In this study, the proposed payment system was implemented using an object-oriented programming software development methodology.

Keywords

Universities, Blockchain, Blocks, Cryptography and Cryptocurrency.

1. INTRODUCTION

Payment systems have become a critical component of contemporary societies' economic existence. The smooth functioning of payment systems is important for the overall effectiveness and reliability of the payment systems (Payment system oversight and interoperability). The Digital Financial Services Ecosystem maps the overall ecosystem of Digital Financial Services by identifying all key stakeholders as well as looks at the critical elements necessary to make the ecosystem develop so that it encourages and enables financial inclusion policies (Benson et al, 2017).

Digital Financial Services (DFS) refers to accessing financial services through an electronic system or a mobile phone application. Digital Financial Infrastructure includes electronic financial systems, in which funds are deposited, making and receiving payments (Martin and Mauree, 2016). DFS has become a viable avenue for the financially excluded to access formal financial services. Users can safely receive funds, pay bills, make bank deposits, transfer funds, and buy products and services. Most convincing evidence suggests that growing access to formal financial services not only decreases financial exclusion but has also become an important development target to promote economic growth, improve welfare and minimize poverty (Martin and Mauree, 2016). As such, the recent growth of mobile money has allowed millions of financially excluded people to conduct financial transactions relatively cheaply, securely and reliably (Nandhi, 2012).

The education sector is one sector that can greatly benefit from the services provided by Digital Financial Services. In Africa most school systems rely heavily on cash transactions. This cash reliance on financial transactions contributes to inefficiencies, cash leakage and carries risks to security. Furthermore, cash handling can lead to the further spread of Covid-19 among students and different departments in the higher learning institutions that handle cash. Digital Financial Services can provide unique opportunities in educational institutions such as elementary and secondary schools and universities. These opportunities include replacing cash and thus making learning institutions more efficient by improving management, increasing financial support from donors and non-governmental organisations, reducing financial costs and providing a concrete way to develop more multifaceted systems that would otherwise be impossible in a cash environment (Braniff, 2017).

ANALYSIS OF FACTORS AFFECTING BEHAVIOR OF STUDENTS ONLINE SHOPPING (CASE: DIPONEGORO UNIVERSITY)

Zainal Fanani Rosyada, Naniek Utami Handayani, Manik Mahacandra, Ega Rizkiyah.

Department of Industrial Engineering

Diponegoro University

Semarang, 50275, Indonesia

rosyada@lecturer.undip.ac.id, naniekh@ft.undip.ac.id, manik.mahachandra@ft.undip.ac.id,
egarizkiyah@students.undip.ac.id

Abstract

Shopping online is a phenomenon that is growing rapidly nowadays. The growth of the industry indicates that there is still great potential in the e-commerce market. The internet provides new opportunities for marketers to improve marketers' practices when developing marketing strategies. The younger generation (18 to 30 years old) is not only more familiar with e-commerce, but also processes information on the website five times faster than the older generation (58 to 75 years old). Students are the biggest potential market in Indonesian for online shopping. This research provides a significant contribution to obtaining information about student behavior in online shopping. This study aims to understand market segmentation for online shopping in Indonesia. Knowing factors that influence online shopping behavior is fundamental and important for providers of products or services in online shopping. The hypothesis of this research is processed using multiple linear regression analysis. The result of the analysis is a recommendation to improve business strategy. Based on the research results, factors that significantly influence online shopping behavior are perceived risk, online advertising, trust and security, and enjoyment. The recommendations are completeness of the information and good handling in shipping goods, innovative advertising concepts, ensuring the confidentiality and security of consumer data in conducting transactions, as well as providing products quickly, safely, and easily.

Keywords:

Online shopping behavior, multiple linear regression, t-test, recommendations



IEOM Society International

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Zainal Fanani Rosyada

Diponegoro University, Semarang, Indonesia

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