

PROCEEDING OF

3RD INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP (ICONENT)

Vol. 3, 2023

"ENTREPRENEURSHIP IN DISRUPTION ERA"

Tangerang, October 11th, 2023



JL. M. H. THAMRIN BOULEVARD 1100 LIPPO VILLAGE
TANGERANG 15811 - INDONESIA



www.iconent.uph.edu



iconent@uph.edu

IConEnt 2023

International Conference on Entrepreneurship

October 11th, 2023
Universitas Pelita Harapan

PROCEEDINGS

Organized by:



Universitas Pelita Harapan (UPH)
Jl. M.H. Thamrin Boulevard
Lippo Village 15811 Banten
Website: <https://ojs.uph.edu/index.php/IConEnt/index>

**Daftar Artikel Proceeding Of 3rd International Conference on
Entrepreneurship (IConEnt) “Entrepreneurship in Disruption Era”**

No	Author	Title	Page
1	Herlina Lusmeida, Universitas Pelita Harapan, Indonesia Paskalis Krisna Putra Novaldi Adilla, Universitas Pelita Harapan, Indonesia	The Effect of Good Corporate Governance, Sustainable Growth Rate on Disclosure of Sustainability Reporting and Moderated by Covid-19	1-16
2	Lina Lina, Universitas Pelita Harapan,	The Consequences of Individual Perception on Non-Financial Performance Measurement Systems	17-25
3	Dita Rengganis, Universitas Pelita Harapan, Indonesia Mulyadi Noto Soetardjo, Universitas Pelita Harapan, Indonesia	The Effect of Tax Planning and Current Tax Expense on Earnings Management Before and After Income Tax Rate Changes	26-41
4	Dea Natalia Safira, Universitas Pelita Harapan, Indonesia Meiliana Jaunanda, Universitas Pelita Harapan, Indonesia	The Influence of Institutional Ownership and the Proportion of the Independent Board of Commissioners on Tax Avoidance with Moderation Size for the 2019-2021 Period	42-52
5	Meiliana Jaunanda, Universitas Pelita Harapan, Indonesia	Stock Value Analysis Using Absolute Valuation and Relative Valuation Approaches	53-63
6	Andika Kurniawan, Universitas Pelita Harapan, Indonesia Rita Juliana, Universitas Pelita Harapan, Indonesia	Firm's Growth and Cash Flow Sensitivity: The Role of Financial Constraints	64-71
7	Tanggor Sihombing, Universitas Pelita Harapan, Indonesia Shahnaz Nabiilah Zalfaa Aldanny, Universitas Pelita Harapan, Indonesia	The Effect of Financial Distress, Auditor Switching, Audit Committee and Covid-19 Pandemic on Audit Delay	72-87
8	Hana Wijaya, Universitas Pelita Harapan, Indonesia Antonius Herusetya, Universitas Pelita Harapan, Indonesia	Market Reaction Toward the Detailed Content of Disclosure in the Modified Audit Opinion: Case of Indonesia	88-102
9	Vania Amabel, Universitas Pelita Harapan, Indonesia Antonius Herusetya, Universitas Pelita Harapan, Indonesia	Does Client Complexity Before and During the Covid-19 Pandemic Affect Audit Partner Independence? Evidence from the Modified Audit Opinions	103-113
10	William Tjong, Universitas Pelita Harapan, Indonesia Stevanie Stevanie, Universitas Pelita Harapan, Indonesia	Analysis of Leverage, Managerial Ownership, and Dividend Policy in Agency Theory Perspective	114-125

No	Author	Title	Page
11	Andre Suryadinata, Universitas Pelita Harapan, Indonesia Sung Suk Kim, Universitas Pelita Harapan, Indonesia	Brand Equity and Stock Performance in Indonesia During the Stock Market Crash Period in 2020	126-137
12	Deliana Deliana, Universitas Pelita Harapan, Indonesia Vina Nugroho, Universitas Pelita Harapan, Indonesia	The Effect of Financial Distress on Capital Structure in Indonesia Banking Sector	138-146
13	Valentino Budhidharma, Universitas Pelita Harapan, Indonesia Roy Sembel, Universitas Pelita Harapan, Indonesia Edison Hulu, Universitas Pelita Harapan, Indonesia Gracia S. Ugut, Universitas Pelita Harapan, Indonesia	Implementation of Beaver Dichotomy to Differentiate Good and Distressed Firms in Indonesia	147-160
14	Yohana F. Cahya Palupi Meilani, Universitas Pelita Harapan, Indonesia Leonardo M. Canoy, Jr., University of St. Thomas, Philippines	Entrepreneurial Intention in Students of the Private Universities in Jakarta and Tangerang in the Era of Disruption	161-176
15	Alice Sebastian, Universitas Pelita Harapan, Indonesia Sabrina O. Sihombing, Universitas Pelita Harapan, Indonesia	Prediction of the Relationship of Peer Group and Family Economic Education to Entrepreneurial Intention: Economic Literacy as an Mediating Variable	177-198
16	Juniarty Siahaan, Universitas Pelita Harapan, Indonesia Verrell Alexander Goenawan, Universitas Pelita Harapan, Indonesia	Nurturing Entrepreneurial Aspirations: The Impact of Perceived Desirability, Feasibility, Action Propensity, and Entrepreneurship Education among University Students	199-216
17	Angelina Vivian Lin, Universitas Pelita Harapan, Indonesia Chrisanty V. Layman, Universitas Pelita Harapan, Indonesia	The Influence of Entrepreneurship Leadership Traits, Knowledge Sharing, and Interpretation on Business Innovation in a University: A Conceptual Paper	217-229
18	Felisha Calista, Universitas Pelita Harapan, Indonesia Patricia Patricia, Universitas Pelita Harapan, Indonesia	The Antecedents Factors of Entrepreneurship among Female University Students in Indonesia	230-243

No	Author	Title	Page
19	Jeanette Audrey Rahardjo, Universitas Pelita Harapan Medan Campus, Indonesia Jeybi Jeybi, Universitas Pelita Harapan Medan Campus, Indonesia Jesslyn Wijaya, Universitas Pelita Harapan Medan Campus, Indonesia Siti Alyaa Putri, Universitas Pelita Harapan Medan Campus, Indonesia Alfonsius Alfonsius, Universitas Pelita Harapan Medan Campus, Indonesia	The Influence of Content Marketing, Brand Awareness, E-WOM and Product Knowledge Towards Purchase Intention (A Case Study on Outside Customers in Medan)	244-256
20	Hendra Achmadi, Universitas Pelita Harapan, Indonesia	Prediction Five Feature Importance for Intention to Enroll High School Student using Random Forest and Decision Tree	257-265
21	Isana Sri Christina Meranga, Universitas Pelita Harapan, Indonesia	Examining the Impact of User-Generated Content and Firm-Generated Content on Brand Equity: The Mediating Role of Brand Credibility in Private Higher Education	266-279
22	Sylvia Samuel, Universitas Pelita Harapan, Indonesia Daniel Widjaja, Universitas Kristen Krida Wacana, Indonesia Vanessa Yovo, Universit� de Li�ge, Belgium	Does Co-Branding, Social Media Marketing, and Key Opinion Leaders Influence Purchase Decisions in Greater Jakarta Area?	280-291
23	Ricky Antonius Khosasih, Universitas Pelita Harapan, Indonesia Jacqueline Sandra Sembel, Universitas Pelita Harapan, Indonesia	Online Celebrity Endorsement and Brand Image on Customer Purchase Intention with the Mediating Role of Customer Ideal Self	292-303
24	Sarah Nurina Nathania, Universitas Pelita Harapan, Indonesia Dewi Wuisan, Universitas Pelita Harapan, Indonesia Merryl Esther Yuliana, Taipei Medical University, Taiwan, Province of China	The Influence of Perceived Price Justice and Satisfaction on the Loyalty of Breast Cancer Care Alliance (BCCA) Siloam Hospital Semanggi Patients with Revisit Intention as Mediation	304-317
25	Marcel Adinegara, Universitas Pelita Harapan, Indonesia Jacob Donald Tan, Universitas Pelita Harapan, Indonesia	Investigating the Competitive Advantage in the Green Bean Coffee Supplying Company Business: PT Trio Lestari	318-328

No	Author	Title	Page
26	Felix Setia One Chandra, Universitas Pelita Harapan, Indonesia Dewi Wuisan, Universitas Pelita Harapan, Indonesia	Factors Influencing Social Entrepreneurial Intentions in the Context of the Jakarta Metropolitan City	329-344
27	Zoel Hutabarat, Universitas Pelita Harapan, Indonesia Khennedy Kuswanto, Universitas Pelita Harapan, Indonesia	Exploring the Innovativeness, Proactiveness, Risk Taking, CSR Support, Organizational Engagement, Job Engagement, and Creativity on PR Tirta Bangunan Baru	345-363
28	Zoel Hutabarat, Universitas Pelita Harapan, Indonesia Gianina Gianina, Universitas Pelita Harapan, Indonesia	The Influence of Entrepreneurship, Business Strategy, and Business Networking on Competitive Advantage in Micro, Small and Medium Enterprises in the FnB Industry in Jabodetabek	364-372
29	Cynthia Anna Wijayanti, Universitas Pelita Harapan, Indonesia Winty Johanes, Universitas Pelita Harapan, Indonesia	Intention to Venture Creation versus Self- Employment: Insights from Intracurricular-Based and Cocurricular- Based University Students	373-387
30	Pauline Tan, Universitas Pelita Harapan, Indonesia	The Pattern of Electric Vehicle Demand among the Upper-middle Income Class in Indonesia	388-396
31	Veranica Fuji Astuti, Universitas Terbuka, Indonesia Apriani Simatupang, Universitas Pelita Harapan, Indonesia	Effectiveness and Contribution of Regional Tax to Regional Real Income (Case Study: Kecamatan Belinyu Kabupaten Bangka)	397-410
32	Benny Aristoa, Universitas Pelita Harapan, Indonesia Timothy Ethan Abelael, Universitas Pelita Harapan, Indonesia	Fostering Innovation in the Restaurant Industry: The Impact of Leadership Styles on Employee Creativity in Jakarta and Tangerang	411-423