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**CONFERENCE
PROCEEDINGS**

**BOOK OF ABSTRACT
BESSH-2015**

**International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2015), Yogyakarta, Indonesia**

Book of Abstracts Proceedings

**International Conference on
“BUSINESS ECONOMIC, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2015)
Yogyakarta, Indonesia**

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**“Business Economic, Social Science & Humanities
(BESSH-2015)”**

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**International Conference on
“Business Economics, Social Science & Humanities
Yogyakarta, Indonesia”**

**Venue: Sahid Rich Jogja Hotel Yogyakarta,
Indonesia**

ORGANIZING COMMITTEE

1.DR. SILVIA C. AMBAG

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CONFERENCECHAIR MESSAGE

Dr. Silvia C. Ambag

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Silvia C. Ambag

Conference chair

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BESSH-2015

CONFERENCE PROGRAM

DAY 01 Thursday (December 31, 2015)

Welcome Reception & Registration

9:00– 9:30 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – Ms. Ani Wahyu –Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

Grand Networking Session and Tea Break (10:00– 10:30 am)

DAY 01 Thursday (December 31, 2015)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Ms. Hendrati

Track A: Business, Economics, Social Sciences & Humanities

BCYI-1215-112	Parent's Perceptions towards Neighbourhood Safety: Case Study On Children Physical Activity At Taman Medan, Petaling Jaya.	Abdul Rahim Mohd Meerah
BCYI-1215-113	Constraint Factors in Volunteerism during Maybank Golf Malaysian Open 2015	Mohammad Ali Kimik
BCYI-1215-115	Effect of Easy Five on Technical and Tactical Performance of Elite Junior Tennis Players	Mohamad Rahizam Abdul Rahim
BCYI-1215-102	The Influence of Event Quality on Revisit Intentions among Malaysia Soccer League (MSL) Fans	Khairulzaman Hamin
BCYI-1215-103	Sport Match Service Quality, Sport Tourist Spectators Satisfaction And Intention to Return in Malaysian Football Match	Mustafa Yen
BCYI-1215-104	Destination Image, Loyalty and Satisfaction among Tourist at I-City Destination	Rezianna Muhammed Kassim

Lunch Break (12:00 - 1:00pm)

DAY 01 Thursday (December 31, 2015)

Session 2 (1:00 pm – 2:30 pm)

Venue: Room 1

Session Chairs: Ms. Hendrati

Track B: Engineering & Technology, Computer, Basic & Applied Sciences

ECYI-1215-103	The Influence of Feed Temperature and Stripper Position on Pressure, Temperature and Mass Flow in Each Stage of Crude Distillation Unit (CDU)	Xavier Sanuli Chiuaula Jr.
ECYI-1215-105	Modeling and Simulation of Carbon Dioxide Absorption into Promoted MDEA Solution at Industrial Packed Column	Duaa Abdelmonem Amin Ali
ECYI-1215-106	Kinetic Study of Carbon Dioxide Absorption into Glycine Promoted Methylediethanolamine (MDEA)	Yosry Elhosane Ahmed Elhosane

Closing Ceremony: 4:00 – 5:00 pm

**TRACK A: BUSINESS, ECONOMICS, SOCIAL
SCIENCES & HUMANITIES**

The Influence of Event Quality on Revisit Intentions among Malaysia Soccer League (MSL) Fans

Khairulzaman Hamin^{1*}, Meor Nasrullah Meor Mohd Ali²

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Abstract

Malaysia Soccer League (MSL) is the most popular league in Malaysia. The league is able to attract large number of fans to attend the matches at the stadiums. As for the service providers, these business opportunities provide the platform for stadium managements to identify the quality factors that will attract more fans to the stadiums besides current team performances. The purpose of this study was to examine the influence of event quality factors on revisit intentions of attending sporting event among MSL fans. Based on the purpose, the study was conducted in intention to identify demographic profiles and identify event quality factors through the MSL fans in Shah Alam, the capital of Selangor, Malaysia. Specifically, a total of 375 respondents who reside around the city were purposively selected for the study. The scale that being used in this study was derived from previous study developed by Ko, Zhang, Cattani, and Pastore (2011), Event Quality in Spectator Sports (SEQSS) with two dimensions. While for the regression analyses had showed the event quality factor was the predictor of revisit intention. As conclusion, event quality factors are the important aspect in attracting the fans to revisit or re- patronage sporting events such as MSL in Malaysia.

Keywords: Malaysia Soccer League (MSL) Fans, Sporting Event, Revisit Intention, Event Quality Factors

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Sport Match Service Quality, Sport tourist spectators Satisfaction and Intention to return in Malaysian Football Match

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Nasir³

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Abstract

The primary purpose of this exploratory study was to examine the factors that contribute to Sport Match Service Quality Dimension, Spectators Satisfaction and Intent to return in covering Sport Tourism events at Bukit Jalil Stadium for the Malaysian Football Match. The data were collected through a survey that was administrated during the match. The result suggested various match service quality dimension (accessibility, players, stadium environment, and crowd) has significant impact on satisfaction and behavioral intention. This study significant provides useful knowledge on how to improve match service quality from sport tourism spectators' point of view.

Keywords: Match Service Quality, Sport Tourism Spectators, Satisfaction, Behavioural Intention

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Destination Image, Loyalty and Satisfaction among Tourist at I-City Destination

**Rezianna Muhammed Kassim^{1*}, Mustafa Yen², Abdul Rahim
Mohd Meerah³, Nurul Fatiha hMohd Sabri⁴**

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Abstract

In spite of broad extensive of research on tourist satisfaction, there has been little study on how different types of tourists (sport tourist particularly) evaluate their hedonics experience associated with a particular destination and the effects of these attributes on, especially, in manmade based settings .The purpose of this study was to investigate the relationships among destination image, sport tourist satisfaction and destination loyalty. A total of 200 tourists completed a set of questionnaire in I-City Destination, Selangor, Malaysia. Multiple regressions was used to assess tested the hypothesized model. These outcomes provide significant theoretical implications for sport tourism research and competitive strategy for marketers.

Keywords: Destination Image, Sport Tourist Satisfaction, Loyalty

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Parent's Perceptions towards Neighbourhood Safety: Case Study on Children Physical Activity at Taman Medan, Petaling Jaya

**Abdul Rahim Mohd Meerah^{1*}, Rezian-na Kassim², Maizar
Muhamad³, Muhamad Zulfadzlie Bin Jaafar⁴**

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Abstract

The main purpose of this study was to find out the perception of neighbourhood safety and their children physical activity in Taman Medan at Petaling Jaya. Furthermore, the aim of this study was also to determine the types of children physical activity. Specifically, a total of 200 respondents (parents) were selected by using systematic random sampling to make up the sample size. This study employed quantitative research method. The reliability of constructs tested and the Cronbach Alpha shown 0.837 which indicated significant value. Finally, the result stated that majority of their children were very actively involved in physical activity and more likely to play outside (neighbourhood area). Furthermore, testing the relationship by using Pearson Correlation demonstrated that two factors: children physical activity and level of neighbourhood safety from stranger ($r = .244$, $p < 0.01$) had significant relationship towards neighbourhood safety and children physical activity. Future research should investigate gender differences in the ways in which the neighbourhood associated with physical activity.

Keywords: Physical Activity, Neighbourhood Safety, Urban Area, Perception

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Constraint Factors in Volunteerism during Maybank Golf Malaysian Open 2015

Mohammad Ali Kimik^{1*}, Siti Hajjar Ghazali²

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Abstract

Volunteers are vital to the successful running of any sporting events. The primary purpose of the present study was aimed to examine the volunteer's constraints during assisting at the Maybank Golf Malaysian Open 2015 at Kuala Lumpur Golf and Country Club, Kuala Lumpur, Malaysia. The constraints in participation based on the Leisure Constraints Model (Crawford et al., 1991). In addition, organizational constraint factor were also examined. Data were collected and analyzed using the descriptive statistical analysis. The result revealed that the interpersonal constraints factor were the main areas of constraint faced by volunteers during volunteering event, and followed by structural constraint factor. The present study significantly provided useful information and knowledge to event organizer's in order to further improve their services towards volunteer's by reducing volunteer's constraints.

Keyword: Volunteer's Constraints, Leisure Constraint Model, Malaysia

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Effect of Easy Five on Technical and Tactical Performance of Elite Junior Tennis Players

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Abstract

The aim of this study is to establish the performance profiling and to investigate the effects of Easy Five training drills on technical and tactical skills among Malaysian junior tennis players. Thirty (n=30) nationally ranked junior tennis players between the age of twelve to sixteen years old (20 males and 10 females, mean age 14.29 ± 1.65 years) were selected using purposive sampling method and were divided into experimental and control groups. The experimental group performed 4 sessions of intervention weekly for eight weeks while control group performed a normal training sessions and match play for the same frequency and duration. All participants were tested on their technical and tactical profiles before and after the intervention. Normality test showed that all data were normally distributed (Shapiro-Wilk test). Reliability test on the tactical profiles showed the data were adequately reliable with Cronbach's Alpha of more than 0.70. The results of sample paired t-test analysis subscales with every performance attributes showed significant improvement in all performance attributes with level of significant difference of $\alpha < 0.05$. The study concludes that the selected performance variables have indicated significant improvement after the intervention of Easy Five training drills and can be used in the profiling of players' performance. The findings from this study would be able to assist coaches in designing their effective training program and monitoring the performance of the junior tennis players.

Keywords: Training, Performance, Tennis, Technical, Tactical

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**TRACK B: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**

The Influence of Feed Temperature and Stripper Position on Pressure, Temperature and Mass Flow in Each Stage of Crude Distillation Unit (CDU)

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Abstract

The crude distillation units are the first units used in oil refinery industry through it can be obtained petroleum fractions such as naphtha, kerosene, diesel and gas oil used for the power supply and as feed in other industries. The aim of this paper is to get the feed temperature of the Preflash and naphtha Stripper position on Pipestil which can provide highest profit in the refinery. Aspen Plus simulator was used to perform the simulation. The temperature of furnace on Preflash column and stripper position on the Pipestil column is the design variables. The quality of light ends, heavy naphtha and diesel in the 95% ASTDMD86 was set constant at 130°C, 170°C and 220°C respectively. The optimum condition was determined based on the maximum profit and it happened when the temperature in the furnace of Preflash column was 325°C while naphtha Stripper position on Pipestil was at p5-4 with a profit of USD60/m³.

Keywords: Crude Distillation Unit (CDU), Stripper position, Optimization

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Modeling and simulation of carbon dioxide absorption into promoted MDEA solution at industrial packed column

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^{1,2,3,4} Dept. Chemical engineering, Institute Technology of Sepuluh Nopember, (ITS) Surabaya, Indonesia

Abstract

The selective chemical absorption by a solvent is the most well-established method for carbon dioxide capture in power plants and from natural gas sources. High product yields and purities can be obtained with this method; and in order to achieve higher capture efficiency, there is a need for improved design of packed columns and optimization of operating conditions, which can be eased via the use of advanced process models for reactive absorption. In this work a rate-based process model for the reactive absorption of carbon dioxide from a gas mixture into promoted MDEA solution with potassium glycinate at packed bed column is developed. The model consists of the kinetics of key reactions and considers the interactions between mass-transfer and chemical kinetics. Mass transfer is modeled using calculated mass transfer coefficients in combination with an enhancement model to account for the chemical reactions. Proper correlations for the key thermodynamic for the gas-liquid mass transfer are incorporated into the model to ensure reliable predictions. The model was validated using plant data, and can be used to study theoretically the performance of packed bed column.

Keywords: Absorption, Chemical Absorption, Carbon Dioxide, MDEA, Packed Column, Rate Based Model

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Kinetic Study of Carbon Dioxide Absorption into Glycine Promoted Methylediethanolamine (Mdea)

YosryElhosane Ahmed Elhosane^{1*}, Ali Altway², Susianto DEA³,
DuaaAbdelmonem Amin Ali⁴

^{1,2,3,4}Institute Teknologi Sepuluh Nopember suarabaya, Indonesia

Abstract

Carbon dioxide is commonly seen as one of the major contributors to climate change that is why removing carbon dioxide from the chemical industry field is very important things to mitigate the problem of global warming, so we need to reduce CO₂ emissions by using the optimized method. The main purpose of this study is to provide reaction kinetics data of CO₂ absorption into glycine promoted methyldiethanolamine(MDEA) by using laboratory scale wetted wall column equipment at the atmospheric pressure by varying temperature from 303,15 to 328,15 and glycine concentration from 1% to 3% and the carbon dioxide absorption rate is measured by titration of liquid effluent. Based on the result of this study, we observed that by increasing temperature and concentration of glycine, the absorption rate of carbon dioxide in MDEA solution will increase. In addition the reaction rate constant will be affected by the temperature and the concentration of promoter. The correlation of reaction rate constant k glycine is: $k \text{ glycine} = 8.113E+18 \exp(-5137.6/T)$ with activation energy for glycine promoter is 42.714 kJ/kmol.

Keywords: Reaction Kinetic; Carbon Dioxide Absorption; Promoter; Wetted Column

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