



# The WINNERS

Economic, Business, Management, and Information System Journal

Vol. 19 No. 2 September 2018

---

## Editor in Chief

Rudy Aryanto Management Department, Bina Nusantara University, Indonesia

## Managing Editors

Arta Moro Sundjaja Information System Department, Bina Nusantara University, Indonesia  
Noerlina Information System Department, Bina Nusantara University, Indonesia

## National Editor Board

Engkos Ahmad Kuncoro Management Department, Bina Nusantara University, Indonesia  
Idris Gautama So Management Department, Bina Nusantara University, Indonesia  
Yasinta Soelasih Management Department, Atmajaya University, Indonesia  
Levyda Levyda Management Department, Sahid University, Indonesia  
Agus Zainul Arifin Management Department, Tarumanegara University, Indonesia

## Language and Layout Editor

Dina Nurfitriya Bina Nusantara University, Indonesia  
Eka Yanti Pangputri Bina Nusantara University, Indonesia  
Atmawati Bina Nusantara University, Indonesia  
Holil Bina Nusantara University, Indonesia

## Secretariat

Haryo Sutanto Bina Nusantara University, Indonesia

## Description

The Winners is a semiannual journal, published in March and September. The Winner focuses on various issues spanning in economics, business, management, and information system through this scientific journal. The Winners has been indexed by Academic Research Index (Research BIB), Science and Technology Index (SINTA), Microsoft Academic Search, Indonesian Publication Index (IPI) Bielefeld Academic Search Engine (BASE), World Catalogue (WorldCat) and Google Scholar, and Indonesian Research Repository (Neliti).

---

Research and Technology Transfer Office, Bina Nusantara University, Anggrek Campus, Jl. Kebon Jeruk Raya 27, Kebon Jeruk, Jakarta Barat 11530, Tel. +621-5350660 ext. 1705/1708, Fax. +621-5300244, E-mail: [asundjaja@binus.edu](mailto:asundjaja@binus.edu), [hsutanto@binus.edu](mailto:hsutanto@binus.edu), [thewinner@binus.edu](mailto:thewinner@binus.edu), <http://journal.binus.ac.id/index.php/winners>

# *The* **WINNERS**

Economic, Business, Management, and Information System Journal

Vol. 19 No. 2 September 2018

---

## CONTENTS

<b>Sari Apriza; Ami Fitri Utami</b> Firms' Dynamic Capabilities: A Case of Indonesian Telecommunication Company .....	69-76
<b>Dotty Wimpertiwi</b> International Entrepreneurship as Development of Entrepreneurship Education: A Study Case of ASEAN Economic Community Countries .....	77-83
<b>Hariyatno; Dotty Wimpertiwi; Isanawikrama; Adhi Bawono</b> Ease of Online Ojek Service Grows Consumer Loyalty .....	85-94
<b>Cut Irna Setiawati; Abi Atarita</b> Failure Factors among Young Entrepreneurs in Higher Education Institution: A Study from Telkom University..	95-109
<b>Ina Melati; Teddy Indira Budiwan; Raden Ajeng Aryanti Wardaya Puspokusumo</b> Segmentation Map, Consumer Preference, and Price Determination Appropriate for Wedding Organizer Business in Jakarta .....	111-117
<b>Index</b> .....	119-122