

Journal

ISSN 1412-1212

W The Winners

Economic, Business, Management, and Information System Journal

Vol. 14 No. 2 September 2013

Pelindung

Rector BINUS University
Prof. Dr. Ir. Harjanto Prabowo, MM

Redaktur Utama

Rudy Aryanto, SE., MM

Dewan Redaksi

Dr. Engkos Achmad Kuncoro, SE., MM
Idris Gautama So, SE., S.Kom., MM., MBA., PhD
Robertus Tang Herman, SE., MM
Dr. Ir. Dyah Budiastuti, MM
Hartiwi Prabowo, SE., MM

Editor/Setter

I. Didimus Manulang
Haryo Sutanto
Holil
Atmawati

Sekretariat

Nandya Ayu
Dina Nurfitria

Alamat Redaksi

Research and Technology Transfer Office
BINUS University
Kampus Anggrek, Jl. Kebon Jeruk Raya 27
Kebon Jeruk, Jakarta Barat 11530
Telp. 021-5350660 ext. 1708
Email: nayu@binus.edu, raryanto@binus.edu

Terbit & ISSN

Terbit 2 (dua) kali dalam setahun (Maret dan September)
ISSN: 1412-1212

DAFTAR ISI

Apriyanti Analisis Conjoint Preferensi Konsumen terhadap Kombinasi Fitur Produk Motor Bekas Berdasarkan Segmen Gender di Jambi <i>(Conjoint Analysis of Consumer Preferences on Product Features Combination of Used Motorcycles Based on Gender Segment in Jambi)</i>	71-76
Arif Yusuf Hamali Pengaruh Motivasi terhadap Produktivitas Kerja: Studi Kasus pada PT X Bandung <i>(Effect of Motivation on Work Productivity: A Case Study in PT X Bandung)</i>	77-86
Vincent; Dyah Budiastuti Analisis 7c Framework untuk Memprediksi Kinerja Pemasaran <i>(Analysis of 7C Framework to Predict Marketing Performance)</i>	87-94
Evi Steelyana Perempuan dan Perbankan: Sebuah Tinjauan Tentang Peran Inklusi Keuangan terhadap Pengusaha UMKM Perempuan di Indonesia <i>(Woman and Banking: a Review of the Role of Financial Inclusion on Woman Entrepreneurs SMEs in Indonesia)</i>	95-103
Hansel Jonathan Analisis Pengaruh E-Service Quality terhadap Customer Satisfaction yang Berdampak pada Customer Loyalty PT Bayu Buana Travel Tbk <i>(Analysis of Effect of E-Service Quality on Customer Satisfaction that Affects Customer Loyalty in PT Travel Bayu Buana Tbk)</i>	104-112
Inti Sariani Jianta Djie Analisis Peramalan Penjualan dan Penggunaan Metode Linear Programming dan Decision Tree Guna Mengoptimalkan Keuntungan pada PT Primajaya Pantas Garment <i>(Analysis of Sales Forecasting and the Use of Linear Programming Method to Optimize Profits in PT Primajaya Pantas Garment)</i>	113-119
Jajat Sudrajat Studi Peningkatan Kualitas Belajar melalui Analisis Gaya Belajar Individu dalam Membentuk Kompetensi Entrepreneurship <i>(Study of Learning Quality Improvement through an Analysis of Individual Learning Style in Forming Entrepreneurship Competence)</i>	120-126
La Ode Suriadi Pembiayaan Defisit dengan Utang dan Ketahanan Fiskal di Indonesia <i>(Deficit Financing with Debt and Fiscal Sustainability in Indonesia)</i>	127-137
Indeks	139-142