

# Journal

ISSN 1412-1212

# The Winners

Economic, Business, Management, and Information System Journal

Vol. 12 No. 1 Maret 2011

---

<b>Pelindung</b>	Rektor BINUS University
<b>Penanggung Jawab</b>	Direktur Riset dan HKI, BINUS University
<b>Redaktur Utama</b>	Dian Tauriana, S.E., M.Sc.
<b>Dewan Redaksi</b>	Idris Gautama So, S.E., S.Kom., M.M., M.B.A. Tjia Fie Tjoe, S.Kom., M.M. Tomy Gurtama Soemapradja, S.E., M.M. Retno Dewanti, S.IP., M.Si Gatot Soepriyanto, S.E., Ak, M.Buss (Acc.) Haryadi Sardjono, S.T., M.M. Ir. Dyah Budiastuti, M.M. Hartiwi Prabowo, S.E., M.M.
<b>Mitra Bestari</b>	Prof. Dr. Harjanto Prabowo (BINUS University) Prof. Andi Faisal Bakti, MA, PhD. (Universitas Pancasila) Dr. Engkos Achmad Kuncoro (BINUS University) Dr. Hisar Sirait (IBII) Dr. Hanif Ismail (IBII) Ir. Muhril Ardiansyah, Ph.D (Swiss German University) Ir. Edy Supriyadi, M.M. (Universitas Pancasila) Ir. Iman Heru Soeharto, M.Sc.(President University) Erwin Ramedhan, Ph.D (President University) Tatang Ary Gumantri, Ph.D. Drs. Feliks Jebarus, M.Si. Sri Hernawati, M.M. Retno Tanding Suryandari, S.E., M.Si. B. Hepris Estawara, M.Si. (Universitas Pancasila) Mohammad Rafki Nazar, M.Sc. (Universitas Pancasila) Dr. Iyus Wiadi, MPA (Universitas Paramadina) Dr. Ita Mariza (UPH)
<b>Editor/Setter</b>	Dra. Endang Ernawati, M.Lib. Prastari Asri Wiweko, S.S. Holil Angga Ferdiansyah
<b>Sekretariat</b>	Anindito, S.Kom., M.TI
<b>Alamat Redaksi</b>	Direktorat Riset dan HKI Universitas Bina Nusantara Kampus Anggrek, Jl.Kebon Jeruk Raya 27 Kebon Jeruk, Jakarta Barat 11530 Telp. 021-5350660 ext. 1189 Fax. 021-5300244 Email: anindito@binus.edu, dtauriana@binus.edu
<b>Terbit &amp; ISSN</b>	Terbit 2 (dua) kali dalam setahun (Maret dan September) ISSN: 1412-1212



## DAFTAR ISI

<b>Hasliza Abdul-Halim; Norbani Che-Ha</b> Human Resource Outsourcing: Lesson from Multinational Enterprises .....	1-10
<b>Ismayanti; Ina Djamhur; Levyda</b> Indonesian Tourists' Preferences Influence of Conscious and Unconscious Motives .....	11-23
<b>Sabrina O. Sihombing</b> Understanding Knowledge Sharing Behavior: An Examination of the Extended Model of Theory of Planned Behavior .....	24-39
<b>Lenny Gunawan</b> Entrepreneurship: Entrepreneurs to Win Their Sustainable Competitive Advantages within Globalization Era .....	40-46
<b>Choirul Anwar</b> The Analysis of Financial Invoice Automation System (IAS) Based on the Effectiveness and Efficiency in Invoice Processing at the Procurement Department: a Case Study of Company Perintis Mandiri .....	47-60
<b>Dian Tauriana; Ika Fietrin</b> Pengaruh Penempatan Produk di Kasir dan Sales Person terhadap Impulse Buying ( <i>The Effectiveness of Product Placement in Cashier and Sales Person towards Impulse Buying</i> )	61-70
<b>Yunita Ismail</b> Lahan Pertanian Abadi (LPA) Di Kabupaten Tangerang ( <i>Agricultural Land Conversion (LPA) in Tangerang Regency</i> ) .....	71-81
<b>Safitri Wijayanti; Sevenpri Candra; Haryadi Sarjono</b> Analisis Persediaan Beras Nasional dalam Memenuhi Kebutuhan Beras Nasional pada Perusahaan Umum Bulog ( <i>The Analysis of National Rice Inventory in Fulfilling the Needs of National Rice in PERUM BULOG</i> ) .....	82-96