

**ISSN: 1412 - 1212**

# **THE WINNERS**

Accounting, Business, Management, and Information System  
Volume 4, Nomor 2, September 2003

---

Subbiro Publikasi Ilmiah bidang Ekonomi Universitas Bina Nusantara

---

<b>Pelindung</b>	Dr. Th. Widia Soerjaningsih Once Kurniawan, S.Kom., M.M. Ir. Bahtiar S. Abbas, M.Sc., Ph.D.
<b>Redaktur Utama</b>	Prof. Dr. Gerardus Polla, M.App.Sc.
<b>Dewan Redaksi</b>	Parulian Sihotang, Ak., M.Acc., Ph.D. Ir. Harjanto Prabowo, M.M. E.A. Kuncoro, S.E., M.M.
<b>Mitra Bestari</b>	Dr. Hekinus Manao, M.Acc., C.G.F.M. (Universitas Indonesia) Dr. Sudarwan, M.B.A., Q.I.A. (Universitas Trisakti) Dr. Ir. Roy Sembel, M.B.A. (Program Pascasarjana Universitas Bina Nusantara) Edi Timbul Hardiyanto, S.E., Ak., M.Sc., M.B.A., B.A.P (Institut Pendidikan Internal Auditor Indonesia) Dr. Suroso Isnandar, M.Sc. (University of Abertay, United Kingdom) Marien Van Den Boom, Ph.D. (InHolland University, The Netherlands)
<b>Editor</b>	Dra. Endang Ernawati, M.Lib. Titik Rahayu S., S.S. Agung Pramanto, S.S.
<b>Sekretariat</b>	Hery H.M., S.Kom. Tri Septi Wulansari Harkat Christian Zamasi
<b>Alamat Sekretariat</b>	Subbiro Publikasi Ilmiah bidang Ekonomi, Biro Penelitian dan Publikasi, Universitas Bina Nusantara Jl. Kebon Jeruk Raya No. 27, Kemanggisan, Jakarta Barat 11530 Telp. (021) 5345830, 5350660 ext. 1706 Fax. (021) 5300244 e-mail: heryhm@binus.ac.id
<b>ISSN</b>	1412-1212

ISSN: 1412 - 1212

# THE WINNERS<sup>Journal</sup>

Accounting, Business, Management, and Information System

Volume 4, Nomor 2, September 2003

---

## DAFTAR ISI

Kata Pengantar.....	v
<b>Idi Setyo Utomo</b>	
<i>Keseriusan Pengelolaan Administrasi Materiil di Instansi Pemerintah (Contribution Administration Management on Government Institution needs a Serious Attention).....</i>	63-71
<b>Idris Gautama</b>	
<i>Penggunaan Pengungkit dalam Mengembangkan Bisnis (The Use Leveraging in Developing Business).....</i>	72-77
<b>Budiman Notoatmojo</b>	
<i>Perencanaan Model Penanggulangan Kemiskinan Petani Berlahan Sempit (Alleviation Model Planning for the Poor Small Farmers Land-holding).....</i>	78-93
<b>Parulian Sihotang</b>	
<i>A Longitudinal Analysis of the Indonesian Production Sharing Contracts (PSC): The Question of Economic Accountability.....</i>	94-111
<b>Beatrik Messah</b>	
<i>Factors Influencing Indonesian Internet Users Intention on Buying Books Online.....</i>	112-126
<b>Ita Mariza</b>	
<i>Pengukuran Kinerja dengan Balanced Scorecard (Performance Measuring Using Balanced Scorecard).....</i>	127-137
<b>Kadiman Pakpahan</b>	
<i>Strategi Investasi di Pasar Modal (Investment Strategy on Capital Market).....</i>	138-147