PROGRAM BOOK

THE 3rd HUMBOLDT KOLLEG IN INDONESIA

International Collaboration of ASEAN Researchers

The Rise of ASEAN and Strategic Partnership in Understanding the Complexity and Collective Phenomena in Emergent Societies

July, 24 - 26th, 2017
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Foreword from the Director of Research and Community Services, Ministry of Research, Technology and Higher Education of Indonesia

The Excellency Ambassador of Germany to Indonesia, ASEAN and Timor-Leste, Distinguished Head of Division for Asia the Alexander von Humboldt Foundation, Distinguished Rector of Universitas Pembangunan Jaya, Distinguished Humboldt Fellows, Distinguished national and international scientists and academics, ladies and gentlemen

The Directorate of Research and Community Services of the Ministry of Research, Technology and Higher Education of the Republic of Indonesia congratulates the Humboldt Ambassador Scientist for Indonesia and the Humboldt Fellows Indonesia to hold the 3rd Humboldt Kolleg in cooperation with the Universitas Pembangunan Jaya (UPJ) and the Pembangunan Jaya Center for Urban Studies.

Sustainable development of cities and society has been the concern of the government of the Republic of Indonesia. It is the duty of scientists and academicians to contribute to solve the problem for society through development of science and technology and to open the horizon for further development of frontier research. Now days, networking and collaboration in research are the keys to tackle the 21st century challenges which are multifaceted and required to multidisciplinary and even interdisciplinary approaches.

I, as the Director of Research and Community Services, the Ministry of Research, Technology and Higher Education of Indonesia, am fully support and encourage the idea to organize this multidisciplinary conference. The fellows of the Alexander von Humboldt Foundation are of high reputation both in scientific field and in the position at their institution in ASEAN that is strategic for development of academic atmosphere. The challenge is how to join our forces together to make strong regional and international network to develop science, technology and higher education system. I believe that during this three days' conference, these challenges will be address and discussed by the Humboldt Fellows and other participants.

Once again, the Ministry of Research, Technology and Higher Education of Indonesia (KEMENRISTEKDIKTI) congratulates to Humboldt Fellows and all participants for the success of the 3rd Humboldt Kolleg. I wish you all the best and success in building network as well as in the discussion to give contribution to develop science and technology of ASEAN countries.

Sincerely yours,

Prof. Dr. Ocky Karna Radjasa, M.Sc.
Director of Research and Community Services
Ministry of Research, Technology and Higher Education
BEYOND ARTIFACTS: SWITCHING FROM CONVENTIONAL TO SHARIA FINANCIAL PRODUCT IN URBAN CONTEXT

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The rationale behind this research is to get an extensive view on potential customer’s willingness to share from conventional to sharia financial product. In recent days, sharia becomes a financial business phenomenon in urban community, which offers not just a financial services but also sense of connectiveness to Islamic value. This research was conducted using two combine approaches. A qualitative approach has found that there are 12 Artifacts of corporate culture that could influence potential customer to switch from conventional to sharia financial product. The output of this approach is a proposed model that needs to confirm by conducting quantitative approach. A quantitative approach study was conducted to 215 respondents and analyzed using structure equation modeling. It was concluded that sharia artifacts could be analyze from its deliverance to potential customer and from its relatedness to sharia self-concept of potential customer. Both sharia Artifacts deliverance and relatedness gives influence to product perception, but only sharia Artifacts deliverance influences product trust. Moreover, product perception and product trust gives influence to potential customer’s willingness to switch from conventional to sharia financial product. The result of this study can be used as a reference to design more reliable artifacts that has more relatedness with sharia concept, as well as delivering it as a valuable component in the strategic plan of Islamic financial institution.

Keywords: Urban. Culture, Artifacts, Sharia, Financial, Banking, Switching