

SURAT TUGAS

Nomor : 48 DL/3.03/FEB/III/2025

- Dasar :
1. SKR Nomor : 177/SKR/BSDM/USAkti/IX/1997 tanggal 15-08-1997 ketentuan keikutsertaan karyawan Usakti dalam pertemuan ilmiah.
 2. SKR Nomor : 040/USAkti/SKR/II/1998 tanggal 27-02-1998 tentang Petunjuk Pelaksanaan Peraturan Beban Tugas Institusional Dosen Biasa Usakti.
 3. Berdasarkan Surat Usulan dari Ketua Program Studi Manajemen FEB Usakti Nomor : 044/Mj.28/FEB/III/2025 tanggal 4 Maret 2025.

dengan ini Pimpinan Fakultas Ekonomi dan Bisnis Universitas Trisakti

MENUGASKAN

Kepada :

No	Nama	Nik	Jabatan Akademik
1.	Dr. Nico Lukito, MM, CMA, CGEC, CDMS, MCE	2618	Lektor 300
2.	Dr. Renny Risqiani, MM, CMA, CPM	2440	Lektor 300
3.	Dr. B. Medina Nilasari, MM, CHRM	2619	Lektor Kepala 550
4.	Dr. Hermanto Yaputra, MM, CMA, GRCE	3288	Lektor 200

Untuk : Hadir sebagai Peserta pada Kegiatan *International Conference On Management and Marketing* dengan tema : “*Navigating Change : Innovations in Management and Marketing*” yang diselenggarakan oleh *The International Conference on Management and Marketing (ICMaM) 2024*.

Hari/Tanggal : Rabu – Kamis / 4 – 5 Desember 2024

Waktu : 08.00 – 15.00 WIB

Tempat : UNITAR International University, Selangor, Malaysia.

Demikian surat tugas ini dikeluarkan agar dapat dilaksanakan dengan sebaik-baiknya dan penuh tanggung jawab, serta kepada yang bersangkutan dapat memberikan laporan kepada Wakil Dekan I.

Dikeluarkan di : Jakarta
Pada Tanggal : 13 Maret 2025

Dekan,



Prof. Dr. Yolanda Masnita Siagian, MM, CIRR, CMA, CPM

SDM/3752	WD I/1954
	

Disampaikan kepada Yth. :

- Nama-nama Terlampir

Tembusan :

1. Ka. Prodi MJ FEB USAkti
2. Kasubag. Adm SDM FEB USAkti



Lembar Disposisi

No. Agenda : 0226/FEB

Tanggal : 5/3/2025

Diterima dari : Kaprodi S1 Manajemen

Kode Klasifikasi :

No. Surat : 044.045/My.28/FEB/III/2025

Tgl. Surat : 4/3/2025

Lampiran :

Perihal/Isi Ringkas : Usulan Pembuatan Surat Tugas

Kepada Uth. Wakil Dekan I

- ☐ Mohon Persetujuan
- ☐ Mohon Tanda Tangan
- ☐ Mohon Instruksi/Petunjuk selanjutnya
- ☐ Mohon Saran/Komentar
- ☐ Untuk Informasi Bapak/Ibu/Sdr.
- ☐ Sesuai Instruksi Bapak/Ibu/Sdr.
- ☐ Sesuai Pembicaraan sebelumnya
- ☐ Mohon Diumumkan

- ☐ Mohon Segera Dilaksanakan
- ☐ Mohon Bantuannya
- ☐ Mohon Dicatat lalu Dikembalikan
- ☐ Mohon Disimpan dalam File
- ☐ Mohon Konsep Jawaban
- ☐ Mohon Jawaban Segera
- ☐ Mohon Bicara dengan Saya
- ☐ Didistribusikan / Digandakan

Nota :

Ka. Prodi S1 Mj

Agar melampirkan surat pengajuan
dari dosen ybs.

Ka. SDM

u/ dibuatkan S.T

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hmm 10/3/25

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hmm 6/3/25

6/3/25

Nomor : 044/Mj.28/FEB/III/2025
Lampiran : 1(satu) berkas
Perihal : **Usulan Pembuatan Surat Tugas Dosen
Pada Kegiatan International Conference**

04 Maret 2025

Kepada Yth.
Dr. Husna Leila Y., MM, CMA, CPM
Wakil Dekan I Fakultas Ekonomi dan Bisnis
Universitas Trisakti
Jakarta

Dengan hormat,

Sehubungan dengan diselenggarakannya *International Conference On Management and Marketing* yang diselenggarakan *The International Conference on Management and Marketing* (ICMaM) 2024 pada **tanggal 04-05 Desember 2024** di UNITAR International University (bukti terlampir), dengan tema “***Navigating Change: Innovations in Management and Marketing***”. Maka bersama ini kami mohon kepada ibu untuk **dibuatkan Surat Tugas** kepada beberapa dosen yang mengikuti kegiatan tersebut diatas

Adapun nama-nama dosen tersebut adalah :

1. Dr. Nico Lukito, MM, CMA, CGEC, CDMS, MCE
2. Dr. Renny Risqiani, MM, CMA, CPM
3. Dr. B. Medina Nilasari, MM, CHRM, CHRMP
4. Dr. Hermanto Yaputra, MM, CMA

Demikian permohonan ini kami buat agar dapat dibuatkan surat tugasnya, atas perhatian dan kerjasamanya kami ucapkan terimakasih

Ketua Program Studi S1 Manajemen,

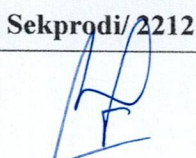


Dr. Vandyuli Riorini, MM, CIQnR, CMP
CMA, CPM

Paraf/NIK :

Tembusan :

1. Dekan (sebagai laporan)
2. Wakil Dekan II
3. Kasubag. Adm. Dosen



Kepada Yth,
Dr. Sri Vandayuli Riorini,MM.CIQnR.CMP.CMA.CPM.
Ketua Program Studi Manajemen FEB
Universitas Trisakti
Jakarta

Dengan hormat,

Sehubungan dengan diselenggarakannya **International Conference On Management and Marketing** yang diselenggarakan **The International Conference on Management and Marketing (ICMaM) 2024** pada tanggal 4-5 Desember 2024 di **UNITAR International University** dengan tema **"Navigating Change: Innovation in Management and Marketing"** Maka bersama ini saya mohon kepada ibu untuk dibuatkan Surat Tugas kepada beberapa dosen yang mengikuti kegiatan tersebut.

Adapun nama-nama dosen tersebut adalah:

1. Dr. Nico Lukito,MM.CMA.CGRC,CDMS,MCE.
2. Dr. Renny Risqiani,MM.CMA.CPM.
3. Dr. B. Medina Nilasari,MM.CHRM,CHRM.P.
4. Dr. Hermanto Yaputra,MM.CMA.

Demikian surat permohonan ini saya buat untuk dapat dipergunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya saya ucapkan terimakasih.

Jakarta, 10 Maret 2025



Dr. Nico Lukito,SE.MM.CMA.CGRC.CDMS.MCE.



Ashraf Ayub
Graduate
Business School



KLMUC



INTERNATIONAL CONFERENCE ON MANAGEMENT AND MARKETING

ICMaM 2024

"Navigating Change: Innovations in Management and Marketing"



OFFICIATED BY:

YBhg Dato' Sri Dr Mohd Uzir Mahidin
Chief Statistician, Malaysia

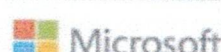
PROGRAMME & ABSTRACTS

4-5 DEC 2024 | HYBRID CONFERENCE

<https://icmam.net/>



TalentCorp



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Track 1: Marketing

Venue: Room 1 <http://tiny.cc/n37xzz>Date: 4th December 2024 (Wednesday)

Session: Afternoon session 3:30 pm – 5:45 pm

Session Chair: Dr. Aervina Misron & Dr. Haruthai Numprasertchai

No	TIME	ID	TITLE	AUTHORS
1	3:30 - 3:45 pm MYT	1571066392	Caught in the FOMO Trap: How Social Factors Fuel Online Impulse Buying	Zakiyah Zahara; Muslimin Muslimin; Ira Nuriya Santi; Mohammad Zeylo Auriza; Sri Wanti; Cikal Rambasae N; Ni Komang Winda Puja Astuti
2	3:45 - 4:00 pm MYT	1571072312	Impression Management and Marketing Strategy of Tempo Magazine Caricatures	Qudratullah Qudratullah; Ikmal Abd. Malik; Muhamad Iqbal; Syahrianti Syam; Andi Filsah Muslimat; Andi Khemal Akbar
3	4:00 - 4:15 pm MYT	1571073451	Exploration of Internal Control of Sales & Receivables in Chinese Manufacturing	YU Ensong
4	4:15 - 4:30 pm MYT	1571074183	Linking Adaptation Strategies in Business Relationships of Retail SMEs in Malaysia	Nor Asmahani Ibrahim

5	4:30 - 4:45 pm MYT	1571074187	An Assessment of Rural Consumer Shopping Orientation towards FMCG	Manmohan Bansal; Somesht Sharma; Mohnish Kumar; Prakash Garia
6	4:45 - 5:00 pm MYT	1571074485	Research on Enterprise Marketing Strategy Innovation in the Era of Big Data	Hong Ling
7	5:00 - 5:15 pm MYT	1571074529	The Influence of Consumer Behavior on Students Interest in Buying Halal Food	Nico Lukito; Renny Risqiani; B. Medina Nilasari; Hermanto Yaputra
8	5:15 - 5:30 pm MYT	1571056080	Factors Affecting Gen Z's Turnover Intention in Indonesia's E-Commerce	Keanu Tanikara Kartawinata; Diaz Rahadian; Anita Maharani
9	5:30 - 5:45 pm MYT	1571057235	Promotional Practices of QSR in the Premier Central Business of the Philippines	Manuel J. Logatoc

The Influence of Consumer Behavior on Students Interest in Buying Halal Food

Nico Lukito¹; Renny Risqiani²; B. Medina Nilasari³; Hermanto Yaputra⁴

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Abstract. The rise of Indonesia's Muslim population has boosted demand for halal products, previously seen as unprofitable. This study explores the effects of Halal Awareness, Halal Marketing, Religious Belief, Halal Certification, and Personal Social Perception on the intention to purchase halal products. Using a descriptive approach and purposive sampling of 212 students in Jakarta, data analyzed with SPSS Version 25 revealed that Halal Awareness, Religious Belief, and Halal Certification positively influence purchase intentions, while Halal Marketing negatively affects them. Personal Social Perception shows no impact. This suggests focusing on Halal Awareness, Religious Belief, and Certification can significantly enhance consumer purchase intentions.

Keywords: Halal Awareness; Religious Belief; Halal Certification; Personal Social Perception; Purchase Halal Products



CERTIFICATE OF PARTICIPATION

This certificate is awarded to

NICO LUKITO

as

PAPER PRESENTER

in **The International Conference on Management and Marketing (ICMaM) 2024 –
"Navigating Change: Innovations in Management and Marketing"**
held on 4-5 December 2024 at UNITAR International University.

A handwritten signature in black ink, appearing to read "Rosmimah", written over a faint, large watermark of a stylized flower or leaf design.

PROFESSOR DR ROSMIMAH BINTI MOHD ROSLIN
CONFERENCE CHAIR