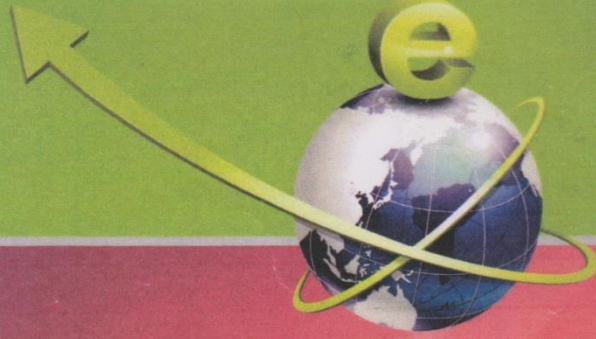


# IKOI Thailand 2013

2013 International Conference  
of Organizational Innovation



## International Conference of Organizational Innovation

### Sponsor



International Association of  
Organizational Innovation, USA



International College at Suan Sunandha  
Rajabhat University, Thailand



Airlangga University, Surabaya,  
Indonesia



Chang Jung Christian  
University, Taiwan

### Cosponsor



De La Salle University,  
Manila, Philippines



Swinburne University of  
Technology, Australian



Southeastern Louisiana  
University, USA



Huaqiao University, China



Nanjing Auditing University,  
Nanjing, China



Far East University, Taiwan

### Conference Date

July 2-4 2013

### Location

Hilton Hua Hin Resort and Spa 3 Naresdamri Road, Hua Hin, 77110, Thailand

ation of  
 "Buy,  
 f 2013--- 80  
 ----- 81  
 ogy  
 ity On  
 ----- 82  
 ----- 83  
 apany in  
 ----- 84  
  
 dership  
 ----- 85  
 ing  
 ----- 86  
 ----- 87  
 and  
 ----- 88  
 ----- 89  
 ----- 90  
 ----- 91  
 Jordan-  
 ision  
 ----- 92  
 ----- 93  
 nce----- 94  
 nate  
 ----- 95  
 in Earth  
 ----- 96

## 11. Human Resource Management

13R-059: Key Success Factors of Dispatched Personnel in Enterprises-----	97
13R-060: The Influence of Advancement Systems on Employee Loyalty in the Service Industry-----	98
13R-115: Effects of Personality Traits on Staff Performance of Employees in Betel Nut Industry - Leadership Style as the Moderator-----	99
13R-148: A Study the Impact of Overseas Adaption on Job Satisfaction of Expatriates in Textile Industry -----	100
13R-A59: Job Redesign and Employee Performance-----	101

## 12. Industrial Management

13R-035: Measurement of SCM Performance Based on a Combined Model of Information Entropy and OWGA: An Exploratory Analysis-----	102
13R-171: A Study on the Acceptability to Pumpkin Regimen Bread among Preseniors- Taking the Preseniors on Tainan for Example-----	103
✓ 13R-A11: The Role of Spirituality and Creative Process Engagement for Service Employee Performance-----	104
13R-A43: Design of Improvement Priorities in Service Quality Dimensions Using Analytic Hierarchy Process Approach in Small and Medium Enterprises of Culinary Field in Surabaya-Case Study in Wapo Restaurant, Gotri Restaurant and SAS Restaurant-----	105
13R-A45: Iron Maiden with a Soft Heart a Qualitative Study on Woman Leadership within the Context of Family Business-----	106
13R-A61: Competitiveness Improvement of National Logistics Service Providers Industries through Collaboration, Perspective of Consumer Goods Manufacturer in East Java, Indonesia-----	107
13R-A69: The Influence of Brand Credibility toward Customer Perceived Value, Customer Satisfaction, Customer Loyalty, and its Impact to Generate Word of Mouth Recommendation- Case in Bank Mandiri Jakarta-----	108
13R-A78: The Application of Overall Equipment Effectiveness Method through Six Big Losses Analysis in Improving Production Effectiveness-----	109
13R-A83: The Model of Factors Affecting Collaboration Practice in Indonesian Small-Medium Enterprises Supply Chain-----	110
13R-A89: An Implementation of Material Requirement Planning (MRP) as Inventory Cost Control in Cigarette Manufacturer-----	111

DATE : July, 2 2013, Tuesday

LOCATION : Rama VII, Hilton Hua Hin Resort and Spa, Hua Hin, Thailand

Time	Topic of Seminar	Country/Region
<b>Session 5.1</b> 13 : 00   14 : 20	<b>Chair : Dr. Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand</b>	
	1. 13R-A11: The Role of Spirituality and Creative Process Engagement for Service Employee Performance	Ardian Adhiatma Indonesia
	2. 13R-A45: Iron Maiden with a Soft Heart a Qualitative Study on Woman Leadership within the Context of Family Business	Lusy Tanaya Indonesia
	3. 13R-A59: Job Redesign and Employee Performance	Nuri Herachwati, Indonesia
	4. 13R-A83: The Model of Factors Affecting Collaboration Practice in Indonesian Small-Medium Enterprises Supply Chain	Amak Mohamad Yaqoub, Indonesia
	5. 13R-123: Problems and Strategies for National Innovative Climate Formation -The Case Of Thailand	Denis Ushakov, Thailand
<b>Tea Time</b>		
<b>Session 5.2</b> 14 : 30   15 : 50	<b>Chair : Dr. Emilina R. Sarreal, De La Salle University, Philippines</b>	
	1. 13R-A61: Competitiveness Improvement of National Logistics Service Providers Industries through Collaboration, Perspective of Consumer Goods Manufacturer in East Java, Indonesia	Puspandam Katias Indonesia
	2. 13R-A75: The Role of Knowledge Creation Mechanism toward Marketing Performance	Masmira Kurniawati Indonesia
	3. 13R-A80: Foreign Entry and Banks Efficiency in Indonesia	Rahmat Heru Setianto Indonesia
	4. 13R-A43: Design of Improvement Priorities in Service Quality Dimensions Using Analytic Hierarchy Process Approach in Small and Medium Enterprises of Culinary Field in Surabaya-Case Study in Wapo Restaurant, Gotri Restaurant and SAS Restaurant	Febriana Wurjaningrum Indonesia
	5. 13R-094: Frontiers of Entrepreneurship Education in the Academic Entrepreneurship Ecosystem of RVR College of Business	Emilina R. Sarreal, Philippines
<b>Tea Time</b>		
<b>Session 5.3</b> 16 : 00   17 : 20	<b>Chair : Dr. Sony Kusumasondjaja, Airlangga University, Indonesia</b>	
	1. 13R-A53: The Effectiveness Use of Internet and Intranet in Educational Institution	Lina Anatan, Indonesia
	2. 13R-A89: An Implementation of Material Requirement Planning (MRP) as Inventory Cost Control in Cigarette Manufacturer	Baling Kustriyono, Indonesia
	3. 13R-A12: The Use of Information and Communication Technology (ICT) to improve the performance of Agricultural Extension in Central Java	Sucihatningsih Dian Wisika Prajanti , Indonesia
	4. 13R-A56: Altruisme and Online Negative Word-Of-Mouth -An Indonesian Perspective	Dien Mardhiyah Indonesia
	5. 13R-A65: The Effect of Relationship Quality and Trust on Relationship Commitment in High-Contact Membership-Based Services	Sony Kusumasondjaja Indonesia

DATE : July  
LOCATION :

Time
Session 6.1 13 : 00   14 : 20
Session 6.2 14 : 30   15 : 50
Session 6.3 16 : 00   17 : 20

## The Role of Spirituality and Creative Process Engagement for Service Employee Performance

Ardian Adhiatma  
Olivia Fachrunnisa  
Mutamimah

Dept. of Management, Faculty of Economics, UNISSULA Semarang, Indonesia  
Email: ardian@unissula.ac.id

### Abstract

This paper examines the role of field workers as professional service employees in the family planning decision-making sector in Indonesia. The Indonesian family planning programme has focused on community empowerment since 1994 International Conference of Population and Development Programme of Action. Deriving from theories of spirituality, creative process engagement and service employee performance, this research analyzed a conceptual model linking workplace spirituality and creative process engagement with service employee performance. Using survey data from 84 professional service employee field workers, spiritual leadership has positively influenced spiritual well-being, which finally affected service employee performance. Creative process engagement also supported the creation of spiritual well-being and in turn affected service employee performance. Spiritual well-being mediated the link between spiritual leadership and service employee performance and also mediated the relationship between creative process engagement and service employee performance. Leaders who demonstrate spiritual leadership will create spiritual well-being which then leads to improved service employee performance in terms of influencing the community to participate in a family planning programme.

**Keywords:** Spiritual Leadership, Spiritual Well-being, Creative Process Engagement, Service Employee Performance

Design  
Analytic I  
Culin

Small and me  
role. This can  
enough in Ind  
cope with the c  
focus on the c  
five dimension  
empathy. Those  
Hierarchy Proc  
business, such  
fulfilling its ser  
The objective o  
five dimensions  
Restaurant, and  
the business dev  
used by compar  
three restaurant  
respondents who  
through Focused  
The result of th  
improved was the  
be focused in wa  
which is -0, 3-  
responsiveness va  
Restaurant should  
tangible and reli  
with the value of 0  
and empathy 0.038  
could be able to ap  
customers.

**Keywords:** Analyt  
Enter