TABLE OF CONTENTS

Vidia Gati ¹	The Impact of Entrepreneurship Course Towards the Perception of Students of Muamalah Faculty of Syariah and Law of State Islamic University Surabaya	1
Monica Hartono ¹	Influence of Attributes Products on Consumer Purchasing Decision of Shifoo	8
Nina Amalia Kusnanto ¹ , Christina Whidya Utami ²	Innovation Strategy Design for CV. X's Handicraft Business at the Local Market	16
Sri Wigati W ¹	Overview of <i>Maslahah Mursalah</i> (Benefit) in Cutting Living Crabs Body Part in Banjar Kemuning, Sedati Sidoarjo	31
Budi Santoso ¹	Relation Factors of Cultural, Social, Psychological and Personal Buying Decisions in the Cup Cafe Classic Jember	44
Sri Listyaningsih ¹ , J.G. Nirbito ² , Jimmy Ellya K ³	The Introduction of Proactive Behavior to School Cooperation Administrators: Study in Catholic High School Cooperation st. Louis 1 Surabaya	58
Achmad Hasan Hafidzi ¹	Development Strategy of Lovina Beach Singaraja Bali	70
Ira Puspitadewi S. ¹	The Effect of Compensation, Education and Training on Job Satisfaction and Employee Performance at PT. Bank Negara Indonesia (persero), tbk Jember Branch	81
Pawestri Winahyu ¹	Analysis of Effect of Quality Products, Price, Location, Service Quality, and Promotion on Customers Willingness to Buy Mie Petir Tenggarang Bondowoso	95
Akhmad Fahrur Rozi ¹	The Effect of Customer Intimacy, Trust and Commitment in Relation to Customer Loyalty of Jatim Bank Jember	108
Wenny Murtalining Tyas ¹	The Influence of Working Facilities and Environment on the Motivation and the Impact on the Performance of the Employees of University of Muhammadiyah Jember	116
Bobby Lemong ¹ , Christina Whidya Utami ²	The Influence Of Products' Quality And Price on the Purchasing Decision Of Shanya Product	126
Indra Kusuma ¹ , Christina Whidya Utami ²	The Business Development of Swallow Bird Nest's House in Kapuas District, Central Borneo	135

Book Two VII

Jerry M. Logahan ¹ ,	The Effect of Customer Experience	151
Innocentius Bernarto ²	Management to Customer Loyalty in Alfamart	
Abdullah Alamudi ¹ ,	Effect of CSR Program (Training Trade Show,	164
J. G. Nirbito ²	Training Electronic Commerce and	
	Partnership Program) Against Corporate	
	Image: Study PT. Uma Collection Indonesia	
	to Children Orphanage SMK Al Amal	
	Surabaya	
Stevanus Chandra	Transforming Social Contradiction Into Social	175
Dewanto ¹ , Heru	Innovation: Study Case Of M-Pesa	
Wijayanto ²		
Desi Krestina ¹	The Development of Program of	185
	Entrepreneurship (poe) Accelerator to	
	Improve Entrepreneurial Self Efficacy	
	(Descriptive Study for New Student from	
	Outside of Citra Berkat Junior High School	
	Citra Berkat High School Surabaya)	
Sutini ¹ , Abubakar	Kuliah Kerja Nyata – Learning of Society	195
Rachman Waliulu ² ,	Empowerment Base of Entrepreneurship	
Guniarti ³	Culture in Kelurahan Balas Klumprik Sub-	
	Distic Wiyung - Surabaya	
Hadrian Arden Prayogee ¹ ,	Marketing Mix Analysis on Pt Anugerah Gala	201
	Persada	
Parwita Setya Wardhani ¹	Analysis of Entrepreneur Interest and	209
	Behavior of Students in STIE Mahardhika	
	Surabaya	
Adi Kurniawan Yusup ¹ ,	Redesigning the Planning and Scheduling	219
Charly Hongdiyanto	as Well as the Production Operations Process	
	in Avadisia Berdiri Teguh	
Clarissa Listya Susilo ¹ ,	The Effect of Characteristic of Employer, Job	229
	Design, Career Opportunity, Reward and	
	Relation Between Employee to Job	
	Satisfaction of an Employee	
Fransisca Desiana	Building Entrepreneurial Intention in the	236
Pranatasari ¹	Learning Process of Universitas Ciputra	
	Students	
Antonius Yudi Suko	The Effectiveness of Word of Mouth	249
Atmaji ¹	Promotion Through Organizing Event With	
	School Stakeholder (The Interest in	
	Foundation Level Mardiwiyata)	
Stephanie Sindayani	The Conjoint Analysis of Product Attribute as	261
Tandra ¹ , David Sukardi	Main Consideration for Buying Decision of	
Kodrat ²	Homecare Wipe Detergent	
Teguh Setiawan 1	Be a Smart Leader in Entrepreneurship	271

Dwi Songgo Panggayudi ¹	Effect of Competence of Tturnover in PT.	282
	Shipping Grogol Facility Main (pgs) Surabaya	
Nurul Qomariah ¹ ,	Improvement of Lecturer Performance in	293
M. NaelyAzhad ² , Anwar ³	Private Universities in the District Jember	
Teguh Setiawan ¹	Emotional Influence in Family Business	301
	·	301
Wendra Hartono ¹ , David	The Comparison of Fundamental Analysis	307
Sanjaya ²	Between PT. Adhi Karya tbk. And PT.	
	Pembangunan Perumahan tbk. Based on	
	Financial Statement by the Last Five Years	
	(2015)	
Windy Noviani 1	Consumer Preferences Against	315
	Attribute Combination of Swarovski Clutch	
	Bag In Buying Decision	
Mikhael Patrick Sidarta ¹ ,	Feasibilities Studies of Opening Furniture	325
Tina Melinda ²	Distribution Business In Merr Iic Surabaya	020
Sanuri ¹	Al-tanmiyyah Al-iqtisadiyyah (Economic	333
	Development) as a Moral-philosophical Basis	
	for the Prospect of Indonesian Syariah Bank	
	Within the Asean Economic Community Era.	
Fachrudy Asj'ari ¹	Application of Javanese Culture in Shaping	342
	Entrepreneurship Skill	
Setya Haksama ¹	Improving Health Care Based on Customer	355
	Satisfaction Index in Fakfak District Hospital	
	West Papua Province	