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## **Investing in ergo-iconic value of distance scientific seminars organisers in the COVID-19 pandemic to improve organiser performance**

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**Andriyansah\* and Zainur Hidayah**

Management Study Programme,  
Faculty of Economics and Business,  
Universitas Terbuka,  
Jl. Pd. Cabe Raya, Pd. Cabe Udik, Kec. Pamulang,  
Kota Tangerang Selatan, Banten 15437, Banten, Indonesia  
Email: andri@ecampus.ut.ac.id  
Email: zainur@ecampus.ut.ac.id  
\*Corresponding author

**Rulinawaty**

Master of Public Administration Study Programme  
at the Graduate School,  
Universitas Terbuka,  
Jl. Pd. Cabe Raya, Pd. Cabe Udik, Kec. Pamulang,  
Kota Tangerang Selatan, Banten 15437, Banten, Indonesia  
Email: ruly@ecampus.ut.ac.id

**Mery Noviyanti**

Mathematics Education Study Programme,  
Faculty of Teacher Training and Education,  
Universitas Terbuka,  
Jl. Pd. Cabe Raya, Pd. Cabe Udik, Kec. Pamulang,  
Kota Tangerang Selatan, Banten 15437, Indonesia  
Email: meryn@ecampus.ut.ac.id

**Endi Isnarno**

Sekolah Tinggi Ilmu Ekonomi Semarang,  
Jl. Menoreh Utara Raya No.11, Sampangan, Kec. Gajahmungkur,  
Kota Semarang, Jawa Tengah 50232, Indonesia  
Email: endiisnarno@stiesemarang.ac.id

## Rahayu Indriasari

Accounting Study Programme,  
Faculty of Economics and Business,  
Universitas Tadulako,  
Jl. Soekarno Hatta No.KM. 9, Tondo, Kec. Mantikulore,  
Kota Palu, Sulawesi Tengah 94148, Indonesia  
Email: rahayuindriasari@untad.ac.id

**Abstract:** This study aims to implement the ergo-iconic value for online seminar organisers to increase the number of seminar participants. The indicators of this research are related to the performance of seminar organisers with variable management performance, seminar theme, seminar implementation time, material and discussion, and material and discussion. Ergo-iconic value is a sense of comfort positioned by the organiser with inherent characteristics of the parties organiser. Snowball technique research data as many as 543 respondents. Research results find that the score of comfortable distance seminar participants far lies in the seminar media, time maintenance, and themes and speakers offered by the party organiser. Other indicators of investigation score comfortable for seminar implementation is the ability to communicate with participants and the depth and breadth of the material presented for scientists. The implication of this research is that seminar organisers can use ergo-iconic value investment to improve quality and add comfortable value for seminar participants.

**Keywords:** ergo-iconic value; distance scientific seminars; organiser performance.

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**Biographical notes:** Andriyansah is a Lecturer, and researcher who specialises in marketing. His research and publications discuss a lot about marketing management, ergo-iconical value, service marketing management, tourism management, human resource management, and distance education. He is active as a trainer for marketing practitioners.

Zainur Hidayah is a Lecturer and researcher in the Management Study Program at the Faculty of Economics and Business, Open University. His areas of his studies include operational management and HR management. In addition to my academic roles, he serves as an assessor for independent accreditation institutions and national accreditation bodies and also works as a Quality Assurance Auditor.

Rulinawaty is a Lecturer, researcher and expert in the field of public administration. His research and publications focus on the field of public policy, management of public organisations and the related fields of public administration. He is also a reviewer in reputable national and international journals.

Mery Noviyanti is currently working as a Lecturer in Mathematics Education Undergraduate Program, Faculty of Education and Teacher Training at Universitas Terbuka and as a Coordinator for Systems and Information Technology at the Vice Chancellor's Office for Information Systems and Student Affairs Universitas Terbuka. She has completed her Bachelor's in Mathematics, Universitas Padjajaran in 2004, Master's in Mathematics Education, Universitas Negeri Semarang in 2011, and Doctoral in Mathematics Education, Universitas Pendidikan Indonesia in 2019. Her research interest includes mathematic education and education technology

Endi Isnarno is a Lecturer at the Sekolah Tinggi Ilmu Ekonomi Semarang, Indonesia. Besides being a lecturer, he is also a veterinarian. He is also active in providing training for marketing practitioners.

Rahayu Indriasari is a Lecturer in the Accounting Department at the Faculty of Economics and Business, Tadulako University. He completed his Bachelor's in Accounting at the Faculty of Economics (currently Faculty of Economics and Business), Hasanuddin University (2001), Master's in Master of Accounting, Brawijaya University (2008), and Doctoral in the Accounting Science Doctoral Study Program, Brawijaya University (2016). In addition to being active as a teacher, he is also active in writing in various scientific journals with a focus on management accounting and behavioural accounting.

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## **1 Introduction**

Post Government The Republic of Indonesia published the rule of work from home (WfH) on March 15, 2020. Work units government in the education sector implement it with learning from home (LfH) for students and their students. LfH is an acronym new since the crippling coronavirus outbreak all activity man in the world. In 1982 LfH was known by the term education distance far (PJJ), which for the first time, applied in America. Then the benefits become even more pronounced when the world agrees to stop the spread of coronavirus by imposing physical interaction restrictions and communication with less physical distance than 1 metre. Range distance becomes distance education far requires media technology, electricity, and the internet for the interaction process educators and participants educate intertwined.

The expert debate about learning long distance that does not present educators and students in something room be an issue related to the transfer of knowledge and knowledge. Involvement or role of active participant educating related achievement destination education, materials, and supporting media like communication and information technology such as radio, television, satellite, and the internet with various learning media using specific applications be doubt great by experts field of education (Hasanov et al., 2021). The following inhibiting factors that can occur in online learning are technical glitches, i.e., network disruption so that the learning process will be disturbed. The effect of the learning process could be called quality low. Facts activity study the online impact on student performance still low motivation study because participants educate only pursuing a diploma (Andriyansah and Fatimah, 2013). Condition the will becomes focused on experts for the quality graduate of participant education and guarantee quality maintenance in accordance or standardised (Aderinoye and Ojokheta, 2004).

Citing research conducted by Andrade et al. (2020) found that education providers who are not competent or have a poor quality of service have credible organisers can be seen from the number of fans. Next Maabreh (2018), research findings may acknowledge that education distance must be conducted with control for guard quality. The results are similar to research by Zhechkova (2020) focused on control findings. The research is if someone taking distance education far will not work without its supervision. Research conducted by finding next from results study next conducted by Kazimi et al. (2020), there are doubts from students about the quality they finish their study distance far following standards. Doubt experts, students, and parties distance education providers far refuted by research conducted by Darajat (2018) that the quality of distance education far has elements of quality education. Finding that, also supported by Julianah and Christopher (2020), empirically, distance education far has proven to increase the number of participants because it is supported by quality management maintenance. Referring to empirical research that is this paper finds research gaps. Regarding the distance education system, there are two exciting perceptions to investigate further and open up space for scientific discussion.

The right step for adapting to pandemic conditions is the duty of the education provider to have the ability to respond to stakeholder expectations and take appropriate steps without harming parties anywhere (Muktiyanto, 2016). to solve problems such as the pandemic condition, the education provider or management can develop the capabilities of community-based organisations by measuring, evaluating, and comparing competencies and practices. However, a difficult step that can be taken is to innovate (Andriyansah, 2023). Innovation in marketing management is referred to as an effort to adapt to market demands and market conditions so that innovation can also be problem significant and complex novelty for many contemporary organisations (Adams et al., 2006). Adaptation no will occur if not conducted innovation through innovation that requires other elements, such as the presence of technology and an adequate market opportunity. So clear that innovation constraints can be influenced by the environment, configuration, and organisational performance (Tidd, 2001).

Innovation in field education is not again discuss building, classroom, time, the transformation of pedagogical practice. Innovation leads to incorporating technological resources into the learning process that offers unconventional options with different curricular innovation models from the past pandemic (Verdin-Zea et al., 2020). When the pandemic hit, many education providers in Indonesia, such as the new wake up from wake up for implementation of distance education far, could be implemented. The COVID-19 pandemic awakened education stakeholders that the educational process does not have to come to the building to carry out knowledge transfer knowledge; however, it could be held with a distance education system.

Before there was a pandemic, the distance education system far is an education that did not generally do; there was always debate about app support, teaching systems, learning materials, and adaptations (Sembiring and Rahayu, 2020). No condition could be controlled; however, it can change in count minutes, even seconds. This pandemic time is a time of learning for people man without except leader who can change from time to time, and general policies are subject to change. However, whoever holder relay leadership will place policies on the quality of Education. Education providers will make system changes to meet these demands. The right step is to innovate. Innovation in distance education assumes that new techniques will help individual institutions achieve

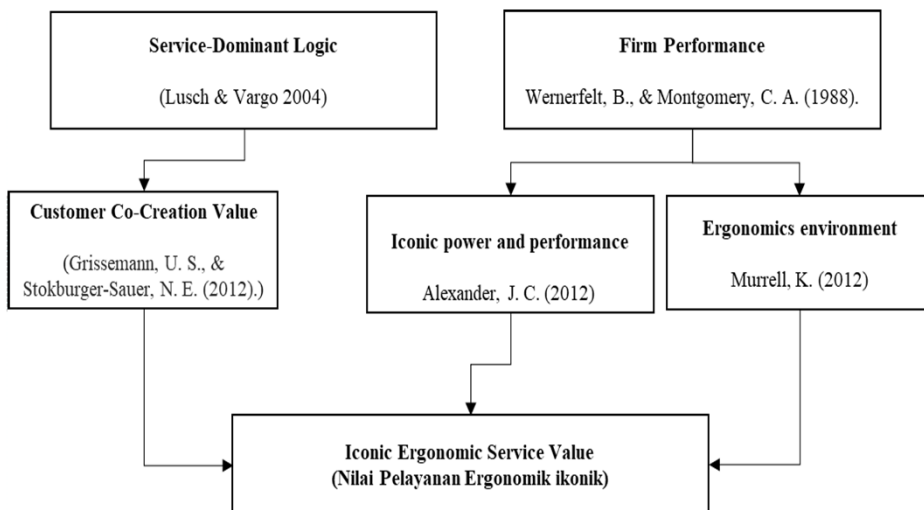
their goals regarding access, cost, quality, and natural flexibility (Belawati and Zuhairi, 2007).

Distance education in the educational process is not only a process of transferring knowledge to participants educate but an element essential to building knowledge with instructional design. Learning design is developed through notice environment and student participants (Turi et al., 2019). Besides that two elements, the design is also influenced by external factors of participants' Education, as the environment participants interact. But more close is factor internal like memory, ability association, development of emotion, skill to make conclusions and reasoning, curiosity, and interest (Sherry, 1995).

Study this adoption from the variable. The next iconic ergonomic value will be written with ergo-iconic values developed for service innovation of educational programs. According to Chandra and Tomitsch (2020), the development of technology is increasingly rapid, so technology can be called the motor of change in the education system that encourages education providers to adapt to an environment Educational technologically friendly. Educational technology is instruction towards digitisation education must be acceptable so that changes in education providers can be together to design educational patterns to achieve the best quality of education and services (Nurhayati and Andriyansah, 2024).

This study aims to test the application of a new concept, namely the ergo-iconic value in education services, as a concept for increasing the performance of education providers. This concept offers an educational service approach in a seminar or conference distance far by applying the ergo-iconic value. This research will take pictures of internal and external seminar participants. Concept approaches the ergo-iconic value quoted from the doctoral program dissertation written by Andriyansah (2018), which states that the ergo-iconic value of  $k$  is a comfortable value that contains the comfort dimension of the function value. The value of ergo-iconic service is a development of the service-dominant logic developed by Vargo and Lusch (2004) and Wernerfelt and Montgomery (1988).

**Figure 1** Synthesis of the ergo-iconic service value concept



Source: Adopted from Andriyansah et al. (2022)

Seminars are where scientists gather to discuss or solve problems raised from research results (Firdaus, 2020). Empirical proof if before the pandemic, seminars were always carried out at places for a while particular. Figure 1 can explain that draft new the born from s synthesis to get a new concept called iconic ergonomic service value (Andriyansah et al., 2024). This concept is expected to provide increased performance for the seminar organiser to have comfortable value with an inherent character from an educational institution. The value of ergo-iconic services for educational services during the COVID-19 pandemic has indicators, including comfortable attending seminars distance far away.

## **2 Research methods**

This research studies quantitative, using the survey method carried out after seminar implementation with respondent's hope can directly give the response about things what have they feel. This survey was conducted in February-March 2020 with an electronic questionnaire format because of pandemic conditions still hit by the coronavirus outbreak. The questionnaires that have been distributed have obtained permission from the organisers consisting of service organisers and resource persons with a questionnaire distribution technique conducted through online media technology.

The respondent will respond according to what is felt that is poured into answers on the questionnaire. The results of the distribution of questionnaires that entered were 700 participants, as many as 157 questionnaires could not process more carry on because the response was given by the participant not complete. So that stages next is to perform tabulation data use to get data that follows the research theme so that data is obtained from as many as 543 questionnaires.

### *2.1 The question was addressed to the party organiser*

Seminar participants attend this seminar because:

- comfortable with themes and speakers
- comfortable with web seminar organiser
- comfortable with seminar rates
- comfortable with seminar implementation media (zoom, Google meet, Microsoft teams)
- comfortable with execution time.

## 2.2 The question addressed for source person

**Table 1** Participants feel comfortable because

Question	Answer	
	In accordance	Not in accordance
Understand discussed material	Answer	
Discuss by deep and broad	Important	Not important
Competent communication with participant		
Issues discussed latest		
Question	Answer	
Understand discussed material	Answer	
Discuss by deep and broad	Important	Not important
Competent communication with participant	Important	Not important
Issues discussed latest		

After the data is collected, the next step is tabulation, then analysing it according to the problem to be studied.

## 3 Results and discussion of ergo-iconic values

### 3.1 Profile distance scientific seminars participants

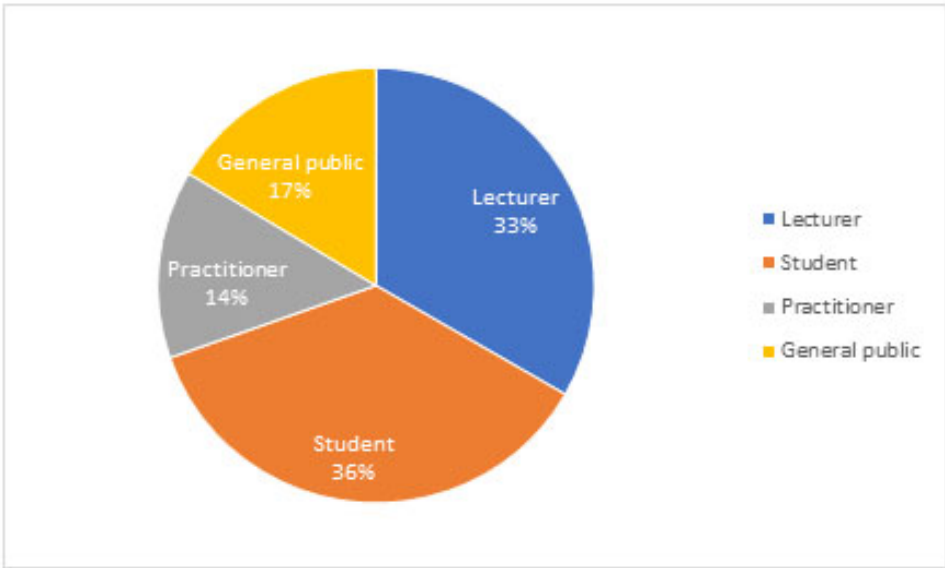
Following this is the results survey to distance seminar participants far to party organiser. The survey uses a question or digital form to make it easy for the respondent to respond. Attached data is the profile response.

A product is an object or service that is created and offered to potential consumers, and the product is created based on the purpose of forming a particular business entity (Christopher and Peck, 2012). This study discusses seminar products made by educational organisations with the goals and expectations set by the organisers or educational organisations.

Data from the survey explains that seminars are academic products created by academic organisations, so it empirically proves that academics, namely student lecturers, mainly follow the participants of long-distance seminars. 36% of 543 respondents' data said that students are highly interested in organising seminar products. The following academics interested in the seminar product are the teachers. Bransford et al. (2012) believe that the needs of academics related to understanding and improving abilities in specific fields of science or knowledge groups can be met with seminar products. These findings align with Burton's (2020) opinion that seminars are a service product by

education providers to bring together scientists to discuss, explore ideas and find scientific solutions.

**Figure 2** Profile distance scientific seminars participants (see online version for colours)



### *3.2 Discussion related to the comfortable value for the organisers*

Questions proposed to the respondent to explore a sense of comfort attending distance seminars far to party organiser. Following are the results of the survey conducted depicted in the form figure.

Comfort every individual has a level or different categories, so in management, marketing is discussed as long as unique for knowing and understanding consumer behaviour. It is understood that someone has desire to obtain and have something to fulfill his needs Thing influenced by many factors (Musa et al., 2015).

#### *3.2.1 Comfortable value on seminar media*

Figure 3 explains that the academics are very familiar with online meetings 29.65% no argue that activity academics, like a seminar, can be followed by all humans without limit region. This paper no discloses the three online meeting products mentioned in the questionnaire that became the most popular product.

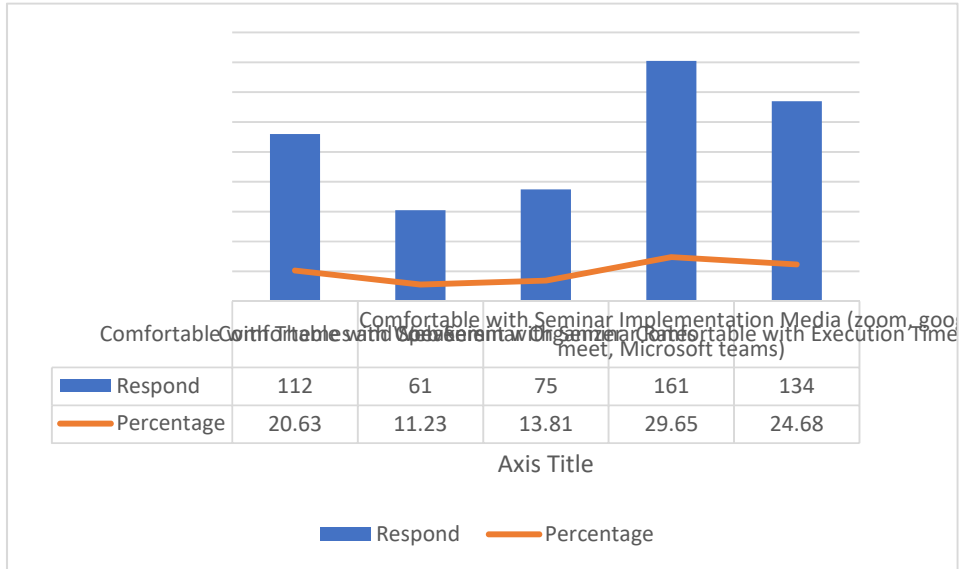
#### *3.2.2 Convenient value at execution time*

study this to prove if time becomes essential when wanting to contribute to the activity. Studies prove that 24.68 % of seminar participants are distant far, the majority followed by academics very concerned about time conducting seminars. That Is in line with (Delello et al., 2018; Miller et al., 2018), that teacher productivity work depends on being



available time or spare time as an academic entrepreneur for getting confession generals like Books, patents, licenses, or the right intellectual riches.

**Figure 3** Related seminar participants score comfortable with organiser (see online version for colours)



### 3.2.3 Convenience value of speakers

In addition to the seminar media, the time implementation study also reveals if the theme and speaker pay attention and agree with Aguilar (2004), Rostalska (2017). If seminar organisers have to pay attention to the relevance of current themes or issues, these issues are of public concern in general and are very broad. Thus, seminar organisers need to evaluate whether the theme is worth discussing in a forum with keynote speakers related to the theme. Distance education patterns far, of course, encourage participants to educate for independently carry out the learning process with the use of source study from what medium only and when just could be used. Speakers in the Seminar refer to the definition of study as educators who can be utilised to discuss and answer questions that do not answer from a source reading others (Luo et al., 2022; Megahed and Ghoneim, 2022; Pratiwi et al., 2024).

### 3.2.4 Convenient value on seminar fees

According to Kusumawati et al. (2021) decision to buy a consumer is not just influenced by internal factors but also by external factors. At the implementation of the tariff seminar, be one decisive factor in the decision to follow it. Although it turns out that rate no becomes important or becomes the main reason for participants to attend seminars. In line with research conducted by Gross et al. (2021) bring price not enough. It becomes the attention of consumers deciding to buy. Participants already feel comfortable with the points essential for answering need thirst scientific them. In research, there are other factors seen by the seminar participants, although answered by the theme and speaker;

however, according to Sfakianaki et al. (2018), the factor credibility organiser suspected becomes another decision factor by seminar participants.

*3.2.5 Convenient value on the web organiser*

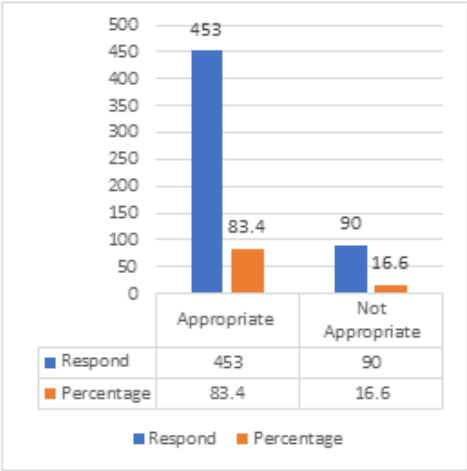
Information submitted party organiser could use various media so that information could come to consumers. Website is used for delivering messages and content consisting of text, image, sound, and animation data; access requires an internet network that can be accessed globally (Andriyansah and Rulinawaty, 2023). The web used for the seminar implementation contains information related to seminar implementation, starting from organiser, date implementation, speaker key, speaker main, tariff, and other things used to support seminars. A typical quality organiser has a website that records footsteps organising seminars (Andriyansah et al., 2022).

*3.3 The discussion-related score was comfortable for the speaker*

*3.3.1 Understand the material discussed and discuss it in depth and broadly*

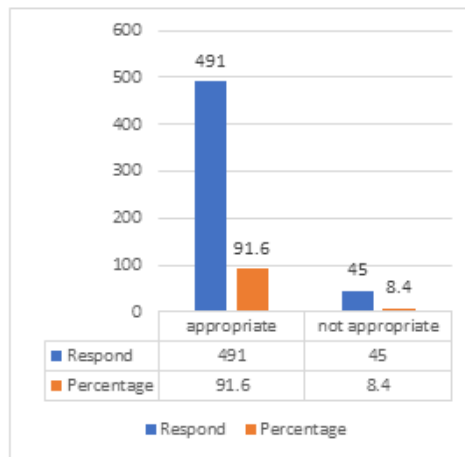
A seminar is a forum involving participants with type participant variety from circle one clump knowledge from the public general (Sharma et al., 2019). Therefore, the seminar does not have limited participants who follow or limited expertise participants. General seminars bring the experts or experts in the field, which at the time particular becomes information audience general. A presenter is a person who understands the related background behind the problem that will discuss in scientific forums. An essential factor to be understood by the presenters is to make a plan. The planning is the material conveyed and the method or technique applied in the seminar activity. Seminar participants have the right to get the material they want per the promotion the organisers delivered (Cammarota et al., 2019).

**Figure 4** Understanding theory speaker (see online version for colours)



In Figures 4 and 5, the response gives a message that the resource person, presenter, or speaker should understand the material being discussed. Besides that, the material discussed needs an in-depth and broad discussion so that the scientific needs of the participants can be met. The survey showed that 83.4% and 91.6%, or the majority of the respondents, gave a very agreeable response if the discussion of distance seminar material did not only discuss the theme of the Seminar but also discussed in depth the interrelated seminar themes. A good seminar involves interactive speakers and participants communicating to get scientific solutions. What is the purpose of seminar activities (Jaworska, 2019). The graph proves that seminar participants with a remote system expect the speaker to present a more in-depth and broad theme. 8.2% of the respondents want the speaker to understand the material being discussed, responses that want a more in-depth and extensive discussion that requires additional information.

**Figure 5** Depth and breadth theory (see online version for colours)

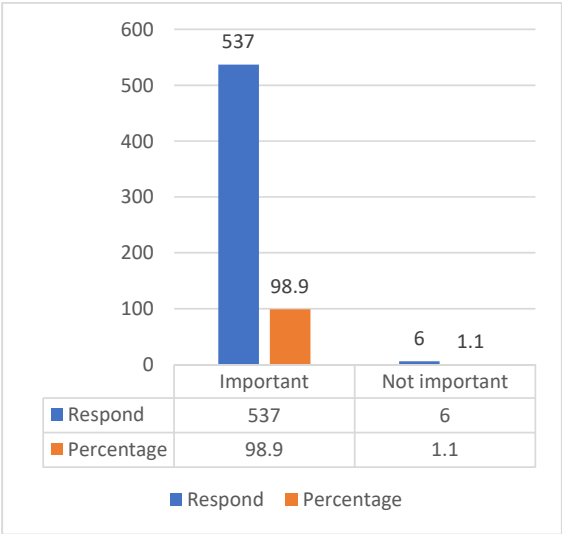


### 3.4 Competent communication with participants and materials discussed issues latest

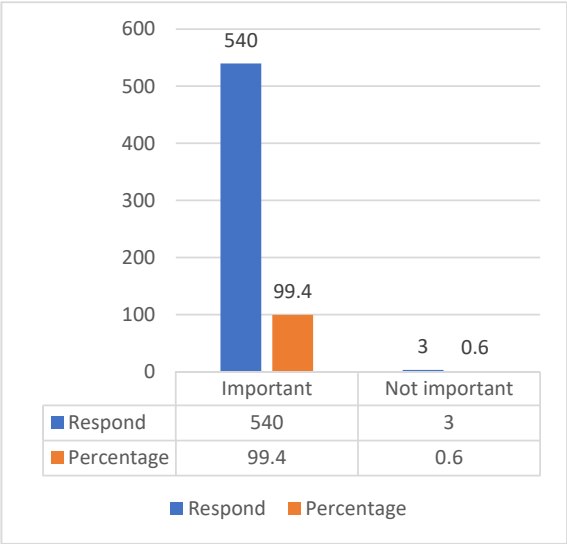
Bruce (2022) presenter is what is given trust and duty by the individual or represents a private institution dressing up something scientific to use interest study scientific in front of the scientist. Study this showing that communication between speakers and delivery impresses becomes essential. That thing becomes things to be reasonably comfortable participants attend seminars.

Figures 6 and 7 give meaning that the ability communication speaker with participants is essential. They were building an interactive atmosphere, academics important done by the speaker to dominate the stage and time given with the latest materials. The data shows that 98.9% and 99.4% response think it essential to get entertainment from the speaker with the ability to convey material, not that just respondents want information latest for supplies investment seminars that they follow.

**Figure 6**    Skill communication (see online version for colours)



**Figure 7**    Discussion issue latest (see online version for colours)



#### 4    Conclusions

The study found that the investment value of ergo-iconic. Services could play a role in increasing the performance of party organisers. Respondents are entitled to get knowledge from the seminars they follow. Besides that, the respondent is entitled to get additional score services from the parties organiser. Study this find results that three important things to giving score comfortably in the implementation of the seminar,

namely, implementation media, time implementation as well as themes and speakers. At distance seminars far, seminar rates set by the party organiser are not crucial for the participant to attend seminars during three of the thing that makes the participant feel comfortable, so the rate becomes insignificant. Investation organiser to speaker becomes an important thing for party organiser holding seminars, his abilities to communicate as well as breadth understanding of materials and issues latest for that party organiser could be selective choose speaker to use fulfil hope participants. This research implies that seminar organisers can invest in ergo-iconic values to improve quality and add-ons score comfortable for seminar participants. Investation the hope will have an impact on increasing seminar participants. For research coming will research the day, time as well as the exact duration of the distance seminar far away.

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