

Business ethics index for creative industry in Indonesia

Gancar Premananto¹, Sri Hartini², Jovi Sulistyawan³

^{1,2,3}Universitas Airlangga

Jl. Airlangga No.4 - 6, Airlangga, Gubeng, Kota SBY,
Jawa Timur 60115

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ABSTRACT

The purpose of this research is to provide a description of the implementation of ethics business in creative industry in Indonesia. This study focuses on understanding the Business Ethics Index (BEI) in Indonesia, especially for the creative industry in millennial generation perception. This study uses survey method with 136 respondents who are millennial generation. In addition, this research also uses 3 subsectors, namely culinary industry, art industry, and showbiz industry. Sampling is done by accidental sampling. The measurement of BEI is done using 4 dimensions, namely "personal - vicarious" and "past - future". The result of the study shows that millennial generation in Indonesia is open with global culture. From BEI calculation, it is found that BEI value for creative industry both general and specific in Indonesia get the result above 100 equal to developed country. The result of the research shows that there is no significant difference of BEI between subsector of creative industry in Indonesia and BEI each subsector with BEI categorized industry in Indonesia. This can be interpreted that Y / millennial generation in Indonesia is an open generation, they are not sensitive to ethical behavior in the creative industry

ABSTRAK

Tujuan dari riset ini adalah memberikan deskripsi mengenai implementasi bisnis ethics pada industry kreatif di Indonesia, Studi ini focus untuk memahami Business Ethics Index (BEI) di Indonesia, khususnya untuk industri kreatif dalam persepsi generasi milenial. Studi ini menggunakan metode survey dengan 136 responden yang merupakan generasi milenial. Di samping itu, penelitian ini juga menggunakan 3 subsektor, yaitu kuliner industri, art industry, dan showbiz industry. Pengambilan sample dilakukan dengan menggunakan accidental sampling. Pengukuran BEI dilakukan dengan menggunakan 4 dimensi yaitu "personal - vicarious" dan "past-future". Hasil studi menunjukkan bahwa generasi milenial di Indonesia terbuka dengan global culture, Dari perhitungan BEI, didapatkan hasil bahwa nilai BEI untuk industri kreatif baik secara umum maupun khusus di Indonesia mendapatkan hasil di atas 100 menyamai negara maju. Hasil penelitian menunjukkan bahwa tidak ada perbedaan signifikan BEI antara sub sector industry kreatif di Indonesia dan BEI masing masing subsector dengan BEI industry kreatif di Indonesia. Hal ini dapat diartikan bahwa generasi Y/milenial di Indonesia merupakan generasi terbuka, mereka tidak sensitive pada perilaku etis pada industry kreatif

1. INTRODUCTION

The application of business ethics has a significant value in business. Today, more and more companies are concerned with ethical issues, as it is due to the condition such as the wider the welfare of society. In addition, companies that run their business ethically tend to survive in the higher competition and turbulence, In this era of globalization, even business ethics, corporate social responsibility, good corporate governance become

a key issue in business activity. This is due to the fact that business enterprises have to survive in the competition. They requires two main things, namely maximizing profit and increasing satisfaction of all stakeholders. Unethical actions will get a negative response from the society in general, which can impact on the welfare of the company.

The application of business ethics is also generally performed firstly on established and

multinational companies. In general, it has been done in a country that has advanced, and has a high GDP. The results of measurements by Tsalikis & Seaton (2007), Tsalikis & Lassar (2009), Talikis, Seaton & Sheperd (2014), and Tsalikis (2015) confirm that business ethics index (BEI) in some developed countries (America, Spain, Latin and European) is higher than in some developing countries (Egypt and Turkey). However, the difference occurs especially when the Internet has not been too rapidly developed. The development of the internet especially very rapidly in the last two years. Nowadays in the midst of high and fast flow of information to all parts of the world. It is necessary to reevaluate whether high BEI only occurs in developed countries, or is it the same in developing countries, related to the rapid communication online.

Millennial generation or Y generation today has gained a lot of information related to the business ethics of profit companies in various countries. These generations can now be said to be part of a global culture. The Internet makes the cultures of different countries move in the same direction. This makes the trigger of this research, namely whether the assessment of IDX in developing countries has equaled the developed countries.

Assessment of business ethics is mainly done in the creative industries. Currently, the creative industry is growing rapidly especially in Indonesia. The creative industry in Indonesia is a significant contributor to Gross Domestic Product (GDP). In 2016, the creative industry in Indonesia contributes Rp 642 trillion or 7.05% of the total GDP (www.bisnis.tempo.co). According to the Ministry of Trade, there are 15 sectors in the creative industry consisting of performing arts, visual arts, television and radio, gaming applications, architecture, interior design, visual communication design, advertising, music, publishing, photography, product design, fashion, animation and video movies, handicrafts and culinary. The highest contribution came from several sub sectors namely fashion (32.3%), culinary (31.5%) and craft / Art (25.8%) (www.bisnis.tempo.co).

In connection with the growth of the fashion industry, there are many local clothing brands in Indonesia. For example Dagadu from Yogyakarta, Cak-Cuk from Surabaya, Joger from Bali is a famous local clothing brand in Indonesia. The increasing number of local clothing brands is causing higher competition. To differentiate with competitors, local clothing brands try to adapt to

local wisdom in every area. For example Cak-Cuk in Surabaya, its own brand "Cak-Cuk" comes from Java, especially the language of Surabaya. The term Cak means the brother and the term Cuk comes from Jancuk which has imprecise meaning like sarcasm. A similar phenomenon occurs in the culinary industry. For example, meatballs are served not in the bowl but in the cupboard, ice cream served at a closet-shaped place then in the craft industry, in Bali. We often see sculptures with improper designs such as nudity. This phenomenon is a dilemma, some people tend to agree that creativity should not be limited but some people tend to have different points of view.

In general, creative industries tend to have dilemmatic ethical issues. Companies tend to focus on creating and producing creative products and they tend to ignore ethical issues. The main focus of this research is on the implementation of BEI and consumer perceptions of business ethical behavior in the creative industries. Since Indonesia is an eastern country that respects civility and suitability, the researchers try to test the customers' perceptions of ethical issues in the creative industries. The photo from the Business Ethics Index (BEI) by Tsalikis and Lassar (2009), we try to measure consumer perceptions about business ethical behavior in Indonesia where Muslim is dominant.

2. THEORETICAL FRAME WORK

Consumers and Business Ethics

Shaw and Shiu, 2003 found that there was an effect of ethical criteria on consumer behavior. In this case, the consumer's ethical perceptions may depend on their individual product criteria and value system. Some findings suggest that the ethical behavior of firms that lie behind the importance of image, fashion, and price (Carrigan and Attalla, 2001). It is said that ethical behavior may be secondary when companies make purchasing decisions. As a justification, Carrigan and Attalla (2001) state that consumers often lack information to assess whether the company's actions are ethical or not.

Shaw et al (2003) also argue that consumer identity is an important concept in ethical studies. In addition, Shaw et al (2003) argues that ethical consumers can make ethical choices because ethical issues are an important part of their self-identity. According to this theory, consumers' perceptions of ethics may vary depending on their identity. Someone may use or buy a product that reflects his

or her identity. Regarding the phenomenon in Indonesia, one can buy clothes with certain words because according to its value. Conversely, a person may tend to boycott or unwilling to recommend unethical products such as clothing with sarcastic words or with the contents of nudity.

In Indonesia, customer rights are protected by consumer protection laws, ie Law No. 8 of 1999. In paragraph 2, stated that consumer protection is based on benefits, balance, balance, security and consumer safety and legal certainty. The consumer's right, under paragraph 4, is as follows: Right to comfort, safety and safety in consuming and / or services; The right to choose goods and / or services and to obtain goods and / or services in accordance with the exchange rate and conditions and promised warranties; Right to true, clear and honest information about conditions and guarantee of goods and / or services; The right to be heard or complained about goods and services paid; Rights to appropriate advocacy, protection and custodial protection measures. Right to get coaching and consumer education; Right to be treated or served properly and honestly and non-discriminatory Right to get compensation.

Business Ethics

The word ethics came from the Greek word of ethos which means 'character'. Ethics deals with the individual characters and moral rules that govern and limit our behavior (Shaw, 2010). Ethics is systematizing, defending, and recommending concepts of right and wrong conduct and it is stated that ethics is concerned with understanding the difference between thinking and acting good and bad, using decision making to act that does not hurt other phak (Weiss, 2014). By using the definition, ethics can be likened to morality, since morality is the standard that individuals or groups use to establish good and bad, right and wrong (Velasques, 2014). But furthermore, ethics is also a branch of philosophy that deals with behavior problems that are considered good and bad. In this case, Ethics questions whether or not the standard is grounded.

The most important one is about defining Ethics that was also done by Fountain (2012), who considers ethics an acronym E (everyone is responsible) T (Tone at the top is essential H (Honesty is still the best policy) I (Integrity can be a measure of Ethics) C (Corporate responsibility & communication must be prevalent) S (Silence is not Acceptable)

More specifically, Business Ethics is a science that discusses what is right and wrong, good and bad in the business context (Shaw, 2010). And the scope of business ethics can involve relating to business issues within an enterprise (between employees, employees with superiors, employees with companies), inter-firm business issues (such as business competition); companies with stakeholders (such as companies with communities, companies with government etc). Business ethics can have macro systemic issues, corporate-level issues as well as individual issues (Velasques, 2014)

BEI (Business Ethics Index)

The Business Ethics Index (BEI) is a measuring tool developed by Tsalakis with a series of research (Tsalikis & Seaton, 2007; Tsalikis & Lassar, 2009; Talikis, Seaton & Sheperd, 2014; and Tsalikis, 2015). BEI is measured using 4 dimensions, namely consumer perceptions of the company's ethical behavior seen from 1. The general condition based on past personal experience 2. General condition based on experience for future projections 3. General conditions based on news observations on past experiences 4. General conditions based on observations news on future projections. For that reason, BEI provides a measure of the general condition of an industry both in the past and future. It is also based based on its own experience and observations from media news.

BEI measurement was carried out by Tsalakis (2007) by comparing BEI to developed countries, namely UK, Germany, Spain and US. From the analysis of the 4 countries, it is known that Germany has a BEI below 100 both for past vicarious BEI, personal BEI Future and BEI Vicarious future. This can be interpreted by consumers in Germany to be more sensitive to the issue of ethica than UK, Spain and US. This is possible because German consumers have a stronger culture seen from politeness than other European countries.

Environmental Change and Global Culture

The development of business ethics is different between developed and developing countries (Tsalikis & Lassar, 2009), but current developments can change this condition. The development of internet and gadgets has changed various things (Weiss 2014). Changes occur both in the micro and macro environment, individuals and institutions.

Cultural change in the era of disruptive innovation is increasing rapidly, especially for

millennial generations. Millennials that exist in this enjoy existing changes, will produce a generation that is more technologically literate. This makes the culture adopted will be more in line with a culture that is more open to other cultures, even making the new generation more accepting of global culture than its local culture. For example, Weiss (2014) states "These environments are increasingly merging into a global system of dynamically interrelated interactions among business and economies. We must think globally before acting locally ". With all the changes that exist, the problem of differences in business ethics in developing countries and developed countries can be said to be less relevant anymore.

3. RESEARCH METHOD

In this research, the main requirements as respondents are those from generations Y (+ 17-37 years). This generation was chosen because this group has been exposed to the development of technology and the internet. They are 136 high school students and students in Surabaya (aged 17-34 years). They were given questionnaires directly about the BEI both for the creative industry in general and for each of the culinary industries, shows and fine arts. This study uses the three largest creative industry sub-sectors in Indonesia, namely the industrial culinary subsector, the subsector show biz / entertaint industry, and the industrial art subsector

Sampling was used purposive sampling, namely the determination of samples with certain considerations. For example, individual consumers of millennial generation who have consumed creative industry products / services in Indonesia

BEI measurement is carried out using 4 dimensions, namely personal-vicarious and past-future. The formula used for measuring BEI is using the following formula:

- 1) For the Personal/Past and Vicarious/Past questions :
(% Very Ethical - % Very Unethical) + (% Somewhat Ethical - % Somewhat Unethical) + 100
- 2) For the Personal/Future and Vicarious/Future questions :
(% More Ethically - % More Unethically) + 100

4. DATA ANALYSIS AND DISCUSSION

BEI measurement results for the creative industry in Indonesia have had surprising results. All BEI values are above the value of 100. The value over 100 indicates that the consumer sentiments while BEI is under 100 indicates negative consumer sentiments (Tsalakis & Lassar, 2009). Therefore, BEI in Indonesia in general for the creative industry is as high as the BEI from developed countries such as Tsalakis research, even for some items higher than developed countries (Tsalakis & Seaton, 2007, Tsalakis & Lassar 2009, Talikis, Seaton & Sheperd 2014, and Tsalikis, 2015).

Table 1. BEI in General Creative Industry 2017

BEI Component	
BEI_Personal/Past	100.36
BEI_Vicarious/Past	100.07
BEI_Personal/Future	100.13
BEI_Vicarious/Future	100.12

From Table 1. it appears that there is no significant difference between the current state of ethics of creative business people and future circumstances,

in the perceptions of respondents from millennial generations.

Table 2 BEI in Some Creative Industry

Types of BEI	BEI in Culinary industry	BEI in Show-Biz industry	BEI in Art Industry
BEI_Personal/Past	100.17	100.04	100.15
BEI_Vicarious/Past	100.13	100.01	100.18
BEI_Personal/Future	100.44	100.43	100.39
BEI_Vicarious/Future	100.48	100.49	100.46

Furthermore, researchers try to explore the condition more by looking at the BEI from several types of creative industries. From the different tests conducted, there were no significant differences

between industry groups with each other. Or in other words, respondents gave positive sentiments to the creative industry today and in the future.

Based on the BEI, in general or specifically in the three largest creative industries in Indonesia, it was found that similar indices in the three industries both in the past and in the future were less than 100. This shows that businesses in Indonesia already know business ethics. Moreover, there are interesting issues revealed in this study. First, most respondents are 15-30 years old, which means they are Gen Y and Millennials. They are also called digital generation, a generation that is familiar with the use of information and technology.

The development of information and technology at this time makes the world limit diminish, one can access information about a country from various countries, and regardless of the content of information that gives positive or negative benefits to them. In other words, gen Y and Milenials are open-minded generations,

especially for new things than previous generations. On the other hand, the problem of business ethics can be universally shared in a multinational manner (Weiss, 2014)

When viewed on each of the dimensions of the BEI measurement, the results are different for each industry, especially in the dimensions of the BEI Personnel and BEI-Vicarious-Future. In the Personal-Past measurement dimension there is no difference in the significance of the creative industry BEI in general with the BEI in each of the culinary industry subsectors, the ShoqBiz subsector and the Art Subsector. Likewise, there were also no significant differences in BEI in each of the subsectors studied, namely the culinary BEI subsector, the BEI subsector Show-Biz and the BEI of the art subsector.

This can be seen in Table 3, that all significance levels are above 0.05

Table 3 BEI Personal- Past at General BEI and Subsector of Culinary, Showbiz, and Art Industries

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	BEI_UMUM_PP - KUL_PP	0.00000	1.24722	0.10695	-0.21151	0.21151	0.000	135	1.000
Pair 2	BEI_UMUM_PP - PER_PP	0.12500	1.19528	0.10249	-0.07770	0.32770	1.220	135	0.225
Pair 3	BEI_UMUM_PP - KRI_PP	-0.00735	1.05757	0.09069	-0.18670	0.17200	-0.081	135	0.935
Pair 4	KUL_PP - PER_PP	0.12500	1.18282	0.10143	-0.07559	0.32559	1.232	135	0.220
Pair 5	KUL_PP - KRI_PP	-0.00735	1.05055	0.09008	-0.18551	0.17080	-0.082	135	0.935
Pair 6	PER_PP - KRI_PP	-0.13235	1.08736	0.09324	-0.31675	0.05205	-1.419	135	0.158

Based on Table 4, it is known that for the Vicarious - Past BEI, which is based on observations of various media in the past, there was no significant difference between the general creative industry BEI in general and the BEI in each of the creative industry subsectors studied. Also can be seen in Table 4 which shows a significance value greater than 0.05. Likewise, there is no significant difference in the culinary BEI subsector and with the Showbiz subsector, even though the BEI subsector is Culinary Art with the BEI subsector Art.

However, there are different results, namely there are significant differences in the measurement of BEI Vicarious-Past especially between the Show-Biz subsector and the Art Subsector (0.017). This can be interpreted as having a different ethical perspective, based on respondents' past media observations in assessing business ethics in the show-Biz sub-sector creative industry with the Art subsector. This is possible because the mass media in the past reported with different frequencies regarding the creative industry of the Show-Biz subsector with the Art subsector

Table 4 BEI Vicarious- Past
An General BEI and Subsectors Culinary, Showbiz, and Art Industries

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	BEI_UMUM_VP - KUL_VP	-0.06618	1.24842	0.10705	-0.27789	0.14554	-0.618	135	0.538
Pair 2	BEI_UMUM_VP - PER_VP	0.07353	1.13941	0.09770	-0.11970	0.26676	0.753	135	0.453
Pair 3	BEI_UMUM_VP - KRI_VP	-0.13971	1.15581	0.09911	-0.33571	0.05630	-1.410	135	0.161
Pair 4	KUL_VP - PER_VP	0.13971	1.16856	0.10020	-0.05846	0.33788	1.394	135	0.166
Pair 5	KUL_VP - KRI_VP	-0.07353	1.22100	0.10470	-0.28059	0.13354	-0.702	135	0.484
Pair 6	PER_VP - KRI_VP	-0.21324	1.02854	0.08820	-0.38766	-0.03881	-2.418	135	0.017

Table 5 shows that based on the Personal-Future dimension there is a significant difference between the IDX of the creative industry in general and the IDX in each of the creative industry subsectors studied, which can be seen as a significance level of 0,000. This indicates that based on one's own experience by looking at the future. Respondents gave different responses to the creative industry subsector in general compared to the responses in each industry sub-sector studied. This can happen because there are many creative industry subsectors (16 sub-sectors).

That information can be seen in only 3 sub-sectors, besides the personal experience of

respondents will shape their perceptions of business ethics in the future to be more open to the creative industry in general, but there are still obstacles for certain subsectors, especially the culinary creative industry subsector, subsector Show -biz and Art subsector. However, when viewed from the differences in the BEI of each of the creative industry subsectors studied, there is no significant difference, this can be seen at the significance level above 0.05 (culinary with Show-Biz of 0.641; Culinary with Art of 0.213 and Show-Biz with Art of 0.329)

Table 5 BEI Personal- Future
At General BEI General and Subsectors of Culinary, Showbiz and Art Industries

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	BEI_UMUM_PF - KUL_PF	-0.33824	0.76226	0.06536	-0.46750	-0.20897	-5.175	135	0.000
Pair 2	BEI_UMUM_PF - PER_PF	-0.31618	0.76693	0.06576	-0.44624	-0.18612	-4.808	135	0.000
Pair 3	BEI_UMUM_PF - KRI_PF	-0.26471	0.80033	0.06863	-0.40043	-0.12898	-3.857	135	0.000
Pair 4	KUL_PF - PER_PF	0.02206	0.55065	0.04722	-0.07132	0.11544	0.467	135	0.641
Pair 5	KUL_PF - KRI_PF	0.07353	0.68456	0.05870	-0.04256	0.18962	1.253	135	0.213
Pair 6	PER_PF - KRI_PF	0.05147	0.61246	0.05252	-0.05239	0.15534	0.980	135	0.329

**Table 6 BEI Vicarious - Future
At General BEI and Subsectors of Culinary, Showbiz, Art Industries**

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	BEI_UMUM_VF - KUL_VF	-0.36029	0.90818	0.07788	-0.51431	-0.20628	-4.627	135	0.000
Pair 2	BEI_UMUM_VF - PER_VF	-0.50000	0.85201	0.07306	-0.64449	-0.35551	-6.844	135	0.000
Pair 3	BEI_UMUM_VF - KRI_VF	-0.34559	0.88090	0.07554	-0.49498	-0.19620	-4.575	135	0.000
Pair 4	KUL_VF - PER_VF	-0.13971	0.75201	0.06448	-0.26724	-0.01218	-2.167	135	0.032
Pair 5	KUL_VF - KRI_VF	0.01471	0.79801	0.06843	-0.12063	0.15004	0.215	135	0.830
Pair 6	PER_VF - KRI_VF	0.15441	0.72907	0.06252	0.03077	0.27805	2.470	135	0.015

Table 6 shows that the BEI in the Vicarious-Future Dimension is relatively the same as the BEI Personal-Future dimension. Here, there are significant differences between the creative industries of BEI in general and the BEI in each of the creative industry Subsectors studied. Can be seen a significance level of 0,000. This indicates, it is based on media observations by projecting in the future. Respondents gave different responses to the creative industry subsector in general compared to the responses in each industry sub-sector studied. This can happen because there are many creative industry subsectors (16 sub-sectors). In this study, only 3 sub-sectors were seen. In addition, exposure to intense media will result in more open perception of respondents' perceptions about the business ethics of the creative industry in general. The results also showed that there was no significant difference between the BEI of Culinary and Art industry subsectors. This can be seen at a significance level of 0.830

5. CONCLUSION, IMPLICATIONS AND LIMITATION

This research focuses on certain generations who are 15-30 years old or called Generation Y / millennial generations. Millennial generation is the generation that faces information disclosure. This generation also has different characteristics with the older generation (Generation X). This study found that the creative industry BEI above 100, both in the creative industry BEI in general and in the BEI in each subsector, were studied in the culinary subsector, the showbiz subsector, and the Art subsector. This is no different from BEI in

developed countries such as the results of BEI measurements that have been carried out by Tsalakis in Spain, Germany, UK and USA.

Millennial generation in Indonesia has an open nature to culture from outside countries. Millennials are less sensitive to ethical views, given that Indonesia is famous for its polite eastern customs. This is possible because information exposure is so easy with the presence of the internet. Besides that. Millennial generation is faced with strong information disclosure, with the presence of many social media such as YouTube, Twitter, Facebook etc. The number of social media makes their relationship not restricted to the region. They easily communicate with individuals from other countries, so they easily accept the culture of other countries. This condition affects the milleneal generation in the assessment of ethical values or not towards a certain behavior.

In this study, 4 BEI measurements were used, namely Personal -Past; Vicarious -Past; Personal-Future, and Vicarious -Future. In the dimension of measurement of Personal-Past and Vicarious-Past, there was no significant difference in the creative industry BEI in general with BEI in each subsector of the culinary industry, the Show-Biz subsector, and the Art Subsector. Likewise, there were no significant differences in BEI in each of the subsectors studied, namely the culinary subsector, the BEI subsector, Show-Biz and the BEI subsector Art. Relatively different results when the BEI on the Personal-Futures and Vicarious Future, namely there were significant differences in the measurement of the general BEI and BEI in each subsector. This is possible because personal

knowledge and media coverage will shape the perception of business ethics in the future that is different for each industry sub-sector, highly dependent on the incessant reporting of media in certain subsectors compared to other subsectors.

This study has many limitations, among others: One, this study only examined three subsectors, namely the Culinary, Show-Biz and Art subsector, in the next research needs to be done in other creative industry subsectors, or in other industrial sectors compared to the creative industry sector. Second,, this study only focuses on millennial generations, in subsequent studies and therefore, it is recommended to use different generations such as generation X and generation Z, and differentiate how BEI according to different generations. Three research results show that the BEI in each subsector has a significant difference especially in the personal-Future BEI and Vicarious-Flexure, so that in the future it is necessary to examine antecedent variables that influence the ethical views / concepts of the consumer.

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**Appendix
Exhibit 1**

BEI as General, Please choose and mark the best one !

Questions	Very unethically	Somewhat unethically	Neither nor	Somewhat ethically	Very ethically
Based on your own experiences as a consumer in the past year, businesses you dealt with generally behaved	VU	SU	N	SE	VE
Based on what you heard from others or the media in the past year, businesses behaved	VU	SU	N	SE	VE
Questions	More unethically	About the same		More ethically	
Based on your own experiences as a consumer last year, do you expect businesses in the coming year to behave?	ME	ATS		ME	
Based on what you heard from others or the media last year, do you expect businesses in the coming year to behave?	ME	ATS		ME	

BEI Measurement for Businessmen of Culinary Subsector

Questions	Very unethically	Somewhat unethically	Neither nor	Somewhat ethically	Very ethically
Based on your own experiences as a consumer in the past year, how is the behavior of <i>businessmen culinary industry</i> ?	VU	SU	N	SE	VE
Based on what you heard from others or the media in the past year, how is the behavior of <i>businessmen culinary industry</i> ?	VU	SU	N	SE	VE
Questions	More unethically	About the same		More ethically	
Based on your own experiences as a consumer last year, How do you expect the behavior of <i>culinary industry businessmen</i> in the coming year?	ME	ATS		ME	
Based on what you heard from others or the media last year, How do you expect the behavior of <i>culinary industry businessmen</i> in the coming year?	ME	ATS		ME	

BEI Measurement for Businessmen of Performing Arts Subsector

Questions	Very unethically	Somewhat unethically	Neither nor	Somewhat ethically	Very ethically
Based on your own experiences as a consumer in the past year, how is the behavior of <i>Businessmen Performing Arts</i> ?	VU	SU	N	SE	VE
Based on what you heard from others or the media in the past year, how is the behavior of <i>Businessmen Performing Arts</i> ?	VU	SU	N	SE	VE
Questions	More unethically	About the same		More ethically	
Based on your own experiences as a consumer last year, How do you expect the behavior of <i>Performing Arts industry businessmen</i> in the coming year?	ME	ATS		ME	
Based on what you heard from others or the media last year, How do you expect the behavior of <i>Performing Arts industry businessmen</i> in the coming year?	ME	ATS		ME	

BEI Measurement for Businessmen of Kriya Subsector

Questions	Very unethically	Somewhat unethically	Neither nor	Somewhat ethically	Very ethically
Based on your own experiences as a consumer in the past year, how is the behavior of <i>Businessmen in the Kriya Subsector</i> ?	VU	SU	N	SE	VE
Based on what you heard from others or the media in the past year, how is the behavior of <i>Businessmen in the Kriya Subsector</i> ?	VU	SU	N	SE	VE
Questions	More unethically	About the same		More ethically	
Based on your own experiences as a consumer last year, How do you expect the behavior of <i>Kriya Subsector businessmen</i> in the coming year?	ME	ATS		ME	
Based on what you heard from others or the media last year, How do you expect the behavior of <i>Kriya Subsector businessmen</i> in the coming year?	ME	ATS		ME	