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Sustainability of Consumer's Brand Loyalty through Brand Experience and Brand Trust of Adidas Shoes in Indonesia

The image is a screenshot of a PDF viewer application. The main content area displays the title and authors of a research paper. The title is "Sustainability of Consumer's Brand Loyalty through Brand Experience and Brand Trust of Adidas Shoes in Indonesia". The authors listed are Sidik Budiono, John Tampil Purba, and Wilson Rajagukguk, all from the Department of Management Faculty of Economics and Business at Universitas Pelita Harapan. The paper is from the Proceedings of the International Conference on Industrial Engineering and Operations Management, Bangalore, India, August 16-18, 2021. The abstract text is partially visible at the bottom of the page.

Proceedings of the International Conference on Industrial Engineering and Operations Management
Bangalore, India, August 16-18, 2021

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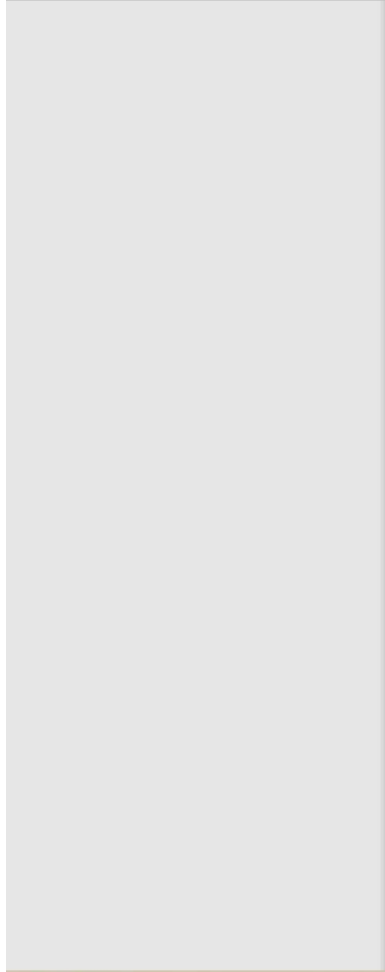
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Abstract

The purpose of this study was to determine the effect of brand experience on brand loyalty, and brand trust affect brand loyalty. This study aims to observe the behavior of the adidas company as a transnational company in developing and maintaining brand loyalty among its consumers. Brand loyalty is a key business which must be managed. Brand Adidas keep striking forward in the markets and penetrates bigger and wider market, to secure its position. Adidas



Abstract Acceptance - 1st Indian International Conference on Industrial Engineering and Operations Management 2021

Dear Wilson

Congratulations! The conference organizing committee is pleased to announce that your abstract (ID 26 The Influence of Servicescape, Discount, Brand Image and Service Quality on Purchase Decisions in Starbucks Tangerang, Indonesia) has been accepted for presentation and publication in the Indian International Conference on Industrial Engineering and Operations Management (IEGM), August 14-16, 2021. Full paper is optional. It is encouraged to submit full paper. You can submit full paper. All full papers will be peer reviewed and indexed in SCOPUS. During publication, IEGM publication team may ask to revise your submission. You can see review comments here - <https://www.icsystems.com/2020/abstract/index.cfm?ID=g924p>.

Due to the global pandemic, the event will be fully virtual via zoom.

- Conference program: <http://www.iegmociety.org/program-india2021.pdf>
- Keynote: <https://www.iegmociety.org/india2021/keynote/>
- Global Engineering Education: <https://www.iegmociety.org/india2021/global-engineering-education/>
- Global Supply Chain and Logistics: <http://www.iegmociety.org/india2021/gsc/>
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