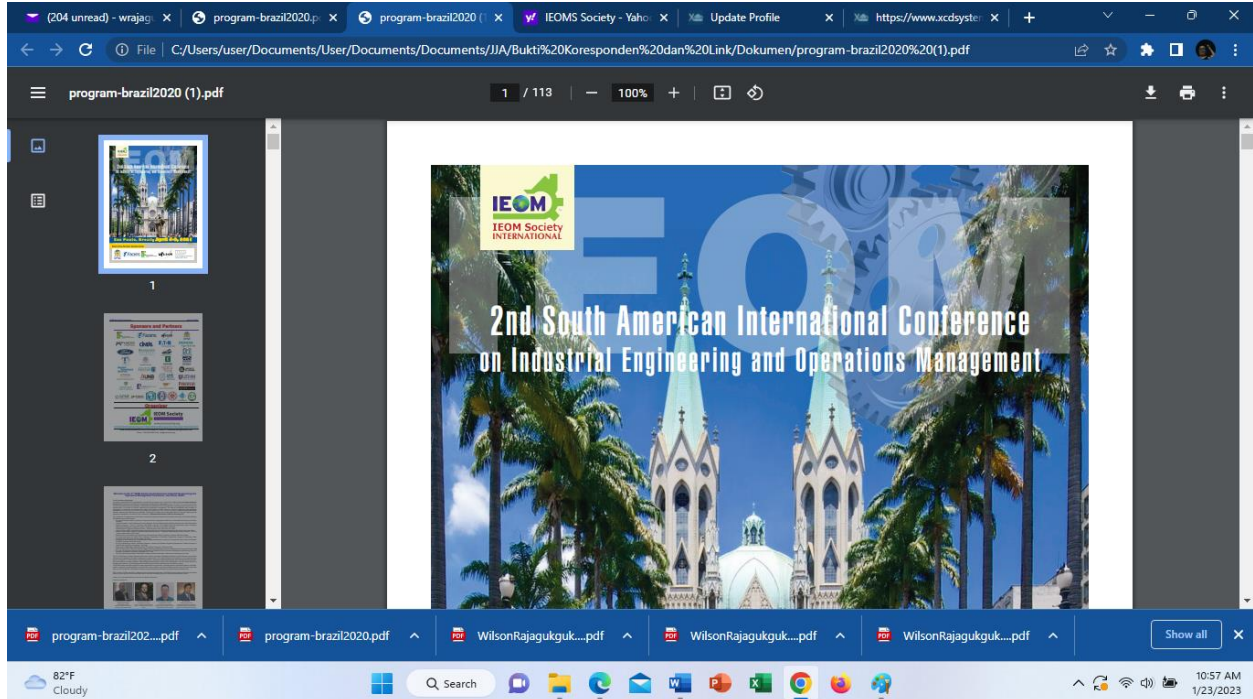


13. Market Growth Strategy through Consumers' Satisfaction, Product Quality and Brand Image: Evidence from Jakarta Indonesia

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ID 551 Perceived Value Mediation Model to Improve Customer Expectation and Loyalty
Tja Fie Tjoe, Ronny Samsul Bahri, Dori Purnama Alamsyah, Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia
Khidir Akbar Chofar, Universitas AKS, Bandung, Indonesia
Heri Rohaeni, Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

ID 552 Development of Seasonal Product in Star-Up Business
Natalie Putri, Rudy Aryanto, Chyrlia Ika Ratnapuri, Dori Purnama Alamsyah, Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia

ID 553 Market Growth Strategy through Consumers' Satisfaction, Product Quality and Brand Image: Evidence from Jakarta Indonesia
Sela Budono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia
John Tamoni Purbas, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia
Gislon P. Adirineko, Department of Management Faculty Economics and Business, Universitas Kristen Krida Wacana, Jakarta, 11470 Indonesia
Wilson Rajagukguk, Department of Management Faculty of Economics and Business, Universitas Kristen Indonesia, Jakarta, Indonesia

8:00 - 9:45, TUESDAY HF Room 5
Session Chair: Ma. Janice J. Gumasing, School of Industrial Engineering and Engineering Management, Mapua University, Philippines

ID 776 Vetconnect: E-Commerce Portal for Veterinary Health care Providers and Service Subscriber
Daniele De Guzman, Samuel Mirasol, King Perez, Intal and Grace Lorraine, School of Information Technology, Mapua University Makati, Philippines

ID 759 An Ergonomic Design of Motorized Tricycle in the Philippines
Ma. Janice J. Gumasing and Jonas Liao, School of Industrial Engineering and Engineering Management, Mapua University, Intramuros, Manila, Philippines

ID 760 Assessment of Ergonomic Risk Factors Affecting the Musculoskeletal Discomfort of Daycare Centers Occupants in the Philippines
Ma. Janice J. Gumasing, Kayla Katriz Mae C. Antonio and Joanna Lou C. Mata, School of Industrial Engineering and Engineering Management, Mapua University, Intramuros, Manila, Philippines

ID 761 Predictive Model on the Severity of Injuries and Musculoskeletal Disorders Affecting the Restaurant Kitchen Workers in the Philippines
Ma. Janice J. Gumasing, Kim D. Lusteras, School of Industrial Engineering and Engineering Management, Mapua University, Philippines

ID 756 Public Policy and Indonesian Diplomacy for the Acceleration of International Goods Terminal Development
Eyta, Faculty of Social and Political Sciences, Universitas Tanjungpura, Pontianak, Indonesia
Marfoyo, Faculty of Social and Political Sciences, Universitas Tanjungpura, Pontianak, Indonesia

ID 769 Identifying Critical Success Factors in Implementing HVAC Servitization to Encourage Business Model Innovation
Yorastan Suganda and Djoko Sitono Gabriel, Department of Industrial Engineering, University of Indonesia, Jakarta, Indonesia

ID 762 Decision Support System for Cash Direct Assistance for Victims of the Covid-19 Outbreak Based On Cloud Computing
Inayatulloh, Information System Department, School of Information System, Bina Nusantara University, Jakarta, Indonesia

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