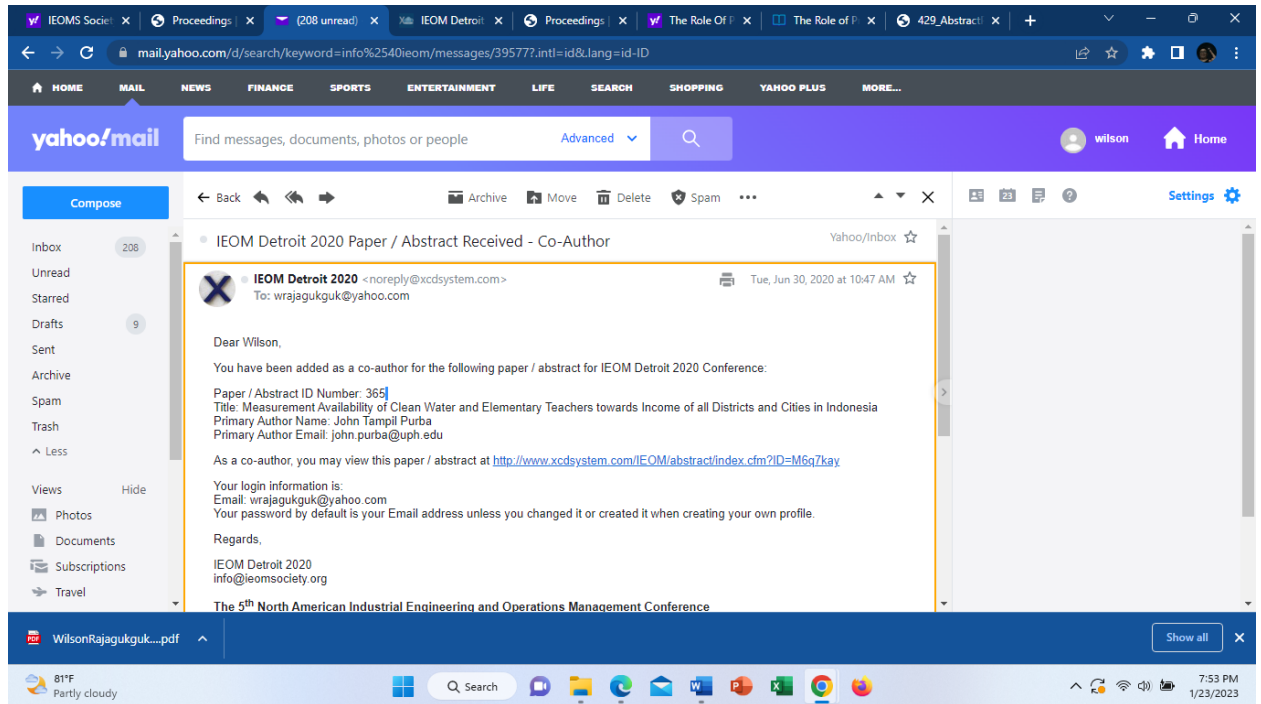


14.Measurement of Brand Image, Price, Promotion, Ease of Use and Satisfaction to Customer Loyalty of on line Transportation in Urban Area

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Primary Author Name: John Tampil Purba
Primary Author Email: john.purba@uph.edu

As a co-author, you may view this paper / abstract at <http://www.xcdsystem.com/IEOM/abstract/index.cfm?ID=M6q7kay>

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5:00 - 5:45, MONDAY

Session Chair: Gidon P. Adirneko, Universitas Kristen Krida Wacana, Jakarta, Indonesia

e-BUSINESS

ID 598 Towards a Conceptual Framework for Design and Functionality of Websites and Smart Device Apps for Startups in Lebanon: Impact on Customer Journey
Manal Yunis, Lebanese American University, Ras Beirut, Lebanon

ID 702 New Chatbot Application for Small and Medium E-commerce
Martana Martana, Graduate Program/ Master Degree's Program in Logistics Engineering and Supply Chain Management, Faculty of Engineering, Chiang Mai University, Chiang Mai, 50200, Thailand
Utopol Smuktu, Department of Industrial Engineering, Faculty of Engineering, Chiang Mai University, Chiang Mai, 50200, Thailand

ID 721 Expansion of Brick-and-Mortar Retailers to Online Retailing: A Strategic Application of the Technology Acceptance Model in the Philippines
Ma. Francine Isabel G. Caraan, Louis Michael F. Surabia, and Marvin I. Norofa, School of Industrial Engineering and Engineering Management, Mapua University, Manila, Philippines

ID 683 Implementation of Block chain Technology to Maintain Halalness in the Sale of Fresh Beef
Inayatulloh, Information System Department, School of Information System, Bina Nusantara University, Jakarta, Indonesia

ID 556 Measurement of Brand Image, Price, Promotion, Ease of Use and Satisfaction to Customer Loyalty of on line Transportation in Urban Area
Dimitrius Hikaru & John Tampil Purba, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia
Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia
Wilson Rajagukguk, Department of Management Faculty of Economics and Business, Universitas Kristen Indonesia, Jakarta, Indonesia
Gidon P. Adirneko, Department of Management Faculty of Economics and Business, Universitas Kristen Krida Wacana, Jakarta, Indonesia

ID 557 Global Brand Commitment in International Market: The Factors Affecting Global Brand Commitment
Justin Evanson and Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia
John Tampil Purba, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang-15811, Indonesia

ID 558 How Brand Image Mediated Sales Promotion and Price to Impact Shopee Consumer's Decision? The Case of Urban Worker in Jakarta
Gidon P. Adirneko, Department of Management Faculty Economics and Business, Universitas Kristen Krida Wacana, Jakarta 11470, Indonesia
John Tampil Purba, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang 15811, Indonesia
Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang 15811, Indonesia
Wilson Rajagukguk, Department of Management Faculty of Economics and Business, Universitas Kristen Indonesia, Jakarta 13630, Indonesia

ID 578 Worker Switching Intention from Pay Later Apps to Card: An HCM Approach of Traveloka Customers in Jakarta
Gidon P. Adirneko, Department of Management Faculty Economics and Business, Universitas Kristen Krida Wacana, Jakarta 11470, Indonesia
John Tampil Purba, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang 15811, Indonesia
Sidik Budiono, Department of Management Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang 15811, Indonesia

8:00 - 9:45, MONDAY

Information Systems

Session Chair: Gracia Lorraine D. Intal, Information Systems Program Chair, School of Information Technology, Mapua University, Makati City, Philippines

Room 6

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