

PROSIDING THE SEVENTH INTERNATIONAL CONFERENCE OF ENTREPRENEURSHIP AND BUSINESS
MANAGEMENT

**“The Influence of Customer Satisfaction on Trust, Word of Mouth, and Repurchase Intention: Case for
Consumer of Souvenir Stores in Yogyakarta”**

Tema konferensi: The Role of Entrepreneurs in Promoting Tourism and Hospitality Industry

Tempat konferensi di Corad Bali, pada 8-9 November 2018

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Edited by: Jaesang Aldin Menses, Nguyen Thi Thuong Anh, Toib Al Hag, Agustina Paras Irawan and Skisnet-Han Teal.

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Title of the contribution: The Influence of Customer Satisfaction on Repurchase Intention, Trust, and Word of Mouth.

Effect of Customer Satisfaction Status in Yogyakarta

Author: (please print full name and address of corresponding first author)
IKIPN School of Business (STIE IKPN) Tugu Karta
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Yth Panitia ICEBM Untar 2018

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Noted, Mr. Miswanto.

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Thank you for your cooperation.

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Dear Mr. Miswanto,

First of all, we would like to congratulate you for your paper acceptance in ICEBM 2018.

Please kindly find the Letter of Acceptance (LoA) below regarding your paper, which has been submitted previously to ICEBM 2018 Committee, along with some comments from our Reviewers.

We look forward to your attendance in Bali in November 2018.

Thank you in advance for your participation in our ICEBM 2018 program.

Regards,
Halim PS

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Jakarta, September 30th, 2018

Attention to :
The Author(s) of Paper ID #77

FULL PAPER ACCEPTANCE NOTIFICATION
Reference Number : 071A - ICEBM VII / EXT / UNTAR / IX / 2018

Dear Mr. Miswanto,

Thank you for your paper submission. The Scientific Committee has finished reviewing your paper entitled "**The Influence of Customer Satisfaction on Repurchase Intention, Trust, and Word of Mouth: Case for Consumer of Souvenir Stores in Yogyakarta**" and now we are pleased to inform you that your submitted full paper is **ACCEPTED** for the oral presentation in The Seventh ICEBM 2018, on 8-9 November 2018, at Conrad Hotel, Bali - Indonesia. The paper will be electronically published in the ICEBM 2018 Proceedings. Hence, please improve your manuscript based on the Reviewers' comments and suggestions (Please see the **Appendix** on page 2).

In order to avoid unnecessary delay, please be informed that your revised full paper should be returned to our e-mail address: secretariat@icebm.untar.ac.id by **October 6th, 2018** and the registration fee (except free papers) should be paid in **October 15th, 2018** at the latest. Papers without payment after October 15th, 2018 will not be included in the Proceedings.

Thank you for your attention and cooperation. We look forward to your attendance in the conference to present your paper.

Yours Sincerely,

Hetty Karunia Tunjungari

Conference Office:
Committee of ICEBM 2018
Universitas Tarumanagara
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Email: secretariat@icebm.untar.ac.id
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RUNDOWN of The 7th ICEBM

Date : 08 – 09 November, 2018

Venue : Conrad Hotel, Bali

Day 1 (Thursday)

08.00-09.00	Registration dan Coffee Morning
09.00-09.15	Opening Ceremony - Singing Indonesia Raya - Traditional dance - Report from Committee Chair
09.15-09.30	Welcoming Speech - Rector of Universitas Tarumanagara - Tarumanagara Foundation Untar Video Profile
09.30-10.00	Keynote Speaker (Minister of Tourism of R.I.)
10.00-10.15	Certificate presentation (Untar and co hosts)
10.15-12.15	Plenary Session Speaker: -Gatot Satriawan, SE.,MM (Director of Aerowisata) -Dr. Linda Linchin Lin (KSU) -Moderator: Dr. Sawidji Widoatmodjo (Dean FE)
12.15-13.30	Lunch Break
13.30-15.00	Parallel Session 1
15.00-15.30	Coffee and Tea Break
15.30-17.00	Paralel Session 2
18.30	Gala Dinner (The Conrad Hotel)

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The Influence of Customer Satisfaction on Trust, Word of Mouth, and Repurchase Intention: Case for Consumer of Souvenir Stores in Yogyakarta

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8-9 NOV 2018
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Miswanto Miswanto and Yessi Ria Angelia
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We have just completed our Program Book and Abstract Book for The ICEBM 2018 Event.

Please kindly find the Program Book & Abstract Book of The 7th ICEBM 2018 below.

Looking forward to seeing you in Bali on Thursday.

Thank you

Regards,
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The Influence of Customer Satisfaction on Trust, Word of Mouth, and Repurchase Intention: Case for Consumer of Souvenir Stores in Yogyakarta

Miswanto Miswanto¹ and Yessi Ria Angelia²

¹*YKPN School of Business (STIE YKPN) Yogyakarta*

²*YKPN School of Business (STIE YKPN) Yogyakarta
miswanto.ykpn@gmail.com¹, yesi.ria@gmail.com²*

Keywords: Customer satisfaction, repurchase intention, trust, word of mouth, and souvenir store.

Abstract: The problem in this research is 1) whether consumer satisfaction has an effect on consumer's trust, 2) whether consumer's satisfaction influence to word of mouth, and 3) whether consumer satisfaction has an effect on repurchase intention. This research examines the influence of customer satisfaction on repurchase intention, trust, and word of mouth on customers of souvenir store in Yogyakarta. Selection of the sample in this study is done by using purposive sampling with one criterion: they have shopped in souvenir stores in Yogyakarta. Data are collected by using questionnaires and 200 souvenir store customers participate in this study. The data are analyzed by using Structural Equation Modeling (SEM) with Amos computer program. The results show that customer satisfaction has positive influence on repurchase intention, trust, and word of mouth.

Tampilan depan naskah setelah dipublikasi dalam prosiding internasional terindeks

The Influence of Customer Satisfaction on Trust, Word of Mouth, and Repurchase Intention: Case for Consumer of Souvenir Stores in Yogyakarta

Miswanto Miswanto and Yessi Ria Angelia
YKPN School of Business (STIE YKPN), Yogyakarta, Indonesia

Keywords: Customer Satisfaction, Repurchase Intention, Trust, Word of Mouth, and Souvenir Store.

Abstract: The problems in this research are 1) whether consumer satisfaction has an effect on consumer's trust, 2) whether consumer's satisfaction influences by word of mouth, and 3) whether consumer satisfaction has an effect on repurchase intention. This research examines the influence of customer satisfaction on repurchase intention, trust, and word of mouth on customers of souvenir store in Yogyakarta. Selection of the sample in this study is done by using purposive sampling with one criterion: they have shopped in souvenir stores in Yogyakarta. Data were collected by using questionnaires, and 200 souvenir store customers participated in this study. The data were analyzed by using Structural Equation Modeling (SEM) with Amos computer program. The results show that customer satisfaction has a positive influence on repurchase intention, trust, and word of mouth.

1 INTRODUCTION

Yogyakarta is a tourism destination. Tourists visiting Yogyakarta are interested in buying traditional foods of Yogyakarta. Tourists visiting Yogyakarta continue to grow and develop. Tourism development in Yogyakarta affects the economy of the people of Yogyakarta. Various businesses in Yogyakarta develop along with the increasing number of tourists coming to Yogyakarta. Businesses in hospitality, culinary, souvenir shops and entertainment venues continue to grow. Not only do the number of food shops increase, but souvenir store or shops also increase in number. The stores offer a variety of products with good quality. Increasingly competitive business competition makes companies require good marketing strategy.

Consumer satisfaction is related to what is given by the company that is service and product quality. The ability of companies to serve consumers is one of the success factors of a business. When things are expected by consumers to be fulfilled by the

environment, businesses compete with each other, and companies are driven to satisfy consumers. Consumer satisfaction has influence on: 1) consumer trust, 2) word of mouth, 3) repurchase intention. These three things are very important for companies in marketing their products to sustain the company's success in achieving its goals. Because these three things are very important in conducting marketing strategy, empirical research on the effect of customer satisfaction on these three things is very necessary.

With the trust of consumers that the products purchased are satisfactory, the services provided should also be in line with consumer expectations. Trust from consumers can build good image, brand, symbol, product, and company name. There are many advantages to the company when consumers feel very satisfied. This can reduce consumer turnover, reduce marketing costs, increase customer loyalty, and improve corporate reputation. With the existence of customer satisfaction, companies can still exist and retain consumers. Knowledge of consumer characters can help marketers influence