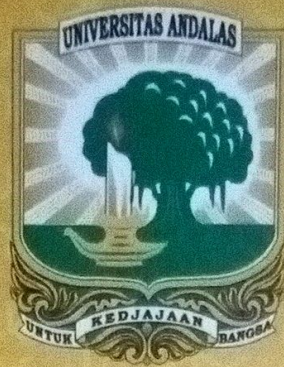


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# PROCEEDING

## The 2<sup>nd</sup> International Conference on Business and Economics 2014

Entrepreneurship and Creative Economy  
in Global Competitiveness

Padang, 22-23 October 2014  
West Sumatera, Indonesia



**USM** UNIVERSITI  
SAINS  
MALAYSIA

**Foreword by:  
Rector of Andalas University**

First of all, I would like to welcome you all to Andalas University Padang, West Sumatra, Indonesia. We are delighted to have you here to participate and share in the 2nd International Conference on Business and Economics (ICBE) in 2014. Thank you for coming, many of you travel long distances serves to remind us how important this even.

This great event facilitates interaction among academics, researchers and policy makers in this region through plenary sessions, lectures and parallel paper presentations. I am delighted to know that the conference theme "Entrepreneurship and Creative Economy in Global Competitiveness" is in line with our University motto "to be a leader in character building and entrepreneurship. We hope that, some papers will inspire us to achieve our goal. Hopefully, everyone will benefit from this event through sharing paper and experiences.

I would like to thank the Dean of Faculty of Economics and the Organizing Committee that have been working hard for the preparation of this international academic event. For us, this event is also a part of activities recognized 58 years Andalas University contribution to this country. We thank our sponsors for providing the funding for this Conference. Let me thank also the conference scientific committee.

Finally, let me reiterate my warm welcome to all of you to the University and I wish you all a very successful conference.

**Andalas University,  
Rector**

**Prof. Dr. H. Werry Darta Taifur, SE, MA**

**Foreword by:**  
**Dean of Economics Faculty, Andalas University**

Ladies and gentlemen, it is an honour to welcome all of you here to the 2<sup>nd</sup> International Conference on Business and Economics (ICBE) 2014, held by Faculty of Economics, Andalas University

This Conference, which is based on the theme of “Entrepreneurship and Creative Economy in Global Competitiveness” just one of our many initiatives to advance the frontiers of knowledge in the field of economics and business. The ICBE conference brings together academics and professionals from various business and economics disciplines to share latest research findings and brainstorm new research ideas various disciplines. I have no doubt that it will provide an excellent platform for participants to exchange experiences and explore new ideas in this important area.

As we think about entrepreneurship and creative economics, we should recognize that those areas are key important for the growth of the nations. Universities as center for excellence are expected to provide research and analysis towards the wealth of nations. We are happy to meet academicians and researchers in this conference. I hope this is a great opportunity for us to build and develop network among us.

At Economics Faculty, we have been tried hard and engaged in a process of becoming significantly different and significantly better – different from our past, and better able to help meet the needs of the people of our region and country.

By aligning our considerable expertise and renowned academic excellence with the international development agenda to accelerate economic growth, we want to become more relevant to society. In our core activities as an academic institution, we would like to improve our entrepreneur society which relevant to creative industry by disseminating great numbers of research findings.

I would like to extend my sincere appreciation to the Organizing Committee for their untiring efforts in staging this extremely worthwhile event. I very much hope that all participants will find this conference both stimulating and rewarding. For visiting participants, I wish them a most pleasant stay in Padang.

**Economics Faculty,**  
**Dean**

**Prof. Tafdil Husni, Ph.D**

**Foreword by:**

**The Chairperson of Organizing Committee**

**2<sup>nd</sup> ICBE 2014**

On behalf of the 2<sup>nd</sup> International Conference on Business and Economics Organizing Committee, I would like to warm welcome all speakers and participants of 2<sup>nd</sup> ICBE 2014. Welcome to Indonesia to overseas participants from six different countries; Australia, Netherland, Malaysia, India, Taiwan and Thailand. And also welcome to Padang City to delegates from other Provinces in Indonesia.

After success delivering the 1<sup>st</sup> ICBE on 2010 in Bukittinggi City, Dean of Economic Faculty Andalas University initiated to propose the 2<sup>nd</sup> ICBE 2014. Hence, we gratefully acknowledge supporting of the Rector of Andalas University Prof. Dr. H. Werry Darta Taifur, SE, MA and the Dean of Economics Faculty Prof. Tafdil Husni, Ph.D.

One of the objectives of ICBE is to foster multidisciplinary research from a variety of fields on accounting, business, management, economics and public governance. The conference supports the development of empirical and normative inquiry, theory building and systematic testing of theory consistent with the canons of social science, using the full range of quantitative and qualitative methodologies. In 2<sup>nd</sup> ICBE, more than 200 abstracts submitted, with 173 papers will be presented. Thanks to all authors for participating. In this special event, we would like to express our appreciation to 30 scientific committees for providing valuable feedbacks to authors and 36 track chairs for their valuable contributions.

We also extend our sincere gratitude to Professor Ian Eddie PhD FCPA from Southern Cross University Australia as a keynote speaker for sharing his thoughts on the conference theme "Entrepreneurship and Creative Economy in Global Competitiveness", and Dr Ian Patrick Austin from Edith Cowan University Australia as a panel speaker of "Strengthen Collaboration among Asian Universities".

Without a great team, it would be impossible to conduct a great conference. I would like to extend my deep appreciation to Organizing Committee members, especially to Tafdil Husni, Harif Amali Rivai, Vera Pujani, Masyhuri Hamidi, and Meuthia who spend every single day for discussing and preparing this conference since September 2014. We are grateful to have the students who have strong commitment to provided assistance pre and during the conference period. In addition, the success of 2<sup>nd</sup> ICBE is partly due to the contribution and support by our sponsors. I take this opportunity to offer a huge thanks to all individuals and institutions who have contributed directly or indirectly

to success of 2<sup>nd</sup>ICBE 2014. Finally, we sincerely hope all of you maximise the opportunities of collaborations, networks and new friendship. Have an enjoyable and valuable conference.

**Organizing Committee of 2<sup>nd</sup>ICBE 2014**  
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# ABSTRACT

**The Influence of Marketing Mix, Consumer Trust and Company Image on  
Consumer Satisfaction and Their Impact on Brand Equity a Study on Toll  
Road Shuttle Service Bandung-Jakarta**

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**ABSTRACT**

The first objective of this study is to obtain information about the performance of the marketing mix, customer trust, corporate image, customer satisfaction and brand equity in the transportation industry, especially shuttle service in Jakarta and Bandung cities. The second objective is to determine the influence of the marketing mix, trust and corporate image on consumer satisfaction and their impact on brand equity. The population in this study were the passengers of 8 companies selected. Number of samples 304 persons, that selected by simple random sampling. The descriptive and inferential analysis was performed with SPSS and LISREL software support. The study concluded that: 1) Performance of the marketing mix and customer satisfaction has been assessed positively by customers. But, customer trust, corporate image, and brand equity has been assessed not-positively by customers; 2) Marketing mix has a positive and significant influence on company image; company image hasn't influence on trust; trust has a positive and significant on customer satisfaction; trust hasn't influence on brand equity; company image hasn't influence on customer satisfaction; company image hasn't influence on brand equity; Marketing mix has a positive and significant influence on customer's satisfaction; Marketing mix has a positive and significant influence on brand equity; and customer satisfaction has a positive influence on brand equity.

*Keywords: Marketing Mix, Company Image, Trust, Customer Satisfaction, Brand Equity*

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