Contents

Perceived Risk and Trust as Major Determinants of Actual Purchase, Transcending The Influence of Intention
Ni Luh Putu Indiani, I Ketut Rahyuda, Ni Nyoman Kerti Yasa, and I Putu Gde Sukaatmadja

The Relationship between Brand Equity, Customer Satisfaction, and Brand Loyalty on Coffee Shop: Study of Excelso and Starbucks
Aries Susanty and Eirene Kenny

Marketing Collaboration and SME Strategy Implementation in Blora, Indonesia
Kesi Widjajanti

The Timing Effects of Reward, Business Longevity, and Involvement on Consumers' Responses to a Reward Program
Badri Munir Sukoco, Meng-Kuan Lai, and Wan-Jou Weng

E-travel Adoption by Small Travel Enterprises (STEs): An Initial Study in Indonesia and Malaysia
Vera Pujani, Yazrina Yahya, Alfitman, and Refdinal Nazir