Contents

100% ♥ Indonesia: Role of Government Campaign to Promote Local Products in Indonesia
Imam Salehudin  

A Model of Service Marketing in Port Services: Empirical Study in PT Pelabuhan Indonesia II (Persero), Tanjung Priok Branch
Rati Farini Srihadi, Hartoyo, Dadang Sukandar, Agus Maulana  

Achievement as Gift and Prestige: Formulating Anticipated Emotion of Others as New Determinant of Consumer Motivation
Bilson Simamora  

Role of Consumption Emotions Mediate Perceived Service Fairness to the Service Satisfaction and Its Impact on Customers’ Behavioral Intentions
Abolghasem Ebrahimi, Abbas Abbasi, Mojtaba Khalifeh, Mehdi Samizadeh, and Farzaneh Abkhiz  

Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults towards Global Smartphone Brands
Wahid Zahid and Omkar Dastane