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International Conference of Industrial Engineering and Operations Management (ICIEOM) aims to publish quality research work in the field of industrial engineering and operations management (IEOM) for academics, researchers and practitioners to advance the theory and practice as well as to identify major trends in industrial engineering and operations management. The journal is expected to advance the theory and practice through publishing research-oriented papers with wide variety of problems related on real-life applications and research which affect in global levels.

ICIEOM covers academic research and industrial issues/applications related on fundamentals of industrial engineering, operations management, business management, operations, design, manufacturing, supply chain management, logistics, systems and service engineering, innovation, entrepreneurship, reliability, quality, lean, six sigma, modeling, simulation, optimization, sustainability, machine learning, and artificial intelligence. The application areas include manufacturing, healthcare, energy, transportation, financial, and business operations. Articles must have scientific research contribution with state-of-the-art review.

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Welcome to the 3rd South American Conference on Industrial Engineering and Operations Management in Paraguay

To All-Conference Attendees:

On behalf of the IEOM Society International, we would like to welcome you to the 3rd South American **International Conference on Industrial Engineering and Operations Management**, July 18-21, 2022, hosted by Asuncion National University, Paraguay. The venue is Holiday Inn & Suites Across from Universal Orlando. This unique international conference provides a forum for academics, researchers, and practitioners from many industries to exchange ideas and share recent developments in the fields of industrial engineering and operations management. This diverse international event provides an opportunity to collaborate and advance the theory and practice of major trends in industrial engineering and operations management. There were more than 450 papers/abstracts submitted from 35 countries. After a thorough peer-review process, more than 320 have been accepted for presentation and publication. The program includes many cutting-edge topics in industrial engineering and operations management.

This conference will address many of the issues concerning the continuous improvement of quality and service. The IEOM Society is delighted to have the following keynote speakers at the 3rd South American Conference:

1. Mr. Sumihoro Takaoka, President, Sumi S.A. President, Japan Paraguay Chamber of Commerce
2. Dr. Heriberto Garcia-Reyes, PhD, Regional Chairman, Industrial Engineering Department, Tecnológico de Monterrey, Monterrey, Mexico
3. Professor Duc Truong Pham, Chance Professor of Engineering, Director of Research, Department of Mechanical Engineering, University of Birmingham, Birmingham B15 2TT United Kingdom
4. Dr. Sérgio Shimura, Federal Institute of Education, Science and Technology of São Paulo, Brazil
5. Claudio Vierci, Director-Presidente, Vierci Development, Paraguay
6. Dr. Clinton AlGBAUBOA, Professor, Department of Construction Management and Quantity Surveying, University of Johannesburg, South Africa
7. Jill Hosmer-Jolley PhD, MBA, Neurodiversity Accessibility Consultant, MBA Faculty, California State University, Monterey Bay, Management coaching, DEI, CSR, HR, OB., Monterey, California, USA
8. Alfred Fast, CEO, Fecoprod Ltda. and President, El Instituto de Biotecnología Agrícola (INBIO), Asuncion Paraguay
9. Marco Carvalho, CEO, Matza Education, São Paulo (SP), Brazil
10. Prof. Samuel Wiens Bartel, Professor, Universitario para Liderazgo y Desarrollo Personal, Paraguay
11. Dr. Mario Chauca, Professor, Ricardo Palma University, Santiago de Surco, Peru
12. Prof. Dr. Marcelo Castier, Dean of the Faculty of Engineering Sciences, UPA – Universidad Paraguayo Alemana / German Paraguayan University, San Lorenzo, Paraguay
13. Michel Baudin, Owner, Takt Times Group, Co-founder, Grokcity, Inc., Palo Alto, California, United States

At this conference, the IEOM Society will hold its 31st Global Engineering Education session. It will feature distinguished speakers who will discuss workforce readiness and engineering education challenges and opportunities. The 30th IEOM Industry Solutions will showcase will also be held and feature major topics including IoT, AI, data analytics, iCloud, cybersecurity, automation, digital manufacturing, MSV, and industry best practices. The 10th IEOM Global Supply Chain and Logistics will address the global logistic challenges due to the pandemic. The first IEOM Global Business Management will focus on business operations improvement. Panel sessions have been planned: Global Engineering Education, Supply Chain, Women in Industry and Academia, Lean Six Sigma and Diversity & Inclusion sponsored by Ford Motor Company.

The IEOM Society would like to express our deep appreciation to our sponsors, university partners, organization partners, exhibitors, authors, reviewers, keynote speakers, panelists, track chairs, advisors, the local committee, and the many volunteers who have given so much of their time and talent to make this unique international conference an overwhelming success.

Our conference host, Asuncion National University, Paraguay, would like to extend a warm welcome to all participants.

Our very best wishes to all of you for a successful and memorable event.



Dr. Jorge Kurita, Conference Chair
Research Faculty
Department of Industrial
Engineering
Asuncion National University,
Paraguay



Dr. Ahad Ali
Conference Co-Chair
Associate Professor and Director
of Industrial Engineering
Programs, Lawrence Tech
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Executive Director, IEOM Society



Prof. Vitor M. Caidana
Conference Program Chair
IFSP – Instituto Federal de
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Campus Sorocaba
Sao Paulo, SP, Brazil



Prof. Don Reimer
Program Co-Chair
Director of Membership and
Chapter Development
IEOM Society International
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Winning Consumers with Brand Experience: The Effect of Consumer's Brand Experience Towards Consumer-Brand Relationship

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Abstract

The increasing competitiveness of businesses in recent time has encouraged many brands to be more creative in creating differentiation. However, winning the consumer with optimum pricing and excellent product quality are not considered as adequate by marketers (iMarketology 2020). Based on the recent marketing trends from Asia Marketing Federation (AMF), brand experience optimisation has become one of the most developing marketing trends in 2022 (Kurniawan 2022). Through unique consumer experience in product or services, a brand could develop a solid differentiation to win the business competition. Therefore, the purpose of this study is to understand the relation between consumer brand experience and consumer-brand relationship. This study focused on understanding whether optimal brand experience is related to better consumer-brand relationship. Within the theoretical framework of this research, four main elements in brand experience constructs such as sensory, affective, behavioural and intellectual experiences will be measured towards consumer-brand relationship elements such as brand trust, brand loyalty, and brand satisfaction. The brand attachment construct is also incorporated into the framework to determine whether brand attachment could affect the relationship between consumer brand experience and brand relationship. Using Sequential Equation Modelling (SEM) and SmartPLS 3 analysis software, around 200 participants will be assessed through online questionnaire regarding their experience with cosmetic brands that are attempting to optimize their consumer brand experience.

Keywords

Brand Experience, Brand Attachment, Satisfaction, Trust, Brand Loyalty

Biographies

Mohamad Rijal Iskandar Zhulqurnain is a lecturer in the Department of Management at Universitas Nahdlatul Ulama Surabaya, Indonesia. He earned his Bachelor of Management from Universitas Airlangga Surabaya, Indonesia, Master of Commerce in Business Management and Organization from Macquarie University Sydney, Australia. During his last year of study in 2020, Rijal received an award mentioned as the "best achievement in Managing Customer Relationship" from the Department of Marketing, Macquarie Business School. He has contributed into several research projects such as Strategic Management handbook with Universitas Airlangga, and the social research regarding the effects of socioeconomic status on cognitive brain function in Southeast Asian countries. Rijal also becomes part of business and entrepreneurial student development team in Universitas Nahdlatul Ulama Surabaya.

Heni Agustina is a lecturer in the Department of Accounting at Universitas Nahdlatul Ulama Surabaya, Indonesia. She received her Bachelor of Accounting and Master of Accounting from Universitas Pembangunan Nasional Veteran Jawa Timur, Surabaya, Indonesia. She has an extensive interest in financial accounting, taxation and sharia accounting. Previously, she worked as Auditor in Riza, Adi, Syahril public accounting firm (KAP RAS) in Surabaya, Indonesia. She was also previously worked as tax accountant in Toyota Indonesia under PT. Liek Motor. Heni has contributed to internationally published and national published. Her research interests include tax, management accounting, behavioral accounting, and financial accounting.

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Riyan Sisiyawan Putra is a lecturer at Universitas Nahdlatul Ulama Surabaya, he is the Head of the Study Program at S1 Management at Universitas Nahdlatul Ulama Surabaya. Undergraduate education is taken at Airlangga University, as well as his S2 education. Currently taking doctoral education at the same university. Joined in the Indonesian Management Forum (FMI), his fields of study are Human Resource Management and Entrepreneurship.

Hidayatul Khusnah is a lecturer at the Faculty of Business Economics and Digital Technology, Universitas Nahdlatul Ulama Surabaya. She has published many research articles. Her research interests include (1) management accounting, (2) behavioral accounting, (3) financial accounting, and (4) business management.