

## Analisis perbandingan brand awareness, brand association, brand perceived quality NU Green tea dan sosro green -T serta hubungannya dengan loyalitas konsumen

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=126930&lokasi=lokal>

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### Abstrak

the present study provides a comparative description on brand awareness, brand association, brand perceived quality and consumer loyalty between NU Green Tea and Sosro Green Tea....