

Judul:

Pengaruh Store Image dan Service Quality terhadap Private Label Brand Image dan Purchase Intention : studi kasus 7-Eleven = The effect of Store Image and Service Quality on Private Label Brand Image and Purchase Intention : 7-Eleven case study / Meta Andriani

Pengarang/Penulis:

Meta Andriani, author

Subjek:

Brand choice ; Consumers' preferences

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Penerbitan:

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