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Pengaruh kualitas layanan, kebutuhan mencari variasi, harga, karakteristik kategori produk, promosi iklan dan kualitas produk terhadap keputusan perpindahan merek : studi kasus pelanggan SPBU Pertamina = Effect of service quality ,variety seeking price, characteristic category product, advertising campaign, and product quality on decisions of brand switching / Farizka Ariesta

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