

Judul:

Pengaruh perceived quality terhadap repurchase intention yang di mediasi oleh variabel-variabel perceived equity, perceived value, customer satisfaction, expected switching cost, dan brand preference : studi kasus pelanggan Garuda Indonesia = The effect of perceived quality toward repurchase intention with mediating variables of perceived equity, perceived value, customer satisfaction, expected switching cost, and brand preference : case study of Garuda Indonesia

Pengarang/Penulis:

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Subjek:

Consumer satisfaction

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