

Judul:

Dampak servqual corporate reputation dan perceived value terhadap customer satisfaction dan pengaruhnya terhadap positive WOM dan intention of continuance: studi kasus internet banking BNI = The impact of servqual corporate reputation and perceived value towards customer satisfaction and its implications to create positive WOM and intention of continuance: case study of internet banking BNI

Pengarang/Penulis:

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Subjek:

Banks and banking -- Indonesia; SERVQUAL (Service quality framework); Consumer satisfaction

Nomor Panggil:

T-pdf

Penerbitan:

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