

Judul:

Analisis pengaruh store image, store brand price image dan store brand perceived risk sebagai variabel mediasi terhadap store brand purchase intention pada produk store brand ritel watsons = Analysis of the influence store image store brand price image and store brand perceived risk as mediating variable on purchase intention of store brand product watsons

Pengarang/Penulis:

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Subjek:

Branding (Marketing) ; Consumer behavior.

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Penerbitan:

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