

Judul:

Analisis pengaruh physical environment dan perceived disconfirmation terhadap kepuasan dan loyalitas konsumen (Studi Kasus New Customer dan Repeat Customer pada Kedai Kopi Franchise dan Non Franchise : Starbucks Coffee dan Jakarta Coffee House) = Analysis of Physical Environment Effects and Disconfirmation on Consumer Satisfaction and Loyalty (Case Study New Customer and Repeat Customer in Franchise and Non Franchise Coffee Shop : Starbucks Coffee and Jakarta Coffee House)

Pengarang/Penulis:

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Subjek:

Consumer satisfaction; Customer loyalty;

Nomor Panggil:

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Penerbitan:

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