

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

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