

***Judul:***

Analisis pengaruh restaurant experience terhadap positive electronic word of mouth (eWOM) motivations pada restoran casual dining = Analysis the impact of restaurant experience on positive electronic word of mouth (eWOM) motivations in casual dining restaurant

***Pengarang/Penulis:***

Santi Prameswari Ramadhani, author

***Subjek:***

Restaurant management; Branding (Marketing); Word-of-mouth advertising

***Nomor Panggil:***

S61834

***Penerbitan:***

Fakultas Ekonomi dan Bisnis Universitas Indonesia

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)