

Judul:

Pengaruh electronic Customer Relationship Management (e-CRM) terhadap e-loyalty melalui e-satisfaction pada situs fashion online Zalora Indonesia = The influence of electronic Customer Relationship Management (e-CRM) towards e-loyalty through e-satisfaction on online fashion store website Zalora Indonesia

Pengarang/Penulis:

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Subjek:

Customer relations -- Management; Customer loyalty -- Case studies

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