

Judul:

Pengaruh perceived service quality of endorsed brand parent brand reputation dan attitude toward endorsed brand terhadap endorsed brand loyalty = The effect of perceived service quality of endorsed brand parent brand reputation and attitude toward endorsed brand on endorsed brand loyalty

Pengarang/Penulis:

Kurnia Ibnu Azhari, author

Subjek:

Brand Loyalty; Endorsed brand

Nomor Panggil:

T-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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