

Judul:

Strategi peningkatan purchase intentions hotel bintang empat berdasarkan pengaruh brand image, price, trust, dan value = Strategy to improve purchase intentions for four star hotel based on the effects of brand image price trust and value

Pengarang/Penulis:

Nainggolan, Foreman Lois Alberto, author

Subjek:

Economies of scale; Business -- Management; Business planning; Strategic planning

Nomor Panggil:

S62890

Penerbitan:

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