

***Judul:***

Faktor-faktor yang memengaruhi online brand experience dan onlline brand relationship; studi kasus: e-commerce dengan model marketplace customer-to-customer c2c = factors that affect online brand experience and online brand relationship study case customer to customer c2c marketplace model of e commerce

***Pengarang/Penulis:***

Oktopianus, author

***Subjek:***

Electronic commerce; Internet marketing; Business names; Trademarks; Brand name products -- Computer network resources; Commercial art; Customer relations -- Management; Consumers' preferences; Relationship marketing

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***Penerbitan:***

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