

Judul:

Pengaruh perceived price dan word of mouth terhadap keputusan pembelian: studi kasus PT. Erafone Artha Retailindo = The effect of perceived price and word of mouth towards purchase decision: a case study of PT. Erafone Artha Retailindo

Pengarang/Penulis:

Steffiani Reisa, author

Subjek:

Word of mouth (firm); Selling; Purchasing

Nomor Panggil:

S65440

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