

Judul:

Pengaruh consumer-based chain restaurant brand equity (CBCRBE) terhadap brand reputation dan brand trust pada restoran franchise lokal di Indonesia = The effects of consumer based chain restaurant brand equity (CBCRBE) towards local franchise restaurant s brand reputation and brand trust in Indonesia

Pengarang/Penulis:

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Subjek:

Consumer behavior; Corporate image

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Penerbitan:

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