

Judul:

Pengaruh brand awareness terhadap purchase intention: studi perbandingan pada layanan transportasi ojek online Go-jek dan Grabbike = Analysis of the relationship between brand awareness and purchase intention: comparison study on Go-jek's and Grabbike's potential customer

Pengarang/Penulis:

Ksatria Rizki Riza, author

Subjek:

Brand name products -- Management; Branding (marketing); Brand choice; Consumers' preferences; Consumer behavior

Nomor Panggil:

S63906

Penerbitan:

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