

Judul:

Pengaruh customer perceived value terhadap word of mouth pelanggan Starbucks coffee Universitas Indonesia = The effect of customer perceived value to word of mouth by customer of Starbucks coffee University of Indonesia

Pengarang/Penulis:

Abdurrahman, author

Subjek:

Customer services: Word of mouth (firm); Starbucks coffee company

Nomor Panggil:

S66520

Penerbitan:

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