

Judul:

Analisis brand experience terhadap brand loyalty melalui mediasi brand relationship quality: studi kasus pada pengguna mobil Nissan Jabodetabek
= An analysis effects of brand experience on brand loyalty through mediation effect of brand relationship quality: case study user Nissan Jabodetabek

Pengarang/Penulis:

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Brand loyalty; Branding (marketing); Customer service

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