

***Judul:***

Analisis pengaruh product involvement, price consciousness, dan price/quality inference terhadap willingness-to-pay pada local brand fashion di Indonesia = The influence of product involvement price consciousness and price quality inference towards customers willingness to pay on local brand fashion product in Indonesia

***Pengarang/Penulis:***

Fitrah Syafitri, author

***Subjek:***

Consumer behavior; Consumers' preferences; Consciousness; Willingness to pay; local brand fashion; Fashion -- Indonesia

***Nomor Panggil:***

S66848

***Penerbitan:***

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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