

Judul:

Pengaruh perceived product quality, perceived relative price, perceived risk terhadap customer value dan willingness to rebuy: studi kasus: private label brand Sephora = The impact of of perceived product quality perceived relative price and perceived risk towards customer value and willingness to rebuy: case study: private label brand Sephora

Pengarang/Penulis:

Lentari Nisfidah, author

Subjek:

Quality of products; Consumers -- Attitudes; Product strategy; Consumers' preferences; House brands

Nomor Panggil:

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Penerbitan:

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