

Judul:

Pengaruh perceived switching cost dan customer satisfaction terhadap customer loyalty = Effects of perceived switching cost and customer satisfaction on customer loyalty

Pengarang/Penulis:

Nasution, Yudhita Asih Putri, author

Subjek:

Consumer satisfaction; Customer relations

Nomor Panggil:

T-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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