

Judul:

Pengaruh offline store image dan online store image terhadap purchase intention: studi pada private label brand Berrybenka = The influence of offline store image and online store image towards purchase intention: study in private label brand Berrybenka

Pengarang/Penulis:

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Subjek:

Commercial business; Consumer behavior; Branding (marketing); Electronic commerce

Nomor Panggil:

S68456

Penerbitan:

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