

Judul:

Analisis pengaruh design appeal, perceived quality, subjective norm, brand popularity, dan mianzi terhadap repurchase intention smartphone. studi kasus: iPhone pada dewasa muda di Indonesia = The effects of design appeal perceived quality subjective norm brand popularity and mianzi toward the repurchase intention of smartphone. Case: iPhone in Indonesia's young adults

Pengarang/Penulis:

Triandika Ramadhan, author

Subjek:

Consumer satisfaction -- Evaluation; Customer loyalty; Brand loyalty

Nomor Panggil:

S67457

Penerbitan:

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