

Judul:

Pengaruh nilai hedonic dan utilitarian terhadap customer delight dalam penerapan metode self-service: studi kasus: Ikea Indonesia = Self-service implementation the effect of hedonic and utilitarian value on customer delight: case study: Ikea Indonesia

Pengarang/Penulis:

Gabyta Hasnabila, author

Subjek:

Consumer satisfaction; Customer services; Customer relations -- Management; Self-service (economics)

Nomor Panggil:

S66959

Penerbitan:

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