

**Judul:**

Pengaruh brand credibility terhadap consumer's purchase intention pada industri low-cost carrier airline = The effect of brand credibility towards consumer's purchase intention on low cost carrier airline industry

**Pengarang/Penulis:**

Muhammad Ridwan Zulfikar, author

**Subjek:**

Consumer behavior; Branding (marketing); Airlines -- Management

**Nomor Panggil:**

S69056

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