

Judul:

Analisis pengaruh keadilan perusahaan, teori perilaku terencana dan keyakinan individu sebagai pemicu keterlibatan pelanggan dalam electronic negative word of mouth (e-nwom): studi kasus: jasa transportasi KRL commuter line = Analyzing the influence of theory of planned behavior justice theory and individual beliefs as an antecedents of involvement in electronic negative word of mouth enwom communications: case study: KRL commuter line transportation service

Pengarang/Penulis:

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Subjek:

Consumer behavior; Word-of-mouth advertising; Social media -- Marketing; Transportation -- Indonesia

Nomor Panggil:

S68429

Penerbitan:

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