

Judul:

The influence of value creation on customer's based destination brand equity: case study Daerah Istimewa Yogyakarta and Magelang = Pengaruh value-creation terhadap customer's based destination brand equity: studi kasus Daerah Istimewa Yogyakarta dan Magelang

Pengarang/Penulis:

Gracia Naomi, author

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Consumer behavior; Consumer satisfaction; Travel -- Marketing; Branding (marketing); Brand loyalty; Brand name products

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