

***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

***Subjek:***

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

***Nomor Panggil:***

S68864

***Penerbitan:***

Fakultas Ekonomi dan Bisnis Universitas Indonesia

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)