

Judul:

Pengaruh internal brand management terhadap brand commitment, employee job satisfaction, dan intention to stay pada maskapai penerbangan x =
The impact of internal brand management on brand commitment, employee job satisfaction, and intention to stay on x airlines

Pengarang/Penulis:

Siti Rahmah Muthia, author

Subjek:

Product management; Job satisfaction; Brand loyalty; Employee loyalty

Nomor Panggil:

S68940

Penerbitan:

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