

Judul:

Analisis pengaruh service quality perception dan merchandise quality perception terhadap behavioral intentions pada industri casual dining restaurant dengan brand trust sebagai variabel mediasi: studi kasus: restoran Warunk Upnormal = The effect of service quality perception and merchandise quality perception toward behavioral intentions on casual dining restaurant industry with brand trust as mediating variable: case study: restoran Warunk Upnormal

Pengarang/Penulis:

Gita Armelia Kawe, author

Subjek:

Customer services -- Management; Customer services -- Quality; Quality of products; Quality control; Branding (marketing); Product management

Nomor Panggil:

S68314

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

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