

Judul:

Strategi peningkatan customer loyalty pada situs e-commerce b2c berdasarkan faktor-faktor e-service quality dan product diversification
= Strategy to increase customer loyalty on B2C E-commerce site based on e-service quality and product diversification factors

Pengarang/Penulis:

Emmanuella Isabella, author

Subjek:

Customer loyalty; Electronic commerce; Quality control; Diversification in industry

Nomor Panggil:

S-Pdf

Penerbitan:

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