

***Judul:***

Pengaruh brand equity terhadap customer satisfaction dan terhadap repurchase intention produk charm: studi pada generasi millennial di Jakarta dan Depok = The effect of brand equity towards customer satisfaction and towards repurchase intention of charm product: case study on millennials in Jakarta and Depok

***Pengarang/Penulis:***

Devina Noreen, author

***Subjek:***

Consumer satisfaction; Branding (Marketing); Consumer behavior;

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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