

Judul:

Pengaruh persepsi kualitas (perceived quality) dan persepsi nilai (perceived value) terhadap electronic word-of-mouth (eWOM) melalui mediasi kepuasan pelanggan (customer satisfaction): studi pada pengguna aplikasi Langit Musik = The effect of perceived quality and perceived value to electronic-word-of-mouth through customer satisfaction mediation: studied on Langit Musik application user / Metha Hestining Wigati

Pengarang/Penulis:

Metha Hestining Wigati, author

Subjek:

Consumer satisfaction; Electronic Word-of-Mouth

Nomor Panggil:

T49036

Penerbitan:

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia

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