

***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

***Link Terkait:***

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