

Judul:

Analisis strategi peningkatan loyalitas customer b2b e-commerce berdasarkan faktor image, perceived quality, perceived value, dan customer satisfaction: studi kasus: GMF Aerotrade di PT. GMF Aeroasia = Analysis of strategies to increase customer loyalty in b2b e-commerce based on image perceived quality perceived value and customer satisfaction factors: case study GMF Aerotrade in PT. GMF Aeroasia

Pengarang/Penulis:

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Electronic commerce; Consumer satisfaction; Customer loyalty

Nomor Panggil:

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