

Judul:

Analisis pengaruh intrinsic dan extrinsic product attribute beliefs terhadap value, satisfaction dan loyalty: studi komparasi antara brand kopi lokal dan global = The effect of intrinsic and extrinsic product attribute beliefs on value, satisfaction, and loyalty: comparative study between local and global coffee brand

Pengarang/Penulis:

Annisa Amalia, author

Subjek:

Satisfaction; Loyalty; Willingness to pay

Nomor Panggil:

S-Pdf

Penerbitan:

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