

Judul:

Analisis pengaruh brand awareness, brand associations dan perceived quality terhadap brand equity universitas swasta terakreditasi a di Jakarta tahun 2016 = Analysis of the influence of brand awareness, brand associations and perceived quality on brand equity of private university accredited a in Jakarta year 2016

Pengarang/Penulis:

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Subjek:

Brand Equity; Higher education and state -- Indonesia.

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