

***Judul:***

Pengaruh brand value, brand satisfaction, brand reliability, dan brand intentions terhadap brand loyalty generasi Y sebagai pemilik ponsel pintar di Indonesia = The influence of brand value, brand satisfaction, brand reliability, and brand intentions on brand loyalty of Generation Y as the owner of smart phones in Indonesia

***Pengarang/Penulis:***

Finta Masudah Azani, author

***Subjek:***

Brand loyalty; Smartphones; Brand name products; Branding (Marketing)

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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