

Judul:

Analisis pengaruh brand experience terhadap consumer willingness to pay premium price dengan variabel mediasi brand credibility dan perceived uniqueness: studi kasus merek sepatu olahraga = Analysis impact of brand experience toward consumer willingness to pay premium price with brand credibility dan perceived uniqueness as a mediator variable: study on sports shoes brand

Pengarang/Penulis:

Putri Wulan, author

Subjek:

Brand choice -- Econometric models

Nomor Panggil:

S-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

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