

Judul:

Analisis pengaruh higher-order factor brand love & high quality dan konsekuensinya (loyalty/word of mouth/resistance to negative information): studi pada konsumen Filosofi Kopi Melawai Jakarta = Analysis of the influence of higher-order brand love & high quality and its consequences (loyalty/word of mouth/resistance to negative information): a study of the consumer of Filosopi Kopi Melawai Jakarta

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Brand name products; Brand loyalty

Nomor Panggil:

S-Pdf

Penerbitan:

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