

Judul:

Analisis pengaruh kualitas integrasi saluran melalui omnichannel retailing terhadap customer engagement serta implikasinya pada repurchase intention dan positive word-of-mouth = Analysis the effect of channel integration quality through omnichannel retailing on customer engagement and its implications in repurchase intention and positive word-of-mouth

Pengarang/Penulis:

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Subjek:

Consumer behavior; Word-of-mouth advertising

Nomor Panggil:

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Penerbitan:

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