

Judul:

Sebuah Studi tentang Hubungan antara Sensory Experience, Consumer Emotions, Behavioral Intention, dan Buying Behavior: Studi Kasus Starbucks di Jabodetabek = A Study of the Relationships among Sensory Experience, Consumer Emotions, Behavioral Intention, and Buying Behavior: The Case Study of Starbucks in the Greater Jakarta

Pengarang/Penulis:

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Subjek:

Starbucks Coffee Company; Consumers; Purchasing -- Management; Buying & selling a business

Nomor Panggil:

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Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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