

Judul:

Kerangka konseptual consumer purchase decision xiaomi (studi pada konsumen Smartphone Xiaomi di Universitas Indonesia) = Conceptual framework on xiaomi consumer purchase decision (study on Xiaomi Smartphone Consumers at The University of Indonesia)

Pengarang/Penulis:

Tsarah Fuad Baagil, author

Subjek:

Products liability; Brand equity; Smartphones; Consumer purchase

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ilmu Administrasi Universitas Indonesia

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