

Judul:

Pengaruh E-service quality dan sales promotion terhadap perceived quality, attitude, dan purchase intention asuransi kendaraan digital = The effect of perceived quality and attitude of E-service quality and sales promotion toward purchase intention on digital car insurance

Pengarang/Penulis:

Gabby Evitho, author

Subjek:

Quality control; Service industries -- Management; Sales promotion; Consumer behavior

Nomor Panggil:

T-pdf

Penerbitan:

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