

***Judul:***

Analisis Brand Experience dengan Mediasi Brand Credibility dan Perceived Uniqueness Terhadap Keinginan Konsumen untuk Membayar Harga Premium (Studi Kasus Pengguna Produk Apple: iPhone, Macbook dan Apple Watch) = Analysis of Brand Experience with Mediating Role of Brand Credibility and Perceived Uniqueness on Willingness to Pay a Price Premium (Case Study of Apple Product Users: iPhone, Macbook and Apple Watch)

***Pengarang/Penulis:***

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***Subjek:***

Willingness to pay; Prices; Business names -- Management; Consumer movements

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S-pdf

***Penerbitan:***

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