

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:

Raihana Abida, author

Subjek:

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

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)