

Judul:

Analisis pengaruh halal brand personality dan brand experience terhadap brand prestige, brand trust, customer satisfaction, dan brand loyalty pada merek halal. Studi kasus: Produk perawatan pria kahf = Analysis of halal brand personality and brand experience on brand prestige, brand trust, customer satisfaction, and brand loyalty on halal brand. Study case: Men personal care brand kahf.

Pengarang/Penulis:

Aisyah, author

Subjek:

Brand

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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