

Judul:

Pengaruh Customer Engagement terhadap Behavioral Intention Konsumen pada Staycation dalam Perspektif Experiential Marketing dengan Dimoderatori Health Risk dan Financial Risk = The Influence of Customer Engagement in Customers's Behavioral Intention on Staycation: The Experiential Marketing Perspective Moderated by Health Risk And Financial Risk.

Pengarang/Penulis:

Resky Oktavia, author

Subjek:

Customer relations; Intention--Moral and ethical aspects

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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