

Judul:

Pengaruh brand experience dalam membangun Consumer Based Brand Equity (CBBE) pada aplikasi transportasi online di Indonesia: mediasi emotional brand attachment = The effect of brand experience on Consumer-Based Brand Equity (CBBE) development in online transportation platform in Indonesia: mediation of emotional brand attachment

Pengarang/Penulis:

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Subjek:

Customer services; Customer relations - Management; Brand loyalty

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