

Judul:

Pengaruh Kesadaran Pemasaran Hijau dan Persepsi Inovasi terhadap Minat Beli Melalui Persepsi Harga, Persepsi Kualitas, Persepsi Nilai dan Persepsi Risiko Sebagai Variabel Mediasi Pada Produk Lampu LED Hemat Energi Philips = The Influence of Green Marketing Awareness and Perceived Innovation on Purchase Intention Through Perceived Price, Perceived Quality, Perceived Value and Perceived Risk as Mediation Variables in Philips Energy Saving LED Lights Products

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Subjek:

Green marketing--Management.

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