

***Judul:***

Mediasi Purchase Engagement pada Pengaruh Customization, Identification with Virtual Community, dan Loyalty to Account Manager terhadap Dependence dan Willingness to Pay for Price Premium dalam Konteks Layanan Jasa Profesional Point-of-Sales = Purchase Engagement Mediation on the Impact of Customization, Identification with Virtual Community, and Loyalty to Account Manager on Dependence and Willingness To Pay For Price Premium in the Context of Professional Point-of-Sales Services

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Consumer behaviour

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T-pdf

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