

Judul:

Analisis Pengaruh Perceived Quality, Perceived Value, Brand Preference, dan Customer Satisfaction pada Penerapan ERP di Jasa Konstruksi: Studi Kasus: SAP Terintegrasi di PT Hutama Karya Proyek Divisi Sipil Umum = Analysis of the Effect of Perceived Quality, Perceived Value, Brand Preference, and Customer Satisfaction on ERP Implementation in Construction Services: Case Study: Integrated SAP at PT Hutama Karya General Civil Division Project

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Subjek:

Consumer satisfaction; Consumers' preferences

Nomor Panggil:

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