

Judul:

Pengaruh Persepsi Etika Konsumen Terhadap Brand Affect, Brand Image dan Brand Equity Nasabah Retail Bank Central Asia (Studi Kasus: Program CSR Bakti BCA) = The Influence of Consumer Perceived Ethicality on Brand Affect, Brand Image and Brand Equity of Bank Central Asia Retail Customers (Case Study: Bakti BCA CSR Program)

Pengarang/Penulis:

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Subjek:

Consumer behavior; Equity

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