

Judul:

Pengaruh Digital Fashion Visual Symbol Perception terhadap Repurchase Intention Konsumen Pada Merek : Perbandingan Merek Fesyen Lokal dan Merek Fesyen Global = The Influence of Digital Fashion Visual Symbol Perception on Consumer Repurchase Intention on Brands : Comparison of Local Fashion Brands and Global Fashion Brands

Pengarang/Penulis:

Graciella Florensa Tani, author

Subjek:

Fashion-Marketing; Brand loyalty; Consumer behavior; Clothing trade; Customer relations; Fashion merchandising-Psychological aspects

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)