

***Judul:***

Pengaruh Promotion, Brand Awareness, dan Perceived Quality Sarinah Terhadap Purchase Intention Pelanggan Milenial dalam Membentuk Purchase Decision = The Influence of Promotion, Brand Awareness, and Perceived Quality of Sarinah on Millennial Customers' Purchase Intention in Forming Purchase Decisions

***Pengarang/Penulis:***

Marpaung, Nabila Aulia, author

***Subjek:***

Marketing--Management.; Structural equation modeling.

***Nomor Panggil:***

T-pdf

***Penerbitan:***

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