

Title:

Analisis Pengaruh Customer Satisfactions, Brand Trust dan Platform Trust terhadap Brand Switching Intention dari brand HMNS ke brand parfum lainnya pada platform e-commerce = Analysis of the influence of Customer Satisfaction, Brand Trust and Platform Trust on Brand Switching Intention from HMNS Brand Switching with Local Perfume Brands via the e-commerce

Author:

Hasiholan, Agust Bagia, author

Subject:

Customer satisfaction; E-commerce.

Call Number:

S-pdf

Publisher:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Related Links:

- [Bibliographic Description](#)
- [Abstract](#)
- [Similar Documents](#)
- [Universitas Indonesia Library](#)