

Title:

Analisis Faktor-Faktor yang Memengaruhi Persepsi Nilai dan Niat Pembelian Produk Tambahan (Cross-Selling) pada Online Travel Agent: Studi Kasus tiket.com dan Traveloka berdasarkan Teori Elaboration Likelihood Model (ELM) = Analysis of Factors that Influence Perceived Value and Purchase Intention Additional Products (Cross-Selling) at Online Travel Agents: Case Study of Tiket.com and Traveloka based on the Elaboration Likelihood Model (ELM) Theory

Author:

Dyta Dewipuspita, author

Subject:

Cross-selling financial services

Call Number:

S-pdf

Publisher:

Fakultas Ilmu Komputer Universitas Indonesia

Related Links:

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