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Judul:

Pengaruh Brand Knowledge, Perceived Product Quality, dan Perceived Service Quality terhadap Brand Loyalty yang Dimediasi oleh Brand Trust dan Customer Satisfaction pada PT Semesta Integrasi Digital (Karier.mu)
= The Effect of Brand Knowledge, Perceived Product Quality, and Perceived Service Quality on Brand Loyalty Mediated by Brand Trust and Customer Satisfaction in PT Semesta Integrasi Digital (Karier.mu)

Pengarang/Penulis:

Almira Farahita Tabina, author

Subjek:

Brand loyalty--Case studies; Consumer satisfaction; Branding (Marketing)

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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