

SUMMARY

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA, DAN PROMOSI TERHADAP LOYALITAS PELANGGAN PADA PT. GAJAH TUNGGAL Tbk. – TANGERANG

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Contact Person :

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid (astrid.chrisafi@esaunggul.ac.id)

Supervisor