

SUMMARY

PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI MELALUI STAND PAMERAN DAN MUTU PRODUK TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN PRODUK FURNITURE UKIR JATI PADA PT. GUSTI PELITA

Created by JULI HANDAYANI

Subject : PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI
MELALUI STAND PAMERAN DAN MUTU PRODUK
TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN
PRODUK FURNITURE
UKIR JATI PADA PT. GUSTI PELITA

Subject Alt : PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI
MELALUI STAND PAMERAN DAN MUTU PRODUK
TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN
PRODUK FURNITURE
UKIR JATI PADA PT. GUSTI PELITA

Keyword : : PENGARUH PERSEPSI TENTANG HARGA JUAL, PROMOSI
MELALUI STAND PAMERAN DAN MUTU PRODUK
TERHADAP PERILAKU PENGUNJUNG PADA PAMERAN
PRODUK FURNITURE
UKIR JATI PADA PT. GUSTI PELITA

Description :

PT. Gusti Pelita is a company Carved teak Furniture Products is a growing and competitive company in its industry.

This researchs objectives are: 1) Obtain description of respondent opinion concerning every perception dimension on sale price, promotion through exhibition stand in Mall and product quality as well as visitor behaviour in Exhibition of carved teak Furniture Product in PT. Gusti Pelita. 2) Test empirically the effect of perception concerning sale price, promotion through exhibition stand in Mall, product quality with partial and simultaneously on visitor behavior in exhibition of furniture product of carved in PT. Gusti Pelita. 3) Test empirically factor having the most influential effect towards visitor behaviour in exhibition of furniture product of carved teak in PT. Gusti Pelita.

Date Create : 16/12/2014

Type : Text

Format : pdf

Language : Indonesian

Identifier : UEU-Master-undergraduate_2005-01-042

Collection : undergraduate_2005-01-042

Call Number : 658.1 JHp
Source : magister these management of faculty
Relation Collection Universitas Esa Unggul
COverage : Civitas Akademika Universitas Esa Unggul
Right : copyright2014_Library@esaunggul

Full file - Member Only

If You want to view FullText...Please Register as MEMBER

Contact Person :

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

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

Supervisor