

SUMMARY

ANALISIS PENGARUH BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA

Created by RETNO LIES SETYAWATI

Subject : ANALISIS , PENGARUH BRAND EQUITY , KEPUTUSAN PEMBELIAN, SEPEDA MOTOR , YAMAHA

Subject Alt : SEPEDA MOTOR , YAMAHA

Keyword : kesadaran merek, kesan kualitas, asosiasi merek, loyalitas merek dan keputusan pembelian.

Date Create : 04/06/2015

Type : Text

Language : Indonesian

Identifier : UEU-NonDegree-undergraduate_2011 – 11 – 163

Collection : undergraduate_2011 – 11 – 163

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