

The Influence Of Market Strategy And Marketing Mix Toward The Brand Image Of Pertamina And The Implication Toward The Consumer's Decision Making Of Purchasing Fuel In Jakarta

Title	The Influence Of Market Strategy And Marketing Mix Toward The Brand Image Of Pertamina And The Implication Toward The Consumer's Decision Making Of Purchasing Fuel In Jakarta
Abstract	
Authors	NC Afif, N Hardiyanto, L Suwandari
Journal Name	Siyaset, Ekonomi ve Yönetim Araştırmalar; Dergisi 4 (4), 131-151, 2016
Publish Year	2016
Citation	2
Url	https://scholar.google.com/scholar?q=+intitle:"The Influence Of Market Strategy And Marketing Mix Toward The Brand Image Of Pertamina And The Implication Toward The Consumer's Decision Making Of Purchasing Fuel In Jakarta"
Author	Dr Doctor of Philosophy LUSI SUWANDARI, M.Si