

Loyalty program and communication effectiveness as drivers of store loyalty

Title	Loyalty program and communication effectiveness as drivers of store loyalty
Abstract	
Authors	A Curatman, A Suroso, S Suliyanto
Journal Name	Measuring Business Excellence 26 (4), 417-432, 2021
Publish Year	2021
Citation	6
Url	https://scholar.google.com/scholar?q=+intitle:"Loyalty program and communication effectiveness as drivers of store loyalty"
Author	Dr SULIYANTO, S.E., M.M.