The Effect of Perceived Quality and Brand Image on the Purchase Decision of Rapid Test Covid-19 (Case Study at PT. Sarana Megamedilab Sejahtera Purwokerto Branch)

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Abstract	
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Journal Name Sustainable Competitive Advantage (SCA) 11 (1), 2022	
Publish Year	2022
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"The Effect of Perceived Quality and Brand Image on the Purchase Decision of Rapid Test Covid-19 (Case Study at PT. Sarana Megamedilab Sejahtera Purwokerto Branch)"
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