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## The Role of Self Congruity on The Effect to Brand Equity on Brand Preference (Study of IT Telkom Purwokerto)

<b>Title</b>	The Role of Self Congruity on The Effect to Brand Equity on Brand Preference (Study of IT Telkom Purwokerto)
<b>Abstract</b>	
<b>Authors</b>	AS Shofa, SM Setyawati, W Novandari
<b>Journal Name</b>	Sustainable Competitive Advantage (SCA) 12 (1), 2022
<b>Publish Year</b>	2022
<b>Citation</b>	(not set)
<b>Url</b>	<a (study="" brand="" congruity="" effect="" equity="" href="https://scholar.google.com/scholar?q=+intitle:" it="" of="" on="" preference="" purwokerto)\""="" role="" self="" telkom="" the="" to="">https://scholar.google.com/scholar?q=+intitle:"The Role of Self Congruity on The Effect to Brand Equity on Brand Preference (Study of IT Telkom Purwokerto)"</a>
<b>Author</b>	Doctor of Philosophy WENI NOVANDARI, S.E., M.M.