

The Effect of Consumer Ethnocentrism, Brand Image, and Perceived Quality, on Purchase Decisions With Purchase Intention as Intervening Variable (Study of Eiger Consumers inÂ ...

Title	The Effect of Consumer Ethnocentrism, Brand Image, and Perceived Quality, on Purchase Decisions With Purchase Intention as Intervening Variable (Study of Eiger Consumers inÂ #8230;
Abstract	
Authors	MH Suliyanto
Journal Name	Journal of Accounting Management and Economics (JAME) 20 (2), 2018
Publish Year	2018
Citation	3
Url	<a &#8230;"="" (study="" and="" as="" brand="" consumer="" consumers="" decisions="" effect="" eiger="" ethnocentrism,="" href="https://scholar.google.com/scholar?q=+intitle:" image,="" in="" intention="" intervening="" of="" on="" perceived="" purchase="" quality,="" the="" variable="" with="">https://scholar.google.com/scholar?q=+intitle:"The Effect of Consumer Ethnocentrism, Brand Image, and Perceived Quality, on Purchase Decisions With Purchase Intention as Intervening Variable (Study of Eiger Consumers in &#8230;"
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