

---

## IMPROVING PURCHASING DECISIONS THROUGH PERCEIVED FOOD QUALITY: AN SERVICE DOMINANT LOGIC (SDL) APPROACH

<b>Title</b>	IMPROVING PURCHASING DECISIONS THROUGH PERCEIVED FOOD QUALITY: AN SERVICE DOMINANT LOGIC (SDL) APPROACH
<b>Abstract</b>	
<b>Authors</b>	L Suwandari, M Rosiana, W Avianti
<b>Journal Name</b>	EKUITAS (Jurnal Ekonomi dan Keuangan) 8 (3), 434-450, 2024
<b>Publish Year</b>	2024
<b>Citation</b>	(not set)
<b>Url</b>	<a (sdl)="" an="" approach"="" decisions="" dominant="" food="" href="https://scholar.google.com/scholar?q=+intitle:" improving="" logic="" perceived="" purchasing="" quality:="" service="" through="">https://scholar.google.com/scholar?q=+intitle:"IMPROVING PURCHASING DECISIONS THROUGH PERCEIVED FOOD QUALITY: AN SERVICE DOMINANT LOGIC (SDL) APPROACH"</a>
<b>Author</b>	Dr Doctor of Philosophy LUSI SUWANDARI, M.Si