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Publications

2025
Jurnal internasional bereputasi

Enhance Eco-Handloom Product Performance Through Entrepreneurial Orientation and Absorptive Capacity for Sustainable Fashion Development

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Jurnal internasional

The Effect of Servicescape and Brand Image on Repurchase Intention Through Customer Satisfaction on Maxx Coffee Customers

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Jurnal internasional

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Jurnal nasional

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THE EFFECT OF CUSTOMER EXPERIENCE AND EMOTIONAL VALUE ON THE NET PROMOTER SCORE: MIDDLE-CLASS MILLENNIAL CLIMBER CATEGORY

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Service Marketing

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Brand experience analysis Ã¢Â€Â“ How it relates to brand personality, value, satisfaction and loyalty in TV brands?

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