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## STRATEGI PROMOSI DAN WORD OF MOUTH DALAM UPAYA PENINGKATAN

•••

Instrumen Penelitian Pengukuran Varibel Penelitian Dalam Penelitian Ini, Setiap Variabel Akan Diukur Dengan Menggunakan Skor Yang Mengacu Pada Penggunaan Skala Likert. Skala Likert Digunakan Untuk Mengukur Sikap, Pendapat, Dan Persepsi Seseorang Atau Sekelompok Orang Tentang Fenomena Sosial (Sugiyono, 2009). Dalam Memberikan Pembobotan 3th, 2024

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Frank R. Kardes Is Associate Professor Of Marketing, College Of Business Administration, University Of Cincinnati, Cincinnati, OH 4522 1. John Kim Was A Doctoral Student At The University Of Cin-cinnati And Is Currently Assistant Professor Of Marketing, School Of Business Admin 1th, 2024

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On PWOM By Investigating Third Age Consumer Behavior Related To Service Purchases. Although The Potential Of WOM As A Form Of Promotion Is Generally Accepted (Arndt, 1967; Buttle, 1998; Dye, 2000), It Is Important To Understand That PWOM Is Not Enough To Be An Effective Source Of Communic 1th, 2024

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