

**PENGARUH PERSEPSI HARGA, PROMOSI, REPUTASI, DAN
KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN JASA
WEDDING AND EVENT ORGANIZER**

(Studi Pada Pengguna WO Kapulaga di Yogyakarta)

***THE EFFECT OF PRICE PERCEPTION, PROMOTION, REPUTATION,
AND SERVICE QUALITY ON THE DECISION OF PURCHASE OF
WEDDING AND EVENT ORGANIZER SERVICES***

(Study on Kapulaga WO Users in Yogyakarta)

SKRIPSI



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