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**PENGARUH KUALITAS PELAYANAN, HARGA, DAN CITRA
MEREK TERHADAP KEPUTUSAN PEMBELIAN JASA
TRANSPORTASI *ONLINE* MAXIM DI YOGYAKARTA**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Memperoleh Gelar Sarjana Manajemen
Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta



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