

Pengaruh strategi harga dan layanan Maskapai Penerbangan "X" terhadap kepuasan konsumen: studi kasus Bandara Internasional Soekarno-Hatta

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=119274&lokasi=lokal>

Abstrak

The airline industry is growing rapidly now, X Air as one airline in Indonesia also has growth rapidly. X Air needs price strategy and gives well service to their customers so they feel comfortable to fly with X Air