

PENGARUH PENERAPAN TOTAL QUALITY MANAGEMENT

TERHADAP KUALITAS PELAYANAN PRIMA

(Studi pada PT Astra Motor Internasional Tbk cabang Kudus)

THE EFFECT OF TOTAL QUALITY MANAGEMENT APPLICATION UPON THE
QUALITY OF SERVICE EXCELLENCE

(Study on PT Astra Motor International Tbk Kudus)



Oleh

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