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ISSN: (Print) (Online) Journal homepage: <https://www.tandfonline.com/loi/oabm20>

Traditional restaurant managers' use of sensory marketing to maintain customer satisfaction: Findings from PLS-SEM and fsQCA

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To cite this article: Pantas H. Silaban, Wen-Kuo Chen, Ixora Javanisa Eunike & Andri Dayarana K. Silalahi (2023) Traditional restaurant managers' use of sensory marketing to maintain customer satisfaction: Findings from PLS-SEM and fsQCA, Cogent Business & Management, 10:1, 2196788, DOI: [10.1080/23311975.2023.2196788](https://doi.org/10.1080/23311975.2023.2196788)

To link to this article: <https://doi.org/10.1080/23311975.2023.2196788>



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Published online: 01 Apr 2023.



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Article: 2196788 | Received 21 Nov 2022, Accepted 24 Mar 2023, Published online: 01 Apr 2023

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