

**Pengaruh *Product Attitude, Motivation, dan Product Knowledge*
terhadap *Intention to buy Certified Training Program*
Periode 2017 - 2019**

Arnold Yustom

**Tesis Program Magister Manajemen Eksekutif Muda
Angkatan 17**



SEKOLAH TINGGI MANAJEMEN PPM

JAKARTA

2019