

***Judul:***

Analisis pengaruh celebrity involvement dan destination perceptions (affective image, cognitive image, dan familiarity) terhadap intention to visit Korea Selatan : studi kasus: fans Hallyu (Korean Wave) di Indonesia = Analysis the impacts of celebrity involvement and destination perceptions (affective image, cognitive image, and familiarity) on intention to visit South Korea : case study fans of Korean Wave in Indonesia

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***Subjek:***

Celebrity Involvement; Destination Perceptions

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