

Judul:

Analisis pengaruh cognitive dan affective responses terhadap Website Attitude, Brand Attitude, dan Purchase Intention dari iklan internet : studi kasus iklan Pizza Hut di website Detik.com = Analysis of influence the cognitive and affective response to the website attitude brand attitude and purchase intention from web advertising : case study Pizza Hut advertisement in Detik.com website

Pengarang/Penulis:

Luthfi Abdurrahman, author

Subjek:

Advertising

Nomor Panggil:

S45550

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)