

Judul:

Pengaruh electronic word of mouth (ewom) terhadap citra merek (brand image) dan niat pembelian (purchase intention) smartphone samsung =
Effect of electronic word of mouth (ewom) on (brand image) and (purchase intention) smartphone samsung / Yuliana Purwaningrum

Pengarang/Penulis:

Yuliana Purwaningrum, author

Subjek:

Word-of-mouth advertising ; Structural equation modeling ; Management

Nomor Panggil:

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Penerbitan:

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