

Judul:

Analisis pengaruh dimensi daya tarik fisik sumber kredibilitas dan kongruensi merek selebriti pendukung terhadap sikap dan niat beli konsumen studi kasus Yamaha Indonesia Motor manufacturing = Analysis of dimensions effect of physical attractiveness credibility source and brand congruency on consumers attitude and purchase intention case study yamaha Indonesia Motor Manufacturing

Pengarang/Penulis:

Fazrry, author

Subjek:

Consumers -- Attitudes; Consumer behavior

Nomor Panggil:

S60373

Penerbitan:

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