

Judul:

Pengaruh celebrity endorser credibility pada iklan terhadap brand attitude (studi pada iklan Kartuhalo Fit Hybrid yang diperankan oleh Joe Taslim) = The influence of celebrity endorser credibility on advertising towards brand attitude (study on Kartuhalo Fit Hybrid advertising that played by Joe Taslim)

Pengarang/Penulis:

Salma Fuad, author

Subjek:

Attitude celebrity -- Advertising; Celebrity endorser credbility

Nomor Panggil:

S-Pdf

Penerbitan:

Universitas Indonesia

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