

***Judul:***

Pengaruh brand placement acceptance dan brand recall terhadap preference purchase intention consumer perceived value dan loyalty studi kasus: Film 99 Cahaya di Langit Eropa Part 1 = Effect of brand placement acceptance and brand recall on preference purchase intention consumer perceived value and loyalty case study: 99 cahaya di Langit Eropa Part 1 movie

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***Subjek:***

Consumer behavior; Loyalty

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