

**Judul:**

Analisis pengaruh interaksi di media sosial terhadap emotional attachment, brand relationship quality, dan word of mouth pada musisi Indie dalam negeri = Analyzing the effect of social media interaction on emotional attachment brand relationship quality and word of mouth on local Indie musician

**Pengarang/Penulis:**

Shindy Rachmawati, author

**Subjek:**

Social media -- Social aspects; Branding (marketing); Art patronage -- Social aspects; Art patronage -- Psychological aspects; Word-of-mouth advertising; Indie pop music

**Nomor Panggil:**

S64539

**Penerbitan:**

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