

***Judul:***

Tahapan untuk terlibat: pengaruh intensity of social media use terhadap engagement in company's social media, perception of corporate reputation dan purchase intention: studi kasus: maskapai penerbangan Air Asia = A stage to engage the effect of intensity of social media use towards engagement in company's social media perception of corporate reputation and purchase intention: study case Air Asia airlines

***Pengarang/Penulis:***

Aruan, Hans Benhard, author

***Subjek:***

Social media; Corporate image -- Management; Consumers -- Attitudes

***Nomor Panggil:***

S64040

***Penerbitan:***

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