

**Judul:**

Pengaruh cause-related marketing, corporate image, consumers attitude dan brand attractiveness terhadap intensi pembelian konsumen pada perusahaan sosial = Impact of cause related marketing corporate image consumers attitude and brand attractiveness toward consumer purchase intention on social enterprise

**Pengarang/Penulis:**

Maria Mahdalena, author

**Subjek:**

Social marketing; Corporate image; Consumers -- Attitudes; Product management

**Nomor Panggil:**

S65112

**Penerbitan:**

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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