

***Judul:***

Pengaruh boikot konsumen yang termotivasi religious animosity pada brand image, loyalty, dan product judgment: studi kasus: the Coca-Cola Company di Indonesia = The influence of religious motivated consumer boycotts on brand image loyalty and product judgment: case study the Coca-Cola Company in Indonesia di Indonesia = The influence of religious motivated consumer boycotts on brand image loyalty and product judgment: case study the Coca-Cola Company in Indonesia

***Pengarang/Penulis:***

Rizki Anindya, author

***Subjek:***

Branding (marketing); customer loyalty; Boycotts -- Coca-Cola product

***Nomor Panggil:***

S64049

***Penerbitan:***

Fakultas Ekonomi dan Bisnis Universitas Indonesia

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)