

Judul:

Pengaruh negara asal terhadap minat beli telepon pintar Xiaomi = The influence of country of origin toward purchase intention of smartphone Xiaomi

Pengarang/Penulis:

Septianto Dimas Pratama, author

Subjek:

International marketing; Consumer behavior; Purchase intentio; Brand familiarity; Country of origin; Chinese smartphones; Marketing strategy

Nomor Panggil:

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