

Judul:

Analisis pengaruh word of mouth terhadap tahapan proses pengambilan keputusan: studi pada pengguna layanan streaming musik spotify kelompok generasi millennials di kawasan Jabodetabek = Effect analysis from word of mouth towards the steps of decision making process: study on spotify music streaming service users from the millennials generation in Jabodetabek region

Pengarang/Penulis:

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Subjek:

Decision making -- Social aspects; Communication in marketing; Communication

Nomor Panggil:

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Penerbitan:

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