

Judul:

Analisis peranan daya tarik rasional rational appeal dan emosional emotional appeal periklanan terhadap minat masyarakat menabung di bank syariah = The analysis of advertising rational and emotional appeals toward people's intention for opening islamic bank accounts / Sutan Doli Diapari

Pengarang/Penulis:

Sutan Doli Diapari, author

Subjek:

Structural equation modeling; Consumer Behavior; Banks and banking--Religious aspects--Islam

Nomor Panggil:

T-Pdf

Penerbitan:

Link Terkait:

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