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Judul:

Analisis pengaruh brand awareness terhadap trust, ewom dan purchase intention pada onlineshop e-ommerce: studi kasus Tokopedia = Analysis of the effect of brand awareness on trust, ewom and purchase intention to online shop e-commerce: a case Sstudy on Tokopedia

Pengarang/Penulis:

Dessuryani, author

Subjek:

Electronic commerce; Brand loyalty

Nomor Panggil:

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