

Judul:

Peran kerentanan terhadap tipe reference group influence, terhadap hubungan antara brand personality congruity dan purchase intention pada generasi millennial = The role of susceptibility to the reference group influence type in relationship between brand personality congruity and purchase intention of millennial generation

Pengarang/Penulis:

Ilham Medal Junjunan, author

Subjek:

Personality and cognition

Nomor Panggil:

T48804

Penerbitan:

Link Terkait:

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