

***Judul:***

Pengaruh faktor social media marketing pada brand trust dan brand loyalty pelanggan e-commerce B2C produk fashion di Indonesia = Effect of social media marketing factors towards brand trust and brand loyalty of e-commerce B2C fashion product consumers in Indonesia

***Pengarang/Penulis:***

Annissa Tayara Callista, author

***Subjek:***

Internet marketing; Social media -- Economic aspects; Brand name products; Business names; Brand loyalty; Electronic commerce

***Nomor Panggil:***

S67934

***Penerbitan:***

Fakultas Teknik Universitas Indonesia

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