

***Judul:***

Pengaruh social media marketing efforts terhadap consumer purchase intention: studi pada Tokopedia = The effect of social media marketing efforts on consumer purchase intention: study on Tokopedia

***Pengarang/Penulis:***

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***Subjek:***

Social media -- Marketing; Consumer behavior; Communication in marketing

***Nomor Panggil:***

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***Penerbitan:***

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