

Judul:

Analisis pengaruh perceived social media marketing activities terhadap brand loyalty efek mediasi brand dan value consciousness. Studi kasus: smartphone Samsung = The influence of perceived social media marketing activities on brand loyalty the mediation effect of brand and value consciousness. Case study: Samsung smartphone

Pengarang/Penulis:

Fidyah Hanan Maulani, author

Subjek:

Social media -- Marketing; Branding (marketing); Brand loyalty; Consumer behavior; Consciousness

Nomor Panggil:

S69215

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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