

Judul:

Analisis pengaruh user interaction pada social media terhadap brand awareness dan repurchase intention. Studi pada facebook fanpage McDonald's = The effect of user interaction on social media toward brand awareness and repurchase intention. The case of McDonald's Facebook fanpage

Pengarang/Penulis:

Alfi Rahmadian, author

Subjek:

Social media; branding (marketing); Consumer behavior

Nomor Panggil:

S69121

Penerbitan:

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