

Judul:

Analisis pengaruh consumption emotion terhadap satisfaction, likelihood of word of mouth, dan positive word of mouth dalam konsumsi film Indonesia = Analysis of the impact of consumption emotions towards satisfaction, likelihood of word of mouth, and positive word of mouth in movie consumption in Indonesian movie consumptions

Pengarang/Penulis:

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Subjek:

Consumer behavior; Consumption (economics); Emotions; Consumer satisfaction; Word-of-mouth advertising; Motion pictures -- Indonesia

Nomor Panggil:

S67601

Penerbitan:

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