

Judul:

Analisis pengaruh interaksi media sosial terhadap emotions, brand relationship quality dan word of mouth pada pengunjung Festival musik Java jazz 2017 = The effect of social media interaction towards emotional attachment, brand relationship quality and word of mouth: case study Java jazz festival 2017

Pengarang/Penulis:

Nadia, author

Subjek:

Social media -- Influence; Social media -- Indonesia; Word-of-mouth advertising; Customer relations; Branding (marketing)

Nomor Panggil:

S69668

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)