

***Judul:***

Efektifitas implementasi digital marketing melalui location based advertising terhadap intensi pembelian pelanggan = The effect of digital marketing implementation through location based advertising on customer's purchase intention / Ivan Wibisurya

***Pengarang/Penulis:***

Ivan Wibisurya, author

***Subjek:***

Location-based service; Customer services; Advertising

***Nomor Panggil:***

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***Penerbitan:***

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