

***Judul:***

Pengaruh brand experience terhadap brand personality Starbucks coffee Indonesia: studi kasus pada brand Starbucks di kalangan mahasiswa sarjana Departemen Ilmu Komunikasi UI = The influence of brand experience towards brand personality of Starbucks coffee Indonesia: study case towards Starbucks brand on undergraduate students of Communication Science UI

***Pengarang/Penulis:***

C. Nurlany Mulia Pranata, author

***Subjek:***

Brand name products; Business names

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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