

Title:

Hubungan antara pengaruh kredibilitas selebriti dan efektivitas periklanan dengan peran moderasi religiusitas: survei pada iklan kosmetik Wardah di Indonesia = The relationship between celebrity credibility and advertising effectiveness with moderation role of religiosity: survey on Wardah cosmetic advertising in Indonesia

Author:

Hanina Ar Ridho, author

Subject:

Celebrities; Advertising

Call Number:

S-Pdf

Publisher:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Related Links:

- [Bibliographic Description](#)
- [Abstract](#)
- [Similar Documents](#)
- [Universitas Indonesia Library](#)