

Judul:

Analisis pengaruh social media interaction terhadap emotional attachment, brand relationship quality, word of mouth pada Jogja-NETPAC Asian Film Festival = The effects of social media interaction towards emotions, brand relationship quality and word of mouth on Jogja-NETPAC Asian Film Festival

Pengarang/Penulis:

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Subjek:

Social media interaction; Word-of-mouth advertising; Relationship quality

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Penerbitan:

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