

Judul:

Analysis of the impact of electronic word of mouth (EWOM) and brand awareness on purchase intention with the mediating role of brand image: a case study of online transportation in Indonesia = Analisa terhadap pengaruh electronic word of mouth (EWOM) dan brand awareness terhadap purchase intention dengan brand image sebagai mediator: studi kasus transportasi online di Indonesia

Pengarang/Penulis:

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Subjek:

Word-of-mouth advertising; Brand name products; Consumer behavior; Brand loyalty

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