

Judul:

Analisis pengaruh dimensi electronic word of mouth (intensitas, pendapat positif, pendapat negatif, konten terhadap keputusan pembelian remaja (objek penelitian: es krim aice) = Analysis the effect of electronic of word of mouth dimensions intensity, content, positive valence, negative valence towards teens in purchase intention (research object: aice ice cream) / Mohamad Ario Susanto

Pengarang/Penulis:

Mohamad Ario Susanto, author

Subjek:

Communication; Word-of-mouth advertising;

Nomor Panggil:

T51233

Penerbitan:

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