

Judul:

Pengaruh exposure iklan terhadap attitude toward the advertising, attitude toward the brand, dan purchase intention pada social media instagrampengaruh exposure iklan terhadap attitude toward the advertising, attitude toward the brand, dan purchase intent = The effect of advertising exposure on attitude toward the advertising, attitude toward the brand, and purchase intention in social media instagram

Pengarang/Penulis:

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Subjek:

Social media -- Economic aspects

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