

***Judul:***

Analisis pengaruh social media influencer's source credibility terhadap brand attitude: studi pada social media influencer Rachel Vennya pada merek sate taichan "Goreng" = The impact of social media influencer's source credibility on brand attitude: study on Rachel Vennya as a social media influencer for the sate taichan "Goreng" brand

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***Subjek:***

Internet advertising; Brand name products

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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