

***Judul:***

Pengaruh firm-created social media communication dan user-generated social media communication terhadap brand loyalty dengan brand trust dan brand equity sebagai mediator: studi kasus: akun Instagram MAKE OVER = The influence of firm-created social media communication and user-generated social media communication on brand loyalty with brand trust and brand equity as mediators: the case of Instagram of MAKE OVER

***Pengarang/Penulis:***

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***Subjek:***

Social media -- Economic aspects; Brand loyalty

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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