

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:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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