

Judul:

Analisis faktor yang mempengaruhi attitude toward brand dan attitude toward instagram ads, serta pengaruhnya terhadap behavioral intention di meia sosial instagram = Analysis of factors affecting attitudes toward brands and attitudes toward instagram ads, and their effects on behavioral intention on social media instagram

Pengarang/Penulis:

Fakhri Subhana Haiti, author

Subjek:

Social media--Economic aspects

Nomor Panggil:

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Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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