

***Judul:***

Pengaruh social presence terhadap brand loyalty: peran firm generated content (FGC) di media sosial = The influence of social presence towards brand loyalty: the role of firm generated content in social media as moderator / Marsha Anindita

***Pengarang/Penulis:***

Marsha Anindita, author

***Subjek:***

Brand loyalty; Customer services

***Nomor Panggil:***

T51970

***Penerbitan:***

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)