

***Judul:***

Cara membangun positive word of mouth pada online retailer: peran brand personality, brand love dan brand loyalty = How to build positive word of mouth on online retailer: the role of brand personality, brand love and brand loyalty

***Pengarang/Penulis:***

Meiske, author

***Subjek:***

Brand loyalty; Sincerity -- Social aspects;

***Nomor Panggil:***

T-pdf

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