

**Judul:**

Efek Interaksi Media Sosial pada Emotions, Brand Relationship Quality, Brand Anthropomorphism dan Word of Mouth pada Festival Musik Java Jazz =  
The effects of social media of Emotions, Brand Relationship Quality, Brand Anthropomorphism and Word of Mouth toward Java Jazz Festival

**Pengarang/Penulis:**

Aninda Naulina, authot

**Subjek:**

Social media; Anthropomorphism; Relationship quality; Consumer behavior

**Nomor Panggil:**

S-pdf

**Penerbitan:**

Fakultas Ekonomi dan Bisnis Universitas Indonesia

**Link Terkait:**

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