

Judul:

Pengaruh kredibilitas opini pemimpin, kredibilitas merek, norma subyektif, sikap merek, terhadap niat membeli kosmetik lipstik merek "Urban Ecay" (survei: Mahasiswa Jurusan Komunikasi Universitas Indonesia) = The Influence of leader's Opinion credibility, brand credibility, subjective norms, brand attitude, against the intention to buy lipstick cosmetics brand "Urban Ecay" (survey: student of the Department of Communication, University of Indonesia)

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Cosmetics -- Marketing

Nomor Panggil:

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Penerbitan:

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