

Judul:

Potensi film Islami dalam industri perfilman: pengaruh word of mouth, product, dan promotion terhadap purchase intention Film Islami = The Potential of Islamic film in the film industry: the effect of word of mouth, product, and promotion on purchase intention of Islamic film

Pengarang/Penulis:

Dian Laksana Fitrah, author

Subjek:

Motion picture industry -- Marketing; Motion pictures -- Religious aspects -- Islam

Nomor Panggil:

S-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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