

Judul:

Analisis pengaruh firm generated content evaluation pada brand awareness, attitudinal loyalty, dan electronic word of mouth motivation terhadap repurchase intention di Traveloka = Analyzing the influence of firm generated content evaluation on brand awareness, attitudinal loyalty, and electronic word of mouth motivation, and how this influences repurchase intention on Traveloka

Pengarang/Penulis:

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Subjek:

Brand choice; Word-of-mouth advertising

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