

Judul:

Analisis pengaruh parasocial relationship, persuasion knowledge, dan eWOM intention terhadap niat beli pengikut selebriti digital =
Parasocial relationships, persuasion knowledge, and eWOM intention analysis on digital celebrities followers purchase intentions / Syauqi Hanief

Pengarang/Penulis:

Syauqi Hanief, author

Subjek:

Technology--Information resources

Nomor Panggil:

TA-pdf

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