

Judul:

Pengaruh aktivitas di dalam virtual community terhadap brand loyalty : sebuah pendekatan theory of planned behavior dan model of goal-directed behavior = Effect of activity in virtual community towards brand loyalty : a theory of planned behavior and model of goal-directed behavior approach / Rindradana Rildo

Pengarang/Penulis:

Rindradana Rildo, author

Subjek:

Brand loyalty; Action theory

Nomor Panggil:

D2746

Penerbitan:

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