

Judul:

Pengaruh perceived social media marketing activities terhadap brand loyalty melalui brand dan value consciousness pada konsumen McDonald's di Kota Depok = The Effect of perceived social media marketing activities through brand and value consciousness towards brand loyalty of McDonald's Consumer in Depok City

Pengarang/Penulis:

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Subjek:

Brand loyalty; Fast food restaurants -- Management; Social media -- Marketing

Nomor Panggil:

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