

Judul:

Pengaruh Social Electronic Word Of Mouth Positif Terhadap Minat Beli Masyarakat Melalui Sikap Merek Pada Produk Smartphone OPPO (Studi Pada Akun Instagram @beritagadget) = The Influence of Electronic Word of Mouth towards Purchase Intention through Brand Attitude on Smartphone OPPO (Studies on Followers @beritagadget on Instagram)

Pengarang/Penulis:

Fikri Dhiyaul Ilmi, author

Subjek:

Electronics and electronic circuits; Online shopping; Online social networks in business

Nomor Panggil:

S-Pdf

Penerbitan:

Fakultas Ilmu Administrasi Universitas Indonesia

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