

Judul:

Pengaruh psychological sense of brand community terhadap brand commitment dan brand loyalty dengan pendekatan social identity theory =
The effect of psychological sense of brand community on brand commitment and brand loyalty with social identity theory approach

Pengarang/Penulis:

Sitepu, Ofalyn Octarya, author

Subjek:

Brand A Productions; Brand loyalty -- Case studies

Nomor Panggil:

T54924

Penerbitan:

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