

Judul:

Pengaruh Social Media Engagement dan Social Media Advertising Engagement terhadap Advertising Evaluation dan Purchase Intention (Studi pada Instagram) = The Influence of Social Media Engagement and Social Media Advertising Engagement on Advertising Evaluation and Purchase Intention (Study on Instagram).

Pengarang/Penulis:

Himmatul Ulya, author

Subjek:

Social media -- Economic aspects

Nomor Panggil:

T-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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