

***Judul:***

Pengaruh native advertising terhadap consumer attitude dan purchasing behavior (Studi kasus media youtube) = The impact of native advertising towards consumer attitude and purchasing behavior study case youtube.

***Pengarang/Penulis:***

Mike Oktavia Pintauli, author

***Subjek:***

Native advertising and social influencer marketing - measurement, regulation and impact on brands;

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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