

**Judul:**

Pengaruh Perceived Influence, Brand Engagement in Self-Concept, dan Brand Expected Value Terhadap Intention to Purchase Recommended Brand (Studi pada Beauty Vlogger Sebagai Digital Influencer) = The Influence of Perceived Influence, Brand Engagement in Self- Concept, and Brand Expected Value on Intention to Purchase Recommended Brands (Study on Beauty Vlogger as Digital Influencer)

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**Subjek:**

Endorsements in advertising

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