

Judul:

Peran Brand Identification dan Social Media terhadap Community Participation dalam membentuk Brand Authenticity, Brand Relationship Quality, serta Brand Resonance: Studi Komparasi Komunitas Merek Vigilante dan Firm Initiative = The Role of Brand Identification and Social Media on Community Participation in Forming Brand Authenticity, Brand Relationship Quality, and Brand Resonance

Pengarang/Penulis:

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