

***Judul:***

Dampak publisitas negatif terhadap consumer attribution, brand equity, dan purchase intention: studi kasus terhadap Garuda Indonesia = The Impact of negative publicity on consumer attribution, brand equity, and purchase intention: the case study of Garuda Indonesia

***Pengarang/Penulis:***

Sheilla Ananda Berliana, author

***Subjek:***

Consumer behavior -- Economic aspects; Purchase intention; Brand image; Brand & Company

***Nomor Panggil:***

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