

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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Penerbitan:

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