

***Judul:***

Pengaruh Social Media Marketing Activities, Electronic Word of Mouth dan Brand Equity Terhadap Purchase Intention di Era Covid-19: Studi pada Akun Instagram Summarecon Bekasi = Effect of Social Media Marketing Activities, Electronic Word of Mouth and Brand Equity toward Purchase Intention on Covid-19 Era: Case Study on Instagram Account Summarecon Bekasi

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Social media -- Marketing.

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