

Judul:

Pengaruh perceived social media marketing activities terhadap brand equity melalui brand experience dengan co creation behaviour pada pengguna dompet digital OVO di DKI Jakarta = The Effect of perceived social media marketing activities on brand equity through brand experience with co creation behaviour on customers of OVO digital wallet in DKI Jakarta

Pengarang/Penulis:

Shafira Az Zahra, author

Subjek:

Social media -- Marketing; Electronic funds transfers; Digital currency; Financial statements

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ilmu Administrasi Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)