

Judul:

Peran tipe short brand story terhadap purchase intention FMCG dengan perceived brand quality sebagai mediator = The role of short brand story type on purchase intention towards FMCG with perceived brand quality as mediator

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Brand name products -- Social aspects; Consumer behavior

Nomor Panggil:

S-pdf

Penerbitan:

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