

Judul:

Analisis pengaruh social media usage, dan electronic word of mouth terhadap purchase decision involvement, brand image, dan brand awareness pada industri rumah subsidi = Analysis the effect of social media usage, and electronic word of mouth on purchase decision involvement, brand image, and brand awareness in the subsidy house industry.

Pengarang/Penulis:

Andi Nurrohman, author

Subjek:

Social media -- Management.

Nomor Panggil:

T-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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