

Judul:

Pengaruh firm-created dan user-generated social media communication terhadap brand awareness / association, brand loyalty dan perceived quality: Studi pada media sosial youtube wardah di DKI Jakarta = The Effect of firm-created and user-generated social media communication on brand awareness / association, brand loyalty and perceived quality: A Study on social media youtube Wardah in DKI Jakarta

Pengarang/Penulis:

Widya Triasih Laraswaty, author

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Brand loyalty; Social media -- Communication; Perceived quality; YouTube (Electronic resource)

Nomor Panggil:

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