

***Judul:***

Hubungan aktivitas social media marketing terhadap brand equity dengan peran mediasi consumer's benefit dan experience pada luxury beauty = The relationship between social media marketing activities and brand equity with the Mediating Role of Consumer's Benefits and experience on luxury beauty

***Pengarang/Penulis:***

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***Subjek:***

Online: Brand; Community; Marketing

***Nomor Panggil:***

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Fakultas Ekonomi Dan Bisnis

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