

***Judul:***

Pengaruh Perceived Social Media Marketing Activities Terhadap Consumer-Based Brand Equity: Brand Experience Sebagai Mediasi Dan Religiosity Sebagai Moderasi (Studi Kasus Wardah) = The Effect of Perceived Social Media Marketing Activities on Consumer-Based Brand Equity: Brand Experience as a Mediation Variabel and Religiosity as a Moderating Variabel(Wardah Case Study)

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***Subjek:***

Internet marketing ; Social media ; Marketing

***Nomor Panggil:***

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