

Judul:

Analisis Pengaruh COVID-19 Cause-Related Campaign terhadap Intensi Pembelian Konsumen Milenial Muslim di Indonesia : Studi Kasus ThenBlank = Analyzing the Effect of COVID-19 Cause-Related Campaign on the Purchase Intention of Millennial Muslim Consumers in Indonesia: a ThenBlank Case Study

Pengarang/Penulis:

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COVID-19 Pandemic, 2020---Economic aspects.; Consumers' preferences

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