

Judul:

Pengaruh Value Congruity terhadap Affective Brand Commitment, Customer-Brand Engagement, serta Brand Loyalty pada Layanan Video Streaming (Netflix), dengan Menguji Peran Mediasi Consumer-Brand Identification = The Effect of Value Congruity on Affective Brand Commitment, Customer-Brand Engagement, and Brand Loyalty for Video Streaming Services (Netflix), by Testing the Mediation Role of Consumer-Brand Identification

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