

Judul:

Analisis Pengaruh SNS Brand Community Experience dan Community Commitment terhadap Brand Attitude dan Repurchase Intention. Studi Kasus: BTS Twitter Brand Community = The Impact of SNS Brand Community Experience and Community Commitment towards Brand Attitude and Repurchase Intention. Case Study: BTS Twitter Brand Community

Pengarang/Penulis:

Andrea Kirana Anggreni, author

Subjek:

Branding (Marketing); Brand loyalty

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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