

Judul:

Pengaruh Celebrity Worship terhadap Brand Attitude, Advertisement Attitude, dan Repurchase Intention Penggemar K-Pop di Indonesia = The Influence of Celebrity Worship on Brand Attitude, Advertisement Attitude, and Repurchase Intention of K-Pop Fans in Indonesia

Pengarang/Penulis:

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Subjek:

Advertisements; Consumer behavior

Nomor Panggil:

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