

Judul:

Pengaruh Endorser Credibility dan Country-Of-Origin Image terhadap Purchase Intention Produk Smartphone Asal Cina: Peran Mediasi Brand Attitude dan Brand Credibility = Impact of Endorsement Credibility and Country-Of-Origin Image on Chinese Brand Smartphone Purchase Intention: The Mediating role of Brand Attitude and Brand Credibility

Pengarang/Penulis:

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Subjek:

YouTube (Electronic resource)--Influence; Endorsements

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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