

***Judul:***

Pengaruh consumer brand engagement dan brand love terhadap overall brand equity dan repurchase intention: studi kasus smartphone pada generasi milenial Indonesia = The effect of consumer brand engagement and brand love upon overall brand equity and repurchase intention: case study on smartphone brands in Indonesian millennials

***Pengarang/Penulis:***

Dina Anjani, author

***Subjek:***

Brand loyalty; Brand engagement; Brand equity; Purchase Intention

***Nomor Panggil:***

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