

Judul:

Pengaruh Customer-Brand Relationship dan Brand Equity terhadap Brand Extension Acceptance, Studi Pada Konsumen Instagram Shop pada Masa Pandemi Covid-19 = The Effect of Customer Brand Relationship and Brand Equity Towards Brand Extension Acceptance: Study of Instagram Shop users during the Covid-19 Pandemic

Pengarang/Penulis:

Randhika Ikra Ramadhan, author

Subjek:

Branding(Marketing) ; Brand loyalty

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ilmu Administrasi Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)