

Judul:

Pengaruh pengalaman gamification marketing activities terhadap brand loyalty, positive word of mouth, dan resistance to negative information melalui utilitarian value, hedonic value, satisfaction, dan brand love: studi pada pengguna Tokopedia Games = The effect of the experience of gamification marketing activities on brand loyalty, positive word of mouth and resistance to negative information through Utilitarian Value, Hedonic Value, satisfaction, and brand love: study of Tokopedia Games users

Pengarang/Penulis:

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Subjek:

Gamification -- Economic aspects; Brand loyalty; Word-of-mouth advertising

Nomor Panggil:

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Penerbitan:

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