

***Judul:***

Pengaruh social media marketing activities terhadap brand equity dan customer response: studi pada Instagram Bittersweet by Najla = The effect of social media marketing activities on brand equity and customer response: study on Bittersweet by Najla's Instagram

***Pengarang/Penulis:***

Novita Indar Pratama, author

***Subjek:***

Social media -- Marketing; Brand loyalty; Consumer behavior

***Nomor Panggil:***

S-pdf

***Penerbitan:***

Fakultas Ilmu Administrasi Universitas Indonesia

***Link Terkait:***

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