

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:

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Subjek:

Social media -- Marketing; Brand loyalty; Consumer behavior

Nomor Panggil:

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