

***Judul:***

Pengaruh perceived social media marketing activities terhadap brand loyalty melalui brand dan value consciousness pada konsumen Erigo Apparel di Jakarta = The effect of perceived social media marketing activities on brand loyalty through brand and value consciousness on Erigo Apparel consumer in Jakarta

***Pengarang/Penulis:***

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***Subjek:***

Social media -- Marketing; Brand loyalty; Consciousness

***Nomor Panggil:***

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***Penerbitan:***

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