

Judul:

Pengaruh perceived social media marketing activities terhadap consumer based brand equity dengan brand experience sebagai variabel mediasi dan co-creation behaviour sebagai variabel moderasi: studi pada pengikut Instagram Shopee Indonesia di Jakarta = The effect of perceived social media marketing activities on consumer-based brand equity with brand Experience as Mediation Variables and Co- Creation behaviour as moderation variables: studies on followers of Shopee Indonesia's Instagram in Jakarta

Pengarang/Penulis:

Zilla Rehuel Lanterani, 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](#)