

**Judul:**

Pengaruh perceived influence terhadap purchase intention melalui brand engagement in self-concept dan brand expected value, studi pengikut milenial Instagram Mega-Influencer produk kosmetik pada masa pandemi COVID-19 = The effect of perceived influence on purchase intention through brand engagement in self-concept and brand expected value, study on millennial followers of cosmetic products Mega-Influencer's Instagram during the COVID-19 pandemic

**Pengarang/Penulis:**

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**Subjek:**

Consumer behavior; Cosmetics -- Marketing

**Nomor Panggil:**

S-pdf

**Penerbitan:**

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