

Judul:

Pengaruh self-congruence terhadap compulsive buying melalui brand attachment sebagai variabel mediasi: studi pada konsumen Uniqlo di Jabodetabek = The effects of self-congruence on compulsive buying through brand attachment as a mediation variable: study on Uniqlo consumers in Jabodetabek

Pengarang/Penulis:

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Compulsive shopping; Consumer behavior

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