

Judul:

Pengaruh Greenwashing Perception terhadap Green Purchasing Intentions melalui Variabel Mediasi Green Word-Of-Mouth dan Dimoderasi oleh Green Concern: Studi pada Brand Fast Fashion H&M = The Influence of Greenwashing Perception on Green Purchasing Intentions through the use of Green Word-Of-Mouth as Mediating Variable and Moderated by Green Concern: A Study of the Fast Fashion Brand H&M

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