

Judul:

Pengaruh Electronic Word of Mouth terhadap Minat Beli melalui Brand Image pada Secondary Market Industri NFT (Studi pada Marketplace OpenSea) = The Impact of Electronic-Word-of-Mouth Towards Purchase Intention Through Brand Image on NFT Industry's Secondary Market (Study on OpenSea Marketplace)

Pengarang/Penulis:

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Subjek:

Word-of-mouth advertising; Consumer behavior

Nomor Panggil:

S-pdf

Penerbitan:

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