

Judul:

Peran Mediasi Review Helpfulness, Customers Trust, Dan Brand Attitude Terhadap EWOM Dan Purchase Intention Dalam Pengalaman Berbelanja Kosmetik Di Sociolla = The Mediation Role Of Review Helpfulness, Customers Trust, And Brand Attitude Towards EWOM And Purchase Intention in The Cosmetic Shopping Experience At Sociolla

Pengarang/Penulis:

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Subjek:

Consumer behavior; Word-of-mouth advertising

Nomor Panggil:

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