

Judul:

Pengaruh Social Media Advertising Terhadap Perilaku Pembelian Gen M Pada Industri Modest Fesyen di Indonesia: Peran Moderasi Brand Image = The Effect of Social Media Advertising on Gen M Purchasing Behavior in the Modest Fashion Industry in Indonesia: The Moderating Role of Brand Image

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Social media and society--Indonesia; Advertising; Islamic business; Brand image

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