

***Judul:***

Pengaruh influencer attributes dan perceived characterization terhadap purchase intention: studi pada subscriber Channel YouTube GadgetIn = The effects of influencer attributes and perceived characterization on purchase intention: study on GadgetIn YouTube subscribers

***Pengarang/Penulis:***

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***Subjek:***

Social media; YouTube (Electronic resource); online shop

***Nomor Panggil:***

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