

Judul:

Analisis pengaruh Customer-to-customer electronic word of mouth melalui TikTok terhadap purchase intention skincare product pada generasi Z di Indonesia = Understanding the effect of Customer-to-customer electronic word of mouth via TikTok on purchase intention skincare product by generation Z in Indonesia

Pengarang/Penulis:

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Subjek:

Customers (Consumers); Electronic word function

Nomor Panggil:

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Penerbitan:

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