

Judul:

Analisis Pengaruh Social Media Communications, Brand Equity, dan Satisfaction terhadap Behavioral Intentions pada Pelanggan Jazz Goes to Campus: Generasi Y vs Generasi Z = Analysis of the Effect of Social Media Communications, Brand Equity, and Satisfaction on Behavioral Intentions among Jazz Goes to Campus Customers: Generation Y vs Generation Z

Pengarang/Penulis:

Muhammad Ishmael Raffly Geneva Widhiarto, author

Subjek:

Consumer behavior; Social media -- Communication

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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