

Judul:

Pengaruh Country of Origin Image, Perceived Brand Prestige dan Perceived Product Quality terhadap Purchase Intention pada Konsumen Produk Perawatan Kulit Wajah Korea di Indonesia dengan Consumer Ethnocentrism sebagai Variabel Moderasi = The impact of country of origin image, perceived brand prestige, perceived product quality to Korean facial skincare product consumer's purchase intention in Indonesia with consumer ethnocentrism as a moderating variable

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Branding (Marketing)--Management.

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