

***Judul:***

Pengaruh Perceived Influence terhadap Purchase Intention melalui Brand Engagement in Self-Concept dan Brand Expected Value, Studi Pada Milenial Pengikut Media Sosial Instagram Makro-Influencer Otomotif di Indonesia = The Influence of Perceived Influence on Purchase Intention through Brand Engagement in Self-Concept and Brand Expected Value, Study on Millennial Followers of Indonesian Automotive Macro Influencers Instagram

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Marketing -- Economic aspects; Purchasing

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