

Judul:

Pengaruh Celebrity-Product Congruence, Source Credibility, Trust, dan Parasocial Relationship terhadap Intensi Pembelian : Peran Food Influencer = The Influence of Celebrity-Product Congruence, Source Credibility, Trust, and Parasocial Relationships on Purchase Intention: The Role of Food Influencers

Pengarang/Penulis:

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Subjek:

Social media--Marketing

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