

Judul:

Analisis Pengaruh Social Media Influencer Attributes terhadap Followers' Attitude dan Brand Link Click Behavior pada Brand Fashion Lokal di Jabodetabek = Analyzing the Influence of Social Media Influencer's Attributes toward Followers' Attitude and Brand-Link Click Behavior on Local Brand Fashion in Jabodetabek

Pengarang/Penulis:

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Subjek:

Internet personalities; Endorsements in advertising

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi Dan Bisnis Universitas Indonesia

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