

Judul:

Mengungkap Kunci Pemilihan Hotel di Indonesia : Bagaimana Peran Social Media Interaction Terhadap Visit Intention dan Behavioural Engagement =
Revealing the Key to Hotel Selection in Indonesia: The Role of Social Media Interaction on Visit Intention and Behavioural Engagement

Pengarang/Penulis:

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Hotels-Indonesia-Marketing; Consumer behavior; Social media-Influence; Customer relations; Social media and tourism; Customer engagement; Tourism-Marketing-Indonesia

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