

Judul:

Pengaruh Sosial Media Green Influencer terhadap Green Purchase Intention: Pendekatan The Extended Theory of Planned Behavior = The Influence of Social Media Green Influencer towards Green Purchase Intention: The Extended Theory of Planned Behavior Approach

Pengarang/Penulis:

Guntur Prayogo, author

Subjek:

Social media; Internet personalities; Consumer behavior--Environmental aspects

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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