

Judul:

Analisis pengaruh peran brand community identification dan reward pada consumer brand engagement dan brand loyalty dalam Mobile Games Virtual Brand Communities = Analysis of the influence of the role of brand community identification and reward on consumer brand engagement and brand loyalty in Mobile Games Virtual Brand Communities

Pengarang/Penulis:

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Subjek:

Production technology; Online games

Nomor Panggil:

S-pdf

Penerbitan:

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