

Judul:

Analisis Pengaruh Endorser dan Brand Credibility Terhadap Repurchase Intention Konsumen: Efek Mediasi dari Attitude Towards Brand dan Brand Credibility. Studi Kasus: Wardah = The Impact of Endorser and Brand Credibility On Customer's Repurchase Intention: The Mediating Effect of Attitude Towards Brand and Brand Credibility. Study Case: Wardah

Pengarang/Penulis:

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Subjek:

Endorsements in advertising; Consumer behavior

Nomor Panggil:

S-pdf

Penerbitan:

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