

Judul:

Pengaruh Skeptisisme Konsumen Pada Strategi Promosi Cause-Related Marketing Terhadap Behavior Intentions Milenial Muslim Di Indonesia =
The Influence of Skepticism on Cause-Related Marketing Campaigns on Behavioral Intention of Muslim Millennials in Indonesia: The Role of Satisfaction as Mediators and Religiosity as Moderators

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Social marketing; Skepticism; Consumer behavior

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