

Judul:

Pengaruh Brand Community terhadap Relational Outcomes (WoM, Loyalty, Advocates) melalui Mediasi Brand Love: Studi Komunitas Kamera Digital di Indonesia = Brand Community on Relational Outcomes (WoM, Loyalty, Advocates) through the Mediation of Brand Love: Study of Digital Camera Community in Indonesia

Pengarang/Penulis:

Tarigan, Nurul Fitri Ramadhanti, author

Subjek:

Branding (Marketing); Customer loyalty; Word-of-mouth advertising

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)