

Judul:

Analisis Pengaruh Firm-Generated Content (FGC) dan User-Generated Content (UGC) terhadap Brand Trust dan Perceived Value dengan dimediasi Social Media Brand Engagement (SMBE) : Studi Empiris pada Residential Property di Indonesia = Analysis of the Influence of Firm-Generated Content (FGC) and User-Generated Content (UGC) on Brand Trust and Perceived Value through Social Media Brand Engagement (SMBE): An Empirical Study on Residential Property in Indonesia

Pengarang/Penulis:

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Subjek:

Real estate business--Indonesia; User-generated content; Brand loyalty; Social media--Economic aspects

Nomor Panggil:

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Penerbitan:

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