

Judul:

Analisis Pengaruh Corporate Social Responsibility terhadap Kepercayaan Konsumen, Reputasi Perusahaan, Consumer-Company Identification, dan Intensi Pembelian pada Industri Kosmetik di Indonesia = Analysis of the Influence of Corporate Social Responsibility on Consumer Trust, Company Reputation, Consumer-Company Identification, and Purchase Intentions in the Cosmetics Industry in Indonesia

Pengarang/Penulis:

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Subjek:

Corporate social responsibility; Consumer behavior; Trust--Economic aspects

Nomor Panggil:

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Penerbitan:

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