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Judul:

Analisis Pengaruh Electronic Word Of Mouth (eWOM), Environmental Concern dan Health Concern, Terhadap Pembelian Produk Perawatan Kulit Ramah Lingkungan (Perluasan Theory of Planned Behavior) = Analysis the Impact of Electronic Word of Mouth (eWOM), Environmental Concern, and Health Concern on the Purchase of Eco-Friendly Skincare Products (An Extension of the Theory of Planned of Behavior)

Pengarang/Penulis:

Nadiah Kusuma Ariastuti, author

Subjek:

Skin Care--methods; Consumer behavior--Environmental aspects; Internet marketing; Word-of-mouth advertising

Nomor Panggil:

T-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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