

Judul:

Peran Influencer Marketing dan Online Customer Review terhadap Brand Attitude dalam Meningkatkan Brand Loyalty, Brand Awareness, dan Purchase Intention pada Brand Fashion di Indonesia = The Role of Influencer Marketing and Online Customer Reviews on Brand Attitude in Increasing Brand Loyalty, Brand Awareness, and Purchase Intention for Fashion Brands in Indonesia

Pengarang/Penulis:

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Subjek:

Influencer marketing; Clothing trade; Consumer reviews; Internet advertising;

Nomor Panggil:

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