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Pengaruh Electronic Word Of
Mouth dan Celebrity
Endorsment di DIY

by Heti Rahmawati

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PERILAKU PEMBELIAN *ONLINE* KONSUMEN KOSMETIK:

⁹ PENGARUH *ELECTRONIC WORD OF MOUTH (E-WOM)* DAN

***CELEBRITY ENDORSEMENTS* DI DIY**

¹ SKRIPSI

Diajukan Sebagai Salah Satu Syarat Memperoleh Gelar Sarjana Manajemen

Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta



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PROGRAM STUDI MANAJEMEN

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