

ABSTRAK

Pengaruh Product Quality dan Endorser Credibility terhadap Purchase Intention Produk Emina yang dimediasi oleh eWOM

Oleh: Fitrie Nabila

Purchase Intention

Product Quality

Endorser Credibility
Electronic Word of Mouth
Purchase Intention
Product Quality
Endorser Credibility
Electronic Word of Mouth

Purchase Intention, Product Quality, Endorser Credibility