

SUMMARY

PENGARUH PENGGUNAAN CELEBRITY ENDORSER RIO DEWANTO TERHADAP KEPUTUSAN PEMBELIAN POND'S MEN

Created by SANDY ARINATA

- Subject** : PENGARUH PENGGUNAAN CELEBRITY ENDORSER RIO DEWANTO TERHADAP KEPUTUSAN PEMBELIAN POND'S MEN
- Subject Alt** : Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan celebrity endorser Rio Dewanto terhadap keputusan pembelian Pond's Men. Variabel independen terdiri atas celebrity endorser (credibility, attractiveness, dan power) sedangkan variabel depend
- Keyword :** : Celebrity Endorser, Keputusan Pembelian.
- Contributor** : suryari purnama
- Date Create** : 08/10/2014
- Type** : Text
- Format** : pdf
- Language** : Indonesian
- Identifier** : UEU-Undergraduate-Undergraduate_201011092
- Collection** : Undergraduate_201011092
- Call Number** : 658.8 SAN a
- Source** : 2010-11-092
- Relation Collection** : Esa Unggul
- COverage** : civitas akademik esa unggul
- Right** : copyright2014@libraryesaunggul

Full file - Member Only

If You want to view FullText...Please Register as MEMBER

Contact Person :

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid (astrid.chrisafi@esaunggul.ac.id)

Supervisor