

## SUMMARY

# THE COMPARISON OF EFFECTIVENESS SOCIAL MEDIA ON PURCHASE DECISION Case Study in Garuda Indonesia Airlines

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**Subject** : PURCHASE DECISION, EFFECTIVENESS SOCIAL MEDIA

**Subject Alt** : PURCHASE DECISION

**Keyword :** : social networks, social media, purchase decision

**Date Create** : 02/11/2015

**Type** : Text

**Language** : Indonesian

**Identifier** : UEU-Undergraduate-2011-11-052

**Collection** : 2011-11-052

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