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Pengaruh kredibilitas dan ketertarikan celebrity endorser pada persepsi konsumen terhadap iklan dan pada niat membeli konsumen terhadap produk kosmetika yang diiklankan
 WULANDARI, Aprilla Ayu, Prof Dr. Basu Swatha Dharmmesta, MBA
 Universitas Gadjah Mada, 2009 | Diunduh dari <http://etd.repository.ugm.ac.id/>

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