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PENGARUH PERSEPSI COUNTRY OF ORIGIN PRODUK INDONESIA DAN PERSEPSI ATRIBUT PRODUK PADA NIAT PEMBELIAN KONSUMEN: STUDI PADA PROMOSI COUNTRY OF ORIGIN PRODUK BUAH MERK FRUI! ANINDITA ANDRIYANI, Bayu Aji Aritejo, S.E., M.M., M.Si., Ph.D.

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