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- Arina, P., & Puspita, I. (2019). DOI: <https://doi.org/10.24843/EJMUNUD.2019.v08.i08.p05> ISSN: 2302-8912 PERAN BRAND IMAGE MEMEDIASI PENGARUH KREDIBILITAS CELEBRITY ENDORSER TERHADAP BRAND LOYALTY Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Email : arina.d.8(8), 4841–4870.
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