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PENGARUH CELEBRITY ENDORSEMENT DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PRODUK MS GLOW DI E-COMMERCE SHOPEE PADA MASYARAKAT KOTA BATAM

(Politeknik Negeri Batam, 2024-07-18) Mestika, Khadijah Dwi; Syafrina, Mia

A strategy for strengthening a product's standing is brand promotion. Along with the advancement of technology and a plethora of rivals, the used approach needs to be innovative and engaging. Ms Glow is one local beauty product brand that has

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