

ANALISIS PENGARUH BRAND ORIGIN, BRAND CREDIBILITY, SELF-IMAGE CONGRUENCE DAN HIGH INVOLVEMENT TERHADAP PURCHASE INTENTION DENGAN BRAND KNOWLEDGE SEBAGAI MODERASI BRAND ORIGIN (STUDI KASUS PADA HANDPHONE CROSS DI PURWOKERTO)

Title	ANALISIS PENGARUH BRAND ORIGIN, BRAND CREDIBILITY, SELF-IMAGE CONGRUENCE DAN HIGH INVOLVEMENT TERHADAP PURCHASE INTENTION DENGAN BRAND KNOWLEDGE SEBAGAI MODERASI BRAND ORIGIN (STUDI KASUS PADA HANDPHONE CROSS DI PURWOKERTO)
Abstract	
Authors	SB Mitra, A Suroso, S Martini
Journal Name	Sustainable Competitive Advantage (SCA) 3 (1)
Publish Year	2013
Citation	1
Url	<a (studi="" analisis="" brand="" congruence="" credibility,="" cross="" dan="" dengan="" di="" handphone="" high="" href="https://scholar.google.com/scholar?q=+intitle:" intention="" involvement="" kasus="" knowledge="" moderasi="" origin="" origin,="" pada="" pengaruh="" purchase="" purwokerto)\""="" sebagai="" self-image="" terhadap="">https://scholar.google.com/scholar?q=+intitle:"ANALISIS PENGARUH BRAND ORIGIN, BRAND CREDIBILITY, SELF-IMAGE CONGRUENCE DAN HIGH INVOLVEMENT TERHADAP PURCHASE INTENTION DENGAN BRAND KNOWLEDGE SEBAGAI MODERASI BRAND ORIGIN (STUDI KASUS PADA HANDPHONE CROSS DI PURWOKERTO)"
Author	Dr Drs AGUS SUROSO