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PENGARUH CITRA MEREK, KEPERCAYAAN PELANGGAN DAN  
ENDORSEMENT ANDINI SARAS (@USTADCHEN) TERHADAP  
KEPUTUSAN PEMBELIAN PRODUK LOOKÉ COSMETICS DI TWITTER  
PADA TAHUN 2020 – 2021

*(Studi Pada Pengikat Akun @ustadchen di Twitter)*

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