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PENGARUH CELEBRITY ENDORSEMENT DAN ELECTRONIC WORD
OF MOUTH SERTA HARGA TERHADAP KEPUTUSAN PEMBELIAN
SCARLETT WHITENING BODY LOTION DI KOTA SAMARINDA

PROPOSAL SKRIPSI

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PROGRAM STUDI ADMINISTRASI BISNIS
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
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