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LAMPIRAN

Lampiran 1 Matriks Penelitian

Matriks					
Pengaruh Kredibilitas Personal Brand @shireenz Terhadap Niat Beli Konsumen Melalui Ekuitas Merek Istreya					
Variabel	Indikator	Item Pertanyaan (Sumber Asli)	Item Pertanyaan (Konteks Penelitian)	Skala	Sumber