

**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT  
BELI MELALUI CITRA MEREK DAN KEPERCAYAAN MEREK  
SEBAGAI VARIABEL INTERVENING**

**(Studi pada *Smartphone Apple* di Yogyakarta)**

***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH TOWARD  
PURCHASE INTENTION THROUGH BRAND IMAGE AND BRAND  
TRUST AS INTERVENING VARIABLE***

***(Study on Smartphone Apple in Yogyakarta)***



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