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Faculty of Human Ecology
Bogor Agricultural University

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Title : Pendidikan Konsumen Generasi Y : Pengaruh Ethnosentrisme, Hedonisme, dan Kelompok Acuan terhadap Preferensi dan Perilaku Pembelian Buah Lokal.

(Generation Y Consumer Education: The Impact of Ethnocentrism, Hedonism, and Reference Group on Preference and Purchasing Behaviour of Local Fruits)

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