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# Understanding hedonic and utilitarian responses to product reviews on youtube and purchase intention

Pantas H. Silaban, Andri Dayarana K. Silalahi, Edgar Octoyuda, Yuni Kartika Sitanggang, Lamtiur Hutabarat & Ade Irma Suryani Sitorus |

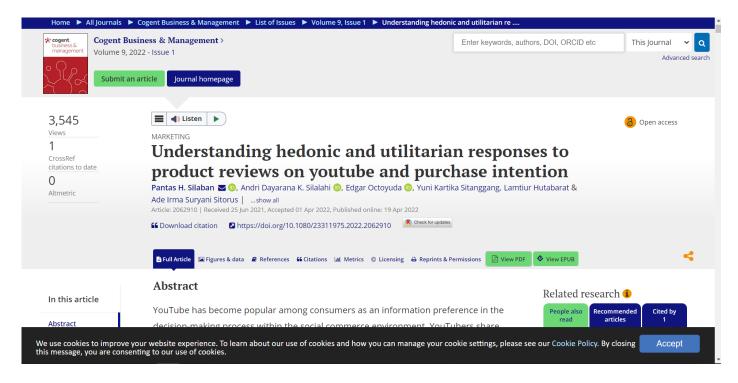
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