

**PENGARUH EKUITAS MEREK, CITRA NEGARA ASAL DAN GREEN
MARKETING TERHADAP MINAT BELI KONSUMEN
(Studi pada Produk Mobil *Low Cost Green Car* (LCGC) Toyota di Yogyakarta)**

***THE INFLUENCE OF BRAND EQUITY, COUNTRY OF ORIGIN IMAGE AND
GREEN MARKETING ON CONSUMER BUYING INTENTION***

(Study at Low Cost Green Car (LCGC) Toyota Car Product in Yogyakarta)



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