

Judul:

Analisis pengaruh functional performance usefulness hedonic performance enjoyment product risk dan internet usage terhadap online purchase intensity pada early adopters dan late adopters = The effect of functional performance usefulness hedonic performance enjoyment product risk and internet usage towards online purchase intensity on early adopters and late adopters / Anas Wicaksono

Pengarang/Penulis:

Anas Wicaksono, author

Subjek:

online purchase intensity

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