

***Judul:***

Pengaruh motivasi pengguna media sosial terhadap word of mouth intention dalam fashion online shopping = Effects of social media user s motivation toward word of mouth intention of fashion online shopping

***Pengarang/Penulis:***

Muhammad Fauzi, author

***Subjek:***

hedonic motivation ; online shopping ; product browsing ; social media ; utilitarian motivation; word of mouth intention

***Nomor Panggil:***

S61016

***Penerbitan:***

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