

Judul:

Peranan atmosfer berbelanja terhadap dorongan berbelanja impulsif:
investigasi pengaruh moderasi perceived risk (studi kasus: zalora.co.id)
= The role of atmospheric cues and urge to buy impulsively:
investigation the moderation effect of perceived risk (case study:
zalora.co.id)

Pengarang/Penulis:

Vinsensius Gunawan, author

Subjek:

Impulse buying; E-commerce; Electronic commerce

Nomor Panggil:

T-Pdf

Penerbitan:

Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)