

Judul:

Analisis pengaruh karakteristik social commerce (s-commerce) terhadap consumer's trust dan trust performance: studi kasus pada Groupon Indonesia = Effects of social commerce's (s-commerce) characteristics on consumer's trust and trust performance: case study on Groupon Indonesia

Pengarang/Penulis:

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Subjek:

Social networks -- Economic aspects; Electronic commerce -- Social aspects; Internet marketing -- Social aspects

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