

Judul:

Analisis faktor-faktor yang mempengaruhi perceived website trust terhadap recommendation adoption dan word of mouth: studi kasus pada traveloka.com = Analysis of factors affecting perceived website trust towards recommendation adoption and word of mouth: case study on traveloka.com

Pengarang/Penulis:

Mardiah Purnama, author

Subjek:

Word-of-mouth advertising; Trust -- Psychological aspects

Nomor Panggil:

S65356

Penerbitan:

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