

Judul:

Analisis pengaruh satisfaction, habit dan customer value perspectives terhadap continuance intention mahasiswa Universitas Indonesia dalam penggunaan aplikasi sosial studi kasus: aplikasi whatsapp = The effects of satisfaction habit and customer value perspectives toward continuance intention of students in University of Indonesia in using social apps case study: whatsapp

Pengarang/Penulis:

Sihombing, Mutiara Putri, author

Subjek:

Satisfaction; Consumer satisfaction; Habit; Marketing -- Management; Online social networks; Social networks; Social networking

Nomor Panggil:

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Penerbitan:

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