

Judul:

Analisis pengaruh perceived usefulness, perceived ease of use, brand image, dan attitude towards using terhadap purchase intention perangkat Apple watch = The influence of perceived usefulness perceived ease of use brand image and attitude towards using on purchase intention of Apple watch

Pengarang/Penulis:

Giovanni Dyosa, author

Subjek:

brand name products; Branding (marketing); Brand choice; Collection attitudes

Nomor Panggil:

S68239

Penerbitan:

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