

***Judul:***

Analizing the effect of financial risk tolerance, performance expectancy, effort expectancy, social influence, and perceived risk to behavioral intention to use mobile trading: case study: millennial = Analisis pengaruh financial risk tolerance, performance expectancy, effort expectancy, dan perceived risk terhadap behavioral intention to use mobile trading: studi kasus: generasi millennial

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***Subjek:***

Consumer behavior; Electronic commerce

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