

Judul:

Analisis pengaruh tipe sales promotion dan user experience terhadap purchase intention aplikasi streaming musik = The influence of sale promotion types and user experience on purchase intention of streaming music application

Pengarang/Penulis:

Tari Ustami, author

Subjek:

Consumer behavior; Marketing; Sales promotion

Nomor Panggil:

S-Pdf

Penerbitan:

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