

***Judul:***

Understanding new technology adoption: investigating the mediating effects of attitude toward self service technology (SST) on antecedent beliefs and intention to use SST: a comparison study to facilitate transaction and SST with customer service purpose = Memahami proses adopsi teknologi baru: meneliti efek mediasi dari attitude terhadap self-service technology (SST) pada antecedent beliefs dan intention to use: membandingkan SST untuk memfasilitasi transaksi dan SST untuk customer service

***Pengarang/Penulis:***

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***Subjek:***

Consumer behavior; Customer services; Technology innovations -- Economic aspects

***Nomor Panggil:***

S68799

***Penerbitan:***

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