

Judul:

Purchase intention pada produk sharing economy dengan pendekatan theory of planned behavior dan prospect theory - Studi kasus: airy rooms = Purchase intention of sharing economy product through the theory of planned behavior and prospect theory - Case study: airy rooms

Pengarang/Penulis:

Ulfah Hasanah, author

Subjek:

Cooperation; Consumer behavior; Purchasing; Knowledge sharing

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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