

Judul:

Analisis Pengaruh Ad Personalization terhadap Intention to Click pada Iklan Digital Produk Elektronik Portable dan Wearable: Peran Moderasi Trust terhadap Retailer = The Effect of Ad Personalization Analysis on Intention to Click of Portable and Wearable Electronic Products Digital Advertisement: The Moderating Role of Trust to Retailer

Pengarang/Penulis:

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Subjek:

Ad Personalization; Intention Media; Wearable technology; Advertising

Nomor Panggil:

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Penerbitan:

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