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Perceived value, innovativeness, and purchase intention for online K-pop album customer = Persepsi nilai, tingkat inovasi, dan niat membeli pelanggan album K-pop online

Author:

Primariani Callista Putri, author

Subject:

Online social networks -- Economic aspects

Call Number:

T54662

Publisher:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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