

Judul:

Pengaruh Gamification Kuis Shopee terhadap Brand Loyalty melalui Customer Engagement dan Customer Satisfaction (Kasus pada E-commerce Shopee Indonesia) = The Effect of Gamification Kuis Shopee on Brand Loyalty through Customer Engagement and Customer Satisfaction (Case in E-commerce Shopee Indonesia)

Pengarang/Penulis:

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Subjek:

Brand loyalty--Case studies; Customer loyalty; Consumer satisfaction; Electronic commerce.

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