

***Judul:***

Pengaruh perceived value dan mobile game loyalty terhadap in-app purchase intention dalam mobile game di indonesia (studi kasus: mobile legend dan love nikki) = The effect of perceived value and mobile game loyalty on in-app purchase intention in mobile game in indonesia (case study: mobile legend and love nikki)

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***Subjek:***

Mobile games industry; Mobile games -- Indonesia; Perceived value

***Nomor Panggil:***

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