

Judul:

Pengaruh Motivasi Utilitarian Dan Hedonis Terhadap Urge to Buy Impulsively Pada Hari Belanja Online Nasional Di M-Commerce. Studi: Shopee 12.12 Day = The Influence of Utilitarian and Hedonic Motivation Towards Urge to buy Impulsively on National Online Shopping Day in M-Commerce. Case Study: Shopee 12.12 Day

Pengarang/Penulis:

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Subjek:

Teleshopping; Hedonic damages -- Economic aspects; Mobile commerce; Hedonism

Nomor Panggil:

S-pdf

Penerbitan:

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