

Judul:

Pengaruh Karakteristik Pribadi dan Pengaruh Sosial terhadap E-Loyalty Millennials: Peran Mediasi Perceived Usefulness dan Perceived Ease of Use = The influences of Personal Characteristics and Social Influence on E-Loyalty of Millennials: The Mediating Role of Perceived Usefulness and Perceived Ease of Use

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Electronic commerce -- Management; Consumer behavior; Teleshopping

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