

Judul:

Analisis pengaruh hedonic shopping value terhadap attitude towards online purchasing dan discounted product purchase intention studi kasus: harbolnas ecommerce = An analysis of the effect of hedonic shopping value on attitude towards online purchasing and discounted product purchase intention: case study: harbolnas ecommerce

Pengarang/Penulis:

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Subjek:

Hedonic damages -- Economic aspects; Electronic commerce

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