

Judul:

Analisis peran gamification dalam hubungan perceived value dengan purchase intention pada M-commerce platforms = Analysis of the role of gamification in the relationship between perceived value and purchase intention on M-commerce platforms

Pengarang/Penulis:

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Subjek:

Gamification -- Economic aspects; Consumer behavior; Mobile commerce

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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