

***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:***

Matthew Febryan, author

***Subjek:***

Gamification -- Economic aspects; Consumer behavior; Mobile commerce

***Nomor Panggil:***

S-pdf

***Penerbitan:***

Fakultas Ekonomi dan Bisnis Universitas Indonesia

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)