

Judul:

Pengaruh Media Sosial Dan Motivasi Hedonis Terhadap Sikap Belanja Apparel Online Selama Pandemi Covid-19 = The Influence of Social Media and Hedonic Motivation on Online Apparel Shopping Attitudes during the Covid-19 Pandemic

Pengarang/Penulis:

Sheila Firda Annisarahma, author

Subjek:

Social media; Consumer behavior; Online shopping; Online social networking

Nomor Panggil:

S-pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

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