

Judul:

Analisis Faktor Penentu Sikap dan Intensi Pembelian pada Mobile Branded Application: Integrasi Teori Uses and Gratification dan Theory of Planned Behavior = Analysis of Attitude and Purchase Intention Determining Factors on Mobile Branded Application: An Integration Theory of Uses and Gratification and Theory of Planned Behavior

Pengarang/Penulis:

Angginistanti Fairuz Hanun, author

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