

Judul:

Pengaruh AR dalam In-App Mobile Marketing terhadap Customer Satisfaction dan Willingness to Buy dimediasi Customer Experience serta Efek Moderasi Trade-Off Between Price and Value & Trust (Studi Pada Pelanggan Maybelline dalam Aplikasi Shopee di DKI Jakarta) = The Effect of AR in In-App Mobile Marketing on Customer Satisfaction and Willingness to Buy mediated by Customer Experience and Moderating Effect of Trade-Off Between Price and Value & Trust (Study on Maybelline Customers in the Shopee Apps in DKI Jakarta)

Pengarang/Penulis:

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Subjek:

Consumer satisfaction; Consumer behavior; Mobile comerce

Nomor Panggil:

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Penerbitan:

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