

***Judul:***

Analisis Pengaruh Electronic Word of Mouth (eWOM) Pada Consumers Purchase Intention di Social Commerce (S-Commerce) Aplikasi TikTok = Analysis of The Influence of Electronic Word of Mouth (eWOM) on Consumers Purchase Intention in Social Commerce (S-Commerce) TikTok Application

***Pengarang/Penulis:***

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***Subjek:***

Word-of-mouth advertising; Consumption (Economics)

***Nomor Panggil:***

S-pdf

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