

***Judul:***

Analisis Faktor Pendorong Loyalitas Pemain Game (Consumer Loyalty) Terhadap Mobile Games dengan Fokus Studi Mobile Legend = Analysis of Factors Driving Game Player Loyalty (Consumer Loyalty) Towards Mobile Games with a Focus on Mobile Legend Studies

***Pengarang/Penulis:***

Anita Rizkiyani, author

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Mobile games; Consumers' preferences

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