

***Judul:***

Pengaruh Innovation Resistance terhadap Eco-Friendly Cosmetic Purchase Intention Brand The Body Shop dengan Environmental Concern dan Health Concern sebagai Variabel Moderasi pada Pembeli Kosmetik di Jabodetabek = The Effect of Innovation Resistance on Eco-friendly Cosmetic Purchase Intention Brand The Body Shop through Environmental Concern and Health Concern as Moderating Variable on Cosmetic Buyer in Jabodetabek

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***Subjek:***

Purchasing; Consumer behavior

***Nomor Panggil:***

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