

Judul:

Analisis Pengaruh Intrinsic Motivation dan Shopping Engagement terhadap Intention to Buy Using Mobile App, App Continuance Use Intention, dan Brand Loyalty (Studi Kasus: Tokopedia) = The Influence of Intrinsic Motivation and Shopping Engagement toward Intention to Buy Using Mobile App, App Continuance Use Intention, and Brand Loyalty (Case Study: Tokopedia)

Pengarang/Penulis:

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Subjek:

Consumer behavior; Electronic commerce; Mobile apps -- Management

Nomor Panggil:

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Penerbitan:

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