

Judul:

Pengaruh Gamification terhadap Intention of Engagement towards Gamification dan Brand Attitude (Studi pada Wearable Fitness Technology)
= The Effect of Gamification on Intention of Engagement towards Gamification and Brand Attitude (Study towards Wearable Fitness Technology)

Pengarang/Penulis:

Shera Amalia Humaira, author

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