

Judul:

Analisis Pengaruh Karakteristik Live Shopping TikTok terhadap Intensi Pembelian dan Word of Mouth: Perspektif Pleasure-Arousal-Dominance (PAD)
= Analysis of The Influence of TikTok Live Shopping Characteristics on Purchase Intention and Word of Mouth: Pleasure-Arousal-Dominance Perspective

Pengarang/Penulis:

Siti Nurlaila, author

Subjek:

e-commerce

Nomor Panggil:

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Fakultas Ilmu Komputer Universitas Indonesia

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