

***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:***

Josia Priscilla Pittauli, author

***Subjek:***

e-commerce

***Nomor Panggil:***

S-pdf

***Penerbitan:***

Fakultas Ilmu Komputer Universitas Indonesia

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)