

Judul:

Analisis Faktor-faktor yang Memengaruhi Intention to Premium Upgrade pada Platform Audio on-Demand Freemium Berbasis Consumer Value Theory = Analysis of Factors that Influence Intention to Premium Upgrade on Freemium Audio on-Demand Platforms Based on Consumer Value Theory

Pengarang/Penulis:

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Subjek:

Audio On-Demand; Freemium; Intention to upgrade to premium; Consumer Value Theory; Intrusiveness of alternatives ; enjoyment ; Performance Expectancy ; Social Influence ; Attractiveness of Alternatives; Facilitating Conditions; Price Value; CB-SEM

Nomor Panggil:

S-pdf

Penerbitan:

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