

***Judul:***

Analisis Pengaruh Socio-Technical Enabler terhadap Consumer Trust dan Behavior dalam Live Streaming Shopping E-Commerce = Analysis of the Influence of Socio-Technical Enabler on Consumer Trust and Behavior in Live Streaming Shopping E-Commerce

***Pengarang/Penulis:***

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***Subjek:***

Live streaming shopping; E-Commerce; Socio-technical theory; Interactivity ; IT Affordance ; Trust Transfer Theory; consumer trust; Purchase intention; Actual purchase; PLS- SEM

***Nomor Panggil:***

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***Penerbitan:***

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