

Title:

Analisis faktor-faktor yang memengaruhi Switching Behavior pembayaran konvensional di kasir ke pembayaran di Self-Ordering Kiosk berdasarkan teori Push-Pull-Mooring pada restoran cepat saji McDonald's di Indonesia
= Analysis of factors affecting Switching Behavior from conventional payment at the cashier to payment at Self-Ordering Kiosk based on Push-Pull-Mooring theory at McDonald's fast food restaurants in Indonesia

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