

Judul:

Pengaruh Shopping Enjoyment, Money Availability, Social Media Peer Communication, Time Availability, dan Sales Promotion terhadap Online Impulse Buying pada Produk Skincare dan Body Care (Studi pada Generasi Z Konsumen BeautyHaul Indonesia) = The Effect of Shopping Enjoyment, Money Availability, Social Media Peer Communication, Time Availability, and Sales Promotion on Online Impulse Buying of Skincare and Body Care Products (Study on Generation Z Consumers of BeautyHaul Indonesia)

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Subjek:

Body care; Generation Z; Sales promotion

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