

Title:

Pengaruh Faktor-Faktor Diffusion of Innovation (DOI) terhadap Intensi Penggunaan Shopee Paylater pada Generasi Milenial dan Generasi Z = The Influence of Diffusion of Innovation (DOI) Factors on the Intention to Use Shopee Paylater among Millennial and Generation Z Consumers

Author:

Nurhana Indriani, author

Subject:

Diffusion of innovations; Consumer behavior

Call Number:

S-pdf

Publisher:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Related Links:

- [Bibliographic Description](#)
- [Abstract](#)
- [Similar Documents](#)
- [Universitas Indonesia Library](#)