

Judul:

Determinan Customers' Intention Pada Penggunaan Menu Qr Code Di Industri Food And Beverages (F&B): Integrasi Technology Acceptance Model (Tam), Theory Of Planned Behavior (Tpb), Dan Flow Theory = Determinants of Consumers Intention to Use QR Code Menus in the Food and Beverage Industry: Integration of the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Flow Theory

Pengarang/Penulis:

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Subjek:

Consumer behavior; QR codes; Smart system technologies

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