

Judul:

Pengaruh Video Content Availability Terhadap Word-of-Mouth Intention Platform Over-the-Top (OTT) Pada Layanan Netflix: Peran Mediasi Perceived Enjoyment, Affective Commitment, dan Habit = The Influence of Video Content Availability on Word-of-Mouth Intention of Over the Top (OTT) Platform on Netflix Service: The Mediating Role of Perceived Enjoyment, Affective Commitment, and Habit

Pengarang/Penulis:

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Subjek:

Word-of-mouth advertising; Social media -- Marketing

Nomor Panggil:

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Penerbitan:

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