

PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE* DAN *E-SERVICE QUALITY* TERHADAP *E-CUSTOMER SATISFACTION*

((Studi pada pelanggan perdagangan online Tokopedia))

THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND E-SERVICE QUALITY ON E-CUSTOMER SATISFACTION

(Study on Tokopedia Online Store Customers)



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SKRIPSI

Diajukan Guna Memenuhi Persyaratan untuk Memperoleh Gelar Sarjana
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Universitas Muhammadiyah Yogyakarta



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