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File name: Proposal_Skripsi_Muhammad_Anand

File size: 704.23K

Page count: 66

Word count: 9,100

Character count: 59,653

Submission date: 18-Mar-2024 09:34A (I

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PENGARUH KEPERCAYAAN KONSUMEN DAN KUALITAS TERHADAP KEPUTUSAN PEMBELIAN MERCHANDISE KPOP "RED VELVET" SECARA ONLINE

(STUDI KASUS PADA ANGGOTA ${\it GROUP\ ORDER}$ SNOWDROP VIA LINE)

PROPOSAL SKRIPSI

Oleh Muhammad Anandha Nur Fadilla NIM. 1902096002



PROGRAM STUDI ADMINISTRASI BISNIS FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS MULAWARMAN 2023