

ABSTRAK

Pengaruh Perceived Usefulness, Attitude, dan Subjective Norms Terhadap Online Purchase Intention Pasca Pandemi Covid-19 Pada Mahasiswa Universitas Negeri Padang

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Perceived Usefulness, Attitude, Subjective Norms Online Purchase Intention
Purposive sampling software
Perceived Usefulness berpengaruh positif tidak signifikan Online Purchase Intention
(2) Attitude berpengaruh positif dan signifikan Online Purchase Intention
Subjective Norms berpengaruh positif dan signifikan Online Purchase Intention

Online Purchase, Subjective Norms