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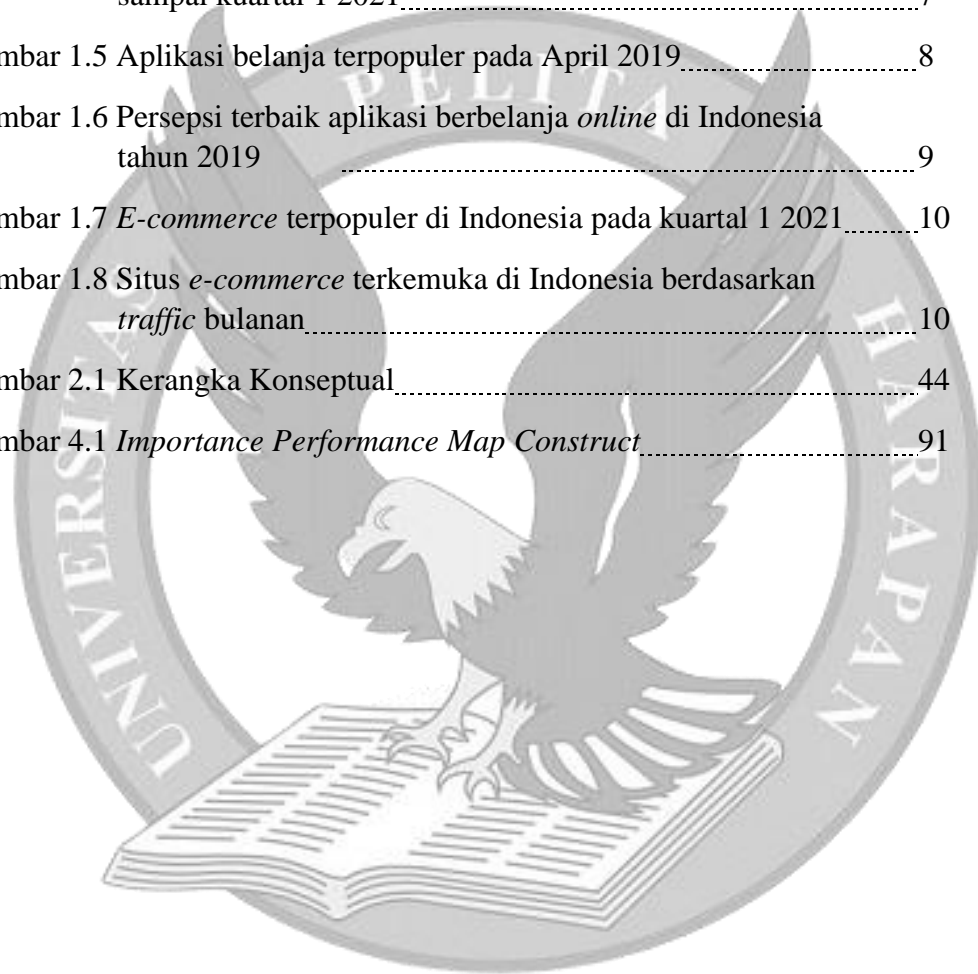
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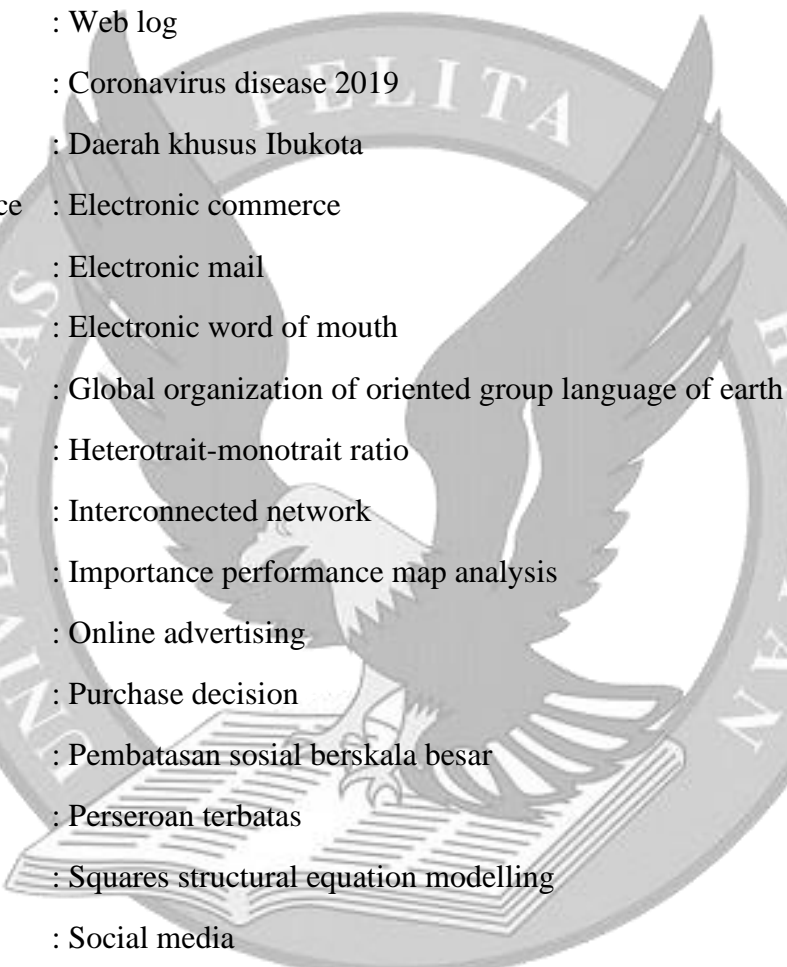
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DAFTAR ISTILAH



Ads	: Advertising
App	: Application
AVE	: Average variance extracted
BA	: Brand awareness
Blog	: Web log
Covid-19	: Coronavirus disease 2019
DKI	: Daerah khusus Ibukota
E-commerce	: Electronic commerce
E-mail	: Electronic mail
E-WOM	: Electronic word of mouth
Google	: Global organization of oriented group language of earth
HTMT	: Heterotrait-monotrait ratio
Internet	: Interconnected network
IPMA	: Importance performance map analysis
OA	: Online advertising
PD	: Purchase decision
PSBB	: Pembatasan sosial berskala besar
PT	: Perseroan terbatas
SEM	: Squares structural equation modelling
SM	: Social media
SmartPLS	: Smart partial least square
UMKM	: Usaha mikro kecil menengah
VIF	: Variance inflation factor
Viral	: Virus virtual
Wom	: Word of mouth

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