GLOSSARY

Brand Awareness

Customer capability to recognize or recall that a brand is a member of a certain product category.

Website Quality

Customer assessment about information quality and actractiveness of website that be given while experience it.

Perceived Product Quality

Customers perception of overall components of the product, both tangible and intangible.

In-Game Repurchase Intention

An assets or value created by company to see how much customer intend to do purchasing again in the game.

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