

**PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, *M-PAYMENT EXPERIENCE* DAN *PERCEIVED ENJOYMENT* TERHADAP PENERIMAAN PENGGUNAAN TEKNOLOGI PEMBAYARAN OVO PADA GRAB DENGAN METODE TAM
(Studi pada pengguna aplikasi GRAB di Yogyakarta)**

***THE IFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, M-PAYMENT EXPERIENCE AND PERCEIVED ENJOYMENT ON ADMISSION OF USE OF OVO PAYMENT TECHNOLOGY IN GRAB USING TAM METHOD
(Study on GRAB application users in Yogyakarta)***



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