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Ismawatie_Pengaruh Visual
merchandising dan shopping
lifestyle terhadap impulse
buying melalui positive
emotion pada toko Jolie
Wirobrajan

by Alycia Ismawatie

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**PENGARUH VISUAL MERCHANDISING DAN SHOPPING
LIFESTYLE TERHADAP IMPULSE BUYING YANG
DIMEDIASI OLEH POSITIVE EMOTION PADA TOKO
JOLIE WIROBRAJAN**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Memperoleh Gelar Sarjana
Manajemen Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad
Yani Yogyakarta



Disusun oleh :

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202304015

**PROGRAM STUDI S-1 MANAJEMEN
FAKULTAS EKONOMI DAN SOSIAL
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