

THESIS

**THE INFLUENCE OF SALES PROMOTION AND STORE
ATMOSPHERE TOWARDS IMPULSE BUYING WITH SHOPPING
EMOTION AS INTERVENING VARIABLE AT MATAHARI
DEPARTMENT STORE PURWOKERTO**



By:

PRASASTI SEKAR ASRINTA

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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER
EDUCATION
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS JENDERAL SOEDIRMAN
PURWOKERTO
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**In order to fulfill some of the requirements needed to get a Bachelor Degree
from Faculty of Economics and Business, Universitas Jenderal Soedirman**

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