

**FINAL PAPER**

**PRICE, PRODUCT ASSORTMENT, PRODUCT QUALITY AND  
EMPLOYEE SERVICE TOWARD BEHAVIOR INTENTION THROUGH  
CUSTOMER SATISFACTION AND STORE IMAGE ON H&M AT  
SUPERMALL IN SURABAYA**

Submitted as a final requirement to obtain the  
Degree of Sarjana Ekonomi Strata Satu

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Surabaya, August 2017



Andrew Maximillian Halim

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