

FINAL PAPER

**“THE EFFECT OF SHOPPING MALL LOYALTY, SALES PROMOTION
AND VALUE PERCEPTION TOWARDS STORE LOYALTY INTENTION
THROUGH OVERALL IMPRESSION OF THE STORE FOR ZARA
RETAIL STORE INSIDE TUNJUNGAN PLAZA IN SURABAYA”**

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

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PROGRAM STUDI MANAJEMEN

FAKULTAS EKONOMI

UNIVERSITAS PELITA HARAPAN

SURABAYA

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AND VALUE PERCEPTION TOWARDS STORE LOYALTY INTENTION
THROUGH OVERALL IMPRESSION OF THE STORE FOR ZARA RETAIL
STORE INSIDE TUNJUNGAN PLAZA IN SURABAYA**

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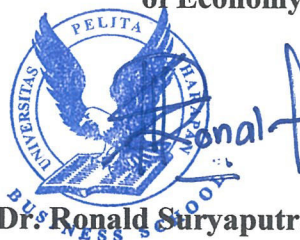
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PREFACE

First and foremost, gratitude and praise to God, the almighty. God's blessings and guidance throughout the entire research gave the author the strength and capability to finish this study with the title "the effect of Shopping Mall Loyalty, Sales Promotion and Value Perception towards Store Loyalty Intention through Overall Impression of The Store for Zara retail store inside Tunjungan Plaza in Surabaya." and successfully fulfilling the requirements to achieve a bachelor's degree in Economics majoring in International Business Management in the Faculty of Universitas Pelita Harapan – Singapore Institute of Management Global Education.

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Surabaya, August 2017



Jordy

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