

FINAL PAPER

**ANALYSIS OF MALL DESIGN, MALL EMPLOYEES AND MALL
ATMOSPHERE TOWARDS MALL PATRONAGE THROUGH SELF-
CONGRUITY, STORE IMAGE, UTILITARIAN VALUE AND HEDONIC
VALUE OF GALAXY MALL'S CUSTOMER 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 2018**



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VALUE OF GALAXY MALL'S CUSTOMER IN SURABAYA**

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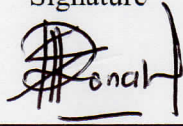
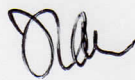
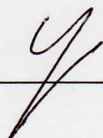
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PREFACE

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Surabaya, 16 August 2018

Putu Soviyanti

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