

**FINAL PAPER**

**ANALYSIS OF THE EFFECTS OF STORE ENVIRONMENT  
ON POSITIVE AFFECT AND URGE TO BUY IN SHAPING  
IMPULSE BUYING OF CUSTOMERS AT MINISO  
TUNJUNGAN PLAZA SURABAYA**

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

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SURABAYA**

**2019**



**UNIVERSITAS PELITA HARAPAN SURABAYA**  
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Surabaya, September 18<sup>th</sup> 2019



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