

FINAL PAPER

**FACTORS AFFECTING CUSTOMERS' INTENTION TO
PURCHASE THE STARBUCKS' TUMBLER AT GALAXY
MALL, SURABAYA**

Submitted as a final requirement to obtain the degree of

Sarjana Ekonomi Strata Satu

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UNIVERSITAS PELITA HARAPAN
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2014**



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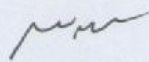

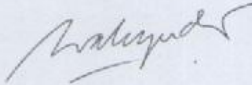
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The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper entitled "FACTORS AFFECTING CUSTOMERS' INTENTION TO PURCHASE THE STARBUCKS' TUMBLER AT GALAXY MALL, SURABAYA" were the following:

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