

**FINAL PAPER**

**THE EFFECTS OF AWARENESS, ACCEPTABILITY,  
AFFORDABILITY, AND ACCESIBILITY ON THE HABITUAL  
ACQUISITION BEHAVIOR OF INDOMIE'S CUSTOMERS IN  
CARREFOUR RUNGKUT SURABAYA**

Submitted as a final requirement to obtain the degree of

*Sarjana Ekonomi Strata Satu*

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UNIVERSITAS PELITA HARAPAN  
SURABAYA  
2014**



**UNIVERSITAS PELITA HARAPAN SURABAYA**  
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Hereby declare that the Final Paper I have written entitled "**THE EFFECTS OF AWARENESS, ACCEPTABILITY, AFFORDABILITY, AND ACCESSIBILITY ON THE HABITUAL ACQUISITION BEHAVIOR OF INDOMIE'S CUSTOMERS IN CARREFOUR RUNGKUT SURABAYA**" is:

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Surabaya, 21 November 2014

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THE EFFECTS OF AWARENESS, ACCEPTABILITY, AFFORDABILITY,  
AND ACCESSIBILITY ON THE HABITUAL ACQUISITION BEHAVIOR OF  
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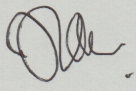
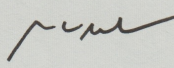
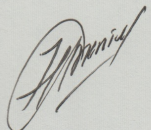
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3. Hananiel M. Gunawan, AAC, BA, MBA.	as member of the committee	

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