

FINAL PAPER

**FACTORS THAT INFLUENCE INTENTION AND DECISION TO
PURCHASE CHICKEN PRODUCT AT A&W RESTAURANT
CITO, SURABAYA**

**Written to fulfill the academic requirement
To obtain Sarjana Ekonomi Strata Satu**

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
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SURABAYA**

2012



UNIVERSITAS PELITA HARAPAN SURABAYA

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**FACTORS THAT INFLUENCE INTENTION AND DECISION TO
PURCHASE CHICKEN PRODUCT AT A&W RESTAURANT CITO,
SURABAYA**

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Has been examined and approved for submission and defended in a comprehensive presentation in order to obtain a degree of Sarjana Ekonomi Strata Satu in Fakultas Ekonomi, *Universitas Pelita Harapan Surabaya*

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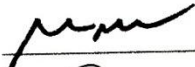


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PREFACE

Thousands thanks and praises for God because of all of His blessing, helps and guidance to the researcher from the very beginning of this paper until the very end chapter that this research are done as the final requirement for the undergraduate study. For this chance, the researcher also would like to express appreciation for all the party involved in making this study:

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Surabaya, 6th December 2012

Anita Carolina S.

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