

FINAL PAPER

**THE INFLUENCE OF BRANDING PERSPECTIVE AND MONEY
ATTITUDES ON COMPULSIVE BUYING BEHAVIOR WITH CREDIT
CARD AS THE MODERATOR**

(Study on Charles & Keith Customers with Credit Card in Surabaya)

Submitted as a final requirement to obtain the
degree of Sarjana Ekonomi Strata Satu

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SURABAYA

2015



UNIVERSITAS PELITA HARAPAN SURABAYA
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**THE INFLUENCE OF BRANDING PERSPECTIVE AND MONEY
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CARD AS THE MODERATOR**

(Study on Charles & Keith Customers with Credit Card in Surabaya)

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On Monday, 14 December 2015, this Thesis has been examined in a comprehensive oral presentation to fulfill one of the academic requirements to obtain the degree of *Sarjana Ekonomi* at *Fakultas Ekonomi*, Universitas Pelita Harapan Surabaya:

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The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper entitled:

“THE INFLUENCE OF BRANDING PERSPECTIVE AND MONEY ATTITUDES ON COMPULSIVE BUYING BEHAVIOR WITH CREDIT CARD AS THE MODERATOR (Study on Charles & Keith Customers with Credit Card in Surabaya)” were the following:

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Elizabeth Alexandria Lauren

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