FINAL PAPER

FACTORS INFLUENCING EFFECTIVE DECISION MAKING OF CONSUMERS IN ETUDE HOUSE SURABAYA

(Study on Etude House Consumers in Surabaya)

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

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2015

UNIVERSITAS PELITA HARAPAN SURABAYA
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(Study on Consumers of Etude House in Surabaya)

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