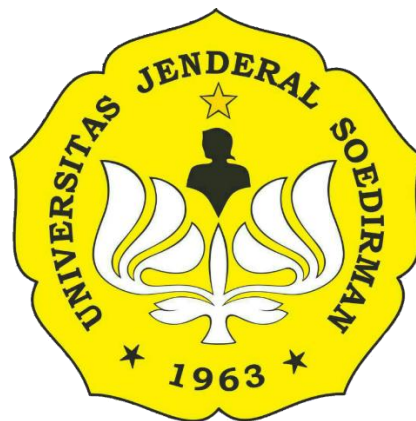


THESIS

**THE EFFECT OF HEDONIC SHOPPING MOTIVATIONS AND CUSTOMER
INVOLVEMENT OF FASHION ON IMPULSIVE BUYING WITH POSITIVE
EMOTION AS A MEDIATING VARIABLE**

(Study on Customers of Fashion Products at E-Commerce in Indonesia)



By :

MILLENNIA EKA SAPUTRI

C1H017029

MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

DEPARTMENT OF MANAGEMENT

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