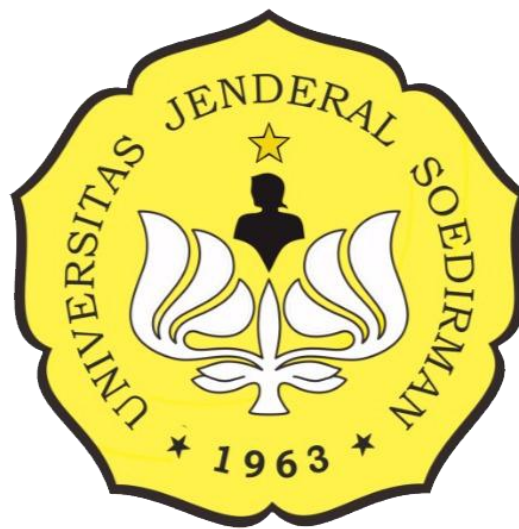


THESIS

***THE EFFECT OF VISUAL FACTORS AND HAPTIC FACTORS OF
PACKAGES DESIGN TOWARD PURCHASE DECISION WITH BRAND
PERSONALITIES AND PURCHASE INTENTION AS MEDIATING
VARIABLE AND BRAND FAMILIARITY AS MODERATING VARIABLE
(Case Study on Customer of MOUNTOYA Bottled Drinking PT.
TOYAMILINDO)***



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