

THESIS

**THE INFLUENCE OF SELF REWARD AND CONSUMPTIVE LIFESTYLE ON
PURCHASE DECISION FAST FASHION PRODUCTS AT UNIQLO WITH GENDER
AS A MODERATING VARIABLE**



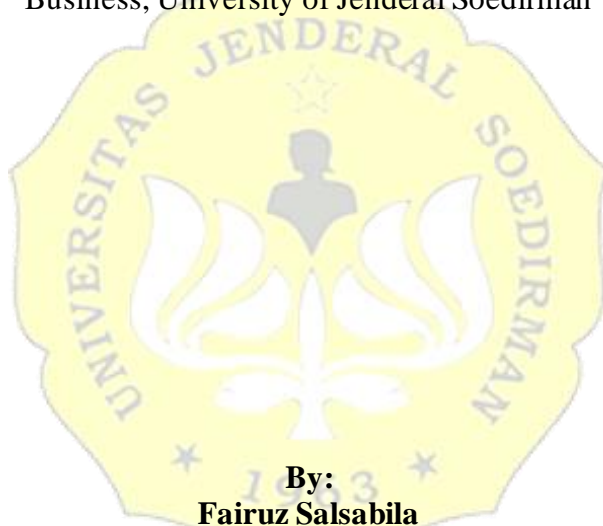
**By:
Fairuz Salsabila
SIN. C1H018026**

**MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMY AND BUSINESS
MANAGEMENT DEPARTMENT
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Submitted to Meet the Requirements for Thesis Compilation at the Faculty of Economics and
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