

THESIS

**THE INFLUENCE OF STORE ATMOSPHERE, SELF-ESTEEM, AND
MATERIALISM TOWARDS CONSUMER' IMPULSIVE BUYING: THE
MEDIATING ROLE OF CONSUMER' POSITIVE EMOTION
(STUDY ON MINISO IN AMBARUKMO PLAZA YOGYAKARTA)**



By:

Raden Roro Ailsa Shafira Maheswari

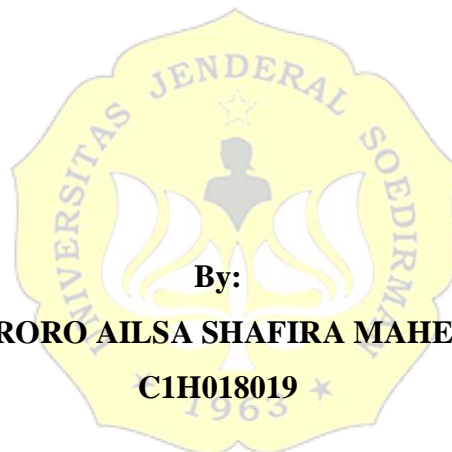
C1H018019

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
MANAGEMENT DEPARTMENT
2022**

THESIS

**THE INFLUENCE OF STORE ATMOSPHERE, SELF-ESTEEM, AND
MATERIALISM TOWARDS CONSUMER' IMPULSIVE BUYING: THE
MEDIATING ROLE OF CONSUMER' POSITIVE EMOTION
(STUDY ON MINISO IN AMBARUKMO PLAZA YOGYAKARTA)**

In order to fulfil some of the requirements needed to get a bachelor degree from the
Faculty of Economic and Business, Jenderal Soedirman University



By:

RADEN RORO AILSA SHAFIRA MAHESWARI

C1H018019 *

**MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
MANAGEMENT DEPARTMENT
2022**