THESIS

A CONSPICUOUS CONSUMPTION AT STARBUCKS JAKARTA – THE ROLE OF HEDONIC MOTIVE, CONFORMITY MOTIVE, AND SELF-IMAGE CONGRUENCE WITH LIFESTYLE AS MEDIATION VARIABLE



By:
ANNAFI RAZAQ
C1H019011

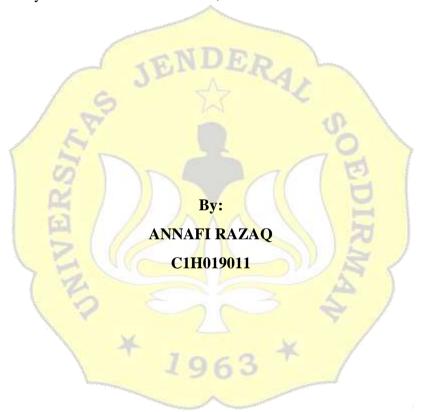
MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
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In order fulfill some of the requirements needed to get a bachelor degree from Faculty of Economic and Business, Universitas Jenderal Soedirman



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