

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

FACULTY OF ECONOMICS AND BUSINESS

PURWOKERTO

2023

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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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