

**THE EFFECT OF SERVICE QUALITY, STORE ATMOSPHERE AND
PERCEIVED PRICE ON PURCHASE DECISION: ROLE OF LIFESTYLE
AS MODERATING VARIABLE
(Survey on Customers of Praketa Coffee Shop in Purwokerto)**



THESIS

**By:
ERWIN HIDAYAT
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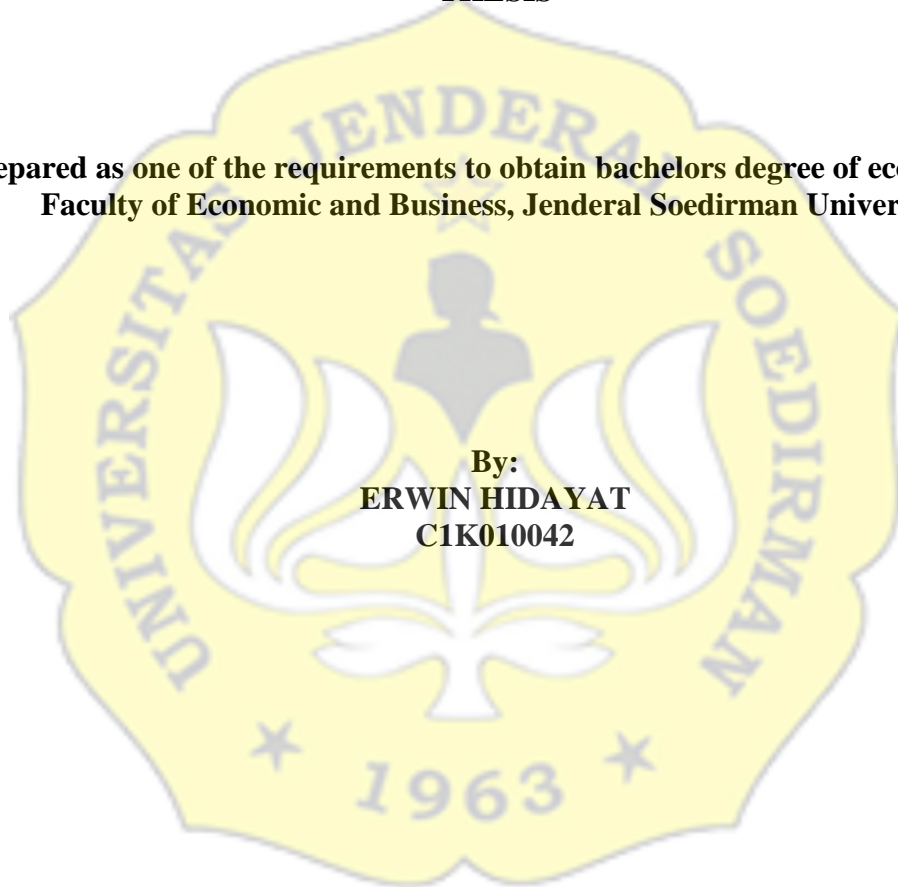
**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
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**Prepared as one of the requirements to obtain bachelors degree of economic in
Faculty of Economic and Business, Jenderal Soedirman University**



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