

THESIS

**THE EFFECT OF ATTITUDE, SUBJECTIVE NORM, PERCEIVED
BEHAVIOURAL CONTROL AND PERCEIVED PRICE ON PEOPLE'S
REPURCHASE INTENTION IN SELECTING RETAIL MARKET**

(STUDY ON 212 MART)



By:

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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
UNIVERSITY OF JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS**

**PURWOKERTO
2019**

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**In order to fulfill some of the requirements needed to get a
Bachelor Degree from the Faculty of Economics and Business,
Universitas Jenderal Soedirman**

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