

**PENGARUH ATMOSFER GERAI DAN PELAYANAN RITEL TERHADAP NILAI
HEDONIK DAN PEMBELIAN IMPULSIF KONSUMEN BUTIK JOLIE
JEWERELLY DI YOGYAKARTA**

***THE INFLUENCE OF STORE ATMOSPHERE AND RETAIL SERVICE
ON HEDONIC SHOPPING VALUE AND IMPULSIVE BUYING
BEHAVIOR OF JOLIE JEWERELLY BOUTIQUE
IN YOGYAKARTA CUSTOMERS***



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