

**PENGARUH ATRIBUT SUPERMARKET TERHADAP
MOTIF BELANJA HEDONIK, MOTIF BELANJA UTILITARIAN
DAN LOYALITAS KONSUMEN**

(STUDI PADA KONSUMEN CARREFOUR YOGYAKARTA)

***THE INFLUENCE OF AN ATTRIBUTE OF SUPERMARKETS TO
HEDONIC SHOPPING MOTIVES, UTILITARIAN SHOPPING MOTIVES
AND CONSUMERS LOYALTY***

(STUDY ON CONSUMERS CARREFOUR YOGYAKARTA)

SKRIPSI



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2015**