

**PENGARUH *HEDONIC SHOPPING VALUE*, GAYA HIDUP BELANJA  
TERHADAP EMOSI POSITIF DAN *IMPULSE BUYING* DI MATAHARI  
*DEPARTMENT STORE YOGYAKARTA***

***THE INFLUENCE OF HEDONIC SHOPPING VALUE, SHOPPING  
LIFESTYLE ON POSITIVE EMOTION AND IMPULSE BUYING IN  
MATAHARI DEPARTMENT STORE YOGYAKARTA***

**SKRIPSI**



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