

**ANALISIS PERILAKU MASYARAKAT BERTRANSAKSI NON TUNAI**

**(Studi Kasus Pengunjung Pusat Perbelanjaan di Kawasan Malioboro)**

**AN ANALYSIS ON THE BEHAVIOR OF SOCIETY FOR CONDUCTING  
NON CASH TRANSACTION**

**(A Case Study on Customers of Shopping Center in Malioboro Area)**



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