

APPROVAL PAGE

**“IMPACT OF HEDONIC AND UTILITARIAN BENEFIT OF SALES PROMOTION TO
CUSTOMER LOYALTY IN RETAIL INDUSTRY IN INDONESIA (Case Study : SOGO
Department Store Customers In Indonesia)”**

Proposed as One Term to Acquire a Bachelor Degree on Business Management of Telecommunication
and Informatics Program

Proposed by :

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Program : S-1



Advisor



Indrawati.,Dra.,MM.,Ph.D

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