

**WRAP RESEARCHSHIP REPORT**  
**THE INFLUENCE OF QR PAYMENT**  
**ON IMPULSIVE PURCHASE BEHAVIOR**

Submitted as One of the Requirements for Obtaining a Bachelor of Business Administration  
Degree in the Bachelor of Business Administration Study Program

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A handwritten signature in black ink, appearing to read 'Mahir Pradana'.

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**BUSINESS ADMINISTRATION STUDY PROGRAM**  
**FACULTY OF COMMUNICATION AND BUSINESS**  
**TELKOM UNIVERSITY**  
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