

**HUBUNGAN ANTARA ATMOSFER TOKO DAN BELANJA
HEDONIS DENGAN PEMBELIAN IMPULSIF DI MATAHARI
DEPARTMENT STORE ARION MALL PADA MAHASISWA
FAKULTAS EKONOMI UNIVERSITAS NEGERI JAKARTA
DI JAKARTA**

YURINDA RAMADHANA

8135154019



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**Skripsi ini Disusun Sebagai Salah Satu Persyaratan Untuk Memperoleh
Gelar Sarjana Pendidikan pada Fakultas Ekonomi Universitas Negeri
Jakarta**

PROGRAM STUDI PENDIDIKAN BISNIS

FAKULTAS EKONOMI

UNIVERSITAS NEGERI JAKARTA

2019

***THE CORRELATION BETWEEN STORE ATMOSPHERE AND
HEDONIC SHOPPING WITH IMPULSE BUYING AT
MATAHARI DEPARTMENT STORE ARION MALL IN
FACULTY OF ECONOMICS STUDENT IN STATE UNIVERSITY
OF JAKARTA***

YURINDA RAMADHANA

8135154019



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*Thesis is Organized As One of The Requirements for Obtaining Bachelor of
Education at Faculty of Economics State University of Jakarta*

STUDY PROGRAM OF BUSINESS EDUCATION

FACULTY OF ECONOMICS

STATE UNIVERSITY OF JAKARTA

2019