

**THESIS**

**INFLUENCE OF HEDONIC SHOPPING MOTIVATION,  
SHOPPING LIFESTYLE, AND SALES PROMOTION  
TOWARDS IMPULSE PURCHASES OF SHOPEE  
CONSUMERS (STUDY AT UNIVERSITAS PELITA  
HARAPAN)**

Written as a partial fulfillment of the academic requirements  
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**By:**

**NAME : WILLIAM SALIM**

**STUDENT ID: 01013190019**



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