

**SKRIPSI**

**THE INFLUENCE OF SERVICE QUALITY, PROMOTION, AND  
AVAILABILITY OF PRODUCTS ON CUSTOMER BEHAVIOR IN  
PURCHASING DECISION AT WATSONS**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of Sarjana Management

**By:**

**NAME : RUTH NATHANIA OENTARI**

**ID NUMBER : 03011200099**



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