

SKRIPSI

**THE INFLUENCE OF MERCHANDISE VALUE, INTERNAL
SHOP ENVIRONMENT, INTERACTION WITH STAFF,
MERCHANDISE VARIETY, PRESENCE INTERACTION OTHER
CUSTOMERS AND IN-SHOP EMOTIONS TOWARDS
CUSTOMERS SATISFACTION AND INTENTION TO
REPATRONAGE AT K3 MART MERDEKA MEDAN**

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

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**MANAGEMENT STUDY PROGRAM
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