

SKRIPSI

**THE INFLUENCE OF BRAND CONSCIOUSNESS,
MATERIALISM, SOCIAL COMPARISON, FASHION
INNOVATIVENESS AND FASHION INVOLVEMENT
TOWARD ATTITUDE TOWARDS PURCHASING LUXURY
FASHION GOODS AND REPURCHASE INTENTION OF
COACH BRAND IN 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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