

SKRIPSI

THE EFFECT OF USING SHOPEE PAYLATER AND LIFESTYLE ON STUDENT'S CONSUMPTIVE BEHAVIOR AND IMPULSIVE BUYING (STUDY ON BUSINESS MANAGEMENT STUDENTS AT PELITA HARAPAN UNIVERSITY, MEDAN)

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

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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2025**