

**FACTORS ANALYSIS OF 1 LITER PACKAGED KEDAI KOPI KULO'S
PRODUCT PURCHASING DECISIONS AT THE TOKOPEDIA'S OFFICIAL
STORE**

UNDERGRADUATE THESIS

Submitted As One Requirement For
Obtaining a Bachelor of Business Administration Degree
Business Administration Study Program



**Universitas
Telkom**

**INTERNATIONAL BUSINESS ADMINISTRATION DEPARTMENT
SCHOOL OF COMMUNICATION AND BUSINESS
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