THE CHARACTERISTICS OF SUPERMARKET SHOPPERS IN JAKARTA
( In the case of Sogo The Food Hall and Hero )

THESIS

By
Rendy Dwi Agustian
(0700674763)
07PAE

INTERNATIONAL UNDERGRADUATE PROGRAM
BINA NUSANTARA INTERNATIONAL UNIVERSITY
JAKARTA
2007
THE CHARACTERISTICS OF SUPERMARKET SHOPPERS IN JAKARTA
( In the case of Sogo The Food Hall and Hero )

THESIS
Proposed as a requirement or obtaining
Sarjana degree at
Marketing Department
Education Level Strata-1 (Sarjana/Bachelor)

By
Rendy Dwi Agustian (0700674763)

INTERNATIONAL UNDERGRADUATE PROGRAM
BINA NUSANTARA INTERNATIONAL UNIVERSITY
JAKARTA
2007
INTERNATIONAL UNDERGRADUATE PROGRAM BINA NUSANTARA UNIVERSITY

Statement for readiness in attending defense examination

THESIS

I, Rendy Dwi Agustian
Hereby stated that the thesis entitled:
THE CHARACTERISTICS OF SUPERMARKET SHOPPERS IN JAKARTA
(In the case of Sogo The Food Hall and Hero)
(REPLICATION)
is truly my original works and is never brought up as a scientific paper, partly or entirely on my name or other parties

Rendy Dwi Agustian
0700674763

Supervisor’s approval
I approve this thesis to be in defense examination

Nizam Jim Wiryawan, Ph.D. August 3rd, 2007