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## **Jurnal**

**Dewi Lianatul Saputri jurnal yang berjudul Pengaruh Gaya Hidup Hedonis, Keterlibatan Fashion dan Visual Merchandising Terhadap Pembelian Impulsif dalam jurnal Ilmu dan Riset Manajemen, Volume 6, Nomor 3, Maret 2017, ISSN : 2461-0593**

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**Rasa Gudonaviciene and Sonata Alijosiene jurnal dengan judul *Visual Merchandising Impact on Impulse Buying Behaviour* dalam jurnal *Procedia - Social and Behavioral Sciences* 213 ( 2015 ) 635 – 640, doi: 10.1016/j.sbspro.2015.11.464**

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