

DAFTAR LAMPIRAN

Lampiran 1 : Transkrip wawancara Key Informan 1 customer

Lampiran 2 : Transkrip wawancara Key Informan 2 customer

Lampiran 3 : Transkrip wawancara Key Informan 3 customer

Lampiran 4 : Transkrip wawancara Key Informan 4 customer

Lampiran 5 : Transkrip wawancara Informan Store Manager

Lampiran 6 : Transkrip wawancara Informan Sales Associate

Lampiran 7 : Surat Keterangan selesai penelitian

Lampiran 8 : Foto Key Informan dan Informan

Lampiran 9 : Curriculum Vitae

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