

**THE IMPACT OF SENSORY MARKETING ON PURCHASE DECISIONS
OF OLIVE YOUNG OFFLINE STORE CUSTOMERS:
CUSTOMER SATISFACTION AS MODERATOR**

UNDERGRADUATE THESIS

Submitted in fulfillment of the requirements
for the Undergraduate Degree of Pharmacy (S.Farm.)

Undergraduate Program in Pharmacy

Faculty of Pharmacy

Universitas Gadjah Mada

Yogyakarta

By:

Rachel Carolice Takaendengan

21/480003/FA/13140

**FAKULTAS FARMASI
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Defended before the Examination Committee
Faculty of Pharmacy, Universitas Gadjah Mada
On July 10, 2025

Acknowledged by
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