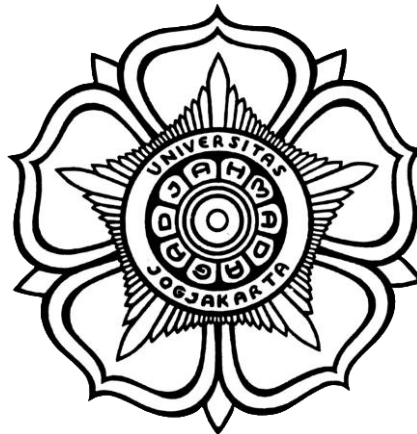


**THE EFFECT OF SERVICESCAPE AS AN ANTECEDENT ON SERVICE QUALITY AND BEHAVIORAL INTENTIONS:
A STUDY AT MARK THE BARBER YOGYAKARTA**

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Management in the Management Undergraduate Program

Thesis Supervisor: Drs. Teguh Budiarto, M.I.M



Written by:

Saxa Wiza Reyhan

13/344169/EK/19321

**MANAGEMENT UNDERGRADUATE PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY GADJAH MADA
YOGYAKARTA
2017**