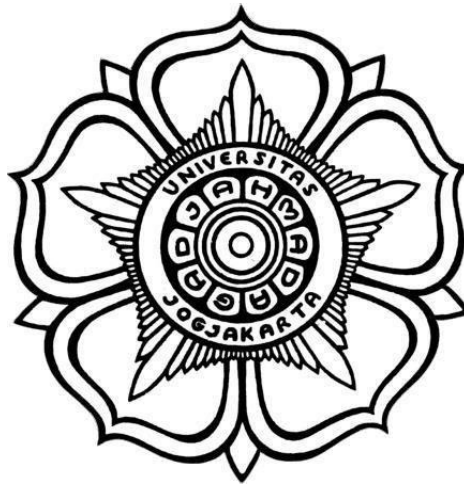


**The Effect of Purchase Decision on Millennials Preferences to Switch Channel  
from Offline to Online**

Thesis Supervisor: Sari Winahjoe Siswomihardjo, Dr., M.B.A.



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