



DISERTASI

**PENGARUH SIKAP, NORMA SUBJEKTIF, DAN KENDALI PERILAKU
YANG DIPERSEPSI TERHADAP PERILAKU *AFFORDABLE LOSS*
MELALUI INTENSI PERILAKU PADA TERWARALABA USAHA KECIL
DI JABODETABEK**

***(THE EFFECT OF ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED
BEHAVIORAL CONTROL ON AFFORDABLE LOSS BEHAVIOR THROUGH
BEHAVIORAL INTENTIONS IN SMALL BUSINESS FRANCHISEES IN
JABODETABEK)***

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