

PREFACE

With the blessings of God, the almighty, this thesis titled “CHANGED BUYING PURCHASING DURING COVID-19 PANDEMIC: INFLUENCE OF INCOME AND PRICE SENSITIVITY IN LOUNGEWEAR PURCHASING BEHAVIOR” can be completed in time. This Thesis is written to fulfill one of the academic requirements for achieving the bachelor’s degree in business at Universitas Agung Podomoro, Jakarta. In this opportunity, the author would like to express gratitude to those who have helped and contributed by giving constant emotional support, assistance, and prayers throughout the whole journey in writing this thesis. Without the help from the family, lecturers, and friends this thesis might not be finished in time.

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