



**GRASP FACTORS OF CONSUMPTION BEHAVIOUR
OF HEALTHY EATING OF CHINESE PEOPLE:
CASE STUDY IN SHAN DONG, CHINA**

UNDERGRATUDE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen (S. M.)**

By:

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CIKARANG, BEKASI**

March 2023

ACKNOWLEDGEMENT

First of all, I would like to extend my sincere gratitude to my supervisor Hernawati Wibawati Retno Wiratih, S.Pd, M.Sc. for her instructive advice and suggestions on my article, not only unreservedly granted me knowledge, but also taught me the truth of life and work, his scientific and rigorous spirit of scholarship, conscientious work attitude have affected me, so that I benefit from its words and deeds. I am deeply grateful of her help in the completion of this article. I am also deeply indebted to all the other tutors and teachers in President University for their direct and indirect help to me. Finally, I am indebted to my parents for their continuous support and encouragement.

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