

**PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN SUSU PASTEURISASI PADA PEMASARAN ONLINE (MEDIA SOSIAL) DAN OFFLINE DI KABUPATEN TULUNGAGUNG (Studi Kasus di Kampung Susu Dynasty)**

***THE CONSUMER BEHAVIOR ON DECISION PURCHASING OF PASTEURIZATION MILK ON ONLINE (SOCIAL MEDIA) AND OFFLINE MARKETING IN TULUNGAGUNG REGENCY (Case study in Kampung Susu Dynasty)***

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**ABSTRAK**