

SKRIPSI

**THE EFFECT OF BRAND IMAGE AND PRICING STRATEGY
TOWARDS CUSTOMER PURCHASE DECISION AT
PT. ALFA SCORPII MEDAN**

Written as a partial fulfillment of the academic requirements
to obtain the degree of *Sarjana Management*

By:

NAME : ERICK ENRICO

ID NUMBER : 03011180065



**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2022**