SKRIPSI

THE EFFECT OF PRICE AND SERVICE QUALITY TOWARDS CUSTOMER PURCHASE DECISION AT CV INDAH JAYA LESTARI

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

By:

NAME : ANGELICA
ID NUMBER : 03011180090



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