

# **SKRIPSI**

## **THE INFLUENCE OF SALES PROMOTION, PRICE, QUALITY PRODUCTS, AND LOCATION TOWARDS CUSTOMER BUYING DECISION IN SKECHERS MEDAN**

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

**By:**

**NAME : JESSLYN**  
**ID NUMBER : 03011180014**



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