## **SKRIPSI**

## THE INFLUENCE OF SALES PROMOTION AND PERSONAL SELLING ON CUSTOMER LOYALTY AT PT SINDOMAS JAYA PERKASA

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

By:

NAME : FAUSTINE KIE

ID NUMBER : 03011180057



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