SKRIPSI

THE INFLUENCE OF BRAND AWARENESS, SOCIAL MEDIA ADVERTISING, AND E- WORD OF MOUTH ON CONSUMER PURCHASE DECISION FOR HONDA MOTORCYCLES AT PT INDAKO TRADING COY-MAKMUR, MEDAN, NORTH SUMATRA

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

By:

NAME : JOSEFANNY PANDORA

ID NUMBER : 03011190032



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