

SKRIPSI

THE EFFECTS OF SOCIAL MEDIA MARKETING, STORE ENVIRONMENT, AND SALES PROMOTION ON CONSUMER PURCHASE DECISION AT PT MEGAMAS PLAZA BANGUNAN, MEDAN

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

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