

# SKRIPSI

## THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND BRAND IMAGE TOWARD CUSTOMER PURCHASE INTENTION THROUGH CONSUMER TRUST FOR LONG BAR PRODUCT FROM PT. UNION CONFECTIONERY, MEDAN

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

**By:**

**NAME : ANNA MORITA**

**ID NUMBER : 03011190059**



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