## **SKRIPSI**

## THE EFFECT OF ADVERTISING, BRAND IMAGE AND SERVICE QUALITY ON CUSTOMER PURCHASE DECISION OF MEDICAL EQUIPMENT AT PT SUMBER MEDIKA INDONESIA

Written as 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