

SKRIPSI

**THE IMPACT OF CORPORATE TRUSTWORTHINESS,
ETHICAL, AND LEGAL CORPORATE SOCIAL
RESPONSIBILITY TOWARDS CUSTOMER PURCHASE
INTENTION AT HOME IMPROVEMENT RETAILER IN
MEDAN (CASE STUDY ON CUSTOMER OF PT DUTA
INTIGUNA YASA – MR.DIY, CENTRE POINT MALL)**

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

By:

NAME : JENNIFER CHEN

ID NUMBER : 03011190078



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