

# **SKRIPSI**

## **THE EFFECT OF BRAND IMAGE, ONLINE REVIEW, AND PRICE ON THE DECISION TO STAY AT KARIBIA BOUTIQUE HOTEL**

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

**By:**

**NAME : ERLINDA FAUSTINA**  
**ID NUMBER : 03013190019**



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