

SKRIPSI

**THE INFLUENCE OF SERVICE QUALITY AND
DISTRIBUTION CHANNELS ON PURCHASING
DECISIONS AT PT. SAMAWOOD UTAMA
WORKS INDUSTRI**

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

By:

NAME : CELINE JACQUILINE TANITA

ID NUMBER : 03011190056



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