

# SKRIPSI

## THE INFLUENCE OF SERVICE QUALITY, SALES PROMOTION, AND WORD OF MOUTH ON CUSTOMER PURCHASE DECISION AT PT CAHAYA SAMUDERA AGUNG

Written as a 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  
2023