

SKRIPSI

**THE EFFECT OF MARKETING CAMPAIGNS, CONSUMER BRAND
IDENTIFICATION AND CUSTOMER SERVICE SATISFACTION ON
MITSUBISHI CAR REPURCHASE INTENTION PAJERO SPORT CAR
AT PT DIPO INTERNATIONAL PAHALA OTOMOTIF, MEDAN**

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**