SKRIPSI

THE INFLUENCE OF CONSUMER BEHAVIOUR, BRAND IMAGE, AND DIGITAL MARKETING ON CUSTOMER PURCHASE DECISION AT APPAREL FASHION IN PT RAMAYANA LESTARI SENTOSA TBK

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

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MANAGEMENT PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2023