

**SKRIPSI**

**THE INFLUENCE OF BRAND IMAGE, WORD OF MOUTH,  
AND PERCEIVED QUALITY ON CUSTOMER PURCHASE  
DECISION AT MINISO SUN PLAZA, 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**