

SKRIPSI

**THE EFFECT OF PRICE PERCEPTION, WORD OF MOUTH,
AND PRODUCT QUALITY ON CONSUMERS' PURCHASE
DECISION AT GREEN VILLAGE VEGETARIAN RESTAURANT
IN KARIBIA BOUTIQUE HOTEL MEDAN**

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

By:

NAME : TIFANNY HUSIN

ID NUMBER : 03013200016



**MANAGEMENT
BUSINESS MANAGEMENT
UNIVERSITAS PELITA HARAPAN
MEDAN
2023**