

**SKRIPSI**

**INFLUENCE OF PERCEIVED QUALITY AND PROMOTION**

**ON PURCHASE DECISION AT PT PILAR SUKSES**

**BERSAMA**

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

**By:**

**NAME : ALBERT OWEN**

**ID NUMBER 03011200032**



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