

**SKRIPSI**

**THE EFFECT OF PROMOTION, BRAND IMAGE, AND**

**SOCIAL MEDIA ON CUSTOMER PURCHASE**

**DECISION AT FRITTO CHICKEN**

**SUMARSONO BRANCH**

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**