## **SKRIPSI**

## THE INFLUENCE OF PRODUCT QUALITY, INSTAGRAM SOCIAL MEDIA, AND PRODUCT DIFFERENTIATION ON CUSTOMER PURCHASING DECISION AT MIRAMAR RESTAURANT, PEMATANG SIANTAR

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

By:

NAME : JOCELLYN REGINA

ID NO. 03013200037



HOSPITALITY MANAGEMENT ECONOMIC AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN 2024