## **SKRIPSI**

## THE INFLUENCE OF LIFESTYLE, ONLINE CUSTOMER REVIEW AND PRODUCT PACKAGING ON MAYBELLINE'S CUSTOMER PURCHASE DECISION IN MEDAN

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

By:

NAME : Sylvia

ID NUMBER : 03011200130



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