

**SKRIPSI**

**THE INFLUENCE OF PRODUCT KNOWLEDGE, BRAND  
AMBASSADOR, AND SALES PROMOTION ON PURCHASE  
DECISION AT PT LUXURY CANTIKA INDONESIA  
(LUXCRIME) IN MEDAN**

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

**By:**

**NAME : CUT ALYA FACHRIZA**  
**ID NUMBER : 03011200132**



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