

# **SKRIPSI**

## **THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT, SERVICE QUALITY, AND WORD OF MOUTH TOWARD CUSTOMER PURCHASE DECISION AT ALVINA HOTEL, PEMATANG SIANTAR**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of *sarjana* ...

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**HOSPITALITY MANAGEMENT  
ECONOMIC AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2024**