

SKRIPSI

**THE INFLUENCE OF BRAND IMAGE, INSTAGRAM SOCIAL
MEDIA MARKETING AND SERVICESCAPE TOWARD
CUSTOMER PURCHASE DECISION IN ONE
O ONE CAFE AND BISTRO, MEDAN**

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

By:

NAME : VIANCA TANATA

ID NO. : 03013200020



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