

SKRIPSI

**THE EFFECT OF HEDONIC VALUE AND BRAND IMAGE ON
OURCHASING DECISION (CASE STUDY AT ZARA-SUN PLAZA,
MEDAN)**

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

By:

NAME : VANESSA

ID NUMBER : 03011200049



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