

***SKRIPSI***

**THE INFLUENCE OF VISUAL MERCHANDISING, SELF-  
CONGRUITY, BRAND FAMILIARITY, AND SHOPPING  
VALUE ON THE PATRONAGE INTENTION TOWARDS  
FASHION RETAIL STORE: A STUDY ON MATAHARI  
DEPARTMENT STORE MEDAN THAMRIN**

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

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