

SKRIPSI

THE INFLUENCE OF CUSTOMER EXPERIENCE, BRAND AWARENESS, AND SALES PROMOTION ON PURCHASE INTENTION AT PT PANEN BUDI MANDIRI, MEDAN

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

By:

NAME : VICTOR OLIVER HONASAN

ID NUMBER 03011200096



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