SKRIPSI

THE INFLUENCE OF FOOD QUALITY, ONLINE CUSTOMER REVIEW, AND BRAND IMAGE TOWARD CUSTOMER PURCHASE DECISION

AT RUMAH MAKAN WAROENG CEMARA

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

By:

NAME : AUDREY LARISA FORTUNATA ID NUMBER : 03013200101



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