

# **SKRIPSI**

## **THE INFLUENCE OF MARKETING MIX TOWARD CUSTOMERS BUYING DECISION AT ZAP CLINIC SUN PLAZA MEDAN (PT. ZULU ALPHA PAPA)**

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

**By:**

**NAME : MICHAEL ABIDIN**

**ID NUMBER : 03011180139**



**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2022**