

SKRIPSI

**THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON
CONSUMER'S PURCHASE DECISION AT SOMETHINC**

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

By:

NAME : GENEVIENNE CATHABELL
ID NUMBER : 03011180019



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