

**SKRIPSI**

**SERVICE QUALITY AND PERSONAL SELLING OF  
BUSINESS-TO-BUSINESS TOWARD PURCHASE  
DECISION (A CASE ON PT HERTA  
SUKSES GEMILANG)**

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

**By:**

**NAME : LOUIS CHENGTI**  
**ID NUMBER : 03011180075**



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