

SKRIPSI

**THE INFLUENCE OF PRODUCT DIVERSITY AND
PROMOTION ON BUYING INTEREST AT SOCIOLLA**

MEDAN

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

By:

NAME : JOCEVANIE

ID NUMBER : 03011180047



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