

SKRIPSI

**THE INFLUENCE OF PROMOTION AND SERVICE
QUALITY TOWARDS PURCHASING DECISION AT PT
SERDANG PERMAI MANDIRI**

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

By:

NAME : NABILA KHAIRUNISA KHAIDIR

ID NUMBER : 03011180167



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