

# **SKRIPSI**

## **THE INFLUENCE OF BRAND REPUTATION AND PRICE TOWARD CUSTOMER PURCHASE DECISION AT BLUE DIAMOND CAFE, PEMATANG SIANTAR CITY**

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

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