

SKRIPSI

THE INFLUENCE OF BRAND IMAGE, GREEN MARKETING, AND EMOTIONAL DESIRE ON CUSTOMER PURCHASE DECISION AT PT REKSO NASIONAL FOOD (CASE STUDY ON MCDONALD'S CUSTOMERS IN BINJAI)

Written as a 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**