

**SKRIPSI**

**THE INFLUENCE OF SOCIAL MEDIA ADVERTISING, E-  
WORD OF MOUTH AND PROMOTION TOWARDS  
CUSTOMER PURCHASE DECISION FOR MITSUBISHI CAR  
AT PT SARDANA INDAH BERLIAN MOTOR, MEDAN**

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

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