

SKRIPSI

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH
AND BRAND IMAGE ON CUSTOMER PURCHASE
INTENTION AT PT TJOKIE PERMATA LESTARI, MEDAN**

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

By:

NAME : EDBERT KWOK

ID NUMBER : 03011200056



**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2023**