

**THE INFLUENCE OF PERCEIVED PRICE AND BRAND  
IMAGE ON INTENTION TO BUY KERETA API  
COOKING OIL AT PT JAMPALAN BARU  
TANJUNG BALAI**

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

**By:**

**NAME : MALVIN CHAIMER**

**ID NUMBER : 03011200057**



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