

**SKRIPSI**

**THE INFLUENCE OF WORD OF MOUTH, BRAND IMAGE,  
AND PRODUCT QUALITY ON CUSTOMER PURCHASE  
DECISION AT PT KURNIA ANEKA GEMILANG, MEDAN**

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

**By:**

**NAME : GRACE LORENTZ**

**ID NUMBER : 03011200071**



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