

**SKRIPSI**

**SALES PROMOTION, PERSONAL SELLING, AND SERVICE  
QUALITY TOWARDS PURCHASE DECISION USING  
CUSTOMER SATISFACTION AS INTERVENING  
VARIABLE AT PT WAHANA JAYA RAYA**

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

**By:**

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**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
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