## **SKRIPSI**

## THE INFLUENCE OF BRAND IMAGE, RESTAURANT ATMOSPHERE, AND SOCIAL MEDIA PROMOTION TOWARDS CUSTOMER PURCHASE INTENTION AT TA SHANGHAI RESTAURANT MEDAN

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

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MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2024