

**SKRIPSI**

**THE INFLUENCE OF BRAND IMAGE, PROMOTION, AND  
PRODUCT QUALITY TOWARDS BUYING INTEREST AT  
PT INDO GLOBAL SUMATERA**

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

**By:**

**NAME : BENSTIEWERT**

**ID NUMBER : 03011200011**



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