

**SKRIPSI**

**THE INFLUENCE OF SOCIAL MEDIA MARKETING,  
SERVICE QUALITY, AND STORE ATMOSPHERE ON  
CONSUMER PURCHASE DECISION USING BRAND IMAGE  
AS INTERVENING VARIABLE AT PT BERJAYA SALLY  
CERIA, SOUR SALLY – CEMARA ASRI**

Written as a partial fulfilment 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**