

SKRIPSI

FACTORS INFLUENCING CUSTOMERS PURCHASE

INTENTION ON PT. RIA SUKSES

MANDIRI

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

By:

NAME : DAELYNN OTTINI TAMARA

ID NUMBER : 03011200115



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