## **SKRIPSI**

## THE EFFECT OF EXPERIENTIAL MARKETING, RELATIONSHIP MARKETING AND WORD OF MOUTH TOWARD CUSTOMER PURCHASE DECISION AT PT DODORINDO JAYA ABADI

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