

SKRIPSI

**THE INFLUENCE OF BRAND EXPERIENCE, BRAND PERSONALITY,
AND SALES PROMOTION ON BRAND EQUITY WITH BRAND
IMAGE AS AN INTERVENING VARIABLE
(A STUDY OF THE PPLITE PHOTOCOPY PAPER BRAND AT PT
AMBONA SEMESTA)**

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

By:

NAME : TIMOTHY LEE

ID NUMBER : 03011190066



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