

SKRIPSI

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH,
PRODUCT QUALITY, AND SOCIAL MEDIA PRESENCE
TOWARD PURCHASE DECISION AT
JOHNSON'S BABY PRODUCT**

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

By:

NAME

: SHARON

ID NUMBER

03011210066



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