

SKRIPSI

**THE INFLUENCE OF DISTRIBUTION, PERCEIVED VALUE,
AND PRODUCT INNOVATION ON PURCHASE DECISION**

AT PT SINAR SOSRO, MEDAN

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

By:

NAME : WILBERT JANICO CHALIM

ID NUMBER : 03011210054



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