

**SKRIPSI**

**THE EFFECT OF PERSONAL SELLING, TRUST,  
RELATIONSHIP MARKETING, AND BRAND EQUITY TOWARD  
CONSUMER PURCHASE DECISION AT PT SELAMAT SUKSES  
ABADI CBD POLONIA MEDAN**

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

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**MANAGEMENT STUDY PROGRAM  
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