

**SKRIPSI**

**THE EFFECT OF BRAND IMAGE, PACKAGING, AND  
PROMOTION ON CUSTOMER PURCHASE  
DECISION AT PT BUNDA SARI LEGIT  
(AFFINOIS), MEDAN**

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

**By:**

**NAME : ANASTASIA ASTRID LIM**

**ID NUMBER : 03011210021**



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