

SKRIPSI

**THE INFLUENCE OF BRAND IMAGE, FOOD QUALITY,
AND FACILITY QUALITY TOWARDS CUSTOMER
PURCHASE INTENTION AT STABAT SEAFOOD**

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

By:

NAME : WINLIE
ID NUMBER : 03013210059



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