

**SKRIPSI**

**THE INFLUENCE OF SALES PROMOTION, PERSONAL  
SELLING, AND WORD OF MOUTH TOWARD CUSTOMER  
PURCHASING DECISIONS AT PT ISTANA DELI KEJAYAAN**

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

**By:**

**NAME : KEVIN**  
**ID NUMBER : 03011190112**



**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2025**