

**SKRIPSI**

**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY,  
AND SALES PROMOTION ON PURCHASE DECISION  
AT PT ENZO NATURAL GROUP**

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

**By:**

**NAME : STEVEN WIJAYA**  
**ID NUMBER : 03011210073**



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