SKRIPSI

THE INFLUENCE OF INSTAGRAM MARKETING, TIKTOK

MARKETING, BRAND IMAGE, AND FACILITIES

TOWARDS PURCHASE DECISION AT

PT KIMCHI HANA TUR MEDAN

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

	By:
NAME	: GRACIA BARIN
ID NUMBER	03013210006



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