

SKRIPSI

THE EFFECT OF BRAND IMAGE, CUSTOMER EXPERIENCE AND TRUST TOWARDS CUSTOMER SATISFACTION USING THE INDRIVER TRANSPORTATION

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

By:

NAME

: NICHOLAS

ID NUMBER

03011190009



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