

SKRIPSI

**THE EFFECT OF CUSTOMER TRUST AS MEDIATOR
BETWEEN PROMOTION, WORD OF MOUTH, AND E-
SERVICE QUALITY ON CUSTOMER PURCHASE DECISION
OF NASI KERITING SUTOMO MEDAN**

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

By:

NAME : CLEONIE MARFEN NG

ID NUMBER : 03013210055



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