SKRIPSI

THE INFLUENCE OF SOCIAL MEDIA, E-WOM, AND BRAND AWARENESS TOWARDS CUSTOMER PURCHASE INTENTION AT FOOK INC MEDAN

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

By:

NAME : KHAROLYN TANJUNG

ID NUMBER : 03013210047



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