SKRIPSI

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND PROMOTION ON PURCHASING DECISIONS IN PT CAPELLA DINAMIK NUSANTARA

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

By:

NAME : STEVEN IH
ID NUMBER 03011200070



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