SKRIPSI

THE INFLUENCE OF PRICE AND PRODUCT QUALITY TOWARDS CUSTOMER SATISFACTION AT PT. SAMUDERA ATLANTIK JAYA MEDAN TEMBUNG

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

By:

NAME : SILVI NATALIE

ID NUMBER : 03011170070



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

2022