SKRIPSI

THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT

VOILAA COFFEE MEDAN

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

By:

NAME : SHAFIRA MAWADDAH

ID NUMBER : 03013180113



MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN 2022