SKRIPSI

THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, ATMOSPHERICS, OTHER CUSTOMERS, AND PRICE TOWARD CUSTOMER SATISFACTION TO GAIN REVISIT INTENTION AT ZAC POINT MEDAN

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

By:

NAME : SHINZY

ID NUMBER : 03013180042



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