SKRIPSI

THE INFLUENCE OF PHYSICAL ENVIRONMENT, FOOD QUALITY, EMPLOYEE SERVICE QUALITY, AND RELATIONSHIP BENEFITS TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT GUZVA COFFEE & RESTO IN MEDAN

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

By:

NAME : ELVI TANDEAN

ID NUMBER : 03013180036



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