## SKRIPSI

## THE EFFECT OF TASTE AND PRICE TOWARD

## **CUSTOMER SATISFACTION IN ZISEL**

## **GELATERIA, MEDAN**

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

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