SKRIPSI

THE IMPACT OF PERCEIVED RISK, PERCEIVED VALUE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PT MULIA TANI JAYA, MEDAN

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

By:

NAME : CYNTHIA MICHELIM

ID NUMBER : 03011180059



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