

# **SKRIPSI**

## **THE INFLUENCE OF PRODUCT DIVERSITY, PRODUCT DESIGN, AND STORE ATMOSPHERE ON BUYING DECISION OF COFFEE AT ME& COFFEE WORKS - KALINGGA BRANCH, MEDAN**

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

**By:**

**NAME : CRESTELLA JOSIE**

**ID NUMBER : 03013190004**



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