SKRIPSI

THE INFLUENCE OF PRICE, SERVICE QUALITY, AND PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION AT JUNCTION CAFÉ USKUP AGUNG, MEDAN

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

By:

NAME : WIDYA FAISAL

ID NUMBER : 03013190058



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