

**SKRIPSI**

**THE INFLUENCE OF SERVICE QUALITY, SOCIAL  
ENJOYMENT, CLEANLINESS, AESTHETICS, AND COST  
TOWARD CUSTOMER SATISFACTION AND CUSTOMER  
LOYALTY IN BROTHERS CAFE, MEDAN**

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

**By:**

**NAME : DELVIN MERTJU**

**ID NUMBER : 03011190011**



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