

SKRIPSI

**THE INFLUENCE OF SENSORY EXPERIENCE, SATIETY
VALUE, MENU SELECTION, HYGIENE, AND PRICE
TOWARDS CUSTOMER SATISFACTION AND CUSTOMER
LOYALTY AT 53 STEPS LAURENCE CAFE 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
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