

SKRIPSI

**THE INFLUENCE OF PRICE, PROMOTION AND SERVICE
QUALITY TOWARDS CUSTOMERS SATISFACTION AT
KEBUN COFFEE SHOP**

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

By:

NAME : JACKSON YANG

ID NUMBER : 03013180043



**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2023**