

SKRIPSI

THE INFLUENCE OF MENU VARIATION, E-WORD OF MOUTH, AND STORE ATMOSPHERE TOWARD CUSTOMER SATISFACTION AT THE THIRTY-SIX CAFÉ MULTATULI, MEDAN

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

By:

NAME : VERIESSA
ID NUMBER : 03013200008



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