

**SKRIPSI**

**EFFECT OF CUSTOMER EXPERIENCE, PERCEIVED PRICE,  
SERVICE QUALITY, AND PRODUCT QUALITY TOWARD  
CUSTOMERS' REPURCHASE INTENTIONS AT KOPI JANJI  
JIWA TANJUNGBALAI**

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

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