

SKRIPSI

THE INFLUENCE OF BRAND IMAGE AND SERVICESCAPE

ON CUSTOMERS' BUYING INTEREST AT YA KUN KAYA

TOAST SUN PLAZA

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

By:

NAME : VANESSA

ID NO. : 03013200055



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