## **SKRIPSI**

## THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE TOWARDS CUSTOMER SATISFACTION AT APLUS CAFÉ AND RESTAURANT PEMATANGSIANTAR

Written as a partial fulfillment of the academic requirements

To obtain the degree of Sarjana Management

By:

NAME : YUNNA

**ID NUMBER** : 03013180013



MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2024