

SKRIPSI

**THE INFLUENCE OF FOOD QUALITY, SERVICE QUALITY,
STORE AMBIANCE, AND PROMOTIONS TOWARD
PURCHASE DECISIONS AT COW & CO. MEDAN**

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

BY:

NAME : JERICA ALVERINA
ID NUMBER : 03013200006



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