

SKRIPSI

**THE INFLUENCE OF SERVICE QUALITY, PRICE, AND
PROMOTION TOWARD SHOPEEFOOD
CUSTOMER SATISFACTION IN MEDAN CITY**

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

By:

NAMA : SYLVIE WILVIAN

ID NUMBER : 03013200038



**MANAGEMENT STUDY PROGRAM
FACULTY ECONOMIC AND BUSINESS
UNIVERSITAS PELITA HARAPAN
MEDAN
2024**